P-19

Simmons

1984 STUDY OF MEDIA & MARKETS

Dairy Products, Spreads, Cookies, Desserts, Baking & Bread Products

Butter & Margarine
Cakes, Pastries & Pies
Cheese
Cream Substitutes
Egg Substitutes
English Muffins
Frozen Waffles
Frosting
Gelatin Dessert
Ice Cream, Ice Milk & Sherbert
Jams & Jellies
Pancake Mix
Peanut Butter
Pie Crusts
Puddings & Pie Fillings
Refrigerated & Frozen Dough Products
Whipped Topping
Yogurt Products

Simmons Market Research Bureau, Inc.

UNIVERSITY OF ILLINOIS AT
CHICAGO
801 SO. MORGAN
CHICAGO, IL. 60607

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1984 STUDY OF MEDIA & MARKETS

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28 April 1986

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1984 STUDY OF MEDIA & MARKETS

Dairy Products, Spreads, Cookies, Desserts, Baking & Bread Products

TABLE OF CONTENTS

VOLUME P-19: DAIRY PRODUCTS, SPREADS, COOKIES, DESSERTS, BAKING & BREAD PRODUCTS

	SUMMARY	FEMALE HOMEMAKERS
BAKING		
BAKING FROM SCRATCH	1	
Types Bake		2-13
BAKING CHIPS & PIECES	1	
Usage		14-19
Flavors		20-25
Brands		
Bakers Hershey Nestle Reese		26-31
BROWNIE MIXES, DRY	33	
Usage		34-39
Brands		
Betty Crocker Duncan Hines Jiffy Pillsbury		40-45
CAKE MIXES, DRY	47	
Usage		48-53
Brands		
Betty Crocker Layer Cakes Betty Crocker Snackin' Cake Betty Crocker Stir-N-Frost Duncan Hines Layer Cakes		54-59
Other Duncan Hines Cakes Jiffy Moist 'N Easy Pillsbury Plus Layer Cakes		60-65
Other Pillsbury Cakes		66-71

VOLUME P-19: DAIRY PRODUCTS, SPREADS, COOKIES, DESSERTS, BAKING & BREAD PRODUCTS

	SUMMARY	FEMALE HOMEMAKERS
BAKING (Continued)		
COOKIE MIXES, DRY	73	
Usage		74-79
Brands		
Betty Crocker Big Batch Duncan Hines Nestle		80-85
DOUGH PRODUCTS, REFRIGERATED & FROZEN (REQUIRE BAKING)	87	
Types		88-99
Usage: Refrigerated Dough		100-105
Usage: Frozen Dough		106-111
FROSTING (STORE BOUGHT)	113	
Types		114-119
Usage: Canned		120-125
Usage: Packaged Mix		126-131
Brands		
Betty Crocker Canned Betty Crocker Frosting Mix Duncan Hines Canned Hershey Canned		132-137
Jiffy Frosting Mix Pillsbury Canned Pillsbury Frosting Mix Other Frosting Mix		138-143
PACKAGED PIE CRUST (STORE BOUGHT)	145	
Usage		146-151
Types		152-157
Kinds		158-163

TABLE OF CONTENTS (Continued)

VOLUME P-19: DAIRY PRODUCTS, SPREADS, COOKIES, DESSERTS, BAKING & BREAD PRODUCTS

	SUMMARY	FEMALE HOMEMAKERS
BREAD & ENGLISH MUFFINS	165	
BREAD		
Usage		166-171
Types		172-177
ENGLISH MUFFINS		
Brands		
Oroweat Pepperidge Farms Thomas		178-183
Wonder		184-189
BUTTER	191	
Usage		192-197
CHEESE		
AMERICAN/PASTEURIZED PROCESSED CHEESE (DIET OR LOW CALORIE)	199	
Usage		200-205
AMERICAN/PASTEURIZED PROCESSED CHEESE (NOT DIET OR LOW CALORIE)	199	
Usage		206-211
Types & Flavors/Strengths		212-223
COTTAGE CHEESE	225	
Usage		226-231
Types & Kinds		232-237
NATURAL CHEESE (CHEESE OTHER THAN AMERICAN)	239	
Usage		240-245
Forms & Types		246-257
Kinds		258-281

TABLE OF CONTENTS (Continued)

VOLUME P-19: DAIRY PRODUCTS, SPREADS, COOKIES, DESSERTS, BAKING & BREAD PRODUCTS

	SUMMARY	FEMALE HOMEMAKERS
SPREAD CHEESE	283	
Usage		284-289
Types		290-301
COOKIES (READY-TO-EAT)	303	
Usage		304-309
Brands		
Archway Burry's Duncan Hines Grandma's		310-315
Keebler Chocolate Chips Cookies Keebler Fudge Coated Cookies Other Keebler Mothers		316-321
Nabisco Chips Ahoy Nabisco Fig Newtons Nabisco Nilla Nabisco Oreo		322-327
Other Nabisco Pepperidge Farm Stella D'Oro Sunshine Chip-A-Roos		328-333
Sunshine Hydrox Sunshine Vienna Fingers Other Sunshine		334-339
EGG SUBSTITUTES	341	
Usage		342-347
FLAVORED GELATIN DESSERTS	349	
Usage		350-355
Brands		
D-Zerta Jell-O Royal		356-361

TABLE OF CONTENTS (Continued)

VOLUME P-19: DAIRY PRODUCTS, SPREADS, COOKIES, DESSERTS, BAKING & BREAD PRODUCTS

	SUMMARY	FEMALE HOMEMAKERS
FROZEN DESSERT PIES, CAKES & PASTRIES	363-365	
Usage		366-371
Types		372-377
Brands		
Banquet (Pies) Morton (Pies) Mrs. Smith (Pies)		378-383
Pepperidge Farm (Cakes) Pepperidge Farm (Pastries) Pet Ritz (Pies) Sara Lee (Cakes)		384-389
Sara Lee (Pastries)		390-395
FROZEN WAFFLES	397	
Usage		398-403
Brands		
Aunt Jemima Downyflake Eggo		404-409
ICE CREAM & ICE MILK & SHERBET (FOR EATING AT HOME)	411	
Usage		412-417
Types		418-423
JAMS, JELLIES & PRESERVES	425	
Usage		426-431
Flavors		432-437
Brands		
Bama Kraft Smuckers Welch		438-443

TABLE OF CONTENTS (Continued)

VOLUME P-19: DAIRY PRODUCTS, SPREADS, COOKIES, DESSERTS, BAKING & BREAD PRODUCTS

	SUMMARY	FEMALE HOMEMAKERS
MARGARINE	445	
Usage		446-451
Types & Kinds		452-457
Forms		458-469
Brands		
Blue Bonnet Low Fat Blue Bonnet Regular Chiffon Fleischmann's		470-475
Chiffon Light Spread Imperial Kraft Parkay Land-O-Lakes		476-481
Mazola Mrs. Filberts Promise Shedd's		482-487
NON-DAIRY CREAM SUBSTITUTES (TO PUT IN COFFEE OR ON CEREAL)	489	
Usage		490-495
Brands		
Bordens Cremora Coffee Mate Coffee Rich		496-501
PANCAKE MIXES, DRY	503	
Usage		504-509
Brands		
Aunt Jemima Bisquick Hungry Jack (Pillsbury) Log Cabin		510-515
Krusteaz Mrs. Butterwork		516-521

TABLE OF CONTENTS (Continued)

VOLUME P-19: DAIRY PRODUCTS, SPREADS, COOKIES, DESSERTS, BAKING & BREAD PRODUCTS

	SUMMARY	FEMALE HOMEMAKERS
PEANUT BUTTER	523	
Usage		524-529
Types		530-535
Brands		
Jif Peter Pan Planters		536-541
Skippy Superman		542-547
PUDDINGS & PIE FILLINGS		
INSTANT POWDERED	549	
Usage		550-555
Brands		
Jell-O My-T-Fine Royal		556-561
REGULAR (NOT INSTANT)	563	
Usage		564-569
Brands		
Jell-O My-T-Fine Royal		570-575
PRE-COOKED (READY TO EAT)	577	
Usage		578-583
Brands		
Comstock Pie Fillings Hunt's Snack Pack Canned Desserts Swiss Miss Ready To Eat Pudding Thank-You		584-589

TABLE OF CONTENTS (Continued)

VOLUME P-19: DAIRY PRODUCTS, SPREADS, COOKIES, DESSERTS, BAKING & BREAD PRODUCTS

	SUMMARY	ADULTS	MALES	FEMALES	FEMALES HOMEMAKERS
TOASTER PASTRIES	591				
Brands					
Kellogg's Pop Tops Tostems Pop Ups					592-597
WHIPPED TOPPING (CREAM TYPE)	599				
Usage					600-605
Types					606-611
Brands					
Cool Whip Dream Whip Reddi-whip					612-617
YOGURT (Not Bought Frozen)	619				
Usage		620-625	626-631	632-637	
Types		638-643			
Flavors		644-661			
Kinds		662-667			
Brands					
Borden Breyers Dannon Light 'n Lively		668-673			
Yoplait - Custard Style		674-679			
Yoplait - Original Style					
YOGURT DRINKS & FROZEN YOGURT	681				
Usage		682-687	688-693	694-699	
Brands: Frozen Yogurt (Bought Frozen)					
Borden Danny (Dannon)		682-687			
PERCENT USERS & PERCENT USAGE	701				

THE 1984 STUDY OF MEDIA AND MARKETS

The 1984 Study of Media and Markets is based on a total of 19,110 adults and is projectable to the population age 18 years and over living in the coterminous 48 states of the United States. The interview period extended from August 29, 1983 through July 6, 1984.

The complete details of the design and conduct of the Study are published in a separately bound Technical Guide. The Study findings, which also will be available on computer tape, will be published in 43 separate report volumes over the period between August 1984 and February 1985.

1984 SMRB Study Procedures

The total data collection workload, which is the basis for the contents of the report volumes, is apportioned in a modular fashion over several administratively feasible interview units as follows:

- Publications and demographic questionings are distributed over two separate personal interviews.

- Product data are obtained from a separate, self-administered questionnaire, placed at the time of the initial interview and recovered by the interviewer at the time of the second interview.

- TV viewing data are derived from a separate diary kept for two consecutive weeks, in which the respondent records his own in-home viewing only. These diaries are mailed to a sub-sample of respondents participating in the 1984 Study of Media and Markets.

- Radio listening data are also derived from a sub-sample of participants in the 1984 Study of Media and Markets. Listening for a single weekday is obtained in the second personal interview; information for an additional weekday is collected from a telephone interview or, for respondents without phone numbers, from a two-weekday diary.

Volumes included in 1984 SMRB Study

The volumes included in the Media series are as follows:

M-1	Publications: Total Audiences
M-2	Publications: In-Home Audiences
M-3	Publications: Reach And Frequency/Mean Reading Days
M-4	Publications: Duplication Of Audiences
M-5	Multi-Media Audiences: Adults
M-6	Multi-Media Audiences: Males
M-7	Multi-Media Audiences: Females
M-8	Multi-Media Audiences: Female Homemakers
M-9	Multi-Media Audiences: Professionals And Managers
M-10	Multi-Media Audiences: Mothers
M-11	Broadcast And Outdoor: Reach And Frequency
M-12	Television: Attentiveness And Special Events
M-13	Multi-Media Audiences: Media Imperatives

The following volumes are included in the Product series:

P-1	Automobiles
P-2	Cycles, Trucks, Vans & Tires
P-3	Automotive Products & Services
P-4	Travel
P-5	Banking, Investments, Memberships, Public Activities & Contributions
P-6	Insurance & Credit Cards
P-7	Books, Records, Tapes, Stereo & TV
P-8	Appliances, Sewing & Garden Care
P-9	Home Furnishings & Home Improvements
P-10	Sports & Leisure
P-11	Restaurants, Stores & Grocery Shopping
P-12	At Home Shopping, Yellow Pages, Florists & Telegrams
P-13	Jewelry, Watches, Luggage, Binoculars, Pens & Pencils & Men's Apparel
P-14	Women's Apparel
P-15	Tobacco Products & Photography
P-16	Distilled Spirits & Mixes
P-17	Malt Beverages & Wine
P-18	Coffee, Tea, Milk, Soft Drinks, Juices & Bottled Water
P-19	Dairy Products, Spreads, Cookies, Desserts & Baking & Bread Products
P-20	Cereals, Rice, Pasta, Pizza, Mexican Foods, Fruits & Vegetables
P-21	Soup, Meat, Fish, Poultry, Condiments & Dressings
P-22	Chewing Gum, Candy & Snacks
P-23	Soap, Laundry & Paper Products & Kitchen Wraps
P-24	Household Cleaners, Room Deodorizers & Pet Foods
P-25	Health Care Products & Remedies
P-26	Oral Hygiene Products, Skin Care & Deodorants
P-27	Hair Care & Shaving Products
P-28	Women's Beauty Aids, Cosmetics & Personal Products
P-29	Games & Toys, Children's & Babies' Apparel & Specialty Products
P-30	Relative Volume of Consumption

REPORT FORMAT AND STANDARDS

The standard format used in this report presents a four item data set:

A	B	C	D
	%	Across	
'000	Down	%	INDX

"A" is the projected number of people, in thousands, in the cell defined by the heading and stub for the column and row concerned.

"B" is the result of percentaging this number "down" using the group defined by the heading as the base. For demographic stub items, this gives PROFILE. For media stub items, this give COVERAGE or RATING.

"C" is the result of percentaging this number "across" using the group defined by the stub as the base. For demographic stub items, this gives PENETRATION. For media stub items, this gives COMPOSITION.

"D" is an index of selectivity calculated by dividing C (Across %) by the across percent for the universe concerned (adults, males, females, etc.). Example: an index of 120 indicates that the group defined by the stub is 20% more likely to be in the group defined by the heading than is the total universe. +++ is the symbol used when the calculation yields a four-digit index.

Asterisk Pattern

*** Projections that are relatively unstable are denoted by an asterisk and should be used with considerable caution.**

In all of the SMRB reports, projections so designated resulted from not less than thirty-one nor more than sixty actual interviews. The size of the projections bearing an asterisk may vary widely, depending upon the distribution of the projected interviews among the income strata.

For media audiences, interview counts are derived as follows:

Print Media:	Addition of the Phase I and Phase II interviews. (For magazine groups (GROSS), net readers on Phase I and net readers on Phase II are added.)
Radio:	Addition of the net audience on weekday 1 and the net audience on weekday 2.
Television:	Addition of the net audience on week 1 and the net audience on week 2.

**Double asterisks have been used in all of the SMRB reports to designate projections resulting from thirty or fewer interviews. These projections are not sufficiently reliable to be used safely alone and have been included for consistency only, to permit the combination of such break-downs into larger groups without loss of information. Under no circumstances should they be used in any other way.

Rounding

All projections are rounded to the nearest thousand. Because the projections have been independently rounded, some totals will not correspond to the sum of the breaks shown in the table. However, the discrepancies should not exceed an integer equal to one-half the number of detail breaks. This rounding factor can also exist between tables; that is, comparable male and female audiences will sum to the published total adult audience plus or minus the rounding factor.

Reliability of Results

Each estimate in this volume and all other SMRB reports is subject to sampling tolerances. A table specifying the tolerances for major audiences and a method for estimating these tolerances for all other data published in the reports is provided in the 1984 SMRB Technical Guide. The Technical Guide also enumerates unweighted base counts for all the publications and major demographic groups reported.

Weight Watchers

Weight Watchers was not included in the 1984 Study until January, 1984. Approximately one-third of the interviewing had already been completed. As a result, the audience ratings for this magazine are based upon the coverage estimates (ratings) obtained from the last two-thirds of the sample. Readership was ascribed to the first-third of the sample to reflect these ratings.

Decision Maker

The opportunity to determine who participates in the decision making process is provided for selected products or services via a question such as "Who decides which brand you use?" Summary pages, and in some cases, report tables incorporate these decision maker questions.

In volumes P-1 (Automobiles) and P-2 (Cycles, Trucks, Vans & Tires), some tables are presented on the basis of adult decision makers, male decision makers, female decision makers. The numbers on these tables are projected from respondents who participated in the decision making process as evidenced by their response of "yourself." Percentages are calculated on the total population.

Summary Pages

The foundations for all data appearing with a P series report are shown on the summary pages. Each question as it appears in the Product Information Booklet together with response selections are itemized in terms of population projections and percentages and unweighted counts. To fully understand the base of the tables being reported, and consequently to interpret the data correctly, it is advisable to refer to the summary page for the exact wording of questions. This suggestion will be particularly useful when using tables that derive from a household measurement. For example, a summary page incorporates the question: "Do you or other members of your household own any of the following...?" On a report page for adult males the ownership of one of the items is covered. The figure for the item owned should be interpreted as: the number of males who live in a household in which a household member owns the item.

Figures in "Net" columns are derived from an unduplicated count of respondents for the specific answer category. For example, if a business trip was taken on the last, second last and third last trips, the respondent is credited in each trip category for business reasons but counted only once on the net line for business. An exception to this procedure is in the presentation of "Do Not Know." "Do Not Know" in the net column is credited only when it is the sole answer across all the choices. Again using travel as an illustration, if the last trip was for vacation and no reason was given for the second last trip, the respondent would be counted on the net line for "vacation" and excluded from the net line for "do not know."

A single asterisk (*) may appear in the percentage column. It is used when the projected population is less than 0.05 percent.

Heavy, medium and light users are defined on the summary page. Frequencies that comprise each group are identified by an H, M or L.

When presented on a report table, the users that constitute each frequency group are identified as heavy users, medium users, or light users if three frequency distributions are created, or heavy users vs. light users if two frequency classifications are shown. The percentages on these tables relate to the population described on the table.

Percent Of Users And Usage

Percent users and percent usage for heavy, medium and light usage categories appear, where applicable, on independent tables following the tables in the body of the report. The manner in which the calculations on these tables are made is described below.

Percent of consumption is calculated by assigning weights to each use category for the product or service being reported. The number of users is then multiplied by the assigned weight to derive the weighted consumption. The weighted consumption is summed and the resulting total is the base (100%) for the computation.

An example of a hypothetical product category follows:

Number Used in Household in Last 7 Days	H/M/L Designations	Assigned Weight	X	Product Users ('000)	=	Weighted Consumption ('000)
10 or more	H	10.0		5309		53090.0
8-9	H	8.5		4341		36898.5
6-7	M	6.5		5078		33007.0
5	M	5.0		3941		19705.0
4	L	4.0		5172		20688.0
3	L	3.0		1556		4668.0
2	L	2.0		2691		5382.0
1 or less	L	0.5		329		164.5
NONE	L	0		19		0
						173603.0

The percent of consumption for this illustration will be:

Heavy Users	51.8%
Medium Users	30.4
Light Users	17.8
	100.0%

This same procedure is used to define percent of consumption for any type of consumption such as number used and frequency of use.

STANDARD REPORT STUB

The standard report stub, appearing in this volume, covers the following major areas:

Demographics
Quintiles/Terciles of Media Exposure
Media Imperatives®
Publication Audiences
Outdoor Advertising Audiences
Radio Audiences
Television Audiences
Cable Television

DEMOGRAPHICS

Definitions of the following demographic terms, used in the reports, are provided in the Technical Guide:

Area of Dominant Influence
Census Regions
County Size
Education
Employed Mothers
Female Homemakers
Household
Household Head
Index of Social Position
Industry
Locality Type
Marketing Regions
Occupation*
Parents
Professionals and Managers*
Race
Residence Ownership
Spanish-Speaking

*In revising occupational classifications for the 1980 Census, the Bureau of Census made certain changes in the broadest groupings. In line with these changes, the 1984 SMM groups Technicians with Clerical/Sales. In 1983 it was grouped with Professionals. Professionals and Managers excludes Technicians in the 1984 SMM whereas it included them in 1983. The group "Craftsman/Foreman" has been renamed "Precision/Craft" in the 1984 SMM.

QUINTILES/TERCILES OF MEDIA EXPOSURE

Quintile/tercile groups for nine media types - magazines, newspapers, outdoor, drive time radio, mid-day radio, total radio, prime time television, daytime television and total television - are reported. In addition, quintiles for fringe (early & late) television are shown in volumes M-5 through M-10.

In the report, quintiles are designated as 1 through 5 with quintile 1 being the highest group and quintile 5 being the lowest group. Terciles are shown as tercile 1 through 3 with tercile 1 being the highest group and tercile 3 being the lowest group.

Quintiles and terciles are defined separately for males and females using the weighted data for the 19,110 respondents. Once a given respondent is assigned to a specific quintile or tercile, his membership in that quintile or tercile is maintained regardless of the demographic group being reported: a female belonging to quintile 5 (lowest) will remain in that quintile regardless of whether she is reported as a mother, female homemaker, professional or manager, or an adult. Therefore, for bases other than males and females, the size of a given quintile need not approach 20%.

Definitions for the quintile and tercile groups follow:

	HIGHEST GROUP	SECOND GROUP	MIDDLE GROUP	FOURTH GROUP	LOWEST GROUP
MAGAZINES	Based on number of 108 publications studied and reported.				
Men	8 or More	5-7	3-4	1-2	None
Women	10 or More	6-9	4-5	2-3	0-1
NEWSPAPERS	Based on number of weekday newspapers read in the two days studied and weekend/Sunday newspapers read in the two weeks studied.				
Men	5 or More	4	3	2	0-1
Women	5 or More	4	3	1-2	None
OUTDOOR ADVERTISING	Based on the estimated frequency of exposure to a 100 showing for 30 days.				
Men	42 or More	21-41	10-20	3-9	0-2
Women	42 or More	21-41	10-20	3-9	0-2
RADIO	Groupings are defined in terms of the number of quarter hours listened to on two weekdays.				
Drive Time	Based on number of quarter hours listened to on two weekdays Monday through Friday, 6am to 10am and 3pm to 7pm.				
Men	22 or More	13-21	8-12	3-7	0-2
Women	22 or More	13-21	7-12	1-6	None

	HIGHEST GROUP	SECOND GROUP	MIDDLE GROUP	FOURTH GROUP	LOWEST GROUP
RADIO (Cont'd)					
Mid Day	Based on number of quarter hours listened to on two weekdays Monday through Friday, 10am to 3pm.				
Men	12 or More		1-11		None
Women	13 or More		1-12		None
All Day	Based on number of quarter hours listened to on two weekdays Monday through Friday.				
Men	44 or More	24-43	13-23	6-12	0-5
Women	42 or More	23-41	12-22	4-11	0-3
TELEVISION	Groupings are defined in terms of the number of half hours viewed in two weeks.				
Prime Time	Based on number of half hours viewed in two weeks Sunday 7 pm to 11 pm and Monday through Saturday 8 pm to 11 pm.				
Men	54 or More	38-53	26-37	14-25	0-13
Women	58 or More	43-57	30-42	16-29	0-15
Daytime	Based on number of half hours viewed in two weeks Monday through Friday, 10 am to 4:30 pm.				
Men	12 or More		1-11		None
Women	27 or More		2-26		0-1
Fringe Time (Early And Late)	Based on number of half hours viewed in two weeks Monday through Friday, 4:30 pm to 7:30 pm and 11 pm to 1 am.				
Men	34 or More	22-33	14-21	6-13	0-5
Women	37 or More	25-36	14-24	6-13	0-5
All Day	Based on number of half hours viewed in two weeks Monday through Sunday, 8 am to 2 am.				
Men	128 or More	87-127	61-86	36-60	0-35
Women	159 or More	111-158	77-110	42-76	0-41

MEDIA IMPERATIVES®

The concept of Media Imperatives® was introduced at the 21st Annual Conference of the Advertising Research Foundation in November 1975 as a way of classifying consumers according to their magazine reading and television viewing behavior.

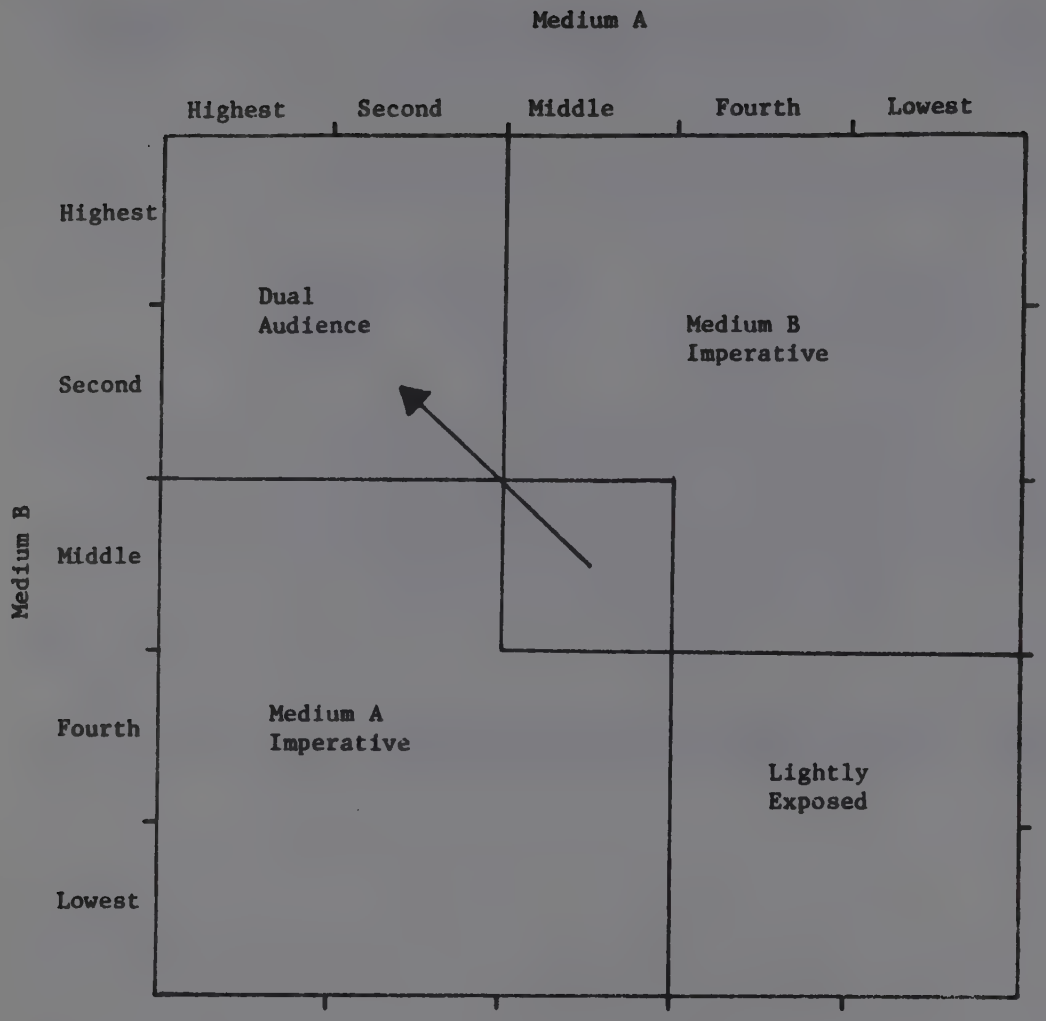
An extension of this concept is appropriate for analyzing exposure to other media. Consequently, the pairing of the five media into the following segments has been made:

Magazines	- Newspapers	Newspapers	- Radio
Magazines	- Outdoor	Newspapers	- Television
Magazines	- Radio	Outdoor	- Radio
Magazines	- Television	Outdoor	- Television
Newspapers	- Outdoor	Radio	- Television

Respondents were segmented (as shown above) into quintiles for magazines, newspapers, total television, total radio and 100 showing - 30 day outdoor to create approximately equal size groups. These segments were cross-tabulated for each of the paired media noted above and four mutually exclusive groups resulted -- an Imperative group for each of the paired media, a Dual Audience group and a Lightly Exposed group.

As in the 1983 study, the intersection of the middle groups is assigned to Dual Audience.

A diagrammatic representation and pairing definitions follow: (Each of the ten media pairings has been diagrammed with definitions in the Technical Guide.)


Medium A
Highest
Second
Middle
Fourth
Lowest
Medium B
Highest
Second
Middle
Fourth
Lowest
Dual
Audience
Medium B
Imperative
Medium A
Imperative
Lightly
Exposed

MAGAZINES - NEWSPAPERS

	MAGAZINE IMPERATIVE	DUAL AUDIENCE	NEWSPAPER IMPERATIVE	LIGHTLY EXPOSED
Males				
Magazine	5 or more	5 or more	3 - 4	2 or less
Newspaper	3 or less	4 or more	4 or more	2 or less
or				
Magazine	3 - 4	3 - 4	2 or less	
Newspaper	2 or less	3	3 or more	
Females				
Magazine	6 or more	6 or more	4 - 5	3 or less
Newspaper	3 or less	4 or more	4 or more	2 or less
or				
Magazine	4 - 5	4 - 5	3 or less	
Newspaper	2 or less	3	3 or more	

MAGAZINES - OUTDOOR (100 SHOWING)

	MAGAZINE IMPERATIVE	DUAL AUDIENCE	OUTDOOR IMPERATIVE	LIGHTLY EXPOSED
Males				
Magazine	5 or more	5 or more	3 - 4	2 or less
Outdoor	20 or less	21 or more	21 or more	9 or less
or				
Magazine	3 - 4	3 - 4	2 or less	
Outdoor	9 or less	10 - 20	10 or more	
Females				
Magazine	6 or more	6 or more	4 - 5	3 or less
Outdoor	20 or less	21 or more	21 or more	9 or less
or				
Magazine	4 - 5	4 - 5	3 or less	
Outdoor	9 or less	10 - 20	10 or more	

MAGAZINES - ALL DAY RADIO QUARTER HOURS

	MAGAZINE IMPERATIVE	DUAL AUDIENCE	RADIO IMPERATIVE	LIGHTLY EXPOSED
Males				
Magazine	5 or more	5 or more	3 - 4	2 or less
Radio	23 or less	24 or more	24 or more	12 or less
or				
Magazine	3 - 4	3 - 4	2 or less	
Radio	12 or less	13 - 23	13 or more	
Females				
Magazine	6 or more	6 or more	4 - 5	3 or less
Radio	22 or less	23 or more	23 or more	11 or less
or				
Magazine	4 - 5	4 - 5	3 or less	
Radio	11 or less	12 - 22	12 or more	

MAGAZINES - ALL DAY TV HALF HOURS

	MAGAZINE IMPERATIVE	DUAL AUDIENCE	TELEVISION IMPERATIVE	LIGHTLY EXPOSED
Males				
Magazine	5 or more	5 or more	3 - 4	2 or less
Television	86 or less	87 or more	87 or more	60 or less
or				
Magazine	3 - 4	3 - 4	2 or less	
Television	60 or less	61 - 86	61 or more	
Females				
Magazine	6 or more	6 or more	4 - 5	3 or less
Television	110 or less	111 or more	111 or more	76 or less
or				
Magazine	4 - 5	4 - 5	3 or less	
Television	76 or less	77 - 110	77 or more	

NEWSPAPERS - OUTDOOR (100 SHOWING)

	NEWSPAPER IMPERATIVE	DUAL AUDIENCE	OUTDOOR IMPERATIVE	LIGHTLY EXPOSED
Males				
Newspaper	4 or more	4 or more	3 or less	2 or less
Outdoor	10 - 20	21 or more	21 or more	9 or less
or				
Newspaper	3 or more	3	2 or less	
Outdoor	9 or less	10 - 20	10 - 20	
Females				
Newspaper	4 or more	4 or more	3 or less	2 or less
Outdoor	10 - 20	21 or more	21 or more	9 or less
or				
Newspaper	3 or more	3	2 or less	
Outdoor	9 or less	10 - 20	10 - 20	

NEWSPAPERS - ALL DAY RADIO QUARTER HOURS

	NEWSPAPER IMPERATIVE	DUAL AUDIENCE	RADIO IMPERATIVE	LIGHTLY EXPOSED
Males				
Newpaper	4 or more	4 or more	3 or less	2 or less
Radio	13 - 23	24 or more	24 or more	12 or less
or				
Newspaper	3 or more	3	2 or less	
Radio	12 or less	13 - 23	13 - 23	
Females				
Newspaper	4 or more	4 or more	3 or less	2 or less
Radio	12 - 22	23 or more	23 or more	11 or less
or				
Newspaper	3 or more	3	2 or less	
Radio	11 or less	12 - 22	12 - 22	

NEWSPAPERS - ALL DAY TV HALF HOURS

	NEWSPAPER IMPERATIVE	DUAL AUDIENCE	TELEVISION IMPERATIVE	LIGHTLY EXPOSED
Males				
Newspaper	4 or more	4 or more	3 or less	2 or less
Television	61 - 86	87 or more	87 or more	60 or less
or				
Newspaper	3 or more	3	2 or less	
Television	60 or less	61 - 86	61 - 86	
Females				
Newspaper	4 or more	4 or more	3 or less	2 or less
Television	77 - 110	111 or more	111 or more	76 or less
or				
Newspaper	3 or more	3	2 or less	
Television	76 or less	77 - 110	77 - 110	

OUTDOOR (100 SHOWING) - ALL DAY RADIO QUARTER HOURS

	OUTDOOR IMPERATIVE	DUAL AUDIENCE	RADIO IMPERATIVE	LIGHTLY EXPOSED
Males				
Outdoor	21 or more	21 or more	10 - 20	9 or less
Radio	23 or less	24 or more	24 or more	12 or less
or				
Outdoor	10 - 20	10 - 20	9 or less	
Radio	12 or less	13 - 23	13 or more	
Females				
Outdoor	21 or more	21 or more	10 - 20	9 or less
Radio	22 or less	23 or more	23 or more	11 or less
or				
Outdoor	10 - 20	10 - 20	9 or less	
Radio	11 or less	12 - 22	12 or more	

OUTDOOR (100 SHOWING) - ALL DAY TV HALF HOURS

	OUTDOOR IMPERATIVE	DUAL AUDIENCE	TELEVISION IMPERATIVE	LIGHTLY EXPOSED
Males				
Outdoor	21 or more	21 or more	10 - 20	9 or less
Television	86 or less	87 or more	87 or more	60 or less
or				
Outdoor	10 - 20	10 - 20	9 or less	
Television	60 or less	61 - 86	61 or more	
Females				
Outdoor	21 or more	21 or more	10 - 20	9 or less
Television	110 or less	111 or more	111 or more	76 or less
or				
Outdoor	10 - 20	10 - 20	9 or less	
Television	76 or less	77 - 110	77 or more	

ALL DAY RADIO QUARTER HOURS - ALL DAY TV HALF HOURS

	RADIO IMPERATIVE	DUAL AUDIENCE	TELEVISION IMPERATIVE	LIGHTLY EXPOSED
Males				
Radio	24 or more	24 or more	13 - 23	12 or less
Television	86 or less	87 or more	87 or more	60 or less
or				
Radio	13 - 23	13 - 23	12 or less	
Television	60 or less	61 - 86	61 or more	
Females				
Radio	23 or more	23 or more	12 - 22	11 or less
Television	110 or less	111 or more	111 or more	76 or less
or				
Radio	12 - 22	12 - 22	11 or less	
Television	76 or less	77 - 110	77 or more	

PUBLICATION AUDIENCES

A detailed explanation of the questioning procedures and audience definitions used for various types of publications appears in the Technical Guide.

Magazines and weekly newspapers were measured by the "through-the-book" editorial interest method. The New York Times Daily Edition, Wall Street Journal, USA Today, and daily newspapers were measured by the "read yesterday" method. Sunday/weekend newspapers were measured by the "read last Saturday or since last Saturday" procedure. The audiences for Family Weekly, the Los Angeles Times HOME Magazine, The New York Times Magazine, Parade Magazine, and the National Sunday Magazine Package are defined through readership of the Sunday/weekend carrier newspapers, which are listed in the Technical Guide. Recipients of Blair Inserts are defined through readership of the Sunday/weekend newspapers included in the Blair group, which are also listed in the Technical Guide.

Magazine Groups

The reports include audience estimates for eleven different magazine groups. For each of these groups, gross audience estimates are printed in the volumes, and both gross and net audience punches are provided on the computer tape. The components of the reported groups are as follows:

CBS Magazine Network
- American Photographer
- Audio
- *Cycle World
- *Road & Track
- *World Tennis

Conde Nast Magazine Package
- *Glamour
- *Mademoiselle
- *Self
- *Vogue

Decorating and Craft Ideas (Creative Ideas for Living)/ Southern Living
- *Decorating and Craft Ideas (Creative Ideas for Living)
- *Southern Living

Golf Digest/Tennis
- *Golf Digest
- *Tennis

Golf Magazine/Ski
- *Golf Magazine
- *Ski

Hearst Magazines Corporate Buy
- *Cosmopolitan
- *Country Living
- *Good Housekeeping
- *Harper's Bazaar
- *House Beautiful
- Motor Boating & Sailing
- *Popular Mechanics
- *Redbook
- *Science Digest
- *Sports Afield
- *Town & Country
- *Colonial Homes

Hearst Man Power
- *Popular Mechanics
- *Science Digest
- *Sports Afield

Hearst Woman Power
- *Cosmopolitan
- *Good Housekeeping
- *Redbook

LHJ Family Group Combination
- *Health
- *Ladies' Home Journal
- *1,001 Home Ideas

McCall's/Working Mother
- *McCall's
- *Working Mother

Ziff-Davis Magazine Network
- Boating
- *Car & Driver
- Cycle
- Flying
- Popular Photography
- Skiing
- Stereo Review

*Also reported individually

OUTDOOR ADVERTISING AUDIENCES

The self-administered questionnaire left at the time of the first personal interview included special questions about frequency of travel in the past week, distance travelled, purposes of trips and modes of transportation. Responses to these questions, in combination with standard demographics, were used to develop the expected frequency of exposure of each respondent to three types of outdoor campaigns as follows:

100 SHOWING - 30 DAY AVERAGE FREQUENCY
30 DAY REACH
50 SHOWING - 30 DAY AVERAGE FREQUENCY
30 DAY REACH
25 SHOWING - 30 DAY AVERAGE FREQUENCY
30 DAY REACH

Note: 30 DAY AVERAGE FREQUENCY is NOT in 000's.

The complete details covering the development and implementation of the estimating procedure are included in the Technical Guide.

The reported 30 day frequency figures for a showing-size are estimates of the average number of exposures, per person exposed, provided by that showing size within a 30 day period (gross exposures divided by reach). The reported 30 day reach figures for a showing-size are estimates of the number of people exposed at least once to that showing size within a 30 day period.

METHOD OF MEASUREMENT FOR BROADCAST AUDIENCES

Radio listening on two weekdays and television viewing data were collected from a subsample of respondents to the 1984 Study of Media and Markets. In order to avoid the need to switch data bases depending on the data to be tabulated, SMRB developed an unbiased statistical procedure which assigned TV and radio data to each respondent not in the radio - TV subsample. The details of this procedure and the method of data collection are reported in the Technical Guide.

Radio

Radio audience measures reflect weekday listening during two separate weekdays. Audiences for total radio, formats and networks are reported on the basis of average daily (Monday through Friday) cume. (Average weekday cume is a description that can be used interchangeably.)

The average daily (M-F) cume refers to the total number of different persons listening to five or more minutes of an entire daypart averaged across the two weekday observations.

Formats and networks, wired and non-wired, are presented for the 6am to midnight daypart.

Format audiences are derived from the classification of radio stations using the Radio Programming Profile, published by BF/Communication Services, Inc., as the primary source. Other sources of format information, as well as the components of the reported formats, appear in the Technical Guide; network memberships are also reported therein.

Television

Estimates of television usage by daypart and network program audiences are based on two-week television diaries. Both measures are reported in terms of the average half hour, that is, the number of people viewing any part of each half-hour of a program or daypart is summed and divided by the total number of half-hours. Since each person kept a diary for a two-week period, the average half-hour audience for an hour program, shown once a week, would include the sum of all the people viewing each of the four half-hours (over a two-week period) divided by four.

Audience estimates for weekday daytime shows are obtained in similar fashion. However, since these half-hour shows are generally shown every weekday, the audience for each of the ten weekdays (over a two-week period) was summed and divided by 10, producing an estimate for the average half-hour.

Using TV Guides from one of the six weeks in the diary-recording period, all local (non-network) evening weekday newscasts of at least 15 minutes duration, between 4 p.m. and midnight local time were recorded in all survey areas. Such listings were derived from the Monday schedule unless that line-up was atypical (due to sports events, etc.), in which case the first available typical weekday was used. Viewing of a non-network newscast which occurred between 4 p.m. and 8 p.m. was classified as "early evening"; local news viewing which occurred between 8 p.m. and midnight was classified as "late evening". Local newscast audiences are reported separately for network affiliates and independent stations in terms of the average daily net audience: the number of persons viewing fifteen minutes or more of local news on each day are summed and divided by 10, the number of days observed, separately for "early" and "late".

The self-administered questionnaire included a question to determine the frequency with which itemized sports events were watched on television. Answer selections were: "occasionally," "frequently," "almost always." Viewers who responded "frequently" or "almost always" are grouped and are those that are in the reports for sports events.

CABLE TELEVISION

The estimate of households subscribing to cable television, as well as the estimate of pay cable subscribers, was obtained from the initial personal interview. (Pay cable had previously been obtained from the self administered questionnaire)

BAKING FROM SCRATCH & BAKING CHIPS & PIECES — BASE = FEMALE HOMEMAKERS (80986) — QUESTIONNAIRE PAGES H-11 AND H-12

BAKING

QUESTIONNAIRE PAGE H-11

	'000	%	UNWEIGHTED
7A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD BAKE FROM SCRATCH?			
YES	56322	69.5	6361
NO	24664	30.5	3073
IF YES			
7B. WHAT TYPES OF PRODUCTS HAVE YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD BAKED FROM SCRATCH IN THE LAST 90 DAYS?			
BREAD	20669	25.5	2175
BROWNIES	18586	22.9	2059
CAKES	34376	42.4	3766
COOKIES	38659	47.7	4268
PASTRIES	12786	15.8	1389
PIES	28777	35.5	3128
ROLLS/MUFFINS	19093	23.6	2116
OTHER	11035	13.6	1219
NONE	2218	2.7	262

BAKING CHIPS & PIECES

QUESTIONNAIRE PAGE H-12

5A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE THEM?									
YES	46425	57.3							5176
NO	34560	42.7							4259
	ALL		SOLE		PRIMARY		SECONDARY		
	'000	%	'000	%	'000	%	'000	%	UNWEIGHTED
IF YES									
5B. WHAT FLAVORS ARE USED BY YOUR HOUSEHOLD?									
SEMI-SWEET CHOCOLATE	40901	50.5	22958	28.3	17097	21.1	846	1.0	4531
MILK CHOCOLATE	12286	15.2	2203	2.7	6617	8.2	3466	4.3	1327
BUTTER SCOTCH	11338	14.0	354	.4	5682	7.0	5301	6.5	1282
PEANUT BUTTER	11319	14.0	660	.8	5539	6.8	5120	6.3	1213
DO NOT KNOW	253	.3							43
5C. WHICH BRANDS ARE USED BY YOUR HOUSEHOLD?									
BAKERS	12019	14.8	2327	2.9	6879	8.5	2813	3.5	1327
HERSHEY	18354	22.7	4259	5.3	9724	12.0	4371	5.4	2020
NESTLE	33703	41.6	16802	20.7	13948	17.2	2953	3.6	3765
REESE	6557	8.1	473	.6	3077	3.8	3007	3.7	713
OTHER BRANDS	5600	6.9	1721	2.1	1972	2.4	1907	2.4	582
DO NOT KNOW	377	.5							57

		'000	%	UNWEIGHTED
5D. ABOUT HOW MANY BAGS OR PACKAGES WERE USED BY YOUR ENTIRE HOUSEHOLD IN THE LAST 30 DAYS?				
10 OR MORE	H	246	.3	29
7 - 9	H	474	.6	54
4 - 6	H	1981	2.4	242
3	H	3660	4.5	388
2	M	8110	10.0	872
1	M	12860	15.9	1399
LESS THAN 1	L	5927	7.3	693
NONE	L	13166	16.3	1499

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MEMBERS OF HOUSEHOLD BAKE FROM SCRATCH - TYPES BAKE
(FEMALE HOMEMAKERS)

0002
P-19

	TOTAL U.S. '000	BAKE FROM SCRATCH A '000	B % DOWN	C % ACROSS	D INDX	BREAD A '000	B % DOWN	C % ACROSS	D INDX	BROWNIES A '000	B % DOWN	C % ACROSS	D INDX	CAKES A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	56322	100.0	69.5	100	20669	100.0	25.5	100	18586	100.0	22.9	100	34376	100.0	42.4	100
18 - 24	9282	6006	10.7	64.7	93	2287	11.1	24.6	97	2287	12.3	24.6	107	3625	10.5	39.1	92
25 - 34	19072	13776	24.5	72.2	104	4830	23.4	25.3	99	4837	26.0	25.4	111	7881	22.9	41.3	97
35 - 44	14591	10606	18.8	72.7	105	3775	18.3	25.9	101	4217	22.7	28.9	126	6675	19.4	45.7	108
45 - 54	11345	8275	14.7	72.9	105	2876	13.9	25.4	99	2275	12.2	20.1	87	5168	15.0	45.6	107
55 - 64	11635	8025	14.2	69.0	99	3019	14.6	25.9	102	2496	13.4	21.5	93	5155	15.0	44.3	104
65 OR OLDER	15061	9635	17.1	64.0	92	3800	18.8	25.8	101	2474	13.3	16.4	72	5871	17.1	39.0	92
18 - 34	28354	19781	35.1	69.8	100	7116	34.4	25.1	98	7123	38.3	25.1	109	11506	33.5	40.6	96
18 - 49	48339	34368	61.0	71.1	102	12357	59.8	25.6	100	12465	67.1	25.8	112	20773	60.4	43.0	101
25 - 54	45008	32656	58.0	72.6	104	11481	55.5	25.5	100	11328	60.9	25.2	110	19724	57.4	43.8	103
35 - 49	19985	14587	25.9	73.0	105	5240	25.4	26.2	103	5341	28.7	26.7	116	9267	27.0	46.4	109
50 OR OLDER	32647	21954	39.0	67.2	97	8312	40.2	25.5	100	6121	32.9	18.7	82	13603	39.6	41.7	98
GRADUATED COLLEGE	11155	8139	14.5	73.0	105	2889	14.0	25.9	101	3142	16.9	28.2	123	4739	13.8	42.5	100
ATTENDED COLLEGE	13682	10143	18.0	74.1	107	3746	18.1	27.4	107	3744	20.1	27.4	119	6077	17.7	44.4	105
GRADUATED HIGH SCHOOL	33880	23963	42.5	70.7	102	7879	38.1	23.3	91	7709	41.5	22.8	99	14765	43.0	43.6	103
DID NOT GRADUATE HIGH SCHOOL	22270	14077	25.0	63.2	91	6155	29.8	27.6	108	3991	21.5	17.9	78	8795	25.6	39.5	93
EMPLOYED	40306	28267	50.2	70.1	101	9886	47.8	24.5	96	10171	54.7	25.2	110	17246	50.2	42.8	101
EMPLOYED FULL-TIME	32850	22788	40.5	69.4	100	8034	38.9	24.5	96	8122	43.7	24.7	108	13809	40.2	42.0	99
EMPLOYED PART-TIME	7456	5479	9.7	73.5	106	1852	9.0	24.8	97	2049	11.0	27.5	120	3438	10.0	46.1	109
NOT EMPLOYED	40680	28055	49.8	69.0	99	10783	52.2	26.5	104	8415	45.3	20.7	90	17130	49.8	42.1	99
PROFESSIONAL/MANAGER	10392	7307	13.0	70.3	101	2601	12.6	25.0	98	2670	14.4	25.7	112	4165	12.1	40.1	94
TECH/CLERICAL/SALES	17574	12724	22.6	72.4	104	4092	19.8	23.3	91	4736	25.5	26.9	117	7727	22.5	44.0	104
PRECISION/CRAFT	985	713	1.3	72.4	104	**248	1.2	25.2	99	**221	1.2	22.4	98	*396	1.2	40.2	95
OTHER EMPLOYED	11354	7524	13.4	66.3	95	2946	14.3	25.9	102	2544	13.7	22.4	98	4958	14.4	43.7	103
SINGLE	9863	5798	10.3	58.8	85	2034	9.8	20.6	81	2003	10.8	20.3	88	3592	10.4	36.4	86
MARRIED	51375	38111	67.7	74.2	107	13883	67.2	27.0	106	13327	71.7	25.9	113	23483	68.3	45.7	108
DIVORCED/SEPARATED/WIDOWED	19748	12413	22.0	62.9	90	4752	23.0	24.1	94	3256	17.5	16.5	72	7301	21.2	37.0	87
PARENTS	32590	23924	42.5	73.4	106	8534	41.3	26.2	103	8866	47.7	27.2	119	14691	42.7	45.1	106
WHITE	70416	49588	88.0	70.4	101	17653	85.4	25.1	98	16745	90.1	23.8	104	29784	86.6	42.3	100
BLACK	8778	5740	10.2	65.4	94	2550	12.3	29.0	114	1503	8.1	17.1	75	4006	11.7	45.6	108
OTHER	1791	995	1.8	55.6	80	**465	2.2	26.0	102	**337	1.8	18.8	82	*586	1.7	32.7	77
NORTHEAST-CENSUS	17786	11301	20.1	63.5	91	3617	17.5	20.3	80	3741	20.1	21.0	92	6989	20.3	39.3	93
NORTH CENTRAL	20741	15416	27.4	74.3	107	5373	26.0	25.9	102	5500	29.6	26.5	116	8930	26.0	43.1	101
SOUTH	27775	19064	33.8	68.6	99	8054	39.0	29.0	114	5764	31.0	20.8	90	12915	37.6	46.5	110
WEST	14683	10541	18.7	71.8	103	3625	17.5	24.7	97	3581	19.3	24.4	106	5542	16.1	37.7	89
NORTHEAST-MKTG.	17961	11397	20.2	63.5	91	3637	17.6	20.2	79	3867	20.8	21.5	94	7102	20.7	39.5	93
EAST CENTRAL	11885	8400	14.9	70.7	102	2721	13.2	22.9	90	2351	12.6	19.8	86	4778	13.9	40.2	95
WEST CENTRAL	14090	10716	19.0	76.1	109	4030	19.5	28.6	112	4127	22.2	29.3	128	6282	18.3	44.6	105
SOUTH	24081	16695	29.6	69.3	100	7297	35.3	30.3	119	5230	28.1	21.7	95	11439	33.3	47.5	112
PACIFIC	12969	9114	16.2	70.3	101	2984	14.4	23.0	90	3012	16.2	23.2	101	4775	13.9	36.8	87
COUNTY SIZE A	32439	21341	37.9	65.8	95	6802	32.9	21.0	82	6704	36.1	20.7	90	12479	36.3	38.5	91
COUNTY SIZE B	24915	17269	30.7	69.3	100	6156	29.8	24.7	97	5676	30.5	22.8	99	10420	30.3	41.8	99
COUNTY SIZE C	12930	9670	17.2	74.8	108	4053	19.6	31.3	123	3107	16.7	24.0	105	6019	17.5	46.6	110
COUNTY SIZE D	10703	8042	14.3	75.1	108	3658	17.7	34.2	134	3099	16.7	29.0	126	5458	15.9	51.0	120
METRO CENTRAL CITY	24518	15371	27.3	62.7	90	5153	24.9	21.0	82	4625	24.9	18.9	82	9001	26.2	36.7	86
METRO SUBURBAN	35919	25821	45.8	71.9	103	8837	42.8	24.6	96	8457	45.5	23.5	103	15422	44.9	42.9	101
NON METRO	20549	15130	26.9	73.6	106	6679	32.3	32.5	127	5503	29.6	26.8	117	9953	29.0	48.4	114
TOP 5 ADI'S	18341	11222	19.9	61.2	88	3682	17.8	20.1	79	3434	18.5	18.7	82	6609	19.2	36.0	85
TOP 10 ADI'S	25378	16476	29.3	64.9	93	5303	25.7	20.9	82	5283	28.4	20.8	91	9892	28.8	39.0	92
TOP 20 ADI'S	36488	24387	43.3	66.8	96	7954	38.5	21.8	85	7890	42.5	21.6	94	14578	42.4	40.0	94
HSHLD INC. $50,000 OR MORE	6612	5039	8.9	76.2	110	1770	8.6	26.8	105	2067	11.1	31.3	136	3077	9.0	46.5	110
$40,000 OR MORE	12659	9526	16.9	75.3	108	3415	16.5	27.0	106	3588	19.3	28.3	124	5798	16.9	45.8	108
$30,000 OR MORE	24698	18730	33.3	75.8	109	6750	32.7	27.3	107	7215	38.8	29.2	127	11336	33.0	45.9	108
$25,000 OR MORE	32077	24300	43.1	75.8	109	8721	42.2	27.2	107	9220	49.6	28.7	125	14638	42.6	45.6	108
$20,000 - $24,999	9144	6334	11.2	69.3	100	2018	9.8	22.1	86	1991	10.7	21.8	95	3897	11.3	42.6	100
$15,000 - $19,999	8728	5743	10.2	65.8	95	2081	10.1	23.8	93	1769	9.5	20.3	88	3357	9.8	38.5	91
$10,000 - $14,999	12562	8338	14.8	66.4	95	3071	14.9	24.4	96	2595	14.0	20.7	90	5176	15.1	41.2	97
UNDER $10,000	18475	11608	20.6	62.8	90	4778	23.1	25.9	101	3010	16.2	16.3	71	7307	21.3	39.6	93
HOUSEHOLD OF 1 PERSON	11987	7081	12.6	59.1	85	2742	13.3	22.9	90	1879	10.1	15.7	68	3927	11.4	32.8	77
2 PEOPLE	26577	18045	32.0	67.9	98	6434	31.1	24.2	95	5645	30.4	21.2	93	10503	30.6	39.5	93
3 OR 4 PEOPLE	30617	22209	39.4	72.5	104	7660	37.1	25.0	98	7823	42.1	25.6	111	14173	41.2	46.3	109
5 OR MORE PEOPLE	11804	8988	16.0	76.1	109	3833	18.5	32.5	127	3238	17.4	27.4	120	5772	16.8	48.9	115
NO CHILD IN HSHLD	46165	30778	54.6	66.7	96	11480	55.5	24.9	97	9234	49.7	20.0	87	18691	54.4	40.5	95
CHILD(REN) UNDER 2 YRS	5325	3941	7.0	74.0	106	1491	7.2	28.0	110	1323	7.1	24.8	108	2465	7.2	46.3	109
2 - 5 YEARS	14221	10504	18.6	73.9	106	3964	19.2	27.9	109	3657	19.7	25.7	112	6566	19.1	46.2	109
6 - 11 YEARS	15117	11232	19.9	74.3	107	4356	21.1	28.8	113	4143	22.3	27.4	119	6699	19.5	44.3	104
12 - 17 YEARS	16611	12309	21.9	74.1	107	4598	22.2	27.7	108	4543	24.4	27.3	119	7894	23.0	47.5	112
RESIDENCE OWNED	55884	41069	72.9	73.5	106	15445	74.7	27.6	108	14016	75.4	25.1	109	25516	74.2	45.7	108
VALUE: $50,000 OR MORE	31744	24022	42.7	75.7	109	8455	40.9	26.6	104	8582	46.2	27.0	118	14735	42.9	46.4	109
VALUE: UNDER $50,000	24140	17046	30.3	70.6	102	6990	33.8	29.0	113	5435	29.2	22.5	98	10781	31.4	44.7	105

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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MEMBERS OF HOUSEHOLD BAKE FROM SCRATCH - TYPES BAKE
(FEMALE HOMEMAKERS)

0003
P-19

		TOTAL U.S. '000	BAKE FROM SCRATCH A '000	B % DOWN	C % ACROSS	D INDX	BREAD A '000	B % DOWN	C % ACROSS	D INDX	BROWNIES A '000	B % DOWN	C % ACROSS	D INDX	CAKES A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	56322	100.0	69.5	100	20669	100.0	25.5	100	18586	100.0	22.9	100	34376	100.0	42.4	100
MAGAZINES	QUINTILE 1	15799	11748	20.9	74.4	107	4540	22.0	28.7	113	4423	23.8	28.0	122	7568	22.0	47.9	113
	QUINTILE 2	17259	12801	22.7	74.2	107	4644	22.5	26.9	105	4546	24.5	26.3	115	8002	23.3	46.4	109
	QUINTILE 3	13545	9563	17.0	70.6	102	3123	15.1	23.1	90	2827	15.2	20.9	91	5712	16.6	42.2	99
	QUINTILE 4	15133	10006	17.8	66.1	95	3422	16.6	22.6	89	3085	16.6	20.4	89	5919	17.2	39.1	92
	QUINTILE 5	19250	12205	21.7	63.4	91	4939	23.9	25.7	101	3704	19.9	19.2	84	7175	20.9	37.3	88
NEWSPAPERS	QUINTILE 1	12413	8779	15.6	70.7	102	2672	12.9	21.5	84	2975	16.0	24.0	104	5723	16.6	46.1	109
	QUINTILE 2	24116	17291	30.7	71.7	103	6140	29.7	25.5	100	6085	32.7	25.2	110	10765	31.3	44.6	105
	QUINTILE 3	11261	7704	13.7	68.4	98	2592	12.5	23.0	90	2535	13.6	22.5	98	4599	13.4	40.8	96
	QUINTILE 4	20255	13835	24.6	68.3	98	5315	25.7	26.2	103	4453	24.0	22.0	96	7967	23.2	39.3	93
	QUINTILE 5	12940	8712	15.5	67.3	97	3950	19.1	30.5	120	2537	13.7	19.6	85	5322	15.5	41.1	97
OUTDOOR	QUINTILE 1	14852	10377	18.4	69.9	100	3742	18.1	25.2	99	3684	19.8	24.8	108	6616	19.2	44.5	105
	QUINTILE 2	15725	10884	19.3	69.2	100	3745	18.1	23.8	93	3678	19.8	23.4	102	6729	19.6	42.8	101
	QUINTILE 3	16330	11419	20.3	69.9	101	4383	21.2	26.8	105	3613	19.4	22.1	96	6722	19.6	41.2	97
	QUINTILE 4	16744	11678	20.7	69.7	100	3971	19.2	23.7	93	3574	19.2	21.3	93	7351	21.4	43.9	103
	QUINTILE 5	17334	11964	21.2	69.0	99	4827	23.4	27.8	109	4037	21.7	23.3	101	6958	20.2	40.1	95
RADIO-DRIVE TIME	QUINTILE 1	15911	11301	20.1	71.0	102	4030	19.5	25.3	99	3835	20.6	24.1	105	7211	21.0	45.3	107
	QUINTILE 2	14837	10391	18.4	70.0	101	3608	17.5	24.3	95	3631	19.5	24.5	107	6385	18.6	43.0	101
	QUINTILE 3	15339	10863	19.3	70.8	102	3883	18.8	25.3	99	3712	20.0	24.2	105	6440	18.7	42.0	99
	QUINTILE 4	16723	11390	20.2	68.1	98	4112	19.9	24.6	96	3440	18.5	20.6	90	6656	19.4	39.8	94
	QUINTILE 5	18176	12376	22.0	68.1	98	5037	24.4	27.7	109	3969	21.4	21.8	95	7685	22.4	42.3	100
RADIO-MID-DAY	TERCILE 1	21020	14842	26.4	70.6	102	5032	24.3	23.9	94	4944	26.6	23.5	102	9269	27.0	44.1	104
	TERCILE 2	21610	15558	27.6	72.0	104	5914	28.6	27.4	107	5370	28.9	24.8	108	9628	28.0	44.6	105
	TERCILE 3	38355	25922	46.0	67.6	97	9723	47.0	25.4	99	8272	44.5	21.6	94	15478	45.0	40.4	95
RADIO-TOTAL	QUINTILE 1	15988	11326	20.1	70.8	102	3808	18.4	23.8	93	3786	20.4	23.7	103	6974	20.3	43.6	103
	QUINTILE 2	15626	10763	19.1	68.9	99	3971	19.2	25.4	100	3716	20.0	23.8	104	6713	19.5	43.0	101
	QUINTILE 3	16723	11812	21.0	70.6	102	4438	21.5	26.5	104	3917	21.1	23.4	102	7233	21.0	43.3	102
	QUINTILE 4	16342	11625	20.6	71.1	102	4145	20.1	25.4	99	3805	20.5	23.3	101	6727	19.6	41.2	97
	QUINTILE 5	16306	10796	19.2	66.2	95	4306	20.8	26.4	103	3362	18.1	20.6	90	6729	19.6	41.3	97
TV-PRIME TIME	QUINTILE 1	15953	10703	19.0	67.1	96	3763	18.2	23.6	92	3201	17.2	20.1	87	6763	19.7	42.4	100
	QUINTILE 2	16137	11389	20.2	70.6	101	4021	19.5	24.9	98	3866	20.8	24.0	104	7035	20.5	43.6	103
	QUINTILE 3	16420	11437	20.3	69.7	100	4381	21.2	26.7	105	3602	19.4	21.9	96	6918	20.1	42.1	99
	QUINTILE 4	16687	11979	21.3	71.8	103	4038	19.5	24.2	95	4430	23.8	26.5	116	7280	21.2	43.6	103
	QUINTILE 5	15789	10816	19.2	68.5	99	4466	21.6	28.3	111	3487	18.8	22.1	96	6380	18.6	40.4	95
TV-DAYTIME	TERCILE 1	27736	18824	33.4	67.9	98	7219	34.9	26.0	102	5851	31.5	21.1	92	11496	33.4	41.4	98
	TERCILE 2	26489	18668	33.1	70.5	101	6676	32.3	25.2	99	6188	33.3	23.4	102	11529	33.5	43.5	103
	TERCILE 3	26761	18831	33.4	70.4	101	6774	32.8	25.3	99	6547	35.2	24.5	107	11351	33.0	42.4	100
TV-TOTAL	QUINTILE 1	16345	10782	19.1	66.0	95	4189	20.3	25.6	100	3112	16.7	19.0	83	6807	19.8	41.6	98
	QUINTILE 2	16447	11674	20.7	71.0	102	4016	19.4	24.4	96	3631	19.5	22.1	96	7257	21.1	44.1	104
	QUINTILE 3	15980	11043	19.6	69.1	99	4090	19.8	25.6	100	3644	19.6	22.8	99	6649	19.3	41.6	98
	QUINTILE 4	15887	11338	20.1	71.4	103	3809	18.4	24.0	94	4158	22.4	26.2	114	6690	19.5	42.1	99
	QUINTILE 5	16326	11486	20.4	70.4	101	4566	22.1	28.0	110	4041	21.7	24.8	108	6973	20.3	42.7	101
MAGAZINES-NEWSPAPERS: DUAL		20721	15498	27.5	74.8	108	5505	26.6	26.6	104	5617	30.2	27.1	118	10002	29.1	48.3	114
MAGAZINE IMPERATIVE		19186	13942	24.8	72.7	104	5313	25.7	27.7	109	4671	25.1	24.3	106	8419	24.5	43.9	103
NEWSPAPER IMPERATIVE		21899	14589	25.9	66.6	96	4485	21.7	20.5	80	4554	24.5	20.8	91	8748	25.4	39.9	94
MAGAZINES-OUTDOOR: DUAL		15451	11303	20.1	73.2	105	4119	19.9	26.7	104	4295	23.1	27.8	121	7275	21.2	47.1	111
MAGAZINE IMPERATIVE		25953	19098	33.9	73.6	106	7060	34.2	27.2	107	6431	34.6	24.8	108	11786	34.3	45.4	107
OUTDOOR IMPERATIVE		24400	16157	28.7	66.2	95	5784	28.0	23.7	93	4864	26.2	19.9	87	9517	27.7	39.0	92
MAGAZINES-RADIO: DUAL		18049	12944	23.0	71.7	103	4737	22.9	26.2	103	4744	25.5	26.3	115	8188	23.8	45.4	107
MAGAZINE IMPERATIVE		23571	17621	31.3	74.8	107	6398	31.0	27.1	106	5998	32.3	25.4	111	10960	31.9	46.5	110
RADIO IMPERATIVE		23278	15619	27.7	67.1	96	5433	26.3	23.3	91	4792	25.8	20.6	90	9417	27.4	40.5	95
MAGAZINES-TELEVISION: DUAL		15459	11148	19.8	72.1	104	4043	19.6	26.2	102	3728	20.1	24.1	105	6877	20.0	44.5	105
MAGAZINE IMPERATIVE		25829	19164	34.0	74.2	107	7054	34.1	27.3	107	7062	38.0	27.3	119	11950	34.8	46.3	109
TELEVISION IMPERATIVE		26039	16953	30.1	65.1	94	6118	29.6	23.5	92	4700	25.3	18.0	79	10309	30.0	39.6	93
NEWSPAPERS-OUTDOOR: DUAL		16605	11627	20.6	70.0	101	3846	18.6	23.2	91	4105	22.1	24.7	108	7680	22.3	46.3	109
NEWSPAPER IMPERATIVE		26834	19151	34.0	71.4	103	6548	31.7	24.4	96	6495	34.9	24.2	105	11720	34.1	43.7	103
OUTDOOR IMPERATIVE		23346	16005	28.4	68.6	99	6251	30.2	26.8	105	5260	28.3	22.5	98	9511	27.7	40.7	96
NEWSPAPERS-RADIO: DUAL		17133	12069	21.4	70.4	101	3852	18.6	22.5	88	4231	22.8	24.7	108	7783	22.6	45.4	107
NEWSPAPER IMPERATIVE		25892	18373	32.6	71.0	102	6307	30.5	24.4	95	6243	33.6	24.1	105	11236	32.7	43.4	102
RADIO IMPERATIVE		23167	15961	28.3	68.9	99	6215	30.1	26.8	105	5072	27.3	21.9	95	9607	27.9	41.5	98
NEWSPAPERS-TELEVISION: DUAL		17159	11676	20.7	68.0	98	3790	18.3	22.1	87	3726	20.0	21.7	95	7421	21.6	43.2	102
NEWSPAPER IMPERATIVE		26214	19032	33.8	72.6	104	6582	31.8	25.1	98	7016	37.7	26.8	117	11705	34.0	44.7	105
TELEVISION IMPERATIVE		23412	15851	28.1	67.7	97	6372	30.8	27.2	107	4597	24.7	19.6	86	9563	27.8	40.8	96
OUTDOOR-RADIO: DUAL		15303	10873	19.3	71.1	102	3749	18.1	24.5	96	3842	20.7	25.1	109	6794	19.8	44.4	105
OUTDOOR IMPERATIVE		24901	17214	30.6	69.1	99	6552	31.7	26.3	103	5586	30.1	22.4	98	10523	30.6	42.3	100
RADIO IMPERATIVE		26492	18433	32.7	69.6	100	6683	32.3	25.2	99	6123	32.9	23.1	101	11304	32.9	42.7	101
OUTDOOR-TELEVISION: DUAL		14794	10228	18.2	69.1	99	3717	18.0	25.1	98	3156	17.0	21.3	93	6584	19.2	44.5	105
OUTDOOR IMPERATIVE		25437	17821	31.6	70.1	101	6424	31.1	25.3	99	6458	34.7	25.4	111	10788	31.4	42.4	100
TELEVISION IMPERATIVE		27877	19195	34.1	68.9	99	7118	34.4	25.5	100	5794	31.2	20.8	91	11675	34.0	41.9	99
RADIO-TELEVISION: DUAL		15996	10857	19.3	67.9	98	3925	19.0	24.5	96	3307	17.8	20.7	90	6765	19.7	42.3	100
RADIO IMPERATIVE		25478	18324	32.5	71.9	103	6564	31.8	25.8	101	6634	35.7	26.0	113	11253	32.7	44.2	104
TELEVISION IMPERATIVE		26573	18359	32.6	69.1	99	6743	32.6	25.4	99	5573	30.0	21.0	91	11286	32.8	42.5	100

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MEMBERS OF HOUSEHOLD BAKE FROM SCRATCH - TYPES BAKE
(FEMALE HOMEMAKERS)

0004
P-19

	TOTAL U.S. '000	BAKE FROM SCRATCH A '000	B % DOWN	C % ACROSS	D INDX	BREAD A '000	B % DOWN	C % ACROSS	D INDX	BROWNIES A '000	B % DOWN	C % ACROSS	D INDX	CAKES A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	56322	100.0	69.5	100	20669	100.0	25.5	100	18586	100.0	22.9	100	34376	100.0	42.4	100
ATLANTIC MONTHLY	415	316	0.6	76.1	109	**52	0.3	12.5	49	**63	0.3	15.2	66	*228	0.7	54.9	129
BARRON'S	453	327	0.6	72.2	104	**187	0.9	41.3	162	**113	0.6	24.9	109	*204	0.6	45.0	106
BETTER HOMES & GARDENS	16256	12217	21.7	75.2	108	4665	22.6	28.7	112	4476	24.1	27.5	120	8068	23.5	49.6	117
BON APPETIT	2535	1908	3.4	75.3	108	893	4.3	35.2	138	858	4.6	33.8	147	1350	3.9	53.3	125
BUSINESS WEEK	1278	831	1.5	65.0	93	381	1.8	29.8	117	295	1.6	23.1	101	516	1.5	40.4	95
CAR AND DRIVER	378	*249	0.4	65.9	95	**119	0.6	31.5	123	**74	0.4	19.6	85	**142	0.4	37.6	89
CBS MAGAZINE NETWORK (GROSS)	1498	1158	2.1	77.3	111	507	2.5	33.8	133	418	2.2	27.9	122	797	2.3	53.2	125
CHANGING TIMES	1505	1088	1.9	72.3	104	313	1.5	20.8	81	376	2.0	25.0	109	649	1.9	43.1	102
COLONIAL HOMES	1231	907	1.6	73.7	106	338	1.6	27.5	108	308	1.7	25.0	109	585	1.7	47.5	112
CONDE NAST MAG. PKG. (GROSS)	14146	9779	17.4	69.1	99	3862	18.7	27.3	107	3656	19.7	25.8	113	6140	17.9	43.4	102
CONSUMERS DIGEST	1323	936	1.7	70.7	102	384	1.9	29.0	114	330	1.8	24.9	109	634	1.8	47.9	113
COSMOPOLITAN	7102	4678	8.3	65.9	95	1551	7.5	21.8	86	1648	8.9	23.2	101	2786	8.1	39.2	92
COUNTRY LIVING	2481	2035	3.6	82.0	118	828	4.0	33.4	131	882	4.7	35.6	155	1353	3.9	54.5	128
CUISINE	1472	1062	1.9	72.1	104	485	2.3	32.9	129	412	2.2	28.0	122	759	2.2	51.6	121
CYCLE WORLD	425	367	0.7	86.4	124	**126	0.6	29.6	116	**135	0.7	31.8	138	*284	0.8	66.8	157
DCI:CREATIVE IDEAS FOR LIV	2510	2007	3.6	80.0	115	900	4.4	35.9	140	702	3.8	28.0	122	1461	4.3	58.2	137
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	5160	9.2	77.1	111	2120	10.3	31.7	124	1738	9.4	26.0	113	3739	10.9	55.9	132
DISCOVER	894	539	1.0	60.3	87	280	1.4	31.3	123	*200	1.1	22.4	97	319	0.9	35.7	84
EBONY	3507	2346	4.2	66.9	96	998	4.8	28.5	112	632	3.4	18.0	79	1696	4.9	48.4	114
ESQUIRE	1083	706	1.3	65.2	94	*269	1.3	24.8	97	*178	1.0	16.4	72	479	1.4	44.2	104
ESSENCE	1830	1255	2.2	68.6	99	525	2.5	28.7	112	377	2.0	20.6	90	911	2.7	49.8	117
FAMILY CIRCLE	15930	11943	21.2	75.0	108	4348	21.0	27.3	107	4495	24.2	28.2	123	7596	22.1	47.7	112
THE FAMILY HANDYMAN	1126	864	1.5	76.7	110	249	1.2	22.1	87	323	1.7	28.7	125	589	1.7	52.3	123
FAMILY WEEKLY	11468	8524	15.1	74.3	107	2820	13.6	24.6	96	2693	14.5	23.5	102	5156	15.0	45.0	106
FIELD & STREAM	2234	1732	3.1	77.5	111	671	3.2	30.0	118	746	4.0	33.4	146	1240	3.6	55.5	131
FOOD & WINE	579	413	0.7	71.3	103	*167	0.8	28.8	113	*159	0.9	27.5	120	324	0.9	56.0	132
FORBES	728	567	1.0	77.9	112	*241	1.2	33.1	130	*213	1.1	29.3	127	335	1.0	46.0	108
FORTUNE	906	637	1.1	70.3	101	369	1.8	40.7	160	*190	1.0	21.0	91	437	1.3	48.2	114
GENTLEMEN'S QUARTERLY	791	508	0.9	64.2	92	*151	0.7	19.1	75	*179	1.0	22.6	99	352	1.0	44.5	105
GLAMOUR	5265	3769	6.7	71.6	103	1410	6.8	26.8	105	1339	7.2	25.4	111	2421	7.0	46.0	108
GOLF DIGEST	636	477	0.8	75.0	108	**122	0.6	19.2	75	*186	1.0	29.2	127	337	1.0	53.0	125
GOLF DIGEST/TENNIS (GROSS)	1186	885	1.6	74.6	107	295	1.4	24.9	97	340	1.8	28.7	125	594	1.7	50.1	118
GOLF MAGAZINE	441	383	0.7	86.8	125	**124	0.6	28.1	110	**152	0.8	34.5	150	*274	0.8	62.1	146
GOLF MAGAZINE/SKI (GROSS)	922	713	1.3	77.3	111	*238	1.2	25.8	101	*267	1.4	29.0	126	486	1.4	52.7	124
GOOD HOUSEKEEPING	16487	12396	22.0	75.2	108	4460	21.6	27.1	106	4459	24.0	27.0	118	8062	23.5	48.9	115
HARPER'S BAZAAR	2423	1649	2.9	68.1	98	656	3.2	27.1	106	616	3.3	25.4	111	1061	3.1	43.8	103
HEALTH	1994	1330	2.4	66.7	96	573	2.8	28.7	113	468	2.5	23.5	102	909	2.6	45.6	107
HEARST MAG CORP. BUY (GROSS)	44101	32343	57.4	73.3	105	12074	58.4	27.4	107	12048	64.8	27.3	119	20768	60.4	47.1	111
HEARST MAN POWER (GROSS)	1993	1483	2.6	74.4	107	667	3.2	33.5	131	577	3.1	29.0	126	962	2.8	48.3	114
HEARST WOMAN POWER (GROSS)	31274	22832	40.5	73.0	105	8238	39.9	26.3	103	8408	45.2	26.9	117	14447	42.0	46.2	109
HOUSE BEAUTIFUL	3623	2653	4.7	73.2	105	1041	5.0	28.7	113	955	5.1	26.4	115	1828	5.3	50.5	119
INC.	283	*207	0.4	73.1	105	**80	0.4	28.3	111	**77	0.4	27.2	119	*124	0.4	43.8	103
JET	2928	1917	3.4	65.5	94	767	3.7	26.2	103	610	3.3	20.8	91	1394	4.1	47.6	112
LADIES' HOME JOURNAL	11918	8927	15.8	74.9	108	3388	16.4	28.4	111	3094	16.6	26.0	113	5765	16.8	48.4	114
LHJ FAMILY GRP COMBO(GROSS)	16764	12419	22.0	74.1	107	4812	23.3	28.7	112	4324	23.3	25.8	112	8039	23.4	48.0	113
LIFE	4254	3048	5.4	71.7	103	1174	5.7	27.6	108	1058	5.7	24.9	108	1919	5.6	45.1	106
L.A. TIMES HOME MAGAZINE	1145	767	1.4	67.0	96	*227	1.1	19.8	78	*237	1.3	20.7	90	462	1.3	40.3	95
MADEMOISELLE	2884	2029	3.6	70.4	101	745	3.6	25.8	101	737	4.0	25.6	111	1263	3.7	43.8	103
MC CALL'S	13460	10090	17.9	75.0	108	3722	18.0	27.7	108	3783	20.4	28.1	122	6363	18.5	47.3	111
MC CALL'S/WRK MOTHER (GROSS)	14606	10875	19.3	74.5	107	4039	19.5	27.7	108	4117	22.2	28.2	123	6880	20.0	47.1	111
MECHANIX ILLUSTRATED	772	518	0.9	67.1	96	*209	1.0	27.1	106	*163	0.9	21.1	92	365	1.1	47.3	111
METROPOLITAN HOME	967	695	1.2	71.9	103	264	1.3	27.3	107	224	1.2	23.2	101	401	1.2	41.5	98
MONEY	1588	994	1.8	62.6	90	373	1.8	23.5	92	339	1.8	21.3	93	647	1.9	40.7	96
MOTHER EARTH NEWS	1002	838	1.5	83.6	120	374	1.8	37.3	146	353	1.9	35.2	154	552	1.6	55.1	130
MS.	825	613	1.1	74.3	107	*252	1.2	30.5	120	*192	1.0	23.3	101	393	1.1	47.6	112
NATIONAL ENQUIRER	10336	7254	12.9	70.2	101	2537	12.3	24.5	96	2439	13.1	23.6	103	4781	13.9	46.3	109
NATIONAL GEOGRAPHIC	9597	7130	12.7	74.3	107	2609	12.6	27.2	107	2663	14.3	27.7	121	4296	12.5	44.8	105
NATIONAL SUNDAY MAGAZINE PKG	49558	35268	62.6	71.2	102	12030	58.2	24.3	95	11849	63.8	23.9	104	21464	62.4	43.3	102
NATURAL HISTORY	573	453	0.8	79.1	114	*182	0.9	31.8	124	*147	0.8	25.7	112	332	1.0	57.9	137
NEW WOMAN	1699	1201	2.1	70.7	102	438	2.1	25.8	101	463	2.5	27.3	119	681	2.0	40.1	94
NEW YORK INCLUDING CUE	443	283	0.5	63.9	92	*94	0.5	21.2	83	*102	0.5	23.0	100	*200	0.6	45.1	106
THE NEW YORKER	1270	956	1.7	75.3	108	390	1.9	30.7	120	303	1.6	23.9	104	654	1.9	51.5	121
NEWSWEEK	6277	4481	8.0	71.4	103	1707	8.3	27.2	107	1646	8.9	26.2	114	2906	8.5	46.3	109
THE N.Y. TIMES DAILY EDITION	1205	705	1.3	58.5	84	258	1.2	21.4	84	233	1.3	19.3	84	445	1.3	36.9	87
THE N.Y. TIMES MAGAZINE	2081	1269	2.3	61.0	88	477	2.3	22.9	90	518	2.8	24.9	108	799	2.3	38.4	90
OMNI	788	466	0.8	59.1	85	*172	0.9	22.7	89	*179	1.0	22.7	99	279	0.8	35.4	83
ON CABLE	1158	830	1.5	71.7	103	*256	1.2	22.1	87	*319	1.7	27.5	120	474	1.4	40.9	96
1001 HOME IDEAS	2852	2162	3.8	75.8	109	850	4.1	29.8	117	762	4.1	26.7	116	1365	4.0	47.9	113
ORGANIC GARDENING	1658	1363	2.4	82.2	118	674	3.3	40.7	159	542	2.9	32.7	142	964	2.8	58.1	137
OUTDOOR LIFE	896	722	1.3	80.6	116	309	1.5	34.5	135	320	1.7	35.7	156	516	1.5	57.6	136
PARADE MAGAZINE	24275	17277	30.7	71.2	102	6011	29.1	24.8	97	5777	31.1	23.8	104	10602	30.8	43.7	103

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MEMBERS OF HOUSEHOLD BAKE FROM SCRATCH - TYPES BAKE
(FEMALE HOMEMAKERS)

0005
P-19

	TOTAL U.S. '000	BAKE FROM SCRATCH A '000	B % DOWN	C % ACROSS	D INDX	BREAD A '000	B % DOWN	C % ACROSS	D INDX	BROWNIES A '000	B % DOWN	C % ACROSS	D INDX	CAKES A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	56322	100.0	69.5	100	20669	100.0	25.5	100	18586	100.0	22.9	100	34376	100.0	42.4	100
PARENTS	3845	2978	5.3	77.5	111	1145	5.5	29.8	117	1150	6.2	29.9	130	1998	5.8	52.0	122
PENTHOUSE	831	621	1.1	74.7	107	*216	1.0	26.0	102	*161	0.9	19.4	84	367	1.1	44.2	104
PEOPLE	11645	8302	14.7	71.3	103	2851	13.8	24.5	96	2888	15.5	24.8	108	4941	14.4	42.4	100
PLAYBOY	2006	1409	2.5	70.2	101	459	2.2	22.9	90	441	2.4	22.0	96	895	2.6	44.6	105
POPULAR HOT RODDING	297	*227	0.4	76.4	110	**92	0.4	31.0	121	**103	0.6	34.7	151	*139	0.4	46.8	110
POPULAR MECHANICS	1018	755	1.3	74.2	107	*317	1.5	31.1	122	*238	1.3	23.4	102	452	1.3	44.4	105
POPULAR SCIENCE	878	690	1.2	78.6	113	*274	1.3	31.2	122	*205	1.1	23.3	102	501	1.5	57.1	134
PREVENTION	3913	2911	5.2	74.4	107	1081	5.2	27.6	108	856	4.6	21.9	95	1895	5.5	48.4	114
PSYCHOLOGY TODAY	1710	1203	2.1	70.4	101	584	2.8	34.2	134	515	2.8	30.1	131	738	2.1	43.2	102
READER'S DIGEST	22204	16410	29.1	73.9	106	6287	30.4	28.3	111	5649	30.4	25.4	111	10100	29.4	45.5	107
REDBOOK	7684	5758	10.2	74.9	108	2227	10.8	29.0	114	2301	12.4	29.9	130	3599	10.5	46.8	110
ROAD & TRACK	410	330	0.6	80.5	116	**145	0.7	35.4	139	**129	0.7	31.5	137	*190	0.6	46.3	109
ROLLING STONE	969	656	1.2	67.7	97	268	1.3	27.7	108	*210	1.1	21.7	94	460	1.3	47.5	112
RUNNER'S WORLD	298	*206	0.4	69.1	99	**104	0.5	34.9	137	**84	0.5	28.2	123	**141	0.4	47.3	111
SATURDAY EVENING POST	1169	853	1.5	73.0	105	268	1.3	22.9	90	328	1.8	28.1	122	635	1.8	54.3	128
SCIENCE 84	587	469	0.8	79.9	115	*149	0.7	25.4	99	**90	0.5	15.3	67	267	0.8	45.5	107
SCIENCE DIGEST	482	347	0.6	72.0	104	*205	1.0	42.5	167	*157	0.8	32.6	142	*242	0.7	50.2	118
SCIENTIFIC AMERICAN	594	452	0.8	76.1	109	*216	1.0	36.4	142	**119	0.6	20.0	87	331	1.0	55.7	131
SELF	2089	1359	2.4	65.1	94	610	3.0	29.2	114	583	3.1	27.9	122	902	2.6	43.2	102
SEVENTEEN	2411	1628	2.9	67.5	97	741	3.6	30.7	120	660	3.6	27.4	119	1093	3.2	45.3	107
SKI	480	330	0.6	68.8	99	**114	0.6	23.8	93	**116	0.6	24.2	105	*212	0.6	44.2	104
SMITHSONIAN	2760	2032	3.6	73.6	106	706	3.4	25.6	100	709	3.8	25.7	112	1251	3.6	45.3	107
SOAP OPERA DIGEST	3013	2094	3.7	69.5	100	775	3.7	25.7	101	727	3.9	24.1	105	1347	3.9	44.7	105
SOUTHERN LIVING	4184	3154	5.6	75.4	108	1220	5.9	29.2	114	1037	5.6	24.8	108	2278	6.6	54.4	128
SPORT	559	386	0.7	69.1	99	*179	0.9	32.0	125	*198	1.1	35.4	154	*291	0.8	52.1	123
THE SPORTING NEWS	436	*342	0.6	78.4	113	**181	0.9	41.5	163	*232	1.2	53.2	232	*252	0.7	57.8	136
SPORTS AFIELD	493	381	0.7	77.3	111	*145	0.7	29.4	115	*183	1.0	37.1	162	268	0.8	54.4	128
SPORTS ILLUSTRATED	2758	2062	3.7	74.8	108	795	3.8	28.8	113	897	4.8	32.5	142	1215	3.5	44.1	104
STAR	7456	5098	9.1	68.4	98	1757	8.5	23.6	92	1436	7.7	19.3	84	3158	9.2	42.4	100
SUNDAY	24936	17362	30.8	69.6	100	5578	27.0	22.4	88	6083	32.7	24.4	106	10530	30.6	42.2	99
SUNSET	2124	1716	3.0	80.8	116	603	2.9	28.4	111	528	2.8	24.9	108	858	2.5	40.4	95
TV GUIDE	21661	15302	27.2	70.6	102	5256	25.4	24.3	95	4906	26.4	22.6	99	9498	27.6	43.8	103
TENNIS	550	408	0.7	74.2	107	*173	0.8	31.5	123	*154	0.8	28.0	122	*257	0.7	46.7	110
TIME	8880	6201	11.0	69.8	100	2367	11.5	26.7	104	2168	11.7	24.4	106	3860	11.2	43.5	102
TOWN & COUNTRY	917	653	1.2	71.2	102	*240	1.2	26.2	103	*240	1.3	26.2	114	434	1.3	47.3	112
TRAVEL & LEISURE	972	680	1.2	70.0	101	*253	1.2	26.0	102	*242	1.3	24.9	108	382	1.1	39.3	93
TRUE STORY	3356	2277	4.0	67.8	98	808	3.9	24.1	94	780	4.2	23.2	101	1409	4.1	42.0	99
U.S.NEWS & WORLD REPORT	3410	2436	4.3	71.4	103	915	4.4	26.8	105	706	3.8	20.7	90	1505	4.4	44.1	104
USA TODAY	1759	1328	2.4	75.5	109	438	2.1	24.9	98	410	2.2	23.3	102	843	2.5	47.9	113
US	1873	1232	2.2	65.8	95	333	1.6	17.8	70	468	2.5	25.0	109	707	2.1	37.7	89
VOGUE	3909	2621	4.7	67.1	96	1097	5.3	28.1	110	997	5.4	25.5	111	1554	4.5	39.8	94
WALL STREET JOURNAL	1886	1410	2.5	74.8	108	546	2.6	29.0	113	508	2.7	26.9	117	905	2.6	48.0	113
WEIGHT WATCHERS	2120	1580	2.8	74.5	107	593	2.9	28.0	110	605	3.3	28.5	124	1008	2.9	47.5	112
WOMAN'S DAY	14172	10862	19.3	76.6	110	3948	19.1	27.9	109	4087	22.0	28.8	126	7167	20.8	50.6	119
WORKING MOTHER	1146	785	1.4	68.5	98	318	1.5	27.7	109	334	1.8	29.1	127	518	1.5	45.2	106
WORKING WOMAN	1322	914	1.6	69.1	99	312	1.5	23.6	92	289	1.6	21.9	95	553	1.6	41.8	99
WORLD TENNIS	*163	*135	0.2	82.8	119	**62	0.3	38.0	149	**51	0.3	31.3	136	**84	0.2	51.5	121
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1850	3.3	73.1	105	712	3.4	28.1	110	671	3.6	26.5	115	1145	3.3	45.2	107
BLAIR INSERTS	43657	30806	54.7	70.6	101	10620	51.4	24.3	95	10711	57.6	24.5	107	18835	54.8	43.1	102
DAILY NEWSPAPERS																	
READ ANY	51633	36137	64.2	70.0	101	12477	60.4	24.2	95	12262	66.0	23.7	103	22577	65.7	43.7	103
READ ONE	43463	30347	53.9	69.8	100	10635	51.5	24.5	96	10290	55.4	23.7	103	18873	54.9	43.4	102
READ TWO OR MORE	8170	5791	10.3	70.9	102	1842	8.9	22.5	88	1971	10.6	24.1	105	3704	10.8	45.3	107
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	37310	66.2	70.8	102	12754	61.7	24.2	95	12904	69.4	24.5	107	22881	66.6	43.4	102
READ ONE	46126	32598	57.9	70.7	102	11288	54.6	24.5	96	11345	61.0	24.6	107	19848	57.7	43.0	101
READ TWO OR MORE	6552	4713	8.4	71.9	103	1466	7.1	22.4	88	1559	8.4	23.8	104	3033	8.8	46.3	109
OUTDOOR																	
100 SHMG - 30 DAY AV FREQ	27.55	27.72				27.08				29.07				28.31			
30 DAY REACH	71455	49476	87.8	69.2	100	17914	86.7	25.1	98	16231	87.3	22.7	99	30078	87.5	42.1	99
50 SHMG - 30 DAY AV FREQ	14.56	14.63				14.37				15.32				14.89			
30 DAY REACH	67742	46944	83.3	69.3	100	16927	81.9	25.0	98	15432	83.0	22.8	99	28642	83.3	42.3	100
25 SHMG - 30 DAY AV FREQ	7.94	7.94				7.82				8.33				7.98			
30 DAY REACH	62117	43240	76.8	69.6	100	15550	75.2	25.0	98	14174	76.3	22.8	99	26749	77.8	43.1	101
CABLE TV: HOME WIRED	32077	23257	41.3	72.5	104	7742	37.5	24.1	95	7994	43.0	24.9	109	14296	41.6	44.6	105
HOME NOT WIRED	48909	33065	58.7	67.6	97	12926	62.5	26.4	104	10592	57.0	21.7	94	20082	58.4	41.1	97
HAVE PAY CABLE	15935	11983	21.3	75.2	108	3918	19.0	24.6	96	4373	23.5	27.4	120	7570	22.0	47.5	112

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MEMBERS OF HOUSEHOLD BAKE FROM SCRATCH - TYPES BAKE
(FEMALE HOMEMAKERS)

0006
P-19

	TOTAL U.S. '000	BAKE FROM SCRATCH A '000	B % DOWN	C ACROSS %	D INDX	BREAD A '000	B % DOWN	C ACROSS %	D INDX	BROWNIES A '000	B % DOWN	C ACROSS %	D INDX	CAKES A '000	B % DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEMAKERS	80986	56322	100.0	69.5	100	20669	100.0	25.5	100	18586	100.0	22.9	100	34376	100.0	42.4	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	31111	55.2	70.8	102	10989	53.2	25.0	98	10635	57.2	24.2	106	19071	55.5	43.4	102
10:00 AM - 3:00 PM	30659	21978	39.0	71.7	103	7788	37.7	25.4	100	7561	40.7	24.7	107	13574	39.5	44.3	104
3:00 PM - 7:00 PM	31045	22013	39.1	70.9	102	7807	37.8	25.1	99	7529	40.5	24.3	106	13350	38.8	43.0	101
7:00 PM - MIDNIGHT	15767	10983	19.5	69.7	100	4067	19.7	25.8	101	3586	19.3	22.7	99	6599	19.2	41.9	99
MIDNIGHT - 6:00 AM	9120	6472	11.5	71.0	102	2634	12.7	28.9	113	2132	11.5	23.4	102	3818	11.1	41.9	99
6:00 AM - MIDNIGHT	58527	41353	73.4	70.7	102	14823	71.7	25.3	99	13921	74.9	23.8	104	25102	73.0	42.9	101
ENTIRE DAY	59311	41837	74.3	70.5	101	15012	72.6	25.3	99	14088	75.8	23.8	103	25392	73.9	42.8	101
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	11730	20.8	72.5	104	3986	19.3	24.6	97	4493	24.2	27.8	121	6983	20.3	43.2	102
ALL NEWS	2256	1567	2.8	69.5	100	459	2.2	20.3	80	472	2.5	20.9	91	958	2.8	42.5	100
AOR/PROGRESSIVE	3874	2759	4.9	71.2	102	1006	4.9	26.0	102	1036	5.6	26.7	117	1644	4.8	42.4	100
BEAUTIFUL MUSIC	5660	4057	7.2	71.7	103	1606	7.8	28.4	111	1372	7.4	24.2	106	2661	7.7	47.0	111
BLACK	2204	1457	2.6	66.1	95	501	2.4	22.7	89	411	2.2	18.6	81	1026	3.0	46.6	110
CLASSICAL	1418	1033	1.8	72.8	105	399	1.9	28.1	110	323	1.7	22.8	99	667	1.9	47.0	111
CHR/ROCK	9538	6604	11.7	69.2	100	2162	10.5	22.7	89	2113	11.4	22.2	97	3768	11.0	39.5	93
COUNTRY	12648	9382	16.7	74.2	107	3674	17.8	29.0	114	3140	16.9	24.8	108	5838	17.0	46.2	109
GOLDEN OLDIES	1191	626	1.1	52.6	76	*167	0.8	14.0	55	*170	0.9	14.3	62	312	0.9	26.2	62
MOR/NOSTALGIA	4757	3411	6.1	71.7	103	1248	6.0	26.2	103	1124	6.0	23.6	103	2055	6.0	43.2	102
NEWS/TALK	3863	2594	4.6	67.1	97	879	4.3	22.8	89	816	4.4	21.1	92	1494	4.3	38.7	91
RELIGIOUS	3084	2098	3.7	68.0	98	723	3.5	23.4	92	597	3.2	19.4	84	1253	3.6	40.6	96
SOFT ROCK	521	285	0.5	54.7	79	**96	0.5	18.4	72	**83	0.4	15.9	69	*147	0.4	28.2	66
URBAN CONTEMPORARY	1585	1017	1.8	64.2	92	459	2.2	29.0	113	234	1.3	14.8	64	635	1.8	40.1	94
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	2296	4.1	70.4	101	759	3.7	23.3	91	725	3.9	22.2	97	1437	4.2	44.1	104
ABC DIRECTION	2316	1549	2.8	66.9	96	622	3.0	26.9	105	483	2.6	20.9	91	824	2.4	35.6	84
ABC ENTERTAINMENT	4834	3441	6.1	71.2	102	1232	6.0	25.5	100	1171	6.3	24.2	106	2039	5.9	42.2	99
ABC FM	2202	1569	2.8	71.3	102	626	3.0	28.4	111	417	2.2	18.9	83	1056	3.1	48.0	113
ABC INFORMATION	5425	3979	7.1	73.3	105	1304	6.3	24.0	94	1212	6.5	22.3	97	2239	6.5	41.3	97
ABC ROCK	1677	1238	2.2	73.8	106	480	2.3	28.6	112	462	2.5	27.5	120	812	2.4	48.4	114
CBS	4430	3269	5.8	73.8	106	1126	5.4	25.4	100	1047	5.6	23.6	103	1949	5.7	44.0	104
MUTUAL	4992	3626	6.4	72.6	104	1310	6.3	26.2	103	1366	7.3	27.4	119	2426	7.1	48.6	114
NBC	4679	3298	5.9	70.5	101	1264	6.1	27.0	106	1282	6.9	27.4	119	1914	5.6	40.9	96
RADIORADIO	1994	1315	2.3	65.9	95	412	2.0	20.7	81	470	2.5	23.6	103	830	2.4	41.6	98
RKO ONE	2298	1438	2.6	62.6	90	515	2.5	22.4	88	489	2.6	21.3	93	809	2.4	35.2	83
RKO TWO	3311	2279	4.0	68.8	99	770	3.7	23.3	91	742	4.0	22.4	98	1527	4.4	46.1	109
THE SOURCE	2114	1469	2.6	69.5	100	561	2.7	26.5	104	387	2.1	18.3	80	938	2.7	44.4	105
NON-WIRED : BLAIR	8654	6278	11.1	72.5	104	2268	11.0	26.2	103	2226	12.0	25.7	112	3572	10.4	41.3	97
INTERNET	12025	8509	15.1	70.8	102	3002	14.5	25.0	98	2695	14.5	22.4	98	4914	14.3	40.9	96
KATZ RADIO GROUP	15359	10873	19.3	70.8	102	3967	19.2	25.8	101	3690	19.9	24.0	105	6500	18.9	42.3	100
SUPERNET	10628	7662	13.6	72.1	104	2813	13.6	26.5	104	2276	12.2	21.4	93	4856	14.1	45.7	108
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	5875	10.4	67.8	98	2246	10.9	25.9	102	1802	9.7	20.8	91	3556	10.3	41.1	97
WKDAY 9:00 AM - 1:00 PM	12163	8176	14.5	67.2	97	3167	15.3	26.0	102	2566	13.8	21.1	92	5004	14.6	41.1	97
WKDAY 1:00 PM - 4:30 PM	16150	11063	19.6	68.5	98	4169	20.2	25.8	101	3416	18.4	21.2	92	6927	20.2	42.9	101
WKDAY 4:30 PM - 7:30 PM	22463	15146	26.9	67.4	97	5582	27.0	24.8	97	4607	24.8	20.5	89	9297	27.0	41.4	98
WKDAY 7:30 PM - 8:00 PM	31795	21748	38.6	68.4	98	8071	39.0	25.4	99	6841	36.8	21.5	94	13434	39.1	42.3	100
WKDAY 11:00 PM - 11:30 PM	23977	16624	29.5	69.3	100	5961	28.8	24.9	97	5517	29.7	23.0	100	10367	30.2	43.2	102
WKDAY 11:30 PM - 1:00 AM	7703	5412	9.6	70.3	101	1931	9.3	25.1	98	1602	8.6	20.8	91	3398	9.9	44.1	104
M-SAT 8-11 PM+SUN 7-11 PM	33800	23371	41.5	69.1	99	8365	40.5	24.7	97	7535	40.5	22.3	97	14447	42.0	42.7	101
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	4489	8.0	68.7	99	1654	8.0	25.3	99	1502	8.1	23.0	100	2744	8.0	42.0	99
ANOTHER WORLD N	4620	3361	6.0	72.7	105	1324	6.4	28.7	112	1028	5.5	22.3	97	2195	6.4	47.5	112
AS THE WORLD TURNS C	5614	3791	6.7	67.5	97	1572	7.6	28.0	110	1148	6.2	20.4	89	2386	6.9	42.5	100
CAPITOL C	3396	2276	4.0	67.0	96	932	4.5	27.4	108	590	3.2	17.4	76	1402	4.1	41.3	97
CBS MORN. NEWS 1 C	1446	970	1.7	67.1	96	435	2.1	30.1	118	289	1.6	20.0	87	632	1.8	43.7	103
CBS MORN. NEWS 2 C	1207	770	1.4	63.8	92	329	1.6	27.3	107	222	1.2	18.4	80	501	1.5	41.5	98
DAYS OF OUR LIVES N	5877	4342	7.7	73.9	106	1634	7.9	27.8	109	1288	6.9	21.9	95	2730	7.9	46.5	109
FACTS OF LIFE - DAYTIME N	2290	1512	2.7	66.0	95	654	3.2	28.6	112	412	2.2	18.0	78	960	2.8	41.9	99
FAMILY FEUD A	3023	1982	3.5	65.6	94	767	3.7	25.4	99	697	3.8	23.1	100	1252	3.6	41.4	98
GENERAL HOSPITAL A	6097	4099	7.3	67.2	97	1452	7.0	23.8	93	1337	7.2	21.9	96	2527	7.4	41.4	98
GOOD MORNING, AMERICA-730 A	3515	2383	4.2	67.8	97	836	4.0	23.8	93	848	4.6	24.1	105	1342	3.9	38.2	90
GOOD MORNING, AMERICA-830 A	2818	2056	3.7	73.0	105	704	3.4	25.0	98	740	4.0	26.3	114	1216	3.5	43.2	102
GUIDING LIGHT C	5339	3658	6.5	68.5	99	1410	6.8	26.4	103	1090	5.9	20.4	89	2269	6.6	42.5	100
ONE LIFE TO LIVE A	4478	2976	5.3	66.5	96	1049	5.1	23.4	92	969	5.2	21.6	94	1881	5.5	42.0	99
PRESS YOUR LUCK C	2244	1503	2.7	67.0	96	559	2.7	24.9	98	527	2.8	23.5	102	877	2.6	39.1	92
PRICE IS RIGHT 1 C	4348	2841	5.0	65.3	94	1094	5.3	25.2	99	880	4.7	20.2	88	1763	5.1	40.5	96
PRICE IS RIGHT 2 C	5014	3344	5.9	66.7	96	1314	6.4	26.2	103	1062	5.7	21.2	92	2056	6.0	41.0	97
RYAN'S HOPE A	3150	2022	3.6	64.2	92	735	3.6	23.3	91	789	4.2	25.0	109	1168	3.4	37.1	87
SALE OF THE CENTURY N	2695	1823	3.2	67.6	97	796	3.9	29.5	116	564	3.0	20.9	91	1210	3.5	44.9	106
SEARCH FOR TOMORROW N	2319	1532	2.7	66.1	95	592	2.9	25.5	100	395	2.1	17.0	74	1036	3.0	44.7	105
TODAY SHOW 1 N	2693	1951	3.5	72.4	104	780	3.8	29.0	113	552	3.0	20.5	89	1175	3.4	43.6	103
TODAY SHOW 2 N	2498	1756	3.1	70.3	101	793	3.8	31.7	124	464	2.5	18.6	81	1029	3.0	41.2	97
$25,000 PYRAMID C	2753	1827	3.2	66.4	95	736	3.6	26.7	105	578	3.1	21.0	91	1113	3.2	40.4	95
WHEEL OF FORTUNE N	4388	2971	5.3	67.7	97	1320	6.4	30.1	118	861	4.6	19.6	85	1906	5.5	43.4	102
YOUNG AND THE RESTLESS C	5695	3867	6.9	67.9	98	1653	8.0	29.0	114	1052	5.7	18.5	80	2393	7.0	42.0	99
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	1174	2.1	66.7	96	390	1.9	22.2	87	424	2.3	24.1	105	758	2.2	43.1	101
NBA PLAYOFF GAME -1 C	1136	742	1.3	65.3	94	346	1.7	30.5	119	211	1.1	18.6	81	437	1.3	38.5	91
NBC MAJOR LEAGUE PRE-GAME N	953	715	1.3	75.0	108	*249	1.2	26.1	102	*208	1.1	21.8	95	466	1.4	48.9	115
SPORTSWORLD - SUN N	1233	936	1.7	75.9	109	336	1.6	27.3	107	277	1.5	22.5	98	551	1.6	44.7	105
SUNDAY MORNING C	1611	1089	1.9	67.6	97	431	2.1	26.8	105	448	2.4	27.8	121	721	2.1	44.8	105

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MEMBERS OF HOUSEHOLD BAKE FROM SCRATCH - TYPES BAKE
(FEMALE HOMEMAKERS)

0007
P-19

		TOTAL U.S. '000	BAKE FROM SCRATCH A '000	B % DOWN	C ACROSS %	D INDX	BREAD A '000	B % DOWN	C ACROSS %	D INDX	BROWNIES A '000	B % DOWN	C ACROSS %	D INDX	CAKES A '000	B % DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEMAKERS		80986	56322	100.0	69.5	100	20669	100.0	25.5	100	18586	100.0	22.9	100	34376	100.0	42.4	100
MKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	17744	31.5	68.1	98	6497	31.4	24.9	98	5372	28.9	20.6	90	10994	32.0	42.2	99
NETWORK AFFILIATES - LATE		20261	13994	24.8	69.1	99	5066	24.5	25.0	98	4663	25.1	23.0	100	8672	25.2	42.8	101
INDEPENDENTS - LATE		2076	1434	2.5	69.1	99	526	2.5	25.3	99	520	2.8	25.0	109	885	2.6	42.6	100
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	7116	12.6	68.1	98	2663	12.9	25.5	100	2107	11.3	20.2	88	4445	12.9	42.5	100
ABC MONDAY NIGHT MOVIE	A	6412	4340	7.7	67.7	97	1512	7.3	23.6	92	1522	8.2	23.7	103	2848	8.3	44.4	105
ABC SUNDAY NIGHT MOVIE	A	12407	8487	15.1	68.4	98	3147	15.2	25.4	99	2689	14.5	21.7	94	5239	15.2	42.2	99
ABC WORLD NEWS TONIGHT	A	6176	4043	7.2	65.5	94	1409	6.8	22.8	89	1135	6.1	18.4	80	2490	7.2	40.3	95
AFTERMASH	C	5863	3975	7.1	67.8	97	1442	7.0	24.6	96	1384	7.4	23.6	103	2520	7.3	43.0	101
ALICE	C	9594	6587	11.7	68.7	99	2387	11.5	24.9	97	1988	10.7	20.7	90	3973	11.6	41.4	98
AMERICAN PARADE	C	6622	4647	8.3	70.2	101	1818	8.8	27.5	108	1420	7.6	21.4	93	2819	8.2	42.6	100
BENSON	A	10886	7349	13.0	67.5	97	2548	12.3	23.4	92	2260	12.2	20.8	90	4525	13.2	41.6	98
BLUE THUNDER	A	5036	3619	6.4	71.9	103	1444	7.0	28.7	112	1109	6.0	22.0	96	2138	6.2	42.5	100
CAGNEY & LACEY	C	9965	6960	12.4	69.8	100	2443	11.8	24.5	96	2192	11.8	22.0	96	3999	11.6	40.1	95
CBS EVENING NEWS-DEAN	C	3491	2297	4.1	65.8	95	800	3.9	22.9	90	670	3.6	19.2	84	1419	4.1	40.6	96
CBS EVENING NEWS-RATHER	C	7123	4868	8.6	68.3	98	1751	8.5	24.6	96	1523	8.2	21.4	93	2971	8.6	41.7	98
CBS SAT. NEWS-SCHIEFFER	C	3621	2357	4.2	65.1	94	854	4.1	23.6	92	747	4.0	20.6	90	1433	4.2	39.6	93
CBS SATURDAY NIGHT MOVIE	C	5436	3775	6.7	69.4	100	1307	6.3	24.0	94	1277	6.9	23.5	102	2376	6.9	43.7	103
CBS WEDNESDAY NIGHT MOVIE	C	6100	4211	7.5	69.0	99	1702	8.2	27.9	109	1500	8.1	24.6	107	2635	7.7	43.2	102
CHEERS	N	8889	6466	11.5	72.7	105	2260	10.9	25.4	100	2177	11.7	24.5	107	4088	11.9	46.0	108
DALLAS	C	22109	15281	27.1	69.1	99	5541	26.8	25.1	98	4980	26.8	22.5	98	9798	28.5	44.3	104
DIFF'RENT STROKES	N	6940	4678	8.3	67.4	97	1723	8.3	24.8	97	1391	7.5	20.0	87	3059	8.9	44.1	104
DOUBLE TROUBLE	N	7223	5241	9.3	72.6	104	1874	9.1	25.9	102	1763	9.5	24.4	106	3238	9.4	44.8	106
DUCK FACTORY	N	5595	4064	7.2	72.6	104	1472	7.1	26.3	103	1238	6.7	22.1	96	2621	7.6	46.8	110
DUKES OF HAZZARD	C	5768	4002	7.1	69.4	100	1490	7.2	25.8	101	1181	6.4	20.5	89	2698	7.8	46.8	110
DYNASTY	A	20053	13897	24.7	69.3	100	5079	24.6	25.3	99	4545	24.5	22.7	99	8712	25.3	43.4	102
FACTS OF LIFE	N	8087	5715	10.1	70.7	102	2064	10.0	25.5	100	1688	9.1	20.9	91	3452	10.0	42.7	101
FALCON CREST	C	20046	14110	25.1	70.4	101	5088	24.6	25.4	99	4678	25.2	23.3	102	9083	26.4	45.3	107
FALL GUY	A	9084	6304	11.2	69.4	100	2600	12.6	28.6	112	1953	10.5	21.5	94	3872	11.3	42.6	100
FAMILY TIES	N	7964	5853	10.4	73.5	106	2308	11.2	29.0	114	1764	9.5	22.1	97	3777	11.0	47.4	112
FANTASY ISLAND	A	7687	5105	9.1	66.4	95	1858	9.0	24.2	95	1635	8.8	21.3	93	3060	8.9	39.8	94
FOULUPS,BLEEPS & BLUNDERS	A	8861	6132	10.9	69.2	100	2232	10.8	25.2	99	1941	10.4	21.9	95	3819	11.1	43.1	102
FOUR SEASONS	C	5095	3437	6.1	67.5	97	1358	6.6	26.7	104	1219	6.6	23.9	104	2054	6.0	40.3	95
GIMME A BREAK	N	8838	6310	11.2	71.4	103	2578	12.5	29.2	114	1830	9.8	20.7	90	4185	12.2	47.4	112
HART TO HART	A	8978	6058	10.8	67.5	97	2269	11.0	25.3	99	2044	11.0	22.8	99	3724	10.8	41.5	98
HILL STREET BLUES	N	8590	6045	10.7	70.4	101	1986	9.6	23.1	91	2146	11.5	25.0	109	3804	11.1	44.3	104
HOTEL	A	14085	9678	17.2	68.7	99	3541	17.1	25.1	99	3135	16.9	22.3	97	6156	17.9	43.7	103
JEFFERSONS	C	9360	6461	11.5	69.0	99	2339	11.3	25.0	98	1953	10.5	20.9	91	3931	11.4	42.0	99
JENNIFER SLEPT HERE	N	5841	3936	7.0	67.4	97	1391	6.7	23.8	93	1182	6.4	20.2	88	2469	7.2	42.3	100
KATE & ALLIE	C	9206	6315	11.2	68.6	99	2218	10.7	24.1	94	2100	11.3	22.8	99	3772	11.0	41.0	97
KNIGHT RIDER	N	7076	4994	8.9	70.6	101	1790	8.7	25.3	99	1655	8.9	23.4	102	3177	9.2	44.9	106
LOVE BOAT	A	12219	8103	14.4	66.3	95	3018	14.6	24.7	97	2481	13.3	20.3	88	5022	14.6	41.1	97
MAGNUM PI	C	11199	7848	13.9	70.1	101	2960	14.3	26.4	104	2480	13.3	22.1	96	4922	14.3	44.0	104
MAMA'S FAMILY	N	6057	4080	7.2	67.4	97	1512	7.3	25.0	98	1291	6.9	21.3	93	2581	7.5	42.6	100
MASTER, THE	N	3598	2463	4.4	68.5	98	951	4.6	26.4	104	881	4.7	24.5	107	1574	4.6	43.7	103
MATT HOUSTON	A	6344	4501	8.0	70.9	102	1745	8.4	27.5	108	1394	7.5	22.0	96	2765	8.0	43.6	103
NBC MONDAY NIGHT MOVIE	N	11994	8459	15.0	70.5	101	3078	14.9	25.7	101	2827	15.2	23.6	103	5174	15.1	43.1	102
NBC NIGHTLY NEWS	N	5132	3697	6.6	72.0	104	1494	7.2	29.1	114	1090	5.9	21.2	93	2407	7.0	46.9	110
NBC NIGHTLY NEWS-SAT	N	3375	2285	4.1	67.7	97	866	4.2	25.7	101	612	3.3	18.1	79	1356	3.9	40.2	95
NBC NIGHTLY NEWS-SUN	N	3130	2256	4.0	72.1	104	707	3.4	22.6	89	577	3.1	18.4	80	1302	3.8	41.6	98
NBC SUNDAY NIGHT MOVIE	N	8284	5830	10.4	70.4	101	2102	10.2	25.4	99	1819	9.8	22.0	96	3633	10.6	43.9	103
NEWHART	C	9240	6426	11.4	69.5	100	2314	11.2	25.0	98	2065	11.1	22.3	97	3726	10.8	40.3	95
ONE DAY AT A TIME	C	7288	5077	9.0	69.7	100	1982	9.6	27.2	107	1740	9.4	23.9	104	3198	9.3	43.9	103
PEOPLE ARE FUNNY	N	4855	3238	5.7	66.7	96	1327	6.4	27.3	107	1034	5.6	21.3	93	2049	6.0	42.2	99
REAL PEOPLE	N	8869	6303	11.2	71.1	102	2393	11.6	27.0	106	2005	10.8	22.6	99	3989	11.6	45.0	106
REMINGTON STEELE	N	7743	5270	9.4	68.1	98	1700	8.2	22.0	86	1690	9.1	21.8	95	3091	9.0	39.9	94
RIPLEY'S BELIEVE IT - NOT	A	5345	3768	6.7	70.5	101	1358	6.6	25.4	100	1132	6.1	21.2	92	2326	6.8	43.5	103
RIPTIDE	N	6988	4953	8.8	70.9	102	1633	7.9	23.4	92	1563	8.4	22.4	97	3045	8.9	43.6	103
SCARECROW & MRS. KING	C	10002	6762	12.0	67.6	97	2401	11.6	24.0	94	2118	11.4	21.2	92	4173	12.1	41.7	98
SIMON & SIMON	C	10638	7505	13.3	70.5	101	2691	13.0	25.3	99	2353	12.7	22.1	96	4772	13.9	44.9	106
60 MINUTES	C	13293	9250	16.4	69.6	100	3317	16.0	25.0	98	2871	15.4	21.6	94	5427	15.8	40.8	96
ST. ELSEWHERE	N	7017	4998	8.9	71.2	102	1859	9.0	26.5	104	1639	8.8	23.4	102	2855	8.3	40.7	96
THREE'S COMPANY	A	10917	7713	13.7	70.7	102	2719	13.2	24.9	98	2434	13.1	22.3	97	4756	13.8	43.6	103
T.J. HOOKER	A	9204	6285	11.2	68.3	98	2284	11.1	24.8	97	1983	10.7	21.5	94	3819	11.1	41.5	98
TONIGHT SHOW	N	2372	1708	3.0	72.0	104	608	2.9	25.6	100	475	2.6	20.0	87	1018	3.0	42.9	101
TRAPPER JOHN, M.D.	C	9846	6646	11.8	67.5	97	2324	11.2	23.6	92	2143	11.5	21.8	95	4214	12.3	42.8	101
TV BLOOPERS & PRAC. JOKES	N	9105	6370	11.3	70.0	101	2408	11.7	26.4	104	1907	10.3	20.9	91	3936	11.4	43.2	102
20/20	A	9387	6569	11.7	70.0	101	2310	11.2	24.6	96	1886	10.1	20.1	88	3878	11.3	41.3	97
WEBSTER	A	11067	7418	13.2	67.0	96	2680	13.0	24.2	95	2227	12.0	20.1	88	4564	13.3	41.2	97
WORLD NEWS - SUN	A	3062	2089	3.7	68.2	98	708	3.4	23.1	91	609	3.3	19.9	87	1272	3.7	41.5	98
YELLOW ROSE	N	4978	3431	6.1	68.9	99	1323	6.4	26.6	104	1197	6.4	24.0	105	2241	6.5	45.0	106
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	6566	11.7	74.0	106	2046	9.9	23.0	90	2519	13.6	28.4	124	4322	12.6	48.7	115
BASKETBALL - COLLEGE GAMES		4080	3137	5.6	76.9	111	1072	5.2	26.3	103	1219	6.6	29.9	130	2060	6.0	50.5	119
BASKETBALL - PRO GAMES		3607	2660	4.7	73.7	106	970	4.7	26.9	105	1052	5.7	29.2	127	1847	5.4	51.2	121
BOWLING		3883	2692	4.8	69.3	100	843	4.1	21.7	85	1018	5.5	26.2	114	1825	5.3	47.0	111
BOXING		3928	2657	4.7	67.6	97	1008	4.9	25.7	101	854	4.6	21.7	95	1829	5.3	46.6	110
FOOTBALL - COLLEGE GAMES		6366	5036	8.9	79.1	114	1796	8.7	28.2	111	1628	8.8	25.6	111	3361	9.8	52.8	124
FOOTBALL - PRO GAMES		11300	8697	15.4	77.0	111	2930	14.2	25.9	102	3212	17.3	28.4	124	5530	16.1	48.9	115
GOLF		3378	2628	4.7	77.8	112	760	3.7	22.5	88	1039	5.6	30.8	134	1739	5.1	51.5	121
POST-SEASON COLL. FOOTBALL		4906	3692	6.6	75.3	108	1378	6.7	28.1	110	1271	6.8	25.9	113	2574	7.5	52.5	124
POST-SEASON PRO FOOTBALL		6120	4758	8.4	77.7	112	1771	8.6	28.9	113	1727	9.3	28.2	123	3036	8.8	49.6	117
TENNIS		3033	2026	3.6	66.8	96	661	3.2	21.8	85	712	3.8	23.5	102	1210	3.5	39.9	94
WRESTLING - PROFESSIONAL		3344	2287	4.1	68.4	98	840	4.1	25.1	98	646	3.5	19.3	84	1656	4.8	49.5	117

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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MEMBERS OF HOUSEHOLD BAKE FROM SCRATCH - TYPES BAKE
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	COOKIES A '000	COOKIES B % DOWN	COOKIES C ACROSS %	COOKIES D INDX	PASTRIES A '000	PASTRIES B % DOWN	PASTRIES C ACROSS %	PASTRIES D INDX	PIES A '000	PIES B % DOWN	PIES C ACROSS %	PIES D INDX	ROLLS/MUFFINS A '000	ROLLS/MUFFINS B % DOWN	ROLLS/MUFFINS C ACROSS %	ROLLS/MUFFINS D INDX
TOTAL FEMALE HOMEMAKERS	80986	38659	100.0	47.7	100	12786	100.0	15.8	100	28777	100.0	35.5	100	19093	100.0	23.6	100
18 - 24	9282	4560	11.8	49.1	103	1283	10.0	13.8	88	2491	8.7	26.8	76	1803	9.4	19.4	82
25 - 34	19072	10295	26.6	54.0	113	2431	19.0	12.7	81	6186	21.5	32.4	91	5014	26.3	26.3	112
35 - 44	14591	7852	20.3	53.8	113	2340	18.3	16.0	102	5338	18.5	36.6	103	3969	20.8	27.2	115
45 - 54	11345	5424	14.0	47.8	100	2072	16.2	18.3	116	4583	15.9	40.4	114	2645	13.9	23.3	99
55 - 64	11635	4781	12.4	41.1	86	2174	17.0	18.7	118	4624	16.1	39.7	112	2689	14.1	23.1	98
65 OR OLDER	15061	5748	14.9	38.2	80	2487	19.5	16.5	105	5555	19.3	36.9	104	2972	15.6	19.7	84
18 - 34	28354	14855	38.4	52.4	110	3713	29.0	13.1	83	8678	30.2	30.6	86	6817	35.7	24.0	102
18 - 49	48339	25357	65.6	52.5	110	6992	54.7	14.5	92	16228	56.4	33.6	94	12054	63.1	24.9	106
25 - 54	45008	23570	61.0	52.4	110	6843	53.5	15.2	96	16107	56.0	35.8	101	11628	60.9	25.8	110
35 - 49	19985	10502	27.2	52.5	110	3278	25.6	16.4	104	7550	26.2	37.8	106	5237	27.4	26.2	111
50 OR OLDER	32647	13302	34.4	40.7	85	5794	45.3	17.7	112	12549	43.6	38.4	108	7039	36.9	21.6	91
GRADUATED COLLEGE	11155	6325	16.4	56.7	119	1693	13.2	15.2	96	4016	14.0	36.0	101	3192	16.7	28.6	121
ATTENDED COLLEGE	13682	7728	20.0	56.5	118	2442	19.1	17.8	113	5005	17.4	36.6	103	4050	21.2	29.6	126
GRADUATED HIGH SCHOOL	33880	16612	43.0	49.0	103	5354	41.9	15.8	100	12220	42.5	36.1	102	7267	38.1	21.4	91
DID NOT GRADUATE HIGH SCHOOL	22270	7994	20.7	35.9	75	3296	25.8	14.8	94	7536	26.2	33.8	95	4584	24.0	20.6	87
EMPLOYED	40306	19966	51.6	49.5	104	6074	47.5	15.1	95	13936	48.4	34.6	97	9949	52.1	24.7	105
EMPLOYED FULL-TIME	32850	16068	41.6	48.9	102	4789	37.5	14.6	92	10947	38.0	33.3	94	7993	41.9	24.3	103
EMPLOYED PART-TIME	7456	3898	10.1	52.3	110	1285	10.1	17.2	109	2989	10.4	40.1	113	1956	10.2	26.2	111
NOT EMPLOYED	40680	18693	48.4	46.0	96	6712	52.5	16.5	105	14841	51.6	36.5	103	9144	47.9	22.5	95
PROFESSIONAL/MANAGER	10392	5718	14.8	55.0	115	1446	11.3	13.9	88	3796	13.2	36.5	103	2892	15.1	27.8	118
TECH/CLERICAL/SALES	17574	9023	23.3	51.3	108	2767	21.6	15.7	100	6152	21.4	35.0	99	4295	22.5	24.4	104
PRECISION/CRAFT	985	*437	1.1	44.4	93	**168	1.3	17.1	108	*277	1.0	28.1	79	**317	1.7	32.2	137
OTHER EMPLOYED	11354	4788	12.4	42.2	88	1693	13.2	14.9	94	3712	12.9	32.7	92	2445	12.8	21.5	91
SINGLE	9863	4045	10.5	41.0	86	1139	8.9	11.5	73	2265	7.9	23.0	65	1838	9.6	18.6	79
MARRIED	51375	27242	70.5	53.0	111	9260	72.4	18.0	114	20524	71.3	39.9	112	13248	69.4	25.8	109
DIVORCED/SEPARATED/WIDOWED	19748	7372	19.1	37.3	78	2387	18.7	12.1	77	5988	20.8	30.3	85	4007	21.0	20.3	86
PARENTS	32590	18135	46.9	55.6	117	4995	39.1	15.3	97	11850	41.2	36.4	102	8631	45.2	26.5	112
WHITE	70416	35155	90.9	49.9	105	11319	88.5	16.1	102	25449	88.4	36.1	102	16682	87.4	23.7	100
BLACK	8778	2692	7.0	30.7	64	1022	8.0	11.6	74	2862	9.9	32.6	92	1888	9.9	21.5	91
OTHER	1791	*813	2.1	45.4	95	**445	3.5	24.8	157	**466	1.6	26.0	73	**523	2.7	29.2	124
NORTHEAST-CENSUS	17786	7834	20.3	44.0	92	2676	20.9	15.0	95	5570	19.4	31.3	88	3381	17.7	19.0	81
NORTH CENTRAL	20741	11811	30.6	56.9	119	3755	29.4	18.1	115	8558	29.7	41.3	116	5243	27.5	25.3	107
SOUTH	27775	11126	28.8	40.1	84	4084	31.9	14.7	93	9612	33.4	34.6	97	6116	32.0	22.0	93
WEST	14683	7889	20.4	53.7	113	2271	17.8	15.5	98	5038	17.5	34.3	97	4353	22.8	29.6	126
NORTHEAST-MKTG.	17961	7578	19.6	42.2	88	2811	22.0	15.7	99	5478	19.0	30.5	86	3497	18.3	19.5	83
EAST CENTRAL	11885	6013	15.6	50.6	106	1919	15.0	16.1	102	4575	15.9	38.5	108	2660	13.9	22.4	95
WEST CENTRAL	14090	8476	21.9	60.2	126	2697	21.1	19.1	121	5967	20.7	42.3	119	3900	20.4	27.7	117
SOUTH	24081	9768	25.3	40.6	85	3469	27.1	14.4	91	8519	29.6	35.4	100	5338	28.0	22.2	94
PACIFIC	12969	6825	17.7	52.6	110	1890	14.8	14.6	92	4239	14.7	32.7	92	3698	19.4	28.5	121
COUNTY SIZE A	32439	14805	38.3	45.6	96	4197	32.8	12.9	82	9692	33.7	29.9	84	6676	35.0	20.6	87
COUNTY SIZE B	24915	11720	30.3	47.0	99	3951	30.9	15.9	100	9041	31.4	36.3	102	5815	30.5	23.3	99
COUNTY SIZE C	12930	6647	17.2	51.4	108	2324	18.2	18.0	114	4946	17.2	38.3	108	3583	18.8	27.7	118
COUNTY SIZE D	10703	5488	14.2	51.3	107	2314	18.1	21.6	137	5098	17.7	47.6	134	3020	15.8	28.2	120
METRO CENTRAL CITY	24518	10184	26.3	41.5	87	3088	24.2	12.6	80	7398	25.7	30.2	85	4930	25.8	20.1	85
METRO SUBURBAN	35919	18199	47.1	50.7	106	5561	43.5	15.5	98	12450	43.3	34.7	98	8573	44.9	23.9	101
NON METRO	20549	10277	26.6	50.0	105	4137	32.4	20.1	128	8928	31.0	43.4	122	5590	29.3	27.2	115
TOP 5 ADI'S	18341	7907	20.5	43.1	90	2334	18.3	12.7	81	5114	17.8	27.9	78	3437	18.0	18.7	79
TOP 10 ADI'S	25378	11562	29.9	45.6	95	3637	28.4	14.3	91	7699	26.8	30.3	85	5176	27.1	20.4	87
TOP 20 ADI'S	36488	17180	44.4	47.1	99	5240	41.0	14.4	91	11599	40.3	31.8	89	7990	41.8	21.9	93
HSHLD INC. $50,000 OR MORE	6612	3825	9.9	57.8	121	1289	10.1	19.5	123	2680	9.3	40.5	114	1969	10.3	29.8	126
$40,000 OR MORE	12659	7078	18.3	55.9	117	2232	17.5	17.6	112	5115	17.8	40.4	114	3791	19.9	29.9	127
$30,000 OR MORE	24698	14133	36.6	57.2	120	4447	34.8	18.0	114	10021	34.8	40.6	114	7309	38.3	29.6	126
$25,000 OR MORE	32077	18242	47.2	56.9	119	5824	45.5	18.2	115	12932	44.9	40.3	113	8949	46.9	27.9	118
$20,000 - $24,999	9144	4745	12.3	51.9	109	1394	10.9	15.2	97	3115	10.8	34.1	96	2027	10.6	22.2	94
$15,000 - $19,999	8728	3953	10.2	45.3	95	1286	10.1	14.7	93	2799	9.7	32.1	90	1606	8.4	18.4	78
$10,000 - $14,999	12562	5203	13.5	41.4	87	1905	14.9	15.2	96	4053	14.1	32.3	91	2830	14.8	22.5	96
UNDER $10,000	18475	6517	16.9	35.3	74	2377	18.6	12.9	81	5878	20.4	31.8	90	3682	19.3	19.9	85
HOUSEHOLD OF 1 PERSON	11987	4240	11.0	35.4	74	1317	10.3	11.0	70	3213	11.2	26.8	75	2121	11.1	17.7	75
2 PEOPLE	26577	11717	30.3	44.1	92	4537	35.5	17.1	108	9611	33.4	36.2	102	5963	31.2	22.4	95
3 OR 4 PEOPLE	30617	15960	41.3	52.1	109	4948	38.7	16.2	102	11242	39.1	36.7	103	7248	38.0	23.7	100
5 OR MORE PEOPLE	11804	6742	17.4	57.1	120	1984	15.5	16.8	106	4711	16.4	39.9	112	3761	19.7	31.9	135
NO CHILD IN HSHLD	46165	19475	50.4	42.2	88	7475	58.5	16.2	103	16150	56.1	35.0	98	9854	51.6	21.3	91
CHILD(REN) UNDER 2 YRS	5325	3162	8.2	59.4	124	*527	4.1	9.9	63	1723	6.0	32.4	91	1319	6.9	24.8	105
2 - 5 YEARS	14221	8162	21.1	57.4	120	2073	16.2	14.6	92	5101	17.7	35.9	101	3772	19.8	26.5	113
6 - 11 YEARS	15117	8497	22.0	56.2	118	2492	19.5	16.5	104	5420	18.8	35.9	101	4356	22.8	28.8	122
12 - 17 YEARS	16611	8945	23.1	53.8	113	2791	21.8	16.8	106	6378	22.2	38.4	108	4600	24.1	27.7	117
RESIDENCE OWNED	55884	28996	75.0	51.9	109	10206	79.8	18.3	116	22694	78.9	40.6	114	14145	74.1	25.3	107
VALUE: $50,000 OR MORE	31744	17656	45.7	55.6	117	5921	46.3	18.7	118	12925	44.9	40.7	115	8679	45.5	27.3	116
VALUE: UNDER $50,000	24140	11340	29.3	47.0	98	4285	33.5	17.8	112	9769	33.9	40.5	114	5466	28.6	22.6	96

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MEMBERS OF HOUSEHOLD BAKE FROM SCRATCH - TYPES BAKE
(FEMALE HOMEMAKERS)

0009
P-19

		TOTAL U.S. '000	COOKIES A '000	COOKIES B % DOWN	COOKIES C % ACROSS	COOKIES D INDX	PASTRIES A '000	PASTRIES B % DOWN	PASTRIES C % ACROSS	PASTRIES D INDX	PIES A '000	PIES B % DOWN	PIES C % ACROSS	PIES D INDX	ROLLS/MUFFINS A '000	ROLLS/MUFFINS B % DOWN	ROLLS/MUFFINS C % ACROSS	ROLLS/MUFFINS D INDX
TOTAL FEMALE HOMEMAKERS		80986	38659	100.0	47.7	100	12786	100.0	15.8	100	28777	100.0	35.5	100	19093	100.0	23.6	100
MAGAZINES	QUINTILE 1	15799	8499	22.0	53.8	113	2999	23.5	19.0	120	6010	20.9	38.0	107	4381	22.9	27.7	118
	QUINTILE 2	17259	9587	24.8	55.5	116	3062	23.9	17.7	112	6676	23.2	38.7	109	4764	25.0	27.6	117
	QUINTILE 3	13545	6542	16.9	48.3	101	2097	16.4	15.5	98	5030	17.5	37.1	105	3153	16.5	23.3	99
	QUINTILE 4	15133	6577	17.0	43.5	91	1954	15.3	12.9	82	5014	17.4	33.1	93	3068	16.1	20.3	86
	QUINTILE 5	19250	7455	19.3	38.7	81	2673	20.9	13.9	88	6047	21.0	31.4	88	3728	19.5	19.4	82
NEWSPAPERS	QUINTILE 1	12413	6355	16.4	51.2	107	2290	17.9	18.4	117	4574	15.9	36.8	104	3079	16.1	24.8	105
	QUINTILE 2	24116	12165	31.5	50.4	106	4251	33.2	17.6	112	9271	32.2	38.4	108	5869	30.7	24.3	103
	QUINTILE 3	11261	5730	14.8	50.9	107	1718	13.4	15.3	97	3830	13.3	34.0	96	2569	13.5	22.8	97
	QUINTILE 4	20255	9293	24.0	45.9	96	2773	21.7	13.7	87	6633	23.0	32.7	92	4882	25.6	24.1	102
	QUINTILE 5	12940	5116	13.2	39.5	83	1754	13.7	13.6	86	4469	15.5	34.5	97	2694	14.1	20.8	88
OUTDOOR	QUINTILE 1	14852	7602	19.7	51.2	107	2533	19.8	17.1	108	5374	18.7	36.2	102	3460	18.1	23.3	99
	QUINTILE 2	15725	7424	19.2	47.2	99	2161	16.9	13.7	87	5430	18.9	34.5	97	3544	18.6	22.5	96
	QUINTILE 3	16330	7673	19.8	47.0	98	2502	19.6	15.3	97	5527	19.2	33.8	95	3949	20.7	24.2	103
	QUINTILE 4	16744	8082	20.9	48.3	101	2739	21.4	16.4	104	6084	21.1	36.3	102	3876	20.3	23.1	98
	QUINTILE 5	17334	7878	20.4	45.4	95	2851	22.3	16.4	104	6361	22.1	36.7	103	4263	22.3	24.6	104
RADIO-DRIVE TIME	QUINTILE 1	15911	7859	20.3	49.4	103	2724	21.3	17.1	108	6073	21.1	38.2	107	3959	20.7	24.9	106
	QUINTILE 2	14837	7349	19.0	49.5	104	2060	16.1	13.9	88	5050	17.5	34.0	96	3091	16.2	20.8	88
	QUINTILE 3	15339	7675	19.9	50.0	105	2391	18.7	15.6	99	5631	19.6	36.7	103	3848	20.2	25.1	106
	QUINTILE 4	16723	7704	19.9	46.1	97	2389	18.7	14.3	90	5506	19.1	32.9	93	4037	21.1	24.1	102
	QUINTILE 5	18176	8073	20.9	44.4	93	3221	25.2	17.7	112	6516	22.6	35.8	101	4159	21.8	22.9	97
RADIO-MID-DAY	TERCILE 1	21020	10333	26.7	49.2	103	3322	26.0	15.8	100	7212	25.1	34.3	97	5038	26.4	24.0	102
	TERCILE 2	21610	11245	29.1	52.0	109	3586	28.0	16.6	105	8413	29.2	38.9	110	5295	27.7	24.5	104
	TERCILE 3	38355	17081	44.2	44.5	93	5878	46.0	15.3	97	13152	45.7	34.3	97	8760	45.9	22.8	97
RADIO-TOTAL	QUINTILE 1	15988	7817	20.2	48.9	102	2553	20.0	16.0	101	5601	19.5	35.0	99	3982	20.9	24.9	106
	QUINTILE 2	15626	7717	20.0	49.4	103	2244	17.6	14.4	91	5586	19.4	35.7	101	3264	17.1	20.9	89
	QUINTILE 3	16723	8259	21.4	49.4	103	2511	19.6	15.0	95	5691	19.8	34.0	96	4104	21.5	24.5	104
	QUINTILE 4	16342	8031	20.8	49.1	103	2715	21.2	16.6	105	6063	21.1	37.1	104	4070	21.3	24.9	106
	QUINTILE 5	16306	6836	17.7	41.9	88	2764	21.6	17.0	107	5835	20.3	35.8	101	3673	19.2	22.5	96
TV-PRIME TIME	QUINTILE 1	15953	7247	18.7	45.4	95	2500	19.6	15.7	99	5813	20.2	36.4	103	3489	18.3	21.9	93
	QUINTILE 2	16137	7957	20.6	49.3	103	2680	21.0	16.6	105	5873	20.4	36.4	102	3767	19.7	23.3	99
	QUINTILE 3	16420	7873	20.4	47.9	100	2601	20.3	15.8	100	6046	21.0	36.8	104	3629	19.0	22.1	94
	QUINTILE 4	16687	8183	21.2	49.0	103	2483	19.4	14.9	94	5814	20.2	34.8	98	3932	20.6	23.6	100
	QUINTILE 5	15789	7400	19.1	46.9	98	2522	19.7	16.0	101	5231	18.2	33.1	93	4276	22.4	27.1	115
TV-DAYTIME	TERCILE 1	27736	12177	31.5	43.9	92	4173	32.6	15.0	95	9974	34.7	36.0	101	6062	31.7	21.9	93
	TERCILE 2	26489	13147	34.0	49.6	104	4388	34.3	16.6	105	9380	32.6	35.4	100	6172	32.3	23.3	99
	TERCILE 3	26761	13335	34.5	49.8	104	4225	33.0	15.8	100	9423	32.7	35.2	99	6859	35.9	25.6	109
TV-TOTAL	QUINTILE 1	16345	6920	17.9	42.3	89	2620	20.5	16.0	102	5650	19.6	34.6	97	3324	17.4	20.3	86
	QUINTILE 2	16447	7641	19.8	46.5	97	2632	20.6	16.0	101	6362	22.1	38.7	109	3959	20.7	24.1	102
	QUINTILE 3	15980	7826	20.2	49.0	103	2374	18.6	14.9	94	5754	20.0	36.0	101	3561	18.7	22.3	95
	QUINTILE 4	15887	8146	21.1	51.3	107	2676	20.9	16.8	107	5492	19.1	34.6	97	3621	19.0	22.8	97
	QUINTILE 5	16326	8127	21.0	49.8	104	2484	19.4	15.2	96	5518	19.2	33.8	95	4628	24.2	28.3	120
MAGAZINES-NEWSPAPERS: DUAL		20721	11521	29.8	55.6	116	3935	30.8	19.0	120	8212	28.5	39.6	112	5726	30.0	27.6	117
MAGAZINE IMPERATIVE		19186	9691	25.1	50.5	106	2977	23.3	15.5	98	6877	23.9	35.8	101	4965	26.0	25.9	110
NEWSPAPER IMPERATIVE		21899	9908	25.6	45.2	95	3395	26.6	15.5	98	7577	26.3	34.6	97	4470	23.4	20.4	87
MAGAZINES-OUTDOOR: DUAL		15451	8414	21.8	54.5	114	2762	21.6	17.9	113	5924	20.6	38.3	108	4133	21.6	26.7	113
MAGAZINE IMPERATIVE		25953	13575	35.1	52.3	110	4624	36.2	17.8	113	9973	34.7	38.4	108	6909	36.2	26.6	113
OUTDOOR IMPERATIVE		24400	10561	27.3	43.3	91	3218	25.2	13.2	84	7868	27.3	32.2	91	4900	25.7	20.1	85
MAGAZINES-RADIO: DUAL		18049	9372	24.2	51.9	109	2949	23.1	16.3	103	6671	23.2	37.0	104	4665	24.4	25.8	110
MAGAZINE IMPERATIVE		23571	12751	33.0	54.1	113	4465	34.9	18.9	120	9101	31.6	38.6	109	6478	33.9	27.5	117
RADIO IMPERATIVE		23278	10465	27.1	45.0	94	3087	24.1	13.3	84	7717	26.8	33.2	93	4660	24.4	20.0	85
MAGAZINES-TELEVISION: DUAL		15459	7810	20.2	50.5	106	2756	21.6	17.8	113	5762	20.0	37.3	105	3955	20.7	25.6	109
MAGAZINE IMPERATIVE		25829	14380	37.2	55.7	117	4410	34.5	17.1	108	9776	34.0	37.8	107	7094	37.2	27.5	116
TELEVISION IMPERATIVE		26039	10432	27.0	40.1	84	3682	28.8	14.1	90	8976	31.2	34.5	97	4922	25.8	18.9	80
NEWSPAPERS-OUTDOOR: DUAL		16605	8307	21.5	50.0	105	2829	22.1	17.0	108	6138	21.3	37.0	104	4050	21.2	24.4	103
NEWSPAPER IMPERATIVE		26834	13563	35.1	50.5	106	4799	37.5	17.9	113	10012	34.8	37.3	105	6571	34.4	24.5	104
OUTDOOR IMPERATIVE		23346	10887	28.2	46.6	98	3071	24.0	13.2	83	7706	26.8	33.0	93	5214	27.3	22.3	95
NEWSPAPERS-RADIO: DUAL		17133	8877	23.0	51.8	109	2899	22.7	16.9	107	6208	21.6	36.2	102	4022	21.1	23.5	100
NEWSPAPER IMPERATIVE		25892	12874	33.3	49.7	104	4599	36.0	17.8	113	9726	33.8	37.6	106	6355	33.3	24.5	104
RADIO IMPERATIVE		23167	10803	27.9	46.6	98	3187	24.9	13.8	87	7778	27.0	33.6	94	5188	27.2	22.4	95
NEWSPAPERS-TELEVISION: DUAL		17159	7985	20.7	46.5	97	2984	23.3	17.4	110	6437	22.4	37.5	106	4133	21.6	24.1	102
NEWSPAPER IMPERATIVE		26214	14044	36.3	53.6	112	4649	36.4	17.7	112	9632	33.5	36.7	103	6563	34.4	25.0	106
TELEVISION IMPERATIVE		23412	10032	25.9	42.8	90	3223	25.2	13.8	87	8037	27.9	34.3	97	4881	25.6	20.8	88
OUTDOOR-RADIO: DUAL		15303	7696	19.9	50.3	105	2385	18.7	15.6	99	5328	18.5	34.8	98	3304	17.3	21.6	92
OUTDOOR IMPERATIVE		24901	11777	30.5	47.3	99	3820	29.9	15.3	97	8877	30.8	35.6	100	5929	31.1	23.8	101
RADIO IMPERATIVE		26492	12752	33.0	48.1	101	3988	31.2	15.1	95	9402	32.7	35.5	100	6426	33.7	24.3	103
OUTDOOR-TELEVISION: DUAL		14794	6800	17.6	46.0	96	2472	19.3	16.7	106	5481	19.0	37.0	104	3398	17.8	23.0	97
OUTDOOR IMPERATIVE		25437	12955	33.5	50.9	107	3767	29.5	14.8	94	8497	29.5	33.4	94	6043	31.7	23.8	101
TELEVISION IMPERATIVE		27877	12608	32.6	45.2	95	4471	35.0	16.0	102	10230	35.5	36.7	103	6251	32.7	22.4	95
RADIO-TELEVISION: DUAL		15996	7185	18.6	44.9	94	2226	17.4	13.9	88	5410	18.8	33.8	95	3503	18.3	21.9	93
RADIO IMPERATIVE		25478	13322	34.5	52.3	110	4000	31.3	15.7	99	9139	31.8	35.9	101	6238	32.7	24.5	104
TELEVISION IMPERATIVE		26573	12151	31.4	45.7	96	4520	35.4	17.0	108	10178	35.4	38.3	108	5974	31.3	22.5	95

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MEMBERS OF HOUSEHOLD BAKE FROM SCRATCH - TYPES BAKE
(FEMALE HOMEMAKERS)

0010
P-19

	TOTAL U.S. '000	COOKIES A '000	COOKIES B % DOWN	COOKIES C % ACROSS	COOKIES D INDX	PASTRIES A '000	PASTRIES B % DOWN	PASTRIES C % ACROSS	PASTRIES D INDX	PIES A '000	PIES B % DOWN	PIES C % ACROSS	PIES D INDX	ROLLS/MUFFINS A '000	ROLLS/MUFFINS B % DOWN	ROLLS/MUFFINS C % ACROSS	ROLLS/MUFFINS D INDX
TOTAL FEMALE HOMEMAKERS	80986	38659	100.0	47.7	100	12786	100.0	15.8	100	28777	100.0	35.5	100	19093	100.0	23.6	100
ATLANTIC MONTHLY	415	*211	0.5	50.8	107	**43	0.3	10.4	66	*118	0.4	28.4	80	**70	0.4	16.9	72
BARRON'S	453	*269	0.7	59.4	124	**111	0.9	24.5	155	*160	0.6	35.3	99	**139	0.7	30.7	130
BETTER HOMES & GARDENS	16256	8954	23.2	55.1	115	3122	24.4	19.2	122	6710	23.3	41.3	116	4709	24.7	29.0	123
BON APPETIT	2535	1388	3.6	54.8	115	654	5.1	25.8	163	1083	3.8	42.7	120	885	4.6	34.9	148
BUSINESS WEEK	1278	622	1.6	48.7	102	*213	1.7	16.7	106	341	1.2	26.7	75	322	1.7	25.2	107
CAR AND DRIVER	378	*159	0.4	42.1	88	**59	0.5	15.6	99	**119	0.4	31.5	89	**83	0.4	22.0	93
CBS MAGAZINE NETWORK (GROSS)	1498	688	1.8	45.9	96	*260	2.0	17.4	110	566	2.0	37.8	106	506	2.7	33.8	143
CHANGING TIMES	1505	749	1.9	49.8	104	*241	1.9	16.0	101	623	2.2	41.4	116	383	2.0	25.4	108
COLONIAL HOMES	1231	642	1.7	52.2	109	*190	1.5	15.4	98	496	1.7	40.3	113	292	1.5	23.7	101
CONDE NAST MAG. PKG. (GROSS)	14146	7181	18.6	50.8	106	2417	18.9	17.1	108	4665	16.2	33.0	93	3771	19.8	26.7	113
CONSUMERS DIGEST	1323	596	1.5	45.0	94	*287	2.2	21.7	137	514	1.8	38.9	109	404	2.1	30.5	130
COSMOPOLITAN	7102	3522	9.1	49.6	104	971	7.6	13.7	87	1875	6.5	26.4	74	1691	8.9	23.8	101
COUNTRY LIVING	2481	1609	4.2	64.9	136	589	4.6	23.7	150	1134	3.9	45.7	129	758	4.0	30.6	130
CUISINE	1472	729	1.9	49.5	104	425	3.3	28.9	183	643	2.2	43.7	123	496	2.6	33.7	143
CYCLE WORLD	425	*239	0.6	56.2	118	**53	0.4	12.5	79	*215	0.7	50.6	142	**145	0.8	34.1	145
DCI:CREATIVE IDEAS FOR LIV	2510	1486	3.8	59.2	124	760	5.9	30.3	192	1252	4.4	49.9	140	841	4.4	33.5	142
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	3669	9.5	54.8	115	1519	11.9	22.7	144	2838	9.9	42.4	119	1899	9.9	28.4	120
DISCOVER	894	390	1.0	43.6	91	*114	0.9	12.8	81	250	0.9	28.0	79	244	1.3	27.3	116
EBONY	3507	1220	3.2	34.8	73	443	3.5	12.6	80	1094	3.8	31.2	88	785	4.1	22.4	95
ESQUIRE	1083	422	1.1	39.0	82	*184	1.4	17.0	108	351	1.2	32.4	91	*191	1.0	17.6	75
ESSENCE	1830	689	1.8	37.7	79	202	1.6	11.0	70	582	2.0	31.8	90	431	2.3	23.6	100
FAMILY CIRCLE	15930	8902	23.0	55.9	117	3006	23.5	18.9	120	6295	21.9	39.5	111	4575	24.0	28.7	122
THE FAMILY HANDYMAN	1126	613	1.6	54.4	114	*221	1.7	19.6	124	479	1.7	42.5	120	306	1.6	27.2	115
FAMILY WEEKLY	11468	6247	16.2	54.5	114	2262	17.7	19.7	125	4793	16.7	41.8	118	2801	14.7	24.4	104
FIELD & STREAM	2234	1264	3.3	56.6	119	576	4.5	25.8	163	1153	4.0	51.6	145	654	3.4	29.3	124
FOOD & WINE	579	264	0.7	45.6	96	*165	1.3	28.5	181	*219	0.8	37.8	106	*151	0.8	26.1	111
FORBES	728	425	1.1	58.4	122	*173	1.4	23.8	151	*267	0.9	36.7	103	*255	1.3	35.0	149
FORTUNE	906	493	1.3	54.4	114	*177	1.4	19.5	124	292	1.0	32.2	91	*223	1.2	24.6	104
GENTLEMEN'S QUARTERLY	791	409	1.1	51.7	108	**124	1.0	15.7	99	*243	0.8	30.7	86	*182	1.0	23.0	98
GLAMOUR	5265	2811	7.3	53.4	112	879	6.9	16.7	106	1725	6.0	32.8	92	1450	7.6	27.5	117
GOLF DIGEST	636	387	1.0	60.8	127	**106	0.8	16.4	104	*218	0.8	34.3	96	*134	0.7	21.1	89
GOLF DIGEST/TENNIS (GROSS)	1186	661	1.7	55.7	117	*190	1.5	16.0	101	353	1.2	29.8	84	272	1.4	22.9	97
GOLF MAGAZINE	441	*305	0.8	69.2	145	**114	0.9	25.9	164	*223	0.8	50.6	142	**122	0.6	27.7	117
GOLF MAGAZINE/SKI (GROSS)	922	542	1.4	58.8	123	*225	1.8	24.4	155	345	1.2	37.4	105	292	1.5	31.7	134
GOOD HOUSEKEEPING	16487	9290	24.0	56.3	118	3089	24.2	18.7	119	6538	22.7	39.7	112	4768	25.0	28.9	123
HARPER'S BAZAAR	2423	1170	3.0	48.3	101	454	3.6	18.7	119	855	3.0	35.3	99	615	3.2	25.4	108
HEALTH	1994	884	2.3	44.3	93	356	2.8	17.9	113	641	2.2	32.1	90	480	2.5	24.1	102
HEARST MAG CORP. BUY (GROSS)	44101	24048	62.2	54.5	114	8104	63.4	18.4	116	16451	57.2	37.3	105	12085	63.3	27.4	116
HEARST MAN POWER (GROSS)	1993	1149	3.0	57.7	121	430	3.4	21.6	137	902	3.1	45.3	127	664	3.5	33.3	141
HEARST WOMAN POWER (GROSS)	31274	17100	44.2	54.7	115	5440	42.5	17.4	110	11299	39.3	36.1	102	8466	44.3	27.1	115
HOUSE BEAUTIFUL	3623	1827	4.7	50.4	106	760	5.9	21.0	133	1423	4.9	39.3	111	975	5.1	26.9	114
INC.	283	*177	0.5	62.5	131	**52	0.4	18.4	116	**80	0.3	28.3	80	**99	0.5	35.0	148
JET	2928	1066	2.8	36.4	76	409	3.2	14.0	88	1059	3.7	36.2	102	692	3.6	23.6	100
LADIES' HOME JOURNAL	11918	6473	16.7	54.3	114	2014	15.8	16.9	107	4518	15.7	37.9	107	3126	16.4	26.2	111
LHJ FAMILY GRP COMBO(GROSS)	16764	8905	23.0	53.1	111	2973	23.3	17.7	112	6301	21.9	37.6	106	4389	23.0	26.2	111
LIFE	4254	2200	5.7	51.7	108	749	5.9	17.6	112	1467	5.1	34.5	97	1207	6.3	28.4	120
L.A. TIMES HOME MAGAZINE	1145	586	1.5	51.2	107	*175	1.4	15.3	97	*290	1.0	25.3	71	319	1.7	27.9	118
MADEMOISELLE	2884	1461	3.8	50.7	106	513	4.0	17.8	113	1013	3.5	35.1	99	748	3.9	25.9	110
MC CALL'S	13460	7337	19.0	54.5	114	2698	21.1	20.0	127	5390	18.7	40.0	113	3650	19.1	27.1	115
MC CALL'S/WRK MOTHER (GROSS)	14606	7922	20.5	54.2	114	2816	22.0	19.3	122	5775	20.1	39.5	111	3929	20.6	26.9	114
MECHANIX ILLUSTRATED	772	370	1.0	47.9	100	**114	0.9	14.8	94	*330	1.1	42.7	120	*184	1.0	23.8	101
METROPOLITAN HOME	967	394	1.0	40.7	85	*153	1.2	15.8	100	311	1.1	32.2	91	254	1.3	26.3	111
MONEY	1588	763	2.0	48.0	101	*214	1.7	13.5	85	541	1.9	34.1	96	450	2.4	28.3	120
MOTHER EARTH NEWS	1002	676	1.7	67.5	141	*302	2.4	30.1	191	452	1.6	45.1	127	429	2.2	42.8	182
MS.	825	452	1.2	54.8	115	*134	1.0	16.2	103	267	0.9	32.4	91	265	1.4	32.1	136
NATIONAL ENQUIRER	10336	4782	12.4	46.3	97	1598	12.5	15.5	98	3809	13.2	36.9	104	2300	12.0	22.3	94
NATIONAL GEOGRAPHIC	9597	5313	13.7	55.4	116	1779	13.9	18.5	117	3966	13.8	41.3	116	2876	15.1	30.0	127
NATIONAL SUNDAY MAGAZINE PKG	49558	25177	65.1	50.8	106	8366	65.4	16.9	107	18060	62.8	36.4	103	11817	61.9	23.8	101
NATURAL HISTORY	573	331	0.9	57.8	121	**71	0.6	12.4	78	*243	0.8	42.4	119	*250	1.3	43.6	185
NEW WOMAN	1699	860	2.2	50.6	106	244	1.9	14.4	91	518	1.8	30.5	86	525	2.7	30.9	131
NEW YORK INCLUDING CUE	443	203	0.5	45.8	96	**41	0.3	9.3	59	*103	0.4	23.3	65	**69	0.4	15.6	66
THE NEW YORKER	1270	694	1.8	54.6	114	228	1.8	18.0	114	446	1.5	35.1	99	334	1.7	26.3	112
NEWSWEEK	6277	3287	8.5	52.4	110	1215	9.5	19.4	123	2378	8.3	37.9	107	1823	9.5	29.0	123
THE N.Y. TIMES DAILY EDITION	1205	546	1.4	45.3	95	*147	1.1	12.2	77	315	1.1	26.1	74	*207	1.1	17.2	73
THE N.Y. TIMES MAGAZINE	2081	877	2.3	42.1	88	318	2.5	15.3	97	663	2.3	31.9	90	423	2.2	20.3	86
OMNI	788	341	0.9	43.3	91	*119	0.9	15.1	96	230	0.8	29.2	82	*196	1.0	24.9	106
ON CABLE	1158	598	1.5	51.6	108	*194	1.5	16.8	106	428	1.5	37.0	104	362	1.9	31.3	133
1001 HOME IDEAS	2852	1548	4.0	54.3	114	602	4.7	21.1	134	1142	4.0	40.0	113	783	4.1	27.5	116
ORGANIC GARDENING	1658	1060	2.7	63.9	134	469	3.7	28.3	179	815	2.8	49.2	138	646	3.4	39.0	165
OUTDOOR LIFE	896	548	1.4	61.2	128	*238	1.9	26.6	168	458	1.6	51.1	144	293	1.5	32.7	139
PARADE MAGAZINE	24275	12085	31.3	49.8	104	4060	31.8	16.7	106	8744	30.4	36.0	101	5902	30.9	24.3	103

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MEMBERS OF HOUSEHOLD BAKE FROM SCRATCH - TYPES BAKE
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0011
P-19

	TOTAL U.S. '000	COOKIES A '000	COOKIES B % DOWN	COOKIES C % ACROSS	COOKIES D INDX	PASTRIES A '000	PASTRIES B % DOWN	PASTRIES C % ACROSS	PASTRIES D INDX	PIES A '000	PIES B % DOWN	PIES C % ACROSS	PIES D INDX	ROLLS/MUFFINS A '000	ROLLS/MUFFINS B % DOWN	ROLLS/MUFFINS C % ACROSS	ROLLS/MUFFINS D INDX
TOTAL FEMALE HOMEMAKERS	80986	38659	100.0	47.7	100	12786	100.0	15.8	100	28777	100.0	35.5	100	19093	100.0	23.6	100
PARENTS	3845	2357	6.1	61.3	128	645	5.0	16.8	106	1383	4.8	36.0	101	1079	5.7	28.1	119
PENTHOUSE	831	356	0.9	42.8	90	**106	0.8	12.8	81	*243	0.8	29.2	82	*136	0.7	16.4	69
PEOPLE	11645	6011	15.5	51.6	108	1849	14.5	15.9	101	3958	13.8	34.0	96	3124	16.4	26.8	114
PLAYBOY	2006	984	2.5	49.1	103	258	2.0	12.9	81	593	2.1	29.6	83	483	2.5	24.1	102
POPULAR HOT RODDING	297	*140	0.4	47.1	99	**63	0.5	21.2	134	**89	0.3	30.0	84	**89	0.5	30.0	127
POPULAR MECHANICS	1018	563	1.5	55.3	116	*263	2.1	25.8	164	508	1.8	49.9	140	309	1.6	30.4	129
POPULAR SCIENCE	878	531	1.4	60.5	127	*182	1.4	20.7	131	440	1.5	50.1	141	*198	1.0	22.6	96
PREVENTION	3913	2048	5.3	52.3	110	635	5.0	16.2	103	1649	5.7	42.1	119	1052	5.5	26.9	114
PSYCHOLOGY TODAY	1710	946	2.4	55.3	116	328	2.6	19.2	121	541	1.9	31.6	89	600	3.1	35.1	149
READER'S DIGEST	22204	11700	30.3	52.7	110	4036	31.6	18.2	115	8876	30.8	40.0	112	5899	30.9	26.6	113
REDBOOK	7684	4288	11.1	55.8	117	1380	10.8	18.0	114	2886	10.0	37.6	106	2007	10.5	26.1	111
ROAD & TRACK	410	*226	0.6	55.1	115	**100	0.8	24.4	154	*206	0.7	50.2	141	**119	0.6	29.0	123
ROLLING STONE	969	545	1.4	56.2	118	*233	1.8	24.0	152	278	1.0	28.7	81	325	1.7	33.5	142
RUNNER'S WORLD	298	*168	0.4	56.4	118	**110	0.9	36.9	234	**112	0.4	37.6	106	**84	0.4	28.2	120
SATURDAY EVENING POST	1169	618	1.6	52.9	111	242	1.9	20.7	131	550	1.9	47.0	132	333	1.7	28.5	121
SCIENCE 84	587	295	0.8	50.3	105	**66	0.5	11.2	71	*165	0.6	28.1	79	*214	1.1	36.5	155
SCIENCE DIGEST	482	297	0.8	61.6	129	**83	0.6	17.2	109	*153	0.5	31.7	89	*213	1.1	44.2	187
SCIENTIFIC AMERICAN	594	336	0.9	56.6	118	**101	0.8	17.0	108	*233	0.8	39.2	110	*147	0.8	24.7	105
SELF	2089	1022	2.6	48.9	102	345	2.7	16.5	105	689	2.4	33.0	93	567	3.0	27.1	115
SEVENTEEN	2411	1159	3.0	48.1	101	451	3.5	18.7	118	837	2.9	34.7	98	619	3.2	25.7	109
SKI	480	*237	0.6	49.4	103	**111	0.9	23.1	146	**122	0.4	25.4	72	*170	0.9	35.4	150
SMITHSONIAN	2760	1482	3.8	53.7	112	576	4.5	20.9	132	1114	3.9	40.4	114	785	4.1	28.4	121
SOAP OPERA DIGEST	3013	1389	3.6	46.1	97	464	3.6	15.4	98	996	3.5	33.1	93	506	2.7	16.8	71
SOUTHERN LIVING	4184	2183	5.6	52.2	109	760	5.9	18.2	115	1586	5.5	37.9	107	1058	5.5	25.3	107
SPORT	559	*274	0.7	49.0	103	**120	0.9	21.5	136	*274	1.0	49.0	138	*161	0.8	28.8	122
THE SPORTING NEWS	436	*288	0.7	66.1	138	**182	1.4	41.7	264	*241	0.8	55.3	156	**161	0.8	36.9	157
SPORTS AFIELD	493	289	0.7	58.6	123	**85	0.7	17.2	109	*242	0.8	49.1	138	*142	0.7	28.8	122
SPORTS ILLUSTRATED	2758	1529	4.0	55.4	116	562	4.4	20.4	129	1033	3.6	37.5	105	816	4.3	29.6	125
STAR	7456	3189	8.2	42.8	90	1024	8.0	13.7	87	2526	8.8	33.9	95	1479	7.7	19.8	84
SUNDAY	24936	12561	32.5	50.4	106	3919	30.7	15.7	100	8494	29.5	34.1	96	5767	30.2	23.1	98
SUNSET	2124	1315	3.4	61.9	130	360	2.8	16.9	107	1015	3.5	47.8	134	808	4.2	38.0	161
TV GUIDE	21661	10606	27.4	49.0	103	3312	25.9	15.3	97	7665	26.6	35.4	100	5029	26.3	23.2	98
TENNIS	550	*273	0.7	49.6	104	**86	0.7	15.6	99	*135	0.5	24.5	69	*138	0.7	25.1	106
TIME	8880	4530	11.7	51.0	107	1555	12.2	17.5	111	3079	10.7	34.7	98	2326	12.2	26.2	111
TOWN & COUNTRY	917	453	1.2	49.4	103	*196	1.5	21.4	135	272	0.9	29.7	83	252	1.3	27.5	117
TRAVEL & LEISURE	972	463	1.2	47.6	100	*130	1.0	13.4	85	317	1.1	32.6	92	248	1.3	25.5	108
TRUE STORY	3356	1471	3.8	43.8	92	526	4.1	15.7	99	1209	4.2	36.0	101	545	2.9	16.2	69
U.S.NEWS & WORLD REPORT	3410	1723	4.5	50.5	106	562	4.4	16.5	104	1186	4.1	34.8	98	875	4.6	25.7	109
USA TODAY	1759	974	2.5	55.4	116	329	2.6	18.7	118	627	2.2	35.6	100	517	2.7	29.4	125
US	1873	927	2.4	49.5	104	276	2.2	14.7	93	656	2.3	35.0	99	389	2.0	20.8	88
VOGUE	3909	1888	4.9	48.3	101	679	5.3	17.4	110	1239	4.3	31.7	89	1005	5.3	25.7	109
WALL STREET JOURNAL	1886	1091	2.8	57.8	121	336	2.6	17.8	113	761	2.6	40.3	114	567	3.0	30.1	128
WEIGHT WATCHERS	2120	1174	3.0	55.4	116	445	3.5	21.0	133	825	2.9	38.9	110	573	3.0	27.0	115
WOMAN'S DAY	14172	8047	20.8	56.8	119	2693	21.1	19.0	120	5843	20.3	41.2	116	4152	21.7	29.3	124
WORKING MOTHER	1146	586	1.5	51.1	107	**117	0.9	10.2	65	385	1.3	33.6	95	279	1.5	24.3	103
WORKING WOMAN	1322	580	1.5	43.9	92	*187	1.5	14.1	90	381	1.3	28.8	81	311	1.6	23.5	100
WORLD TENNIS	*163	**84	0.2	51.5	108	**36	0.3	22.1	140	**46	0.2	28.2	79	**58	0.3	35.6	151
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1275	3.3	50.4	105	481	3.8	19.0	120	820	2.8	32.4	91	636	3.3	25.1	107
BLAIR INSERTS	43657	22126	57.2	50.7	106	7139	55.8	16.4	104	15451	53.7	35.4	100	10542	55.2	24.1	102
DAILY NEWSPAPERS																	
READ ANY	51633	25674	66.4	49.7	104	8622	67.4	16.7	106	18843	65.5	36.5	103	12485	65.4	24.2	103
READ ONE	43463	21703	56.1	49.9	105	7122	55.7	16.4	104	15805	54.9	36.4	102	10523	55.1	24.2	103
READ TWO OR MORE	8170	3970	10.3	48.6	102	1500	11.7	18.4	116	3038	10.6	37.2	105	1962	10.3	24.0	102
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	26752	69.2	50.8	106	8931	69.8	17.0	107	19242	66.9	36.5	103	12747	66.8	24.2	103
READ ONE	46126	23202	60.0	50.3	105	7589	59.4	16.5	104	16719	58.1	36.2	102	11082	58.0	24.0	102
READ TWO OR MORE	6552	3550	9.2	54.2	114	1342	10.5	20.5	130	2524	8.8	38.5	108	1666	8.7	25.4	108
OUTDOOR																	
100 SHHG - 30 DAY AV FREQ	27.55	28.47				28.44				27.48				27.04			
30 DAY REACH	71455	34110	88.2	47.7	100	10957	85.7	15.3	97	25095	87.2	35.1	99	16691	87.4	23.4	99
50 SHHG - 30 DAY AV FREQ	14.56	15.02				14.87				14.56				14.34			
30 DAY REACH	67742	32384	83.8	47.8	100	10512	82.2	15.5	98	23727	82.5	35.0	99	15775	82.6	23.3	99
25 SHHG - 30 DAY AV FREQ	7.94	8.11				8.06				7.92				7.77			
30 DAY REACH	62117	29959	77.5	48.2	101	9720	76.0	15.6	99	21780	75.7	35.1	99	14562	76.3	23.4	99
CABLE TV: HOME WIRED	32077	16285	42.1	50.8	106	5441	42.6	17.0	107	11898	41.3	37.1	104	7646	40.0	23.8	101
HOME NOT WIRED	48909	22374	57.9	45.7	96	7345	57.4	15.0	95	16878	58.7	34.5	97	11447	60.0	23.4	99
HAVE PAY CABLE	15935	8662	22.4	54.4	114	2671	20.9	16.8	106	5985	20.8	37.6	106	4090	21.4	25.7	109

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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MEMBERS OF HOUSEHOLD BAKE FROM SCRATCH - TYPES BAKE
(FEMALE HOMEMAKERS)

D012
P-19

	TOTAL U.S. '000	COOKIES A '000	COOKIES B % DOWN	COOKIES C % ACROSS %	COOKIES D INDX	PASTRIES A '000	PASTRIES B % DOWN	PASTRIES C % ACROSS %	PASTRIES D INDX	PIES A '000	PIES B % DOWN	PIES C % ACROSS %	PIES D INDX	ROLLS/MUFFINS A '000	ROLLS/MUFFINS B % DOWN	ROLLS/MUFFINS C % ACROSS %	ROLLS/MUFFINS D INDX
TOTAL FEMALE HOMEMAKERS	80986	38659	100.0	47.7	100	12786	100.0	15.8	100	28777	100.0	35.5	100	19093	100.0	23.6	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	21936	56.7	49.9	105	6948	54.3	15.8	100	16076	55.9	36.6	103	10652	55.8	24.3	103
10:00 AM - 3:00 PM	30659	15681	40.6	51.1	107	5028	39.3	16.4	104	11248	39.1	36.7	103	7505	39.3	24.5	104
3:00 PM - 7:00 PM	31045	15859	41.0	51.1	107	4774	37.3	15.4	97	11096	38.6	35.7	101	7677	40.2	24.7	105
7:00 PM - MIDNIGHT	15767	7709	19.9	48.9	102	2286	17.9	14.5	92	5293	18.4	33.6	94	3871	20.3	24.6	104
MIDNIGHT - 6:00 AM	9120	4471	11.6	49.0	103	1341	10.5	14.7	93	3108	10.8	34.1	96	2324	12.2	25.5	108
6:00 AM - MIDNIGHT	58527	29076	75.2	49.7	104	9030	70.6	15.4	98	20945	72.8	35.8	101	14018	73.4	24.0	102
ENTIRE DAY	59311	29380	76.0	49.5	104	9179	71.8	15.5	98	21175	73.6	35.7	100	14196	74.4	23.9	102
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	8822	22.8	54.6	114	2833	22.2	17.5	111	6240	21.7	38.6	109	4195	22.0	25.9	110
ALL NEWS	2256	1065	2.8	47.2	99	424	3.3	18.8	119	809	2.8	35.9	101	596	3.1	26.4	112
AOR/PROGRESSIVE	3874	2116	5.5	54.6	114	545	4.3	14.1	89	1350	4.7	34.8	98	909	4.8	23.5	100
BEAUTIFUL MUSIC	5660	2813	7.3	49.7	104	1032	8.1	18.2	115	2247	7.8	39.7	112	1617	8.5	28.6	121
BLACK	2204	918	2.4	41.7	87	*214	1.7	9.7	62	720	2.5	32.7	92	423	2.2	19.2	81
CLASSICAL	1418	748	1.9	52.8	111	298	2.3	21.0	133	524	1.8	37.0	104	353	1.8	24.9	106
CHR/ROCK	9538	4797	12.4	50.3	105	1353	10.6	14.2	90	2958	10.3	31.0	87	2043	10.7	21.4	91
COUNTRY	12648	6587	17.0	52.1	109	1946	15.2	15.4	97	4834	16.8	38.2	108	3211	16.8	25.4	108
GOLDEN OLDIES	1191	423	1.1	35.5	74	*155	1.2	13.0	82	280	1.0	23.5	66	*144	0.8	12.1	51
MOR/NOSTALGIA	4757	2441	6.3	51.3	107	786	6.1	16.5	105	1578	5.5	33.2	93	1224	6.4	25.7	109
NEWS/TALK	3863	1764	4.6	45.7	96	541	4.2	14.0	89	1385	4.8	35.9	101	848	4.4	22.0	93
RELIGIOUS	3084	1337	3.5	43.4	91	296	2.3	9.6	61	1065	3.7	34.5	97	714	3.7	23.2	98
SOFT ROCK	521	*188	0.5	36.1	76	**84	0.7	16.1	102	**146	0.5	28.0	79	**81	0.4	15.5	66
URBAN CONTEMPORARY	1585	548	1.4	34.6	72	*120	0.9	7.6	48	404	1.4	25.5	72	364	1.9	23.0	97
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	1592	4.1	48.8	102	450	3.5	13.8	87	995	3.5	30.5	86	705	3.7	21.6	92
ABC DIRECTION	2316	1039	2.7	44.9	94	429	3.4	18.5	117	862	3.0	37.2	105	543	2.8	23.4	99
ABC ENTERTAINMENT	4834	2326	6.0	48.1	101	581	4.5	12.0	76	1692	5.9	35.0	99	1193	6.2	24.7	105
ABC FM	2202	1111	2.9	50.5	106	309	2.4	14.0	89	708	2.5	32.2	90	555	2.9	25.2	107
ABC INFORMATION	5425	2946	7.6	54.3	114	965	7.5	17.8	113	2014	7.0	37.1	104	1452	7.6	26.8	114
ABC ROCK	1677	1008	2.6	60.1	126	*247	1.9	14.7	93	632	2.2	37.7	106	453	2.4	27.0	115
CBS	4430	2302	6.0	52.0	109	902	7.1	20.4	129	1876	6.5	42.3	119	1290	6.8	29.1	124
MUTUAL	4992	2465	6.4	49.4	103	915	7.2	18.3	116	1938	6.7	38.8	109	1263	6.6	25.3	107
NBC	4679	2548	6.6	54.5	114	735	5.7	15.7	99	1843	6.4	39.4	111	1179	6.2	25.2	107
RADIOMADIO	1994	929	2.4	46.6	98	349	2.7	17.5	111	722	2.5	36.2	102	368	1.9	18.5	78
RKO ONE	2298	1033	2.7	45.0	94	238	1.9	10.4	66	602	2.1	26.2	74	442	2.3	19.2	82
RKO TWO	3311	1514	3.9	45.7	96	475	3.7	14.3	91	1148	4.0	34.7	98	825	4.3	24.9	106
THE SOURCE	2114	1000	2.6	47.3	99	*287	2.2	13.6	86	710	2.5	33.6	95	435	2.3	20.6	87
NON-WIRED : BLAIR	8654	4451	11.5	51.4	108	1250	9.8	14.4	91	3075	10.7	35.5	100	2170	11.4	25.1	106
INTERNET	12025	6087	15.7	50.6	106	1933	15.1	16.1	102	4087	14.2	34.0	96	2893	15.2	24.1	102
KATZ RADIO GROUP	15359	7521	19.5	49.0	103	2382	18.6	15.5	98	5543	19.3	36.1	102	3721	19.5	24.2	103
SUPERNET	10628	5545	14.3	52.2	109	1714	13.4	16.1	102	3759	13.1	35.4	100	2667	14.0	25.1	106
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	3944	10.2	45.5	95	1430	11.2	16.5	105	3099	10.8	35.8	101	2027	10.6	23.4	99
MKDAY 9:00 AM - 1:00 PM	12163	5316	13.8	43.7	92	1830	14.3	15.0	95	4332	15.1	35.6	100	2668	14.0	21.9	93
MKDAY 1:00 PM - 4:30 PM	16150	7143	18.5	44.2	93	2451	19.2	15.2	96	5857	20.4	36.3	102	3362	17.6	20.8	88
MKDAY 4:30 PM - 7:30 PM	22463	10000	25.9	44.5	93	3539	27.7	15.8	100	7917	27.5	35.2	99	4945	25.9	22.0	93
MKDAY 7:30 PM - 8:00 PM	31795	14491	37.5	45.6	95	5000	39.1	15.7	100	11530	40.1	36.3	102	6971	36.5	21.9	93
MKDAY 11:00 PM - 11:30 PM	23977	11340	29.3	47.3	99	4140	32.4	17.3	109	9053	31.5	37.8	106	5603	29.3	23.4	99
MKDAY 11:30 PM - 1:00 AM	7703	3698	9.6	48.0	101	1228	9.6	15.9	101	2858	9.9	37.1	104	1818	9.5	23.6	100
M-SAT 8-11 PM+SUN 7-11 PM	33800	16014	41.4	47.4	99	5377	42.1	15.9	101	12222	42.5	36.2	102	7676	40.2	22.7	96
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	3017	7.8	46.1	97	954	7.5	14.6	92	2346	8.2	35.9	101	1580	8.3	24.2	103
ANOTHER WORLD N	4620	2079	5.4	45.0	94	738	5.8	16.0	101	1863	6.5	40.3	113	1017	5.3	22.0	93
AS THE WORLD TURNS C	5614	2280	5.9	40.6	85	868	6.8	15.5	98	2122	7.4	37.8	106	1116	5.8	19.9	84
CAPITOL C	3396	1342	3.5	39.5	83	452	3.5	13.3	84	1186	4.1	34.9	98	653	3.4	19.2	82
CBS MORN. NEWS 1 C	1446	549	1.4	38.0	80	252	2.0	17.4	110	547	1.9	37.8	106	323	1.7	22.3	95
CBS MORN. NEWS 2 C	1207	499	1.3	41.3	87	194	1.5	16.1	102	430	1.5	35.6	100	249	1.3	20.6	88
DAYS OF OUR LIVES N	5877	2844	7.4	48.4	101	954	7.5	16.2	103	2319	8.1	39.5	111	1247	6.5	21.2	90
FACTS OF LIFE - DAYTIME N	2290	825	2.1	36.0	75	294	2.3	12.8	81	761	2.6	33.2	94	551	2.9	24.1	102
FAMILY FEUD A	3023	1292	3.3	42.7	90	475	3.7	15.7	100	996	3.5	32.9	93	671	3.5	22.2	94
GENERAL HOSPITAL A	6097	2743	7.1	45.0	94	857	6.7	14.1	89	2016	7.0	33.1	93	1306	6.8	21.4	91
GOOD MORNING, AMERICA-730 A	3515	1649	4.3	46.9	98	658	5.1	18.7	119	1187	4.1	33.8	95	841	4.4	23.9	101
GOOD MORNING, AMERICA-830 A	2818	1469	3.8	52.1	109	521	4.1	18.5	117	1048	3.6	37.2	105	723	3.8	25.7	109
GUIDING LIGHT C	5339	2293	5.9	42.9	90	841	6.6	15.8	100	2017	7.0	37.8	106	1090	5.7	20.4	87
ONE LIFE TO LIVE A	4478	2013	5.2	45.0	94	649	5.1	14.5	92	1443	5.0	32.2	91	892	4.7	19.9	84
PRESS YOUR LUCK C	2244	1057	2.7	47.1	99	274	2.1	12.2	77	752	2.6	33.5	94	471	2.5	21.0	89
PRICE IS RIGHT 1 C	4348	1868	4.8	43.0	90	707	5.5	16.3	103	1580	5.5	36.3	102	944	4.9	21.7	92
PRICE IS RIGHT 2 C	5014	2165	5.6	43.2	90	811	6.3	16.2	102	1795	6.2	35.8	101	1095	5.7	21.8	93
RYAN'S HOPE A	3150	1363	3.5	43.3	91	458	3.6	14.5	92	969	3.4	30.8	87	713	3.7	22.6	96
SALE OF THE CENTURY N	2695	1038	2.7	38.5	81	451	3.5	16.7	106	1119	3.9	41.5	117	656	3.4	24.3	103
SEARCH FOR TOMORROW N	2319	858	2.2	37.0	78	289	2.3	12.5	79	807	2.8	34.8	98	452	2.4	19.5	83
TODAY SHOW 1 N	2693	1351	3.5	50.2	105	422	3.3	15.7	99	1100	3.8	40.8	115	674	3.5	25.0	106
TODAY SHOW 2 N	2498	1185	3.1	47.4	99	373	2.9	14.9	95	1016	3.5	40.7	114	571	3.0	22.9	97
$25,000 PYRAMID C	2753	1237	3.2	44.9	94	412	3.2	15.0	95	977	3.4	35.5	100	602	3.2	21.9	93
WHEEL OF FORTUNE N	4388	1798	4.7	41.0	86	678	5.3	15.5	98	1737	6.0	39.6	111	917	4.8	20.9	89
YOUNG AND THE RESTLESS C	5695	2309	6.0	40.5	85	845	6.6	14.8	94	2010	7.0	35.3	99	1109	5.8	19.5	83
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	800	2.1	45.5	95	356	2.8	20.2	128	646	2.2	36.7	103	357	1.9	20.3	86
NBA PLAYOFF GAME -1 C	1136	413	1.1	36.4	76	157	1.2	13.8	88	408	1.4	35.9	101	224	1.2	19.7	84
NBC MAJOR LEAGUE PRE-GAME N	953	414	1.1	43.4	91	**133	1.0	14.0	88	393	1.4	41.2	116	*201	1.1	21.1	89
SPORTSWORLD - SUN N	1233	624	1.6	50.6	106	244	1.9	19.8	125	536	1.9	43.5	122	305	1.6	24.7	105
SUNDAY MORNING C	1611	753	1.9	46.7	98	270	2.1	16.8	106	621	2.2	38.5	108	361	1.9	22.4	95

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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MEMBERS OF HOUSEHOLD BAKE FROM SCRATCH - TYPES BAKE
(FEMALE HOMEMAKERS)

0013
P-19

		TOTAL U.S. '000	COOKIES A '000	COOKIES B % DOWN	COOKIES C % ACROSS	COOKIES D INDX	PASTRIES A '000	PASTRIES B % DOWN	PASTRIES C % ACROSS	PASTRIES D INDX	PIES A '000	PIES B % DOWN	PIES C % ACROSS	PIES D INDX	ROLLS/MUFFINS A '000	ROLLS/MUFFINS B % DOWN	ROLLS/MUFFINS C % ACROSS	ROLLS/MUFFINS D INDX
TOTAL FEMALE HOMEMAKERS		80986	38659	100.0	47.7	100	12786	100.0	15.8	100	28777	100.0	35.5	100	19093	100.0	23.6	100
MKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	11470	29.7	44.0	92	4348	34.0	16.7	106	9845	34.2	37.8	106	5522	28.9	21.2	90
NETWORK AFFILIATES - LATE		20261	9464	24.5	46.7	98	3509	27.4	17.3	110	7636	26.5	37.7	106	4693	24.6	23.2	98
INDEPENDENTS - LATE		2076	1015	2.6	48.9	102	372	2.9	17.9	113	756	2.6	36.4	102	460	2.4	22.2	94
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	4776	12.4	45.7	96	1610	12.6	15.4	98	3682	12.8	35.2	99	2219	11.6	21.2	90
ABC MONDAY NIGHT MOVIE	A	6412	3193	8.3	49.8	104	1071	8.4	16.7	106	2373	8.2	37.0	104	1375	7.2	21.4	91
ABC SUNDAY NIGHT MOVIE	A	12407	5853	15.1	47.2	99	1991	15.6	16.0	102	4397	15.3	35.4	100	2591	13.6	20.9	89
ABC WORLD NEWS TONIGHT	A	6176	2514	6.5	40.7	85	952	7.4	15.4	98	2082	7.2	33.7	95	1261	6.6	20.4	87
AFTERMASH	C	5863	2751	7.1	46.9	98	921	7.2	15.7	99	2088	7.3	35.6	100	1267	6.6	21.6	92
ALICE	C	9594	4450	11.5	46.4	97	1476	11.5	15.4	97	3673	12.8	38.3	108	2051	10.7	21.4	91
AMERICAN PARADE	C	6622	3132	8.1	47.3	99	1018	8.0	15.4	97	2439	8.5	36.8	104	1766	9.2	26.7	113
BENSON	A	10886	4963	12.8	45.6	96	1647	12.9	15.1	96	3740	13.0	34.4	97	2336	12.2	21.5	91
BLUE THUNDER	A	5036	2463	6.4	48.9	102	808	6.3	16.0	102	1815	6.3	36.0	101	1230	6.4	24.4	104
CAGNEY & LACEY	C	9965	4711	12.2	47.3	99	1783	13.9	17.9	113	3509	12.2	35.2	99	2226	11.7	22.3	95
CBS EVENING NEWS-DEAN	C	3491	1525	3.9	43.7	92	608	4.8	17.4	110	1294	4.5	37.1	104	855	4.5	24.5	104
CBS EVENING NEWS-RATHER	C	7123	3302	8.5	46.4	97	1203	9.4	16.9	107	2779	9.7	39.0	110	1685	8.8	23.7	100
CBS SAT. NEWS-SCHIEFFER	C	3621	1560	4.0	43.1	90	561	4.4	15.5	98	1249	4.3	34.5	97	739	3.9	20.4	87
CBS SATURDAY NIGHT MOVIE	C	5436	2612	6.8	48.1	101	827	6.5	15.2	96	1875	6.5	34.5	97	1251	6.6	23.0	98
CBS WEDNESDAY NIGHT MOVIE	C	6100	2801	7.2	45.9	96	1108	8.7	18.2	115	2271	7.9	37.2	105	1434	7.5	23.5	100
CHEERS	N	8889	4631	12.0	52.1	109	1390	10.9	15.6	99	3327	11.6	37.4	105	2350	12.3	26.4	112
DALLAS	C	22109	10685	27.6	48.3	101	3769	29.5	17.0	108	8568	29.8	38.8	109	5144	26.9	23.3	99
DIFF'RENT STROKES	N	6940	3031	7.8	43.7	91	1124	8.8	16.2	103	2583	9.0	37.2	105	1499	7.9	21.6	92
DOUBLE TROUBLE	N	7223	3764	9.7	52.1	109	1170	9.2	16.2	103	2649	9.2	36.7	103	1687	8.8	23.4	99
DUCK FACTORY	N	5595	2774	7.2	49.6	104	837	6.5	15.0	95	2108	7.3	37.7	106	1329	7.0	23.8	101
DUKES OF HAZZARD	C	5768	2673	6.9	46.3	97	989	7.7	17.1	109	2172	7.5	37.7	106	1345	7.0	23.3	99
DYNASTY	A	20053	9285	24.0	46.3	97	3085	24.1	15.4	97	7341	25.5	36.6	103	4467	23.4	22.3	94
FACTS OF LIFE	N	8087	4018	10.4	49.7	104	1225	9.6	15.1	96	2916	10.1	36.1	101	1691	8.9	20.9	89
FALCON CREST	C	20046	9435	24.4	47.1	99	3471	27.1	17.3	110	7876	27.4	39.3	111	4548	23.8	22.7	96
FALL GUY	A	9084	4220	10.9	46.5	97	1501	11.7	16.5	105	3253	11.3	35.8	101	2114	11.1	23.3	99
FAMILY TIES	N	7964	4111	10.6	51.6	108	1333	10.4	16.7	106	3167	11.0	39.8	112	1874	9.8	23.5	100
FANTASY ISLAND	A	7687	3374	8.7	43.9	92	1264	9.9	16.4	104	2638	9.2	34.3	97	1543	8.1	20.1	85
FOULUPS, BLEEPS & BLUNDERS	A	8861	4470	11.6	50.4	106	1448	11.3	16.3	104	3217	11.2	36.3	102	1970	10.3	22.2	94
FOUR SEASONS	C	5095	2381	6.2	46.7	98	802	6.3	15.7	100	1853	6.4	36.4	102	1092	5.7	21.4	91
GIMME A BREAK	N	8838	4091	10.6	46.3	97	1417	11.1	16.0	102	3450	12.0	39.0	110	2007	10.5	22.7	96
HART TO HART	A	8978	4195	10.9	46.7	98	1253	9.8	14.0	88	3108	10.8	34.6	97	1953	10.2	21.8	92
HILL STREET BLUES	N	8590	4110	10.6	47.8	100	1294	10.1	15.1	95	3032	10.5	35.3	99	2123	11.1	24.7	105
HOTEL	A	14085	6662	17.2	47.3	99	2201	17.2	15.6	99	5145	17.9	36.5	103	2924	15.3	20.8	88
JEFFERSONS	C	9360	4305	11.1	46.0	96	1515	11.8	16.2	103	3569	12.4	38.1	107	2014	10.5	21.5	91
JENNIFER SLEPT HERE	N	5841	2669	6.9	45.7	96	878	6.9	15.0	95	2110	7.3	36.1	102	1395	7.3	23.9	101
KATE & ALLIE	C	9206	4369	11.3	47.5	99	1520	11.9	16.5	105	3213	11.2	34.9	98	2253	11.8	24.5	104
KNIGHT RIDER	N	7076	3231	8.4	45.7	96	1064	8.3	15.0	95	2590	9.0	36.6	103	1631	8.5	23.0	98
LOVE BOAT	A	12219	5353	13.8	43.8	92	1924	15.0	15.7	100	4303	15.0	35.2	99	2686	14.1	22.0	93
MAGNUM PI	C	11199	5227	13.5	46.7	98	1798	14.1	16.1	102	4056	14.1	36.2	102	2614	13.7	23.3	99
MAMA'S FAMILY	N	6057	2748	7.1	45.4	95	959	7.5	15.8	100	2259	7.9	37.3	105	1554	8.1	25.7	109
MASTER, THE	N	3598	1606	4.2	44.6	94	518	4.1	14.4	91	1391	4.8	38.7	109	999	5.2	27.8	118
MATT HOUSTON	A	6344	2914	7.5	45.9	96	1101	8.6	17.4	110	2405	8.4	37.9	107	1537	8.1	24.2	103
NBC MONDAY NIGHT MOVIE	N	11994	5740	14.8	47.9	100	1637	12.8	13.6	86	4148	14.4	34.6	97	2743	14.4	22.9	97
NBC NIGHTLY NEWS	N	5132	2336	6.0	45.5	95	948	7.4	18.5	117	2134	7.4	41.6	117	1166	6.1	22.7	96
NBC NIGHTLY NEWS-SAT	N	3375	1480	3.8	43.9	92	588	4.6	17.4	110	1185	4.1	35.1	99	792	4.1	23.5	100
NBC NIGHTLY NEWS-SUN	N	3130	1402	3.6	44.8	94	653	5.1	20.9	132	1294	4.5	41.3	116	697	3.7	22.3	94
NBC SUNDAY NIGHT MOVIE	N	8284	3834	9.9	46.3	97	1250	9.8	15.1	96	3008	10.5	36.3	102	1932	10.1	23.3	99
NEWHART	C	9240	4410	11.4	47.7	100	1772	13.9	19.2	121	3282	11.4	35.5	100	2208	11.6	23.9	101
ONE DAY AT A TIME	C	7288	3663	9.5	50.3	105	1096	8.6	15.0	95	2649	9.2	36.3	102	1704	8.9	23.4	99
PEOPLE ARE FUNNY	N	4855	2164	5.6	44.6	93	796	6.2	16.4	104	1807	6.3	37.2	105	1255	6.6	25.8	110
REAL PEOPLE	N	8869	4177	10.8	47.1	99	1360	10.6	15.3	97	3495	12.1	39.4	111	2017	10.6	22.7	96
REMINGTON STEELE	N	7743	3686	9.5	47.6	100	1274	10.0	16.5	104	2735	9.5	35.3	99	1665	8.7	21.5	91
RIPLEY'S BELIEVE IT - NOT	A	5345	2611	6.8	48.8	102	722	5.6	13.5	86	1978	6.9	37.0	104	1267	6.6	23.7	101
RIPTIDE	N	6988	3444	8.9	49.3	103	1102	8.6	15.8	100	2603	9.0	37.2	105	1710	9.0	24.5	104
SCARECROW & MRS. KING	C	10002	4401	11.4	44.0	92	1569	12.3	15.7	99	3477	12.1	34.8	98	2277	11.9	22.8	97
SIMON & SIMON	C	10638	4838	12.5	45.5	95	1743	13.6	16.4	104	3985	13.8	37.5	105	2311	12.1	21.7	92
60 MINUTES	C	13293	6155	15.9	46.3	97	2370	18.5	17.8	113	4929	17.1	37.1	104	3100	16.2	23.3	99
ST. ELSEWHERE	N	7017	3595	9.3	51.2	107	1158	9.1	16.5	105	2571	8.9	36.6	103	1835	9.6	26.2	111
THREE'S COMPANY	A	10917	5644	14.6	51.7	108	1647	12.9	15.1	96	4020	14.0	36.8	104	2445	12.8	22.4	95
T.J. HOOKER	A	9204	4125	10.7	44.8	94	1513	11.8	16.4	104	3246	11.3	35.3	99	2026	10.6	22.0	93
TONIGHT SHOW	N	2372	1224	3.2	51.6	108	415	3.2	17.5	111	888	3.1	37.4	105	610	3.2	25.7	109
TRAPPER JOHN, M.D.	C	9846	4433	11.5	45.0	94	1647	12.9	16.7	106	3767	13.1	38.3	108	2099	11.0	21.3	90
TV BLOOPERS & PRAC. JOKES	N	9105	4581	11.8	50.3	105	1341	10.5	14.7	93	3530	12.3	38.8	109	1979	10.4	21.7	92
20/20	A	9387	4610	11.9	49.1	103	1622	12.7	17.3	109	3437	11.9	36.6	103	2211	11.6	23.6	100
WEBSTER	A	11067	4947	12.8	44.7	94	1591	12.4	14.4	91	3898	13.5	35.2	99	2315	12.1	20.9	89
WORLD NEWS - SUN	A	3062	1351	3.5	44.1	92	495	3.9	16.2	102	1164	4.0	38.0	107	667	3.5	21.8	92
YELLOW ROSE	N	4978	2397	6.2	48.2	101	866	6.8	17.4	110	1981	6.9	39.8	112	1285	6.7	25.8	109
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	5014	13.0	56.5	118	1729	13.5	19.5	123	3716	12.9	41.9	118	1933	10.1	21.8	92
BASKETBALL - COLLEGE GAMES		4080	2451	6.3	60.1	126	1102	8.6	27.0	171	1837	6.4	45.0	127	1221	6.4	29.9	127
BASKETBALL - PRO GAMES		3607	1970	5.1	54.6	114	924	7.2	25.6	162	1636	5.7	45.4	128	953	5.0	26.4	112
BOWLING		3883	2063	5.3	53.1	111	817	6.4	21.0	133	1525	5.3	39.3	111	1051	5.5	27.1	115
BOXING		3928	1702	4.4	43.3	91	625	4.9	15.9	101	1408	4.9	35.8	101	1009	5.3	25.7	109
FOOTBALL - COLLEGE GAMES		6366	3526	9.1	55.4	116	1445	11.3	22.7	144	2768	9.6	43.5	122	1793	9.4	28.2	119
FOOTBALL - PRO GAMES		11300	6519	16.9	57.7	121	1977	15.5	17.5	111	4958	17.2	43.9	123	2913	15.3	25.8	109
GOLF		3378	1944	5.0	57.5	121	795	6.2	23.5	149	1556	5.4	46.1	130	862	4.5	25.5	108
POST-SEASON COLL. FOOTBALL		4906	2791	7.2	56.9	119	1057	8.3	21.5	136	2274	7.9	46.4	130	1311	6.9	26.7	113
POST-SEASON PRO FOOTBALL		6120	3546	9.2	57.9	121	1156	9.0	18.9	120	2608	9.1	42.6	120	1656	8.7	27.1	115
TENNIS		3033	1516	3.9	50.0	105	521	4.1	17.2	109	965	3.4	31.8	90	709	3.7	23.4	99
WRESTLING - PROFESSIONAL		3344	1443	3.7	43.2	90	*434	3.4	13.0	82	1094	3.8	32.7	92	845	4.4	25.3	107

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BAKING CHIPS & PIECES: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0014
P-19

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS %	ALL USERS D INDX	HEAVY USERS THREE OR MORE A '000	HEAVY USERS THREE OR MORE B % DOWN	HEAVY USERS THREE OR MORE C % ACROSS %	HEAVY USERS THREE OR MORE D INDX	MEDIUM USERS ONE-TWO A '000	MEDIUM USERS ONE-TWO B % DOWN	MEDIUM USERS ONE-TWO C % ACROSS %	MEDIUM USERS ONE-TWO D INDX	LIGHT USERS LESS THAN ONE A '000	LIGHT USERS LESS THAN ONE B % DOWN	LIGHT USERS LESS THAN ONE C % ACROSS %	LIGHT USERS LESS THAN ONE D INDX
TOTAL FEMALE HOMEMAKERS	80986	46425	100.0	57.3	100	6362	100.0	7.9	100	20970	100.0	25.9	100	19093	100.0	23.6	100
18 - 24	9282	4645	10.0	50.0	87	*652	10.2	7.0	89	1939	9.2	20.9	81	2054	10.8	22.1	94
25 - 34	19072	11917	25.7	62.5	109	1481	23.3	7.8	99	4862	23.2	25.5	98	5574	29.2	29.2	124
35 - 44	14591	9532	20.5	65.3	114	1563	24.6	10.7	136	4288	20.4	29.4	113	3681	19.3	25.2	107
45 - 54	11345	7228	15.6	63.7	111	982	15.4	8.7	110	3261	15.6	28.7	111	2986	15.6	26.3	112
55 - 64	11635	6511	14.0	56.0	98	820	12.9	7.0	90	3306	15.8	28.4	110	2385	12.5	20.5	87
65 OR OLDER	15061	6592	14.2	43.8	76	864	13.6	5.7	73	3315	15.8	22.0	85	2414	12.6	16.0	68
18 - 34	28354	16562	35.7	58.4	102	2133	33.5	7.5	96	6801	32.4	24.0	93	7628	40.0	26.9	114
18 - 49	48339	29711	64.0	61.5	107	4152	65.3	8.6	109	12629	60.2	26.1	101	12930	67.7	26.7	113
25 - 54	45008	28678	61.8	63.7	111	4026	63.3	8.9	114	12410	59.2	27.6	106	12241	64.1	27.2	115
35 - 49	19985	13149	28.3	65.8	115	2019	31.7	10.1	129	5828	27.8	29.2	113	5302	27.8	26.5	113
50 OR OLDER	32647	16715	36.0	51.2	89	2210	34.7	6.8	86	8341	39.8	25.5	99	6164	32.3	18.9	80
GRADUATED COLLEGE	11155	7327	15.8	65.7	115	880	13.8	7.9	100	3433	16.4	30.8	119	3013	15.8	27.0	115
ATTENDED COLLEGE	13682	9353	20.1	68.4	119	1298	20.4	9.5	121	4169	19.9	30.5	118	3885	20.3	28.4	120
GRADUATED HIGH SCHOOL	33880	20382	43.9	60.2	105	2550	40.1	7.5	96	9229	44.0	27.2	105	8603	45.1	25.4	108
DID NOT GRADUATE HIGH SCHOOL	22270	9365	20.2	42.1	73	1634	25.7	7.3	93	4139	19.7	18.6	72	3592	18.8	16.1	68
EMPLOYED	40306	25093	54.1	62.3	109	3179	50.0	7.9	100	11089	52.9	27.5	106	10826	56.7	26.9	114
EMPLOYED FULL-TIME	32850	20149	43.4	61.3	107	2555	40.2	7.8	99	8790	41.9	26.8	103	8804	46.1	26.8	114
EMPLOYED PART-TIME	7456	4945	10.7	66.3	116	624	9.8	8.4	107	2299	11.0	30.8	119	2021	10.6	27.1	115
NOT EMPLOYED	40680	21332	45.9	52.4	91	3183	50.0	7.8	100	9882	47.1	24.3	94	8268	43.3	20.3	86
PROFESSIONAL/MANAGER	10392	6910	14.9	66.5	116	895	14.1	8.6	110	2962	14.1	28.5	110	3053	16.0	29.4	125
TECH/CLERICAL/SALES	17574	11445	24.7	65.1	114	1221	19.2	6.9	88	5089	24.3	29.0	112	5134	26.9	29.2	124
PRECISION/CRAFT	985	557	1.2	56.5	99	**94	1.5	9.5	121	**225	1.1	22.8	88	*238	1.2	24.2	102
OTHER EMPLOYED	11354	6182	13.3	54.4	95	969	15.2	8.5	109	2813	13.4	24.8	96	2401	12.6	21.1	90
SINGLE	9863	4470	9.6	45.3	79	592	9.3	6.0	76	1897	9.0	19.2	74	1981	10.4	20.1	85
MARRIED	51375	32770	70.6	63.8	111	4610	72.5	9.0	114	14823	70.7	28.9	111	13337	69.9	26.0	110
DIVORCED/SEPARATED/WIDOWED	19748	9186	19.8	46.5	81	1160	18.2	5.9	75	4251	20.3	21.5	83	3775	19.8	19.1	81
PARENTS	32590	20980	45.2	64.4	112	3303	51.9	10.1	129	9393	44.8	28.8	111	8284	43.4	25.4	108
WHITE	70416	42955	92.5	61.0	106	5830	91.6	8.3	105	19423	92.6	27.6	107	17701	92.7	25.1	107
BLACK	8778	2749	5.9	31.3	55	424	6.7	4.8	61	1246	5.9	14.2	55	1078	5.6	12.3	52
OTHER	1791	*722	1.6	40.3	70	**107	1.7	6.0	76	**301	1.4	16.8	65	**314	1.6	17.5	74
NORTHEAST-CENSUS	17786	9883	21.3	55.6	97	1166	18.3	6.6	83	4808	22.9	27.0	104	3909	20.5	22.0	93
NORTH CENTRAL	20741	14514	31.3	70.0	122	2617	41.1	12.6	161	6670	31.8	32.2	124	5227	27.4	25.2	107
SOUTH	27775	13013	28.0	46.9	82	1393	21.9	5.0	64	5687	27.1	20.5	79	5932	31.1	21.4	91
WEST	14683	9016	19.4	61.4	107	1185	18.6	8.1	103	3806	18.1	25.9	100	4025	21.1	27.4	116
NORTHEAST-MKTG.	17961	9383	20.2	52.2	91	1173	18.4	6.5	83	4398	21.0	24.5	95	3813	20.0	21.2	90
EAST CENTRAL	11885	7632	16.4	64.2	112	1027	16.1	8.6	110	3527	16.8	29.7	115	3078	16.1	25.9	110
WEST CENTRAL	14090	10268	22.1	72.9	127	1986	31.2	14.1	179	4761	22.7	33.8	130	3520	18.4	25.0	106
SOUTH	24081	11389	24.5	47.3	83	1166	18.3	4.8	62	5048	24.1	21.0	81	5175	27.1	21.5	91
PACIFIC	12969	7754	16.7	59.8	104	1011	15.9	7.8	99	3237	15.4	25.0	96	3507	18.4	27.0	115
COUNTY SIZE A	32439	17237	37.1	53.1	93	2445	38.4	7.5	96	7751	37.0	23.9	92	7042	36.9	21.7	92
COUNTY SIZE B	24915	14727	31.7	59.1	103	1989	31.3	8.0	102	6392	30.5	25.7	99	6346	33.2	25.5	108
COUNTY SIZE C	12930	8114	17.5	62.8	109	852	13.4	6.6	84	3696	17.6	28.6	110	3567	18.7	27.6	117
COUNTY SIZE D	10703	6347	13.7	59.3	103	1076	16.9	10.1	128	3132	14.9	29.3	113	2139	11.2	20.0	85
METRO CENTRAL CITY	24518	12038	25.9	49.1	86	1819	28.6	7.4	94	5032	24.0	20.5	79	5186	27.2	21.2	90
METRO SUBURBAN	35919	22022	47.4	61.3	107	2857	44.9	8.0	101	9909	47.3	27.6	107	9256	48.5	25.8	109
NON METRO	20549	12366	26.6	60.2	105	1685	26.5	8.2	104	6030	28.8	29.3	113	4651	24.4	22.6	96
TOP 5 ADI'S	18341	9368	20.2	51.1	89	1347	21.2	7.3	93	4053	19.3	22.1	85	3968	20.8	21.6	92
TOP 10 ADI'S	25378	13327	28.7	52.5	92	1828	28.7	7.2	92	6107	29.1	24.1	93	5392	28.2	21.2	90
TOP 20 ADI'S	36488	19936	42.9	54.6	95	2633	41.4	7.2	92	9140	43.6	25.0	97	8163	42.8	22.4	95
HSHLD INC. $50,000 OR MORE	6612	4955	10.7	74.9	131	742	11.7	11.2	143	1871	8.9	28.3	109	2342	12.3	35.4	150
$40,000 OR MORE	12659	8915	19.2	70.4	123	1244	19.6	9.8	125	3854	18.4	30.4	118	3818	20.0	30.2	128
$30,000 OR MORE	24698	17299	37.3	70.0	122	2537	39.9	10.3	131	7556	36.0	30.6	118	7206	37.7	29.2	124
$25,000 OR MORE	32077	22327	48.1	69.6	121	3195	50.2	10.0	127	9845	46.9	30.7	119	9288	48.6	29.0	123
$20,000 - $24,999	9144	6012	12.9	65.7	115	660	10.4	7.2	92	2772	13.2	30.3	117	2580	13.5	28.2	120
$15,000 - $19,999	8728	4597	9.9	52.7	92	598	9.4	6.9	87	2155	10.3	24.7	95	1844	9.7	21.1	90
$10,000 - $14,999	12562	6454	13.9	51.4	90	797	12.5	6.3	81	3121	14.9	24.8	96	2536	13.3	20.2	86
UNDER $10,000	18475	7035	15.2	38.1	66	1112	17.5	6.0	77	3076	14.7	16.6	64	2847	14.9	15.4	65
HOUSEHOLD OF 1 PERSON	11987	5307	11.4	44.3	77	655	10.3	5.5	70	2206	10.5	18.4	71	2446	12.8	20.4	87
2 PEOPLE	26577	14437	31.1	54.3	95	1684	26.5	6.3	81	6411	30.6	24.1	93	6343	33.2	23.9	101
3 OR 4 PEOPLE	30617	19255	41.5	62.9	110	2669	42.0	8.7	111	8739	41.7	28.5	110	7846	41.1	25.6	109
5 OR MORE PEOPLE	11804	7426	16.0	62.9	110	1354	21.3	11.5	146	3614	17.2	30.6	118	2458	12.9	20.8	88
NO CHILD IN HSHLD	46165	24245	52.2	52.5	92	2827	44.4	6.1	78	11156	53.2	24.2	93	10262	53.7	22.2	94
CHILD(REN) UNDER 2 YRS	5325	3329	7.2	62.5	109	*546	8.6	10.3	131	1252	6.0	23.5	91	1531	8.0	28.8	122
2 - 5 YEARS	14221	8345	18.0	58.7	102	1277	20.1	9.0	114	3668	17.5	25.8	100	3401	17.8	23.9	101
6 - 11 YEARS	15117	9717	20.9	64.3	112	1751	27.5	11.6	147	4244	20.2	28.1	108	3722	19.5	24.6	104
12 - 17 YEARS	16611	10817	23.3	65.1	114	1878	29.5	11.3	144	4972	23.7	29.9	116	3968	20.8	23.9	101
RESIDENCE OWNED	55884	35546	76.6	63.6	111	5052	79.4	9.0	115	16417	78.3	29.4	113	14077	73.7	25.2	107
VALUE: $50,000 OR MORE	31744	21580	46.5	68.0	119	3204	50.4	10.1	128	9733	46.4	30.7	118	8644	45.3	27.2	116
VALUE: UNDER $50,000	24140	13966	30.1	57.9	101	1848	29.0	7.7	97	6684	31.9	27.7	107	5434	28.5	22.5	95

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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BAKING CHIPS & PIECES: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0015
P-19

		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS THREE OR MORE A '000	HEAVY USERS THREE OR MORE B % DOWN	HEAVY USERS THREE OR MORE C % ACROSS	HEAVY USERS THREE OR MORE D INDX	MEDIUM USERS ONE-TWO A '000	MEDIUM USERS ONE-TWO B % DOWN	MEDIUM USERS ONE-TWO C % ACROSS	MEDIUM USERS ONE-TWO D INDX	LIGHT USERS LESS THAN ONE A '000	LIGHT USERS LESS THAN ONE B % DOWN	LIGHT USERS LESS THAN ONE C % ACROSS	LIGHT USERS LESS THAN ONE D INDX
TOTAL FEMALE HOMEMAKERS		80986	46425	100.0	57.3	100	6362	100.0	7.9	100	20970	100.0	25.9	100	19093	100.0	23.6	100
MAGAZINES	QUINTILE 1	15799	10347	22.3	65.5	114	1553	24.4	9.8	125	4620	22.0	29.2	113	4174	21.9	26.4	112
	QUINTILE 2	17259	11090	23.9	64.3	112	1603	25.2	9.3	118	5249	25.0	30.4	117	4238	22.2	24.6	104
	QUINTILE 3	13545	8107	17.5	59.9	104	816	12.8	6.0	77	3817	18.2	28.2	109	3475	18.2	25.7	109
	QUINTILE 4	15133	8311	17.9	54.9	96	1002	15.7	6.6	84	3507	16.7	23.2	89	3802	19.9	25.1	107
	QUINTILE 5	19250	8570	18.5	44.5	78	1388	21.8	7.2	92	3777	18.0	19.6	76	3405	17.8	17.7	75
NEWSPAPERS	QUINTILE 1	12413	7688	16.6	61.9	108	1115	17.5	9.0	114	3892	18.6	31.4	121	2680	14.0	21.6	92
	QUINTILE 2	24116	15023	32.4	62.3	109	2163	34.0	9.0	114	6844	32.6	28.4	110	6016	31.5	24.9	106
	QUINTILE 3	11261	6426	13.8	57.1	100	906	14.2	8.0	102	2742	13.1	24.3	94	2778	14.5	24.7	105
	QUINTILE 4	20255	11660	25.1	57.6	100	1415	22.2	7.0	89	5112	24.4	25.2	97	5133	26.9	25.3	107
	QUINTILE 5	12940	5629	12.1	43.5	76	762	12.0	5.9	75	2381	11.4	18.4	71	2486	13.0	19.2	81
OUTDOOR	QUINTILE 1	14852	8920	19.2	60.1	105	1019	16.0	6.9	87	4060	19.4	27.3	106	3841	20.1	25.9	110
	QUINTILE 2	15725	9042	19.5	57.5	100	1241	19.5	7.9	100	3989	19.0	25.4	98	3812	20.0	24.2	103
	QUINTILE 3	16330	9561	20.6	58.5	102	1476	23.2	9.0	115	4249	20.3	26.0	100	3836	20.1	23.5	100
	QUINTILE 4	16744	9392	20.2	56.1	98	1443	22.7	8.6	110	4062	19.4	24.3	94	3887	20.4	23.2	98
	QUINTILE 5	17334	9510	20.5	54.9	96	1183	18.6	6.8	87	4610	22.0	26.6	103	3717	19.5	21.4	91
RADIO-DRIVE TIME	QUINTILE 1	15911	9834	21.2	61.8	108	1477	23.2	9.3	118	4500	21.5	28.3	109	3857	20.2	24.2	103
	QUINTILE 2	14837	8518	18.3	57.4	100	1307	20.5	8.8	112	3782	18.0	25.5	98	3429	18.0	23.1	98
	QUINTILE 3	15339	8892	19.2	58.0	101	1302	20.5	8.5	108	3928	18.7	25.6	99	3662	19.2	23.9	101
	QUINTILE 4	16723	9697	20.9	58.0	101	1208	19.0	7.2	92	4381	20.9	26.2	101	4108	21.5	24.6	104
	QUINTILE 5	18176	9485	20.4	52.2	91	1068	16.8	5.9	75	4380	20.9	24.1	93	4037	21.1	22.2	94
RADIO-MID-DAY	TERCILE 1	21020	12365	26.6	58.8	103	1618	25.4	7.7	98	5866	28.0	27.9	108	4881	25.6	23.2	98
	TERCILE 2	21610	12964	27.9	60.0	105	1963	30.9	9.1	116	5949	28.4	27.5	106	5052	26.5	23.4	99
	TERCILE 3	38355	21097	45.4	55.0	96	2781	43.7	7.3	92	9155	43.7	23.9	92	9161	48.0	23.9	101
RADIO-TOTAL	QUINTILE 1	15988	9404	20.3	58.8	103	1394	21.9	8.7	111	4399	21.0	27.5	106	3612	18.9	22.6	96
	QUINTILE 2	15626	9104	19.6	58.3	102	1201	18.9	7.7	98	4215	20.1	27.0	104	3688	19.3	23.6	100
	QUINTILE 3	16723	9906	21.3	59.2	103	1426	22.4	8.5	109	4295	20.5	25.7	99	4186	21.9	25.0	106
	QUINTILE 4	16342	9758	21.0	59.7	104	1420	22.3	8.7	111	4189	20.0	25.6	99	4150	21.7	25.4	108
	QUINTILE 5	16306	8252	17.8	50.6	88	922	14.5	5.7	72	3873	18.5	23.8	92	3458	18.1	21.2	90
TV-PRIME TIME	QUINTILE 1	15953	8755	18.9	54.9	96	1021	16.0	6.4	81	4373	20.9	27.4	106	3360	17.6	21.1	89
	QUINTILE 2	16137	9584	20.6	59.4	104	1364	21.4	8.5	108	4302	20.5	26.7	103	3918	20.5	24.3	103
	QUINTILE 3	16420	9758	21.0	59.4	104	1265	19.9	7.7	98	4557	21.7	27.8	107	3937	20.6	24.0	102
	QUINTILE 4	16687	9786	21.1	58.6	102	1471	23.1	8.8	112	3977	19.0	23.8	92	4339	22.7	26.0	110
	QUINTILE 5	15789	8543	18.4	54.1	94	1241	19.5	7.9	100	3762	17.9	23.8	92	3540	18.5	22.4	95
TV-DAYTIME	TERCILE 1	27736	14579	31.4	52.6	92	2096	32.9	7.6	96	6569	31.3	23.7	91	5913	31.0	21.3	90
	TERCILE 2	26489	15929	34.3	60.1	105	2126	33.4	8.0	102	7219	34.4	27.3	105	6584	34.5	24.9	105
	TERCILE 3	26761	15917	34.3	59.5	104	2139	33.6	8.0	102	7182	34.2	26.8	104	6596	34.5	24.6	105
TV-TOTAL	QUINTILE 1	16345	8278	17.8	50.6	88	1073	16.9	6.6	84	3947	18.8	24.1	93	3259	17.1	19.9	85
	QUINTILE 2	16447	9364	20.2	56.9	99	1381	21.7	8.4	107	4477	21.3	27.2	105	3506	18.4	21.3	90
	QUINTILE 3	15980	9689	20.9	60.6	106	1294	20.3	8.1	103	4322	20.6	27.0	104	4073	21.3	25.5	108
	QUINTILE 4	15887	9797	21.1	61.7	108	1282	20.2	8.1	103	4090	19.5	25.7	99	4425	23.2	27.9	118
	QUINTILE 5	16326	9297	20.0	56.9	99	1332	20.9	8.2	104	4134	19.7	25.3	98	3831	20.1	23.5	100
MAGAZINES-NEWSPAPERS: DUAL		20721	13725	29.6	66.2	116	2071	32.6	10.0	127	6406	30.5	30.9	119	5248	27.5	25.3	107
MAGAZINE IMPERATIVE		19186	11715	25.2	61.1	107	1403	22.1	7.3	93	5204	24.8	27.1	105	5108	26.8	26.6	113
NEWSPAPER IMPERATIVE		21899	12247	26.4	55.9	98	1634	25.7	7.5	95	5665	27.0	25.9	100	4948	25.9	22.6	96
MAGAZINES-OUTDOOR: DUAL		15451	10019	21.6	64.8	113	1336	21.0	8.6	110	4698	22.4	30.4	117	3985	20.9	25.8	109
MAGAZINE IMPERATIVE		25953	16361	35.2	63.0	110	2337	36.7	9.0	115	7525	35.9	29.0	112	6500	34.0	25.0	106
OUTDOOR IMPERATIVE		24400	12800	27.6	52.5	92	1595	25.1	6.5	83	5555	26.5	22.8	88	5650	29.6	23.2	98
MAGAZINES-RADIO: DUAL		18049	11239	24.2	62.3	109	1530	24.0	8.5	108	5336	25.4	29.6	114	4373	22.9	24.2	103
MAGAZINE IMPERATIVE		23571	15295	32.9	64.9	113	2098	33.0	8.9	113	6964	33.2	29.5	114	6233	32.6	26.4	112
RADIO IMPERATIVE		23278	12543	27.0	53.9	94	1732	27.2	7.4	95	5527	26.4	23.7	92	5283	27.7	22.7	96
MAGAZINES-TELEVISION: DUAL		15459	9551	20.6	61.8	108	1289	20.3	8.3	106	4743	22.6	30.7	118	3520	18.4	22.8	97
MAGAZINE IMPERATIVE		25829	16951	36.5	65.6	114	2328	36.6	9.0	115	7421	35.4	28.7	111	7202	37.7	27.9	118
TELEVISION IMPERATIVE		26039	12986	28.0	49.9	87	1726	27.1	6.6	84	5786	27.6	22.2	86	5474	28.7	21.0	89
NEWSPAPERS-OUTDOOR: DUAL		16605	10263	22.1	61.8	108	1445	22.7	8.7	111	4701	22.4	28.3	109	4117	21.6	24.8	105
NEWSPAPER IMPERATIVE		26834	16360	35.2	61.0	106	2421	38.1	9.0	115	7804	37.2	29.1	112	6136	32.1	22.9	97
OUTDOOR IMPERATIVE		23346	12809	27.6	54.9	96	1497	23.5	6.4	82	5741	27.4	24.6	95	5570	29.2	23.9	101
NEWSPAPERS-RADIO: DUAL		17133	10572	22.8	61.7	108	1532	24.1	8.9	114	5108	24.4	29.8	115	3932	20.6	22.9	97
NEWSPAPER IMPERATIVE		25892	15839	34.1	61.2	107	2216	34.8	8.6	109	7180	34.2	27.7	107	6443	33.7	24.9	106
RADIO IMPERATIVE		23167	12775	27.5	55.1	96	1748	27.5	7.5	96	5527	26.4	23.9	92	5500	28.8	23.7	101
NEWSPAPERS-TELEVISION: DUAL		17159	9954	21.4	58.0	101	1477	23.2	8.6	110	4853	23.1	28.3	109	3625	19.0	21.1	90
NEWSPAPER IMPERATIVE		26214	16687	35.9	63.7	111	2362	37.1	9.0	115	7426	35.4	28.3	109	6899	36.1	26.3	112
TELEVISION IMPERATIVE		23412	12073	26.0	51.6	90	1507	23.7	6.4	82	5383	25.7	23.0	89	5183	27.1	22.1	94
OUTDOOR-RADIO: DUAL		15303	9350	20.1	61.1	107	1338	21.0	8.7	111	4139	19.7	27.0	104	3873	20.3	25.3	107
OUTDOOR IMPERATIVE		24901	14283	30.8	57.4	100	1840	28.9	7.4	94	6393	30.5	25.7	99	6050	31.7	24.3	103
RADIO IMPERATIVE		26492	15235	32.8	57.5	100	2140	33.6	8.1	103	7093	33.8	26.8	103	6003	31.4	22.7	96
OUTDOOR-TELEVISION: DUAL		14794	8410	18.1	56.8	99	1012	15.9	6.8	87	4036	19.2	27.3	105	3361	17.6	22.7	96
OUTDOOR IMPERATIVE		25437	15496	33.4	60.9	106	2078	32.7	8.2	104	6532	31.1	25.7	99	6886	36.1	27.1	115
TELEVISION IMPERATIVE		27877	15345	33.1	55.0	96	2188	34.4	7.8	100	7167	34.2	25.7	99	5990	31.4	21.5	91
RADIO-TELEVISION: DUAL		15996	8982	19.3	56.2	98	1313	20.6	8.2	104	4424	21.1	27.7	107	3245	17.0	20.3	86
RADIO IMPERATIVE		25478	15630	33.7	61.3	107	2223	34.9	8.7	111	6726	32.1	26.4	102	6681	35.0	26.2	111
TELEVISION IMPERATIVE		26573	14602	31.5	55.0	96	1886	29.6	7.1	90	6569	31.3	24.7	95	6147	32.2	23.1	98

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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BAKING CHIPS & PIECES: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0016
P-19

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS THREE OR MORE A '000	HEAVY USERS THREE OR MORE B % DOWN	HEAVY USERS THREE OR MORE C % ACROSS	HEAVY USERS THREE OR MORE D INDX	MEDIUM USERS ONE-TWO A '000	MEDIUM USERS ONE-TWO B % DOWN	MEDIUM USERS ONE-TWO C % ACROSS	MEDIUM USERS ONE-TWO D INDX	LIGHT USERS LESS THAN ONE A '000	LIGHT USERS LESS THAN ONE B % DOWN	LIGHT USERS LESS THAN ONE C % ACROSS	LIGHT USERS LESS THAN ONE D INDX
TOTAL FEMALE HOMEMAKERS	80986	46425	100.0	57.3	100	6362	100.0	7.9	100	20970	100.0	25.9	100	19093	100.0	23.6	100
ATLANTIC MONTHLY	415	282	0.6	68.0	119	**38	0.6	9.2	117	*175	0.8	42.2	163	**68	0.4	16.4	70
BARRON'S	453	340	0.7	75.1	131	**72	1.1	15.9	202	**97	0.5	21.4	83	*171	0.9	37.7	160
BETTER HOMES & GARDENS	16256	11097	23.9	68.3	119	1596	25.1	9.8	125	5201	24.8	32.0	124	4299	22.5	26.4	112
BON APPETIT	2535	1752	3.8	69.1	121	*258	4.1	10.2	130	745	3.6	29.4	113	749	3.9	29.5	125
BUSINESS WEEK	1278	685	1.5	53.6	94	**93	1.5	7.3	93	*255	1.2	20.0	77	336	1.8	26.3	112
CAR AND DRIVER	378	*149	0.3	39.4	69	**18	0.3	4.8	61	**86	0.4	22.8	88	**44	0.2	11.6	49
CBS MAGAZINE NETWORK (GROSS)	1498	885	1.9	59.1	103	**107	1.7	7.1	91	392	1.9	26.2	101	386	2.0	25.8	109
CHANGING TIMES	1505	941	2.0	62.5	109	**81	1.3	5.4	69	539	2.6	35.8	138	321	1.7	21.3	90
COLONIAL HOMES	1231	828	1.8	67.3	117	*116	1.8	9.4	120	397	1.9	32.3	125	314	1.6	25.5	108
CONDE NAST MAG. PKG. (GROSS)	14146	8612	18.6	60.9	106	1299	20.4	9.2	117	3631	17.3	25.7	99	3683	19.3	26.0	110
CONSUMERS DIGEST	1323	789	1.7	59.6	104	**118	1.9	8.9	114	396	1.9	29.9	116	275	1.4	20.8	88
COSMOPOLITAN	7102	4044	8.7	56.9	99	550	8.6	7.7	99	1766	8.4	24.9	96	1728	9.1	24.3	103
COUNTRY LIVING	2481	1859	4.0	74.9	131	249	3.9	10.0	128	941	4.5	37.9	146	669	3.5	27.0	114
CUISINE	1472	947	2.0	64.3	112	*154	2.4	10.5	133	429	2.0	29.1	113	365	1.9	24.8	105
CYCLE WORLD	425	*301	0.6	70.8	124	**26	0.4	6.1	78	**182	0.9	42.8	165	**93	0.5	21.9	93
DCI:CREATIVE IDEAS FOR LIV	2510	1684	3.6	67.1	117	*201	3.2	8.0	102	860	4.1	34.3	132	623	3.3	24.8	105
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	4469	9.6	66.8	116	527	8.3	7.9	100	2178	10.4	32.5	126	1764	9.2	26.4	112
DISCOVER	894	473	1.0	52.9	92	**52	0.8	5.8	74	*227	1.1	25.4	98	*194	1.0	21.7	92
EBONY	3507	1203	2.6	34.3	60	206	3.2	5.9	75	589	2.8	16.8	65	409	2.1	11.7	49
ESQUIRE	1083	478	1.0	44.1	77	**83	1.3	7.7	98	*211	1.0	19.5	75	*183	1.0	16.9	72
ESSENCE	1830	613	1.3	33.5	58	**63	1.0	3.4	44	245	1.2	13.4	52	304	1.6	16.6	70
FAMILY CIRCLE	15930	11013	23.7	69.1	121	1726	27.1	10.8	138	5327	25.4	33.4	129	3960	20.7	24.9	105
THE FAMILY HANDYMAN	1126	772	1.7	68.6	120	**105	1.7	9.3	119	349	1.7	31.0	120	317	1.7	28.2	119
FAMILY WEEKLY	11468	7410	16.0	64.6	113	766	12.0	6.7	85	3528	16.8	30.8	119	3116	16.3	27.2	115
FIELD & STREAM	2234	1475	3.2	66.0	115	*219	3.4	9.8	125	750	3.6	33.6	130	506	2.7	22.6	96
FOOD & WINE	579	279	0.6	48.2	84	**40	0.6	6.9	88	**75	0.4	13.0	50	*164	0.9	28.3	120
FORBES	728	497	1.1	68.3	119	**96	1.5	13.2	168	*153	0.7	21.0	81	*248	1.3	34.1	144
FORTUNE	906	637	1.4	70.3	123	**91	1.4	10.0	128	*186	0.9	20.5	79	*360	1.9	39.7	169
GENTLEMEN'S QUARTERLY	791	393	0.8	49.7	87	**45	0.7	5.7	72	*136	0.6	17.2	66	*213	1.1	26.9	114
GLAMOUR	5265	3374	7.3	64.1	112	465	7.3	8.8	112	1467	7.0	27.9	108	1443	7.6	27.4	116
GOLF DIGEST	636	493	1.1	77.5	135	**87	1.4	13.7	174	*221	1.1	34.7	134	*186	1.0	29.2	124
GOLF DIGEST/TENNIS (GROSS)	1186	825	1.8	69.6	121	*165	2.6	13.9	177	317	1.5	26.7	103	343	1.8	28.9	123
GOLF MAGAZINE	441	343	0.7	77.8	136	**22	0.3	5.0	64	*176	0.8	39.9	154	**145	0.8	32.9	139
GOLF MAGAZINE/SKI (GROSS)	922	614	1.3	66.6	116	**56	0.9	6.1	77	*274	1.3	29.7	115	*284	1.5	30.8	131
GOOD HOUSEKEEPING	16487	11254	24.2	68.3	119	1697	26.7	10.3	131	5515	26.3	33.5	129	4042	21.2	24.5	104
HARPER'S BAZAAR	2423	1368	2.9	56.5	98	*283	4.4	11.7	149	493	2.4	20.3	79	592	3.1	24.4	104
HEALTH	1994	1062	2.3	53.3	93	*209	3.3	10.5	133	518	2.5	26.0	100	335	1.8	16.8	71
HEARST MAG CORP. BUY (GROSS)	44101	29011	62.5	65.8	115	4330	68.1	9.8	125	13610	64.9	30.9	119	11070	58.0	25.1	106
HEARST MAN POWER (GROSS)	1993	1427	3.1	71.6	125	*163	2.6	8.2	104	779	3.7	39.1	151	485	2.5	24.3	103
HEARST WOMAN POWER (GROSS)	31274	20464	44.1	65.4	114	3022	47.5	9.7	123	9724	46.4	31.1	120	7718	40.4	24.7	105
HOUSE BEAUTIFUL	3623	2392	5.2	66.0	115	384	6.0	10.6	135	1025	4.9	28.3	109	983	5.1	27.1	115
INC.	283	*171	0.4	60.4	105	**40	0.6	14.1	180	**53	0.3	18.7	72	**78	0.4	27.6	117
JET	2928	1056	2.3	36.1	63	*152	2.4	5.2	66	515	2.5	17.6	68	389	2.0	13.3	56
LADIES' HOME JOURNAL	11918	8050	17.3	67.5	118	1157	18.2	9.7	124	3674	17.5	30.8	119	3220	16.9	27.0	115
LHJ FAMILY GRP COMBO(GROSS)	16764	11137	24.0	66.4	116	1709	26.9	10.2	130	5119	24.4	30.5	118	4308	22.6	25.7	109
LIFE	4254	2481	5.3	58.3	102	374	5.9	8.8	112	1063	5.1	25.0	97	1044	5.5	24.5	104
L.A. TIMES HOME MAGAZINE	1145	676	1.5	59.0	103	**108	1.7	9.4	120	261	1.2	22.8	88	307	1.6	26.8	114
MADEMOISELLE	2884	1712	3.7	59.4	104	302	4.7	10.5	133	745	3.6	25.8	100	665	3.5	23.1	98
MC CALL'S	13460	9196	19.8	68.3	119	1277	20.1	9.5	121	4455	21.2	33.1	128	3464	18.1	25.7	109
MC CALL'S/WRK MOTHER (GROSS)	14606	9998	21.5	68.5	119	1412	22.2	9.7	123	4770	22.7	32.7	126	3816	20.0	26.1	111
MECHANIX ILLUSTRATED	772	485	1.0	62.8	110	**84	1.3	10.9	139	*221	1.1	28.6	111	*180	0.9	23.3	99
METROPOLITAN HOME	967	552	1.2	57.1	100	**43	0.7	4.4	57	245	1.2	25.3	98	264	1.4	27.3	116
MONEY	1588	981	2.1	61.8	108	*175	2.8	11.0	140	408	1.9	25.7	99	397	2.1	25.0	106
MOTHER EARTH NEWS	1002	743	1.6	74.2	129	**123	1.9	12.3	156	325	1.5	32.4	125	296	1.6	29.5	125
MS.	825	454	1.0	55.0	96	**38	0.6	4.6	59	236	1.1	28.6	110	*180	0.9	21.8	93
NATIONAL ENQUIRER	10336	5576	12.0	53.9	94	822	12.9	8.0	101	2692	12.8	26.0	101	2063	10.8	20.0	85
NATIONAL GEOGRAPHIC	9597	6467	13.9	67.4	118	987	15.5	10.3	131	2765	13.2	28.8	111	2715	14.2	28.3	120
NATIONAL SUNDAY MAGAZINE PKG	49558	30533	65.8	61.6	107	4239	66.6	8.6	109	14038	66.9	28.3	109	12257	64.2	24.7	105
NATURAL HISTORY	573	358	0.8	62.5	109	**30	0.5	5.2	67	*180	0.9	31.4	121	*148	0.8	25.8	110
NEW WOMAN	1699	912	2.0	53.7	94	**91	1.4	5.4	68	392	1.9	23.1	89	430	2.3	25.3	107
NEW YORK INCLUDING CUE	443	206	0.4	46.5	81	**16	0.3	3.6	46	**40	0.2	9.0	35	*150	0.8	33.9	144
THE NEW YORKER	1270	732	1.6	57.6	101	*100	1.6	7.9	100	233	1.1	18.3	71	399	2.1	31.4	133
NEWSWEEK	6277	4020	8.7	64.0	112	451	7.1	7.2	91	1850	8.8	29.5	114	1719	9.0	27.4	116
THE N.Y. TIMES DAILY EDITION	1205	592	1.3	49.1	86	**53	0.8	4.4	56	211	1.0	17.5	68	327	1.7	27.1	115
THE N.Y. TIMES MAGAZINE	2081	1005	2.2	48.3	84	**87	1.4	4.2	53	431	2.1	20.7	80	487	2.6	23.4	99
OMNI	788	396	0.9	50.3	88	**65	1.0	8.2	105	*174	0.8	22.1	85	*157	0.8	19.9	85
ON CABLE	1158	730	1.6	63.0	110	**106	1.7	9.2	117	*270	1.3	23.3	90	*354	1.9	30.6	130
1001 HOME IDEAS	2852	2024	4.4	71.0	124	343	5.4	12.0	153	928	4.4	32.5	126	753	3.9	26.4	112
ORGANIC GARDENING	1658	1205	2.6	72.7	127	*223	3.5	13.4	171	479	2.3	28.9	112	504	2.6	30.4	129
OUTDOOR LIFE	896	536	1.2	59.8	104	*93	1.5	10.4	132	*257	1.2	28.7	111	*186	1.0	20.8	88
PARADE MAGAZINE	24275	14763	31.8	60.8	106	2140	33.6	8.8	112	6763	32.3	27.9	108	5859	30.7	24.1	102

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BAKING CHIPS & PIECES: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0017
P-19

	TOTAL U.S. '000	ALL USERS A '000	B % DOWN	C % ACROSS	D INDX	HEAVY USERS THREE OR MORE A '000	B % DOWN	C % ACROSS	D INDX	MEDIUM USERS ONE-TWO A '000	B % DOWN	C % ACROSS	D INDX	LIGHT USERS LESS THAN ONE A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	46425	100.0	57.3	100	6362	100.0	7.9	100	20970	100.0	25.9	100	19093	100.0	23.6	100
PARENTS	3845	2582	5.6	67.2	117	396	6.2	10.3	131	1195	5.7	31.1	120	991	5.2	25.8	109
PENTHOUSE	831	411	0.9	49.5	86	**64	1.0	7.7	98	*129	0.6	15.5	60	*218	1.1	26.2	111
PEOPLE	11645	7217	15.5	62.0	108	1083	17.0	9.3	118	3229	15.4	27.7	107	2904	15.2	24.9	106
PLAYBOY	2006	951	2.0	47.4	83	*130	2.0	6.5	82	392	1.9	19.5	75	429	2.2	21.4	91
POPULAR HOT RODDING	297	*171	0.4	57.6	100	**34	0.5	11.4	146	**64	0.3	21.5	83	**72	0.4	24.2	103
POPULAR MECHANICS	1018	781	1.7	76.7	134	**72	1.1	7.1	90	471	2.2	46.3	179	*237	1.2	23.3	99
POPULAR SCIENCE	878	569	1.2	64.8	113	**68	1.1	7.7	99	316	1.5	36.0	139	*185	1.0	21.1	89
PREVENTION	3913	2411	5.2	61.6	107	331	5.2	8.5	108	1018	4.9	26.0	100	1062	5.6	27.1	115
PSYCHOLOGY TODAY	1710	1147	2.5	67.1	117	*141	2.2	8.2	105	554	2.6	32.4	125	452	2.4	26.4	112
READER'S DIGEST	22204	14203	30.6	64.0	112	2062	32.4	9.3	118	6551	31.2	29.5	114	5590	29.3	25.2	107
REDBOOK	7684	5167	11.1	67.2	117	775	12.2	10.1	128	2443	11.6	31.8	123	1949	10.2	25.4	108
ROAD & TRACK	410	*265	0.6	64.6	113	**35	0.6	8.5	109	**88	0.4	21.5	83	**143	0.7	34.9	148
ROLLING STONE	969	536	1.2	55.3	96	**95	1.5	9.8	125	*170	0.8	17.5	68	270	1.4	27.9	118
RUNNER'S WORLD	298	*171	0.4	57.4	100	**65	1.0	21.8	278	**51	0.2	17.1	66	**56	0.3	18.8	80
SATURDAY EVENING POST	1169	802	1.7	68.6	120	**87	1.4	7.4	95	433	2.1	37.0	143	282	1.5	24.1	102
SCIENCE 84	587	413	0.9	70.4	123	**15	0.2	2.6	33	*172	0.8	29.3	113	*227	1.2	38.7	164
SCIENCE DIGEST	482	303	0.7	62.9	110	**31	0.5	6.4	82	*158	0.8	32.8	127	**113	0.6	23.4	99
SCIENTIFIC AMERICAN	594	367	0.8	61.8	108	**44	0.7	7.4	94	*158	0.8	26.6	103	*166	0.9	27.9	119
SELF	2089	1274	2.7	61.0	106	*156	2.5	7.5	95	522	2.5	25.0	97	596	3.1	28.5	121
SEVENTEEN	2411	1392	3.0	57.7	101	315	5.0	13.1	166	595	2.8	24.7	95	482	2.5	20.0	85
SKI	480	271	0.6	56.5	98	**34	0.5	7.1	90	**99	0.5	20.6	80	**138	0.7	28.8	122
SMITHSONIAN	2760	1638	3.5	59.3	104	231	3.6	8.4	107	536	2.6	19.4	75	871	4.6	31.6	134
SOAP OPERA DIGEST	3013	1555	3.3	51.6	90	318	5.0	10.6	134	690	3.3	22.9	88	546	2.9	18.1	77
SOUTHERN LIVING	4184	2785	6.0	66.6	116	326	5.1	7.8	99	1317	6.3	31.5	122	1142	6.0	27.3	116
SPORT	559	317	0.7	56.7	99	**70	1.1	12.5	159	*149	0.7	26.7	103	**99	0.5	17.7	75
THE SPORTING NEWS	436	*298	0.6	68.3	119	**112	1.8	25.7	327	**148	0.7	33.9	131	**38	0.2	8.7	37
SPORTS AFIELD	493	343	0.7	69.6	121	**60	0.9	12.2	155	**149	0.7	30.2	117	*134	0.7	27.2	115
SPORTS ILLUSTRATED	2758	1816	3.9	65.8	115	*243	3.8	8.8	112	804	3.8	29.2	113	770	4.0	27.9	118
STAR	7456	3820	8.2	51.2	89	578	9.1	7.8	99	1700	8.1	22.8	88	1542	8.1	20.7	88
SUNDAY	24936	15296	32.9	61.3	107	2334	36.7	9.4	119	7048	33.6	28.3	109	5913	31.0	23.7	101
SUNSET	2124	1528	3.3	71.9	125	*158	2.5	7.4	95	647	3.1	30.5	118	723	3.8	34.0	144
TV GUIDE	21661	12781	27.5	59.0	103	1701	26.7	7.9	100	5854	27.9	27.0	104	5226	27.4	24.1	102
TENNIS	550	332	0.7	60.4	105	**78	1.2	14.2	181	**96	0.5	17.5	67	*157	0.8	28.5	121
TIME	8880	5379	11.6	60.6	106	835	13.1	9.4	120	2316	11.0	26.1	101	2228	11.7	25.1	106
TOWN & COUNTRY	917	540	1.2	58.9	103	**93	1.5	10.1	129	*218	1.0	23.8	92	*230	1.2	25.1	106
TRAVEL & LEISURE	972	620	1.3	63.8	111	**63	1.0	6.5	83	257	1.2	26.4	102	300	1.6	30.9	131
TRUE STORY	3356	1737	3.7	51.8	90	359	5.6	10.7	136	814	3.9	24.3	94	564	3.0	16.8	71
U.S.NEWS & WORLD REPORT	3410	2060	4.4	60.4	105	*206	3.2	6.0	77	889	4.2	26.1	101	965	5.1	28.3	120
USA TODAY	1759	1179	2.5	67.0	117	*151	2.4	8.6	109	523	2.5	29.7	115	506	2.7	28.8	122
US	1873	1163	2.5	62.1	108	*160	2.5	8.5	109	453	2.2	24.2	93	549	2.9	29.3	124
VOGUE	3909	2252	4.9	57.6	100	376	5.9	9.6	122	897	4.3	22.9	89	980	5.1	25.1	106
WALL STREET JOURNAL	1886	1258	2.7	66.7	116	*230	3.6	12.2	155	525	2.5	27.8	108	503	2.6	26.7	113
WEIGHT WATCHERS	2120	1398	3.0	65.9	115	301	4.7	14.2	181	651	3.1	30.7	119	446	2.3	21.0	89
WOMAN'S DAY	14172	9871	21.3	69.7	122	1403	22.1	9.9	126	4946	23.6	34.9	135	3522	18.4	24.9	105
WORKING MOTHER	1146	802	1.7	70.0	122	*135	2.1	11.8	150	315	1.5	27.5	106	352	1.8	30.7	130
WORKING WOMAN	1322	775	1.7	58.6	102	*166	2.6	12.6	160	274	1.3	20.7	80	335	1.8	25.3	107
WORLD TENNIS	*163	**102	0.2	62.6	109	**24	0.4	14.7	187	**24	0.1	14.7	57	**54	0.3	33.1	141
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1505	3.2	59.4	104	*209	3.3	8.3	105	731	3.5	28.9	111	565	3.0	22.3	95
BLAIR INSERTS	43657	26626	57.4	61.0	106	3826	60.1	8.8	112	12285	58.6	28.1	109	10515	55.1	24.1	102
DAILY NEWSPAPERS																	
READ ANY	51633	30957	66.7	60.0	105	4382	68.9	8.5	108	14390	68.6	27.9	108	12185	63.8	23.6	100
READ ONE	43463	25899	55.8	59.6	104	3683	57.9	8.5	108	11857	56.5	27.3	105	10360	54.3	23.8	101
READ TWO OR MORE	8170	5058	10.9	61.9	108	699	11.0	8.6	109	2533	12.1	31.0	120	1826	9.6	22.4	95
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	32379	69.7	61.5	107	4516	71.0	8.6	109	14938	71.2	28.4	110	12925	67.7	24.5	104
READ ONE	46126	28114	60.6	61.0	106	3952	62.1	8.6	109	12838	61.2	27.8	107	11323	59.3	24.5	104
READ TWO OR MORE	6552	4265	9.2	65.1	114	564	8.9	8.6	110	2099	10.0	32.0	124	1602	8.4	24.5	104
OUTDOOR																	
100 SHHG - 30 DAY AV FREQ	27.55	28.29				25.85				28.28				29.12			
30 DAY REACH	71455	41001	88.3	57.4	100	5708	89.7	8.0	102	18116	86.4	25.4	98	17177	90.0	24.0	102
50 SHHG - 30 DAY AV FREQ	14.56	14.92				13.51				14.90				15.42			
30 DAY REACH	67742	38956	83.9	57.5	100	5449	85.6	8.0	102	17245	82.2	25.5	98	16262	85.2	24.0	102
25 SHHG - 30 DAY AV FREQ	7.94	8.06				7.35				8.01				8.35			
30 DAY REACH	62117	36015	77.6	58.0	101	4985	78.4	8.0	102	15998	76.3	25.8	99	15032	78.7	24.2	103
CABLE TV: HOME WIRED	32077	20600	44.4	64.2	112	2600	40.9	8.1	103	9347	44.6	29.1	113	8653	45.3	27.0	114
HOME NOT WIRED	48909	25826	55.6	52.8	92	3761	59.1	7.7	98	11624	55.4	23.8	92	10441	54.7	21.3	91
HAVE PAY CABLE	15935	10986	23.7	68.9	120	1466	23.0	9.2	117	4856	23.2	30.5	118	4664	24.4	29.3	124

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BAKING CHIPS & PIECES: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS THREE OR MORE A '000	HEAVY USERS THREE OR MORE B % DOWN	HEAVY USERS THREE OR MORE C % ACROSS	HEAVY USERS THREE OR MORE D INDX	MEDIUM USERS ONE-TWO A '000	MEDIUM USERS ONE-TWO B % DOWN	MEDIUM USERS ONE-TWO C % ACROSS	MEDIUM USERS ONE-TWO D INDX	LIGHT USERS LESS THAN ONE A '000	LIGHT USERS LESS THAN ONE B % DOWN	LIGHT USERS LESS THAN ONE C % ACROSS	LIGHT USERS LESS THAN ONE D INDX
TOTAL FEMALE HOMEMAKERS	80986	46425	100.0	57.3	100	6362	100.0	7.9	100	20970	100.0	25.9	100	19093	100.0	23.6	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	26777	57.7	61.0	106	3845	60.4	8.8	111	12076	57.6	27.5	106	10856	56.9	24.7	105
10:00 AM - 3:00 PM	30659	18469	39.8	60.2	105	2592	40.7	8.5	108	8647	41.2	28.2	109	7230	37.9	23.6	100
3:00 PM - 7:00 PM	31045	18618	40.1	60.0	105	2657	41.8	8.6	109	8418	40.1	27.1	105	7543	39.5	24.3	103
7:00 PM - MIDNIGHT	15767	9039	19.5	57.3	100	1233	19.4	7.8	100	4021	19.2	25.5	98	3785	19.8	24.0	102
MIDNIGHT - 6:00 AM	9120	5426	11.7	59.5	104	810	12.7	8.9	113	2227	10.6	24.4	94	2389	12.5	26.2	111
6:00 AM - MIDNIGHT	58527	34905	75.2	59.6	104	4865	76.5	8.3	106	15714	74.9	26.8	104	14327	75.0	24.5	104
ENTIRE DAY	59311	35305	76.0	59.5	104	4906	77.1	8.3	105	15879	75.7	26.8	103	14520	76.0	24.5	104
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	10695	23.0	66.1	115	1605	25.2	9.9	126	4883	23.3	30.2	117	4207	22.0	26.0	110
ALL NEWS	2256	1262	2.7	55.9	98	*169	2.7	7.5	95	606	2.9	26.9	104	487	2.6	21.6	92
AOR/PROGRESSIVE	3874	2425	5.2	62.6	109	*267	4.2	6.9	88	1004	4.8	25.9	100	1153	6.0	29.8	126
BEAUTIFUL MUSIC	5660	3467	7.5	61.3	107	445	7.0	7.9	100	1657	7.9	29.3	113	1364	7.1	24.1	102
BLACK	2204	987	2.1	44.8	78	*171	2.7	7.8	99	449	2.1	20.4	79	367	1.9	16.7	71
CLASSICAL	1418	867	1.9	61.1	107	**91	1.4	6.4	82	468	2.2	33.0	127	308	1.6	21.7	92
CHR/ROCK	9538	5458	11.8	57.2	100	808	12.7	8.5	108	2371	11.3	24.9	96	2279	11.9	23.9	101
COUNTRY	12648	7728	16.6	61.1	107	1098	17.3	8.7	111	3667	17.5	29.0	112	2963	15.5	23.4	99
GOLDEN OLDIES	1191	612	1.3	51.4	90	**110	1.7	9.2	118	*244	1.2	20.5	79	258	1.4	21.7	92
MOR/NOSTALGIA	4757	2859	6.2	60.1	105	387	6.1	8.1	104	1144	5.5	24.0	93	1327	7.0	27.9	118
NEWS/TALK	3863	2302	5.0	59.6	104	313	4.9	8.1	103	1005	4.8	26.0	100	983	5.1	25.4	108
RELIGIOUS	3084	1628	3.5	52.8	92	*236	3.7	7.7	97	652	3.1	21.1	82	740	3.9	24.0	102
SOFT ROCK	521	293	0.6	56.2	98	**29	0.5	5.6	71	**131	0.6	25.1	97	**133	0.7	25.5	108
URBAN CONTEMPORARY	1585	574	1.2	36.2	63	*150	2.4	9.5	120	*191	0.9	12.1	47	*234	1.2	14.8	63
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	1854	4.0	56.9	99	*256	4.0	7.9	100	784	3.7	24.0	93	815	4.3	25.0	106
ABC DIRECTION	2316	1329	2.9	57.4	100	*185	2.9	8.0	102	669	3.2	28.9	112	475	2.5	20.5	87
ABC ENTERTAINMENT	4834	2832	6.1	58.6	102	424	6.7	8.8	112	1176	5.6	24.3	94	1232	6.5	25.5	108
ABC FM	2202	1236	2.7	56.1	98	*161	2.5	7.3	93	465	2.2	21.1	82	611	3.2	27.7	118
ABC INFORMATION	5425	3425	7.4	63.1	110	570	9.0	10.5	134	1559	7.4	28.7	111	1297	6.8	23.9	101
ABC ROCK	1677	1092	2.4	65.1	114	**165	2.6	9.8	125	465	2.2	27.7	107	462	2.4	27.5	117
CBS	4430	2910	6.3	65.7	115	344	5.4	7.8	99	1327	6.3	30.0	116	1239	6.5	28.0	119
MUTUAL	4992	3040	6.5	60.9	106	444	7.0	8.9	113	1421	6.8	28.5	110	1175	6.2	23.5	100
NBC	4679	3078	6.6	65.8	115	327	5.1	7.0	89	1531	7.3	32.7	126	1220	6.4	26.1	111
RADIORADIO	1994	1182	2.5	59.3	103	**138	2.2	6.9	88	517	2.5	25.9	100	527	2.8	26.4	112
RKO ONE	2298	1141	2.5	49.7	87	*228	3.6	9.9	126	504	2.4	21.9	85	408	2.1	17.8	75
RKO TWO	3311	1797	3.9	54.3	95	*201	3.2	6.1	77	741	3.5	22.4	86	854	4.5	25.8	109
THE SOURCE	2114	1139	2.5	53.9	94	*172	2.7	8.1	104	464	2.2	21.9	85	503	2.6	23.8	101
NON-WIRED : BLAIR	8654	5230	11.3	60.4	105	785	12.3	9.1	115	2436	11.6	28.1	109	2009	10.5	23.2	98
INTERNET	12025	7117	15.3	59.2	103	1086	17.1	9.0	115	3001	14.3	25.0	96	3030	15.9	25.2	107
KATZ RADIO GROUP	15359	9259	19.9	60.3	105	1051	16.5	6.8	87	4126	19.7	26.9	104	4083	21.4	26.6	113
SUPERNET	10628	6384	13.8	60.1	105	832	13.1	7.8	100	2948	14.1	27.7	107	2603	13.6	24.5	104
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	4466	9.6	51.6	90	611	9.6	7.1	90	2137	10.2	24.7	95	1719	9.0	19.9	84
MKDAY 9:00 AM - 1:00 PM	12163	6272	13.5	51.6	90	905	14.2	7.4	95	2833	13.5	23.3	90	2534	13.3	20.8	88
MKDAY 1:00 PM - 4:30 PM	16150	8556	18.4	53.0	92	1270	20.0	7.9	100	3751	17.9	23.2	90	3536	18.5	21.9	93
MKDAY 4:30 PM - 7:30 PM	22463	11919	25.7	53.1	93	1599	25.1	7.1	91	5531	26.4	24.6	95	4789	25.1	21.3	90
MKDAY 7:30 PM - 8:00 PM	31795	17479	37.6	55.0	96	2271	35.7	7.1	91	8126	38.8	25.6	99	7082	37.1	22.3	94
MKDAY 11:00 PM - 11:30 PM	23977	14071	30.3	58.7	102	2098	33.0	8.8	111	6676	31.8	27.8	108	5296	27.7	22.1	94
MKDAY 11:30 PM - 1:00 AM	7703	4577	9.9	59.4	104	681	10.7	8.8	113	2164	10.3	28.1	108	1733	9.1	22.5	95
M-SAT 8-11 PM+SUN 7-11 PM	33800	19434	41.9	57.5	100	2527	39.7	7.5	95	9023	43.0	26.7	103	7884	41.3	23.3	99
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	3410	7.3	52.2	91	535	8.4	8.2	104	1636	7.8	25.0	97	1239	6.5	19.0	80
ANOTHER WORLD N	4620	2305	5.0	49.9	87	355	5.6	7.7	98	886	4.2	19.2	74	1064	5.6	23.0	98
AS THE WORLD TURNS C	5614	2870	6.2	51.1	89	440	6.9	7.8	100	1104	5.3	19.7	76	1326	6.9	23.6	100
CAPITOL C	3396	1671	3.6	49.2	86	257	4.0	7.6	96	656	3.1	19.3	75	758	4.0	22.3	95
CBS MORN. NEWS 1 C	1446	694	1.5	48.0	84	115	1.8	8.0	101	373	1.8	25.8	100	205	1.1	14.2	60
CBS MORN. NEWS 2 C	1207	605	1.3	50.1	87	*59	0.9	4.9	62	336	1.6	27.8	108	211	1.1	17.5	74
DAYS OF OUR LIVES N	5877	3422	7.4	58.2	102	517	8.1	8.8	112	1434	6.8	24.4	94	1471	7.7	25.0	106
FACTS OF LIFE - DAYTIME N	2290	1041	2.2	45.5	79	177	2.8	7.7	98	446	2.1	19.5	75	418	2.2	18.3	77
FAMILY FEUD A	3023	1543	3.3	51.0	89	223	3.5	7.4	94	702	3.3	23.2	90	618	3.2	20.4	87
GENERAL HOSPITAL A	6097	3342	7.2	54.8	96	523	8.2	8.6	109	1572	7.5	25.8	100	1247	6.5	20.5	87
GOOD MORNING, AMERICA-730 A	3515	1864	4.0	53.0	93	338	5.3	9.6	122	807	3.8	23.0	89	718	3.8	20.4	87
GOOD MORNING, AMERICA-830 A	2818	1683	3.6	59.7	104	266	4.2	9.4	120	837	4.0	29.7	115	580	3.0	20.6	87
GUIDING LIGHT C	5339	2722	5.9	51.0	89	357	5.6	6.7	85	1091	5.2	20.4	79	1273	6.7	23.8	101
ONE LIFE TO LIVE A	4478	2456	5.3	54.8	96	395	6.2	8.8	112	1093	5.2	24.4	94	967	5.1	21.6	92
PRESS YOUR LUCK C	2244	1177	2.5	52.5	91	167	2.6	7.4	95	552	2.6	24.6	95	458	2.4	20.4	87
PRICE IS RIGHT 1 C	4348	2147	4.6	49.4	86	296	4.7	6.8	87	931	4.4	21.4	83	920	4.8	21.2	90
PRICE IS RIGHT 2 C	5014	2545	5.5	50.8	89	344	5.4	6.9	87	1113	5.3	22.2	86	1088	5.7	21.7	92
RYAN'S HOPE A	3150	1544	3.3	49.0	86	220	3.5	7.0	89	778	3.7	24.7	95	546	2.9	17.3	74
SALE OF THE CENTURY N	2695	1186	2.6	44.0	77	173	2.7	6.4	82	578	2.8	21.4	83	435	2.3	16.1	68
SEARCH FOR TOMORROW N	2319	1175	2.5	50.7	88	*147	2.3	6.3	81	451	2.2	19.4	75	577	3.0	24.9	106
TODAY SHOW 1 N	2693	1392	3.0	51.7	90	180	2.8	6.7	85	629	3.0	23.4	90	583	3.1	21.6	92
TODAY SHOW 2 N	2498	1247	2.7	49.9	87	175	2.8	7.0	89	576	2.7	23.1	89	497	2.6	19.9	84
$25,000 PYRAMID C	2753	1316	2.8	47.8	83	217	3.4	7.9	100	681	3.2	24.7	96	418	2.2	15.2	64
WHEEL OF FORTUNE N	4388	2180	4.7	49.7	87	287	4.5	6.5	83	1145	5.5	26.1	101	748	3.9	17.0	72
YOUNG AND THE RESTLESS C	5695	2887	6.2	50.7	88	403	6.3	7.1	90	1127	5.4	19.8	76	1357	7.1	23.8	101
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	1058	2.3	60.1	105	145	2.3	8.2	105	549	2.6	31.2	120	364	1.9	20.7	88
NBA PLAYOFF GAME -1 C	1136	523	1.1	46.0	80	*49	0.8	4.3	55	333	1.6	29.3	113	141	0.7	12.4	53
NBC MAJOR LEAGUE PRE-GAME N	953	482	1.0	50.6	88	**81	1.3	8.5	108	*203	1.0	21.3	82	*197	1.0	20.7	88
SPORTSWORLD - SUN N	1233	803	1.7	65.1	114	*82	1.3	6.7	85	368	1.8	29.8	115	353	1.8	28.6	121
SUNDAY MORNING C	1611	880	1.9	54.6	95	*91	1.4	5.6	72	418	2.0	25.9	100	370	1.9	23.0	97

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BAKING CHIPS & PIECES: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0019
P-19

		TOTAL U.S. '000	ALL USERS A '000	B % DOWN	C % ACROSS	D INDX	HEAVY USERS THREE OR MORE A '000	B % DOWN	C % ACROSS	D INDX	MEDIUM USERS ONE-TWO A '000	B % DOWN	C % ACROSS	D INDX	LIGHT USERS LESS THAN ONE A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	46425	100.0	57.3	100	6362	100.0	7.9	100	20970	100.0	25.9	100	19093	100.0	23.6	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	13822	29.8	53.0	93	1836	28.9	7.0	90	6533	31.2	25.1	97	5453	28.6	20.9	89
NETWORK AFFILIATES - LATE		20261	11836	25.5	58.4	102	1790	28.1	8.8	112	5520	26.3	27.2	105	4527	23.7	22.3	95
INDEPENDENTS - LATE		2076	1265	2.7	60.9	106	146	2.3	7.0	90	635	3.0	30.6	118	484	2.5	23.3	99
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	5693	12.3	54.5	95	641	10.1	6.1	78	2708	12.9	25.9	100	2343	12.3	22.4	95
ABC MONDAY NIGHT MOVIE	A	6412	3835	8.3	59.8	104	510	8.0	8.0	101	1751	8.4	27.3	105	1573	8.2	24.5	104
ABC SUNDAY NIGHT MOVIE	A	12407	7209	15.5	58.1	101	888	14.0	7.2	91	3305	15.8	26.6	103	3016	15.8	24.3	103
ABC WORLD NEWS TONIGHT	A	6176	3281	7.1	53.1	93	430	6.8	7.0	89	1492	7.1	24.2	93	1360	7.1	22.0	93
AFTERMASH	C	5863	3267	7.0	55.7	97	345	5.4	5.9	75	1591	7.6	27.1	105	1331	7.0	22.7	96
ALICE	C	9594	5449	11.7	56.8	99	631	9.9	6.6	84	2576	12.3	26.9	104	2242	11.7	23.4	99
AMERICAN PARADE	C	6622	3653	7.9	55.2	96	502	7.9	7.6	97	1765	8.4	26.7	103	1386	7.3	20.9	89
BENSON	A	10886	6051	13.0	55.6	97	791	12.4	7.3	92	2746	13.1	25.2	97	2514	13.2	23.1	98
BLUE THUNDER	A	5036	2872	6.2	57.0	99	416	6.5	8.3	105	1252	6.0	24.9	96	1204	6.3	23.9	101
CAGNEY & LACEY	C	9965	5958	12.8	59.8	104	758	11.9	7.6	97	2879	13.7	28.9	112	2321	12.2	23.3	99
CBS EVENING NEWS-DEAN	C	3491	1816	3.9	52.0	91	270	4.2	7.7	98	914	4.4	26.2	101	632	3.3	18.1	77
CBS EVENING NEWS-RATHER	C	7123	3888	8.4	54.6	95	561	8.8	7.9	100	1912	9.1	26.8	104	1414	7.4	19.9	84
CBS SAT. NEWS-SCHIEFFER	C	3621	1756	3.8	48.5	85	243	3.8	6.7	85	799	3.8	22.1	85	715	3.7	19.7	84
CBS SATURDAY NIGHT MOVIE	C	5436	3319	7.1	61.1	107	606	9.5	11.1	142	1339	6.4	24.6	95	1373	7.2	25.3	107
CBS WEDNESDAY NIGHT MOVIE	C	6100	3389	7.3	55.6	97	340	5.3	5.6	71	1677	8.0	27.5	106	1372	7.2	22.5	95
CHEERS	N	8889	5393	11.6	60.7	106	841	13.2	9.5	120	2335	11.1	26.3	101	2216	11.6	24.9	106
DALLAS	C	22109	12740	27.4	57.6	101	1683	26.5	7.6	97	6115	29.2	27.7	107	4942	25.9	22.4	95
DIFF'RENT STROKES	N	6940	3807	8.2	54.9	96	419	6.6	6.0	77	1861	8.9	26.8	104	1527	8.0	22.0	93
DOUBLE TROUBLE	N	7223	4359	9.4	60.3	105	790	12.4	10.9	139	2042	9.7	28.3	109	1526	8.0	21.1	90
DUCK FACTORY	N	5595	3309	7.1	59.1	103	481	7.6	8.6	109	1437	6.9	25.7	99	1391	7.3	24.9	105
DUKES OF HAZZARD	C	5768	3218	6.9	55.8	97	459	7.2	8.0	101	1458	7.0	25.3	98	1301	6.8	22.6	96
DYNASTY	A	20053	11194	24.1	55.8	97	1559	24.5	7.8	99	5077	24.2	25.3	98	4558	23.9	22.7	96
FACTS OF LIFE	N	8087	4778	10.3	59.1	103	686	10.8	8.5	108	2259	10.8	27.9	108	1833	9.6	22.7	96
FALCON CREST	C	20046	11565	24.9	57.7	101	1639	25.8	8.2	104	5437	25.9	27.1	105	4489	23.5	22.4	95
FALL GUY	A	9084	4989	10.7	54.9	96	678	10.7	7.5	95	2250	10.7	24.8	96	2060	10.8	22.7	96
FAMILY TIES	N	7964	4579	9.9	57.5	100	703	11.0	8.8	112	2325	11.1	29.2	113	1551	8.1	19.5	83
FANTASY ISLAND	A	7687	4047	8.7	52.6	92	548	8.6	7.1	91	1808	8.6	23.5	91	1692	8.9	22.0	93
FOULUPS,BLEEPS & BLUNDERS	A	8861	5298	11.4	59.8	104	735	11.6	8.3	106	2570	12.3	29.0	112	1993	10.4	22.5	95
FOUR SEASONS	C	5095	2848	6.1	55.9	98	*256	4.0	5.0	64	1376	6.6	27.0	104	1216	6.4	23.9	101
GIMME A BREAK	N	8838	4690	10.1	53.1	93	699	11.0	7.9	101	2396	11.4	27.1	105	1595	8.4	18.0	77
HART TO HART	A	8978	5194	11.2	57.9	101	833	13.1	9.3	118	2181	10.4	24.3	94	2179	11.4	24.3	103
HILL STREET BLUES	N	8590	5317	11.5	61.9	108	870	13.7	10.1	129	2369	11.3	27.6	107	2079	10.9	24.2	103
HOTEL	A	14085	8157	17.6	57.9	101	1224	19.2	8.7	111	3772	18.0	26.8	103	3161	16.6	22.4	95
JEFFERSONS	C	9360	5090	11.0	54.4	95	639	10.0	6.8	87	2463	11.7	26.3	102	1989	10.4	21.3	90
JENNIFER SLEPT HERE	N	5841	3252	7.0	55.7	97	344	5.4	5.9	75	1557	7.4	26.7	103	1351	7.1	23.1	98
KATE & ALLIE	C	9206	5505	11.9	59.8	104	669	10.5	7.3	93	2682	12.8	29.1	113	2154	11.3	23.4	99
KNIGHT RIDER	N	7076	3818	8.2	54.0	94	449	7.1	6.3	81	1778	8.5	25.1	97	1590	8.3	22.5	95
LOVE BOAT	A	12219	6502	14.0	53.2	93	776	12.2	6.4	81	3022	14.4	24.7	96	2704	14.2	22.1	94
MAGNUM PI	C	11199	6333	13.6	56.5	99	798	12.5	7.1	91	2730	13.0	24.4	94	2805	14.7	25.0	106
MAMA'S FAMILY	N	6057	3549	7.6	58.6	102	419	6.6	6.9	88	1727	8.2	28.5	110	1402	7.3	23.1	98
MASTER, THE	N	3598	1933	4.2	53.7	94	256	4.0	7.1	91	901	4.3	25.0	97	776	4.1	21.6	91
MATT HOUSTON	A	6344	3705	8.0	58.4	102	444	7.0	7.0	89	1719	8.2	27.1	105	1541	8.1	24.3	103
NBC MONDAY NIGHT MOVIE	N	11994	6781	14.6	56.5	99	913	14.4	7.6	97	3161	15.1	26.4	102	2708	14.2	22.6	96
NBC NIGHTLY NEWS	N	5132	2595	5.6	50.6	88	276	4.3	5.4	68	1133	5.4	22.1	85	1185	6.2	23.1	98
NBC NIGHTLY NEWS-SAT	N	3375	1793	3.9	53.1	93	259	4.1	7.7	98	784	3.7	23.2	90	751	3.9	22.3	94
NBC NIGHTLY NEWS-SUN	N	3130	1619	3.5	51.7	90	*209	3.3	6.7	85	745	3.6	23.8	92	665	3.5	21.2	90
NBC SUNDAY NIGHT MOVIE	N	8284	4525	9.7	54.6	95	626	9.8	7.6	96	2147	10.2	25.9	100	1752	9.2	21.1	90
NEWHART	C	9240	5692	12.3	61.6	107	702	11.0	7.6	97	2768	13.2	30.0	116	2222	11.6	24.0	102
ONE DAY AT A TIME	C	7288	4246	9.1	58.3	102	550	8.6	7.5	96	1938	9.2	26.6	103	1758	9.2	24.1	102
PEOPLE ARE FUNNY	N	4855	2895	6.2	59.6	104	362	5.7	7.5	95	1407	6.7	29.0	112	1127	5.9	23.2	98
REAL PEOPLE	N	8869	4963	10.7	56.0	98	528	8.3	6.0	76	2406	11.5	27.1	105	2029	10.6	22.9	97
REMINGTON STEELE	N	7743	4333	9.3	56.0	98	540	8.5	7.0	89	1981	9.4	25.6	99	1812	9.5	23.4	99
RIPLEY'S BELIEVE IT - NOT	A	5345	3247	7.0	60.7	106	426	6.7	8.0	101	1472	7.0	27.5	106	1349	7.1	25.2	107
RIPTIDE	N	6988	3904	8.4	55.9	97	473	7.4	6.8	86	1736	8.3	24.8	96	1695	8.9	24.3	103
SCARECROW & MRS. KING	C	10002	5299	11.4	53.0	92	722	11.3	7.2	92	2426	11.6	24.3	94	2151	11.3	21.5	91
SIMON & SIMON	C	10638	6060	13.1	57.0	99	720	11.3	6.8	86	2860	13.6	26.9	104	2480	13.0	23.3	99
60 MINUTES	C	13293	7392	15.9	55.6	97	1017	16.0	7.7	97	3538	16.9	26.6	103	2837	14.9	21.3	91
ST. ELSEWHERE	N	7017	4250	9.2	60.6	106	682	10.7	9.7	124	1912	9.1	27.2	105	1656	8.7	23.6	100
THREE'S COMPANY	A	10917	6465	13.9	59.2	103	944	14.8	8.6	110	2931	14.0	26.8	104	2590	13.6	23.7	101
T.J. HOOKER	A	9204	4940	10.6	53.7	94	583	9.2	6.3	81	2320	11.1	25.2	97	2037	10.7	22.1	94
TONIGHT SHOW	N	2372	1461	3.1	61.6	107	235	3.7	9.9	126	702	3.3	29.6	114	524	2.7	22.1	94
TRAPPER JOHN, M.D.	C	9846	5441	11.7	55.3	96	675	10.6	6.9	87	2534	12.1	25.7	99	2232	11.7	22.7	96
TV BLOOPERS & PRAC. JOKES	N	9105	5418	11.7	59.5	104	684	10.8	7.5	96	2550	12.2	28.0	108	2184	11.4	24.0	102
20/20	A	9387	5842	12.6	62.2	109	782	12.3	8.3	106	2786	13.3	29.7	115	2274	11.9	24.2	103
WEBSTER	A	11067	6164	13.3	55.7	97	817	12.8	7.4	94	2681	12.8	24.2	94	2666	14.0	24.1	102
WORLD NEWS - SUN	A	3062	1681	3.6	54.9	96	*183	2.9	6.0	76	790	3.8	25.8	100	708	3.7	23.1	98
YELLOW ROSE	N	4978	2842	6.1	57.1	100	370	5.8	7.4	95	1249	6.0	25.1	97	1223	6.4	24.6	104
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	5907	12.7	66.5	116	784	12.3	8.8	112	3001	14.3	33.8	131	2123	11.1	23.9	101
BASKETBALL - COLLEGE GAMES		4080	2722	5.9	66.7	116	*392	6.2	9.6	122	1251	6.0	30.7	118	1079	5.7	26.4	112
BASKETBALL - PRO GAMES		3607	2096	4.5	58.1	101	*417	6.6	11.6	147	923	4.4	25.6	99	756	4.0	21.0	89
BOWLING		3883	2537	5.5	65.3	114	*438	6.9	11.3	144	1265	6.0	32.6	126	834	4.4	21.5	91
BOXING		3928	2015	4.3	51.3	89	*252	4.0	6.4	82	899	4.3	22.9	88	864	4.5	22.0	93
FOOTBALL - COLLEGE GAMES		6366	4161	9.0	65.4	114	591	9.3	9.3	118	2015	9.6	31.7	122	1556	8.1	24.4	104
FOOTBALL - PRO GAMES		11300	7826	16.9	69.3	121	1121	17.6	9.9	126	3709	17.7	32.8	127	2996	15.7	26.5	112
GOLF		3378	2480	5.3	73.4	128	*453	7.1	13.4	171	1241	5.9	36.7	142	786	4.1	23.3	99
POST-SEASON COLL. FOOTBALL		4906	3341	7.2	68.1	119	*486	7.6	9.9	126	1629	7.8	33.2	128	1226	6.4	25.0	106
POST-SEASON PRO FOOTBALL		6120	4316	9.3	70.5	123	647	10.2	10.6	135	2205	10.5	36.0	139	1463	7.7	23.9	101
TENNIS		3033	1860	4.0	61.3	107	*317	5.0	10.5	133	952	4.5	31.4	121	591	3.1	19.5	83
WRESTLING - PROFESSIONAL		3344	1666	3.6	49.8	87	*368	5.8	11.0	140	714	3.4	21.4	82	*584	3.1	17.5	74

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
-NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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BAKING CHIPS & PIECES - FLAVORS
(FEMALE HOMEMAKERS)

0020
P-19

	TOTAL U.S. '000	SEMI-SWEET CHOCOLATE A '000	B % DOWN	C % ACROSS	D INDX	MILK CHOCOLATE A '000	B % DOWN	C % ACROSS	D INDX	BUTTER SCOTCH A '000	B % DOWN	C % ACROSS	D INDX	PEANUT BUTTER A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	40901	100.0	50.5	100	12286	100.0	15.2	100	11338	100.0	14.0	100	11319	100.0	14.0	100
18 - 24	9282	4062	9.9	43.8	87	1532	12.5	16.5	109	978	8.6	10.5	75	1233	10.9	13.3	95
25 - 34	19072	10624	26.0	55.7	110	3347	27.2	17.5	116	2578	22.7	13.5	97	2667	23.6	14.0	100
35 - 44	14591	8566	20.9	58.7	116	2244	18.3	15.4	101	1999	17.6	13.7	98	2477	21.9	17.0	121
45 - 54	11345	6242	15.3	55.0	109	2036	16.6	17.9	118	1759	15.5	15.5	111	1856	16.4	16.4	117
55 - 64	11635	5811	14.2	49.9	99	1454	11.8	12.5	82	2029	17.9	17.4	125	1489	13.2	12.8	92
65 OR OLDER	15061	5596	13.7	37.2	74	1673	13.6	11.1	73	1995	17.6	13.2	95	1597	14.1	10.6	76
18 - 34	28354	14686	35.9	51.8	103	4879	39.7	17.2	113	3555	31.4	12.5	90	3900	34.5	13.8	98
18 - 49	48339	26442	64.6	54.7	108	8198	66.7	17.0	112	6495	57.3	13.4	96	7242	64.0	15.0	107
25 - 54	45008	25432	62.2	56.5	112	7627	62.1	16.9	112	6335	55.9	14.1	101	7000	61.8	15.6	111
35 - 49	19985	11757	28.7	58.8	116	3319	27.0	16.6	109	2940	25.9	14.7	105	3342	29.5	16.7	120
50 OR OLDER	32647	14459	35.4	44.3	88	4089	33.3	12.5	83	4843	42.7	14.8	106	4077	36.0	12.5	89
GRADUATED COLLEGE	11155	6642	16.2	59.5	118	1990	16.2	17.8	118	1846	16.3	16.5	118	1459	12.9	13.1	94
ATTENDED COLLEGE	13682	8557	20.9	62.5	124	2419	19.7	17.7	117	2353	20.8	17.2	123	2238	19.8	16.4	117
GRADUATED HIGH SCHOOL	33880	18137	44.3	53.5	106	5285	43.0	15.6	103	4950	43.7	14.6	104	4989	44.1	14.7	105
DID NOT GRADUATE HIGH SCHOOL	22270	7566	18.5	34.0	67	2592	21.1	11.6	77	2188	19.3	9.8	70	2633	23.3	11.8	85
EMPLOYED	40306	22431	54.8	55.7	110	6344	51.6	15.7	104	6143	54.2	15.2	109	5608	49.5	13.9	100
EMPLOYED FULL-TIME	32850	18009	44.0	54.8	109	4983	40.6	15.2	100	5110	45.1	15.6	111	4460	39.4	13.6	97
EMPLOYED PART-TIME	7456	4423	10.8	59.3	117	1361	11.1	18.3	120	1033	9.1	13.9	99	1148	10.1	15.4	110
NOT EMPLOYED	40680	18470	45.2	45.4	90	5942	48.4	14.6	96	5195	45.8	12.8	91	5711	50.5	14.0	100
PROFESSIONAL/MANAGER	10392	6214	15.2	59.8	118	1750	14.2	16.8	111	1687	14.9	16.2	116	1335	11.8	12.8	92
TECH/CLERICAL/SALES	17574	10310	25.2	58.7	116	2733	22.2	15.6	103	2686	23.7	15.3	109	2642	23.3	15.0	108
PRECISION/CRAFT	985	*519	1.3	52.7	104	**170	1.4	17.3	114	**96	0.8	9.7	70	**76	0.7	7.7	55
OTHER EMPLOYED	11354	5389	13.2	47.5	94	1691	13.8	14.9	98	1675	14.8	14.8	105	1554	13.7	13.7	98
SINGLE	9863	3845	9.4	39.0	77	1328	10.8	13.5	89	1011	8.9	10.3	73	1011	8.9	10.3	73
MARRIED	51375	29338	71.7	57.1	113	8602	70.0	16.7	110	7916	69.8	15.4	110	7868	69.5	15.3	110
DIVORCED/SEPARATED/WIDOWED	19748	7718	18.9	39.1	77	2356	19.2	11.9	79	2410	21.3	12.2	87	2440	21.6	12.4	88
PARENTS	32590	18773	45.9	57.6	114	5565	45.3	17.1	113	4428	39.1	13.6	97	5367	47.4	16.5	118
WHITE	70416	38190	93.4	54.2	107	11328	92.2	16.1	106	10671	94.1	15.2	108	10401	91.9	14.8	106
BLACK	8778	2042	5.0	23.3	46	746	6.1	8.5	56	614	5.4	7.0	50	705	6.2	8.0	57
OTHER	1791	*670	1.6	37.4	74	**212	1.7	11.8	78	**53	0.5	3.0	21	**213	1.9	11.9	85
NORTHEAST-CENSUS	17786	8856	21.7	49.8	99	1963	16.0	11.0	73	1668	14.7	9.4	67	2261	20.0	12.7	91
NORTH CENTRAL	20741	13071	32.0	63.0	125	4302	35.0	20.7	137	4592	40.5	22.1	158	3833	33.9	18.5	132
SOUTH	27775	11053	27.0	39.8	79	3340	27.2	12.0	79	3229	28.5	11.6	83	2941	26.0	10.6	76
WEST	14683	7921	19.4	53.9	107	2681	21.8	18.3	120	1850	16.3	12.6	90	2284	20.2	15.6	111
NORTHEAST-MKTG.	17961	8421	20.6	46.9	93	1825	14.9	10.2	67	1730	15.3	9.6	69	1963	17.3	10.9	78
EAST CENTRAL	11885	6625	16.2	55.7	110	1786	14.5	15.0	99	2114	18.6	17.8	127	2269	20.0	19.1	137
WEST CENTRAL	14090	9230	22.6	65.5	130	3426	27.9	24.3	160	3292	29.0	23.4	167	2602	23.0	18.5	132
SOUTH	24081	9800	24.0	40.7	81	2974	24.2	12.3	81	2713	23.9	11.3	80	2554	22.6	10.6	76
PACIFIC	12969	6826	16.7	52.6	104	2276	18.5	17.5	116	1487	13.1	11.5	82	1931	17.1	14.9	107
COUNTY SIZE A	32439	15172	37.1	46.8	93	4105	33.4	12.7	83	3534	31.2	10.9	78	3771	33.3	11.6	83
COUNTY SIZE B	24915	13298	32.5	53.4	106	3832	31.2	15.4	101	3540	31.2	14.2	101	3651	32.3	14.7	105
COUNTY SIZE C	12930	7125	17.4	55.1	109	2111	17.2	16.3	108	2089	18.4	16.2	115	2072	18.3	16.0	115
COUNTY SIZE D	10703	5306	13.0	49.6	98	2238	18.2	20.9	138	2175	19.2	20.3	145	1824	16.1	17.0	122
METRO CENTRAL CITY	24518	10613	25.9	43.3	86	3159	25.7	12.9	85	2940	25.9	12.0	86	2706	23.9	11.0	79
METRO SUBURBAN	35919	19748	48.3	55.0	109	5284	43.0	14.7	97	4712	41.6	13.1	94	5201	45.9	14.5	104
NON METRO	20549	10540	25.8	51.3	102	3844	31.3	18.7	123	3685	32.5	17.9	128	3412	30.1	16.6	119
TOP 5 ADI'S	18341	8317	20.3	45.3	90	2166	17.6	11.8	78	1497	13.2	8.2	58	1975	17.4	10.8	77
TOP 10 ADI'S	25378	11858	29.0	46.7	93	2833	23.1	11.2	74	2455	21.7	9.7	69	2683	23.7	10.6	76
TOP 20 ADI'S	36488	17639	43.1	48.3	96	4825	39.3	13.2	87	4310	38.0	11.8	84	4541	40.1	12.4	89
HSHLD INC. $50,000 OR MORE	6612	4617	11.3	69.8	138	1229	10.0	18.6	123	1253	11.1	19.0	135	1044	9.2	15.8	113
$40,000 OR MORE	12659	8242	20.2	65.1	129	2345	19.1	18.5	122	2256	19.9	17.8	127	1977	17.5	15.6	112
$30,000 OR MORE	24698	15788	38.6	63.9	127	4485	36.5	18.2	120	4385	38.7	17.8	127	4124	36.4	16.7	119
$25,000 OR MORE	32077	20322	49.7	63.4	125	5797	47.2	18.1	119	5716	50.4	17.8	127	5240	46.3	16.3	117
$20,000 - $24,999	9144	5359	13.1	58.6	116	1629	13.3	17.8	117	1203	10.6	13.2	94	1301	11.5	14.2	102
$15,000 - $19,999	8728	4119	10.1	47.2	93	1300	10.6	14.9	98	1174	10.4	13.5	96	1124	9.9	12.9	92
$10,000 - $14,999	12562	5583	13.7	44.4	88	1625	13.2	12.9	85	1708	15.1	13.6	97	1786	15.8	14.2	102
UNDER $10,000	18475	5518	13.5	29.9	59	1935	15.7	10.5	69	1537	13.6	8.3	59	1868	16.5	10.1	72
HOUSEHOLD OF 1 PERSON	11987	4496	11.0	37.5	74	1385	11.3	11.6	76	1282	11.3	10.7	76	1103	9.7	9.2	66
2 PEOPLE	26577	12540	30.7	47.2	93	3865	31.5	14.5	96	3929	34.7	14.8	106	3555	31.4	13.4	96
3 OR 4 PEOPLE	30617	17324	42.4	56.6	112	4918	40.0	16.1	106	4497	39.7	14.7	105	4286	37.9	14.0	100
5 OR MORE PEOPLE	11804	6541	16.0	55.4	110	2118	17.2	17.9	118	1630	14.4	13.8	99	2376	21.0	20.1	144
NO CHILD IN HSHLD	46165	21157	51.7	45.8	91	6386	52.0	13.8	91	6736	59.4	14.6	104	5589	49.4	12.1	87
CHILD(REN) UNDER 2 YRS	5325	2986	7.3	56.1	111	1060	8.6	19.9	131	761	6.7	14.3	102	830	7.3	15.6	112
2 - 5 YEARS	14221	7366	18.0	51.8	103	2441	19.9	17.2	113	1721	15.2	12.1	86	2249	19.9	15.8	113
6 - 11 YEARS	15117	8688	21.2	57.5	114	2420	19.7	16.0	106	2020	17.8	13.4	95	2509	22.2	16.6	119
12 - 17 YEARS	16611	9664	23.6	58.2	115	2710	22.1	16.3	108	2163	19.1	13.0	93	2888	25.5	17.4	124
RESIDENCE OWNED	55884	31730	77.6	56.8	112	9226	75.1	16.5	109	9279	81.8	16.6	119	8777	77.5	15.7	112
VALUE: $50,000 OR MORE	31744	19746	48.3	62.2	123	5557	45.2	17.5	115	5836	51.5	18.4	131	5252	46.4	16.5	118
VALUE: UNDER $50,000	24140	11984	29.3	49.6	98	3669	29.9	15.2	100	3444	30.4	14.3	102	3526	31.2	14.6	105

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BAKING CHIPS & PIECES - FLAVORS
(FEMALE HOMEMAKERS)

DOZI
P-19

		TOTAL U.S. '000	SEMI-SWEET CHOCOLATE A '000	B % DOWN	C % ACROSS	D INDX	MILK CHOCOLATE A '000	B % DOWN	C % ACROSS	D INDX	BUTTER SCOTCH A '000	B % DOWN	C % ACROSS	D INDX	PEANUT BUTTER A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	40901	100.0	50.5	100	12286	100.0	15.2	100	11338	100.0	14.0	100	11319	100.0	14.0	100
MAGAZINES	QUINTILE 1	15799	9361	22.9	59.3	117	2905	23.6	18.4	121	2364	20.9	15.0	107	2474	21.9	15.7	112
	QUINTILE 2	17259	9895	24.2	57.3	114	3125	25.4	18.1	119	3017	26.6	17.5	125	2871	25.4	16.6	119
	QUINTILE 3	13545	7290	17.8	53.8	107	1994	16.2	14.7	97	1777	15.7	13.1	94	1713	15.1	12.6	90
	QUINTILE 4	15133	7389	18.1	48.8	97	1999	16.3	13.2	87	2005	17.7	13.2	95	1678	14.8	11.1	79
	QUINTILE 5	19250	6967	17.0	36.2	72	2264	18.4	11.8	78	2174	19.2	11.3	81	2584	22.8	13.4	96
NEWSPAPERS	QUINTILE 1	12413	7015	17.2	56.5	112	1938	15.8	15.6	103	1996	17.6	16.1	115	1811	16.0	14.6	104
	QUINTILE 2	24116	13622	33.3	56.5	112	3873	31.5	16.1	106	3835	33.8	15.9	114	3542	31.3	14.7	105
	QUINTILE 3	11261	5517	13.5	49.0	97	1751	14.3	15.5	102	1495	13.2	13.3	95	1334	11.8	11.8	85
	QUINTILE 4	20255	10187	24.9	50.3	100	3118	25.4	15.4	101	2705	23.9	13.4	95	3086	27.3	15.2	109
	QUINTILE 5	12940	4559	11.1	35.2	70	1606	13.1	12.4	82	1307	11.5	10.1	72	1547	13.7	12.0	86
OUTDOOR	QUINTILE 1	14852	7899	19.3	53.2	105	2455	20.0	16.5	109	2048	18.1	13.8	98	2036	18.0	13.7	98
	QUINTILE 2	15725	8093	19.8	51.5	102	2631	21.4	16.7	110	2443	21.5	15.5	111	2146	19.0	13.6	98
	QUINTILE 3	16330	8563	20.9	52.4	104	2426	19.7	14.9	98	2116	18.7	13.0	93	2345	20.7	14.4	103
	QUINTILE 4	16744	8308	20.3	49.6	98	2441	19.9	14.6	96	2435	21.5	14.5	104	2439	21.5	14.6	104
	QUINTILE 5	17334	8039	19.7	46.4	92	2333	19.0	13.5	89	2296	20.3	13.2	95	2353	20.8	13.6	97
RADIO-DRIVE TIME	QUINTILE 1	15911	8706	21.3	54.7	108	2493	20.3	15.7	103	2400	21.2	15.1	108	2510	22.2	15.8	113
	QUINTILE 2	14837	7516	18.4	50.7	100	2255	18.4	15.2	100	2207	19.5	14.9	106	2043	18.0	13.8	99
	QUINTILE 3	15339	7696	18.8	50.2	99	2414	19.6	15.7	104	2297	20.3	15.0	107	2386	21.1	15.6	111
	QUINTILE 4	16723	8755	21.4	52.4	104	2734	22.3	16.3	108	2353	20.8	14.1	101	2079	18.4	12.4	89
	QUINTILE 5	18176	8229	20.1	45.3	90	2390	19.5	13.1	87	2081	18.4	11.4	82	2301	20.3	12.7	91
RADIO-MID-DAY	TERCILE 1	21020	11015	26.9	52.4	104	3169	25.8	15.1	99	3070	27.1	14.6	104	3054	27.0	14.5	104
	TERCILE 2	21610	11497	28.1	53.2	105	3718	30.3	17.2	113	3295	29.1	15.2	109	3300	29.2	15.3	109
	TERCILE 3	38355	18389	45.0	47.9	95	5399	43.9	14.1	93	4973	43.9	13.0	93	4965	43.9	12.9	93
RADIO-TOTAL	QUINTILE 1	15988	8317	20.3	52.0	103	2473	20.1	15.5	102	2426	21.4	15.2	108	2506	22.1	15.7	112
	QUINTILE 2	15626	7974	19.5	51.0	101	2429	19.8	15.5	102	2256	19.9	14.4	103	2105	18.6	13.5	96
	QUINTILE 3	16723	8903	21.8	53.2	105	2564	20.9	15.3	101	2399	21.2	14.3	102	2527	22.3	15.1	108
	QUINTILE 4	16342	8563	20.9	52.4	104	2742	22.3	16.8	111	2349	20.7	14.4	103	2175	19.2	13.3	95
	QUINTILE 5	16306	7143	17.5	43.8	87	2079	16.9	12.7	84	1908	16.8	11.7	84	2006	17.7	12.3	88
TV-PRIME TIME	QUINTILE 1	15953	7566	18.5	47.4	94	2448	19.9	15.3	101	2223	19.6	13.9	100	1954	17.3	12.2	88
	QUINTILE 2	16137	8712	21.3	54.0	107	2378	19.4	14.7	97	2523	22.3	15.6	112	2488	22.0	15.4	110
	QUINTILE 3	16420	8503	20.8	51.8	103	2437	19.8	14.8	98	2423	21.4	14.8	105	2408	21.3	14.7	105
	QUINTILE 4	16687	8526	20.8	51.1	101	2621	21.3	15.7	104	2036	18.0	12.2	87	2359	20.8	14.1	101
	QUINTILE 5	15789	7594	18.6	48.1	95	2403	19.6	15.2	100	2132	18.8	13.5	96	2110	18.6	13.4	96
TV-DAYTIME	TERCILE 1	27736	12435	30.4	44.8	89	4280	34.8	15.4	102	3609	31.8	13.0	93	3867	34.2	13.9	100
	TERCILE 2	26489	14232	34.8	53.7	106	3844	31.3	14.5	96	3995	35.2	15.1	108	3938	34.8	14.9	106
	TERCILE 3	26761	14234	34.8	53.2	105	4162	33.9	15.6	103	3733	32.9	13.9	100	3513	31.0	13.1	94
TV-TOTAL	QUINTILE 1	16345	6996	17.1	42.8	85	2442	19.9	14.9	98	2192	19.3	13.4	96	2114	18.7	12.9	93
	QUINTILE 2	16447	8267	20.2	50.3	100	2357	19.2	14.3	94	2467	21.8	15.0	107	2335	20.6	14.2	102
	QUINTILE 3	15980	8667	21.2	54.2	107	2502	20.4	15.7	103	2370	20.9	14.8	106	2522	22.3	15.8	113
	QUINTILE 4	15887	8579	21.0	54.0	107	2613	21.3	16.4	108	2061	18.2	13.0	93	2228	19.7	14.0	100
	QUINTILE 5	16326	8393	20.5	51.4	102	2373	19.3	14.5	96	2247	19.8	13.8	98	2119	18.7	13.0	93
MAGAZINES-NEWSPAPERS: DUAL		20721	12639	30.9	61.0	121	3573	29.1	17.2	114	3510	31.0	16.9	121	3385	29.9	16.3	117
MAGAZINE IMPERATIVE		19186	10197	24.9	53.1	105	3412	27.8	17.8	117	2659	23.5	13.9	99	2741	24.2	14.3	102
NEWSPAPER IMPERATIVE		21895	10820	26.5	49.4	98	2964	24.1	13.5	89	3067	27.1	14.0	100	2748	24.3	12.5	90
MAGAZINES-OUTDOOR: DUAL		15451	9035	22.1	58.5	116	2976	24.2	19.3	127	2729	24.1	17.7	126	2415	21.3	15.6	112
MAGAZINE IMPERATIVE		25953	14608	35.7	56.3	111	4111	33.5	15.8	104	3780	33.3	14.6	104	4036	35.7	15.6	111
OUTDOOR IMPERATIVE		24400	11311	27.7	46.4	92	3248	26.4	13.3	88	2917	25.7	12.0	85	2957	26.1	12.1	87
MAGAZINES-RADIO: DUAL		18049	10001	24.5	55.4	110	3126	25.4	17.3	114	2855	25.2	15.8	113	2797	24.7	15.5	111
MAGAZINE IMPERATIVE		23571	13860	33.9	58.8	116	4146	33.7	17.6	116	3581	31.6	15.2	109	3584	31.7	15.2	109
RADIO IMPERATIVE		23278	10973	26.8	47.1	93	3027	24.6	13.0	86	2979	26.3	12.8	91	3004	26.5	12.9	92
MAGAZINES-TELEVISION: DUAL		15459	8472	20.7	54.8	109	2657	21.6	17.2	113	2412	21.3	15.6	111	2291	20.2	14.8	106
MAGAZINE IMPERATIVE		25829	15499	37.9	60.0	119	4483	36.5	17.4	114	3959	34.9	15.3	109	3963	35.0	15.3	110
TELEVISION IMPERATIVE		26039	11034	27.0	42.4	84	3392	27.6	13.0	86	3439	30.3	13.2	94	3412	30.1	13.1	94
NEWSPAPERS-OUTDOOR: DUAL		16605	9545	23.3	57.5	114	2595	21.1	15.6	103	2783	24.5	16.8	120	2134	18.9	12.9	92
NEWSPAPER IMPERATIVE		26834	14534	35.5	54.2	107	4113	33.5	15.3	101	4067	35.9	15.2	108	3989	35.2	14.9	106
OUTDOOR IMPERATIVE		23346	10980	26.8	47.0	93	3795	30.9	16.3	107	2855	25.2	12.2	87	3297	29.1	14.1	101
NEWSPAPERS-RADIO: DUAL		17133	9506	23.2	55.5	110	2758	22.4	16.1	106	2619	23.1	15.3	109	2421	21.4	14.1	101
NEWSPAPER IMPERATIVE		25892	14306	35.0	55.3	109	4003	32.6	15.5	102	4033	35.6	15.6	111	3622	32.0	14.0	100
RADIO IMPERATIVE		23167	11014	26.9	47.5	94	3496	28.5	15.1	99	3174	28.0	13.7	98	3451	30.5	14.9	107
NEWSPAPERS-TELEVISION: DUAL		17159	8971	21.9	52.3	104	2579	21.0	15.0	99	2839	25.0	16.5	118	2401	21.2	14.0	100
NEWSPAPER IMPERATIVE		26214	15094	36.9	57.6	114	4314	35.1	16.5	108	3934	34.7	15.0	107	3735	33.0	14.2	102
TELEVISION IMPERATIVE		23412	10132	24.8	43.3	86	3361	27.4	14.4	95	2962	26.1	12.7	90	3231	28.5	13.8	99
OUTDOOR-RADIO: DUAL		15303	8328	20.4	54.4	108	2640	21.5	17.3	114	2412	21.3	15.8	113	2286	20.2	14.9	107
OUTDOOR IMPERATIVE		24901	12780	31.2	51.3	102	3767	30.7	15.1	100	3334	29.4	13.4	96	3264	28.8	13.1	94
RADIO IMPERATIVE		24492	13383	32.7	50.5	100	3861	31.4	14.6	96	3646	32.2	13.8	98	3872	34.2	14.6	105
OUTDOOR-TELEVISION: DUAL		14794	7488	18.3	50.6	100	2322	18.9	15.7	103	2002	17.7	13.5	97	2027	17.9	13.7	98
OUTDOOR IMPERATIVE		25437	13861	33.9	54.5	108	4220	34.3	16.6	109	3663	32.3	14.4	103	3656	32.3	14.4	103
TELEVISION IMPERATIVE		27877	13173	32.2	47.3	94	4045	32.9	14.5	96	4081	36.0	14.6	105	4086	36.1	14.7	105
RADIO-TELEVISION: DUAL		15996	7861	19.2	49.1	97	2326	18.9	14.5	96	2407	21.2	15.0	107	2263	20.0	14.1	101
RADIO IMPERATIVE		25478	13949	34.1	54.7	108	4112	33.5	16.1	106	3721	32.8	14.6	104	3789	33.5	14.9	106
TELEVISION IMPERATIVE		26573	12765	31.2	48.0	95	3939	32.1	14.8	98	3642	32.1	13.7	98	3649	32.2	13.7	98

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BAKING CHIPS & PIECES - FLAVORS
(FEMALE HOMEMAKERS)

0022
P-19

	TOTAL U.S. '000	SEMI-SWEET CHOCOLATE A '000	B % DOWN	C ACROSS %	D INDX	MILK CHOCOLATE A '000	B % DOWN	C ACROSS %	D INDX	BUTTER SCOTCH A '000	B % DOWN	C ACROSS %	D INDX	PEANUT BUTTER A '000	B % DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEMAKERS	80986	40901	100.0	50.5	100	12286	100.0	15.2	100	11338	100.0	14.0	100	11319	100.0	14.0	100
ATLANTIC MONTHLY	415	222	0.5	53.5	106	**93	0.8	22.4	148	**29	0.3	7.0	50	**73	0.6	17.6	126
BARRON'S	453	*314	0.8	69.3	137	**115	0.9	25.4	167	**60	0.5	13.2	95	**87	0.8	19.2	137
BETTER HOMES & GARDENS	16256	10089	24.7	62.1	123	3201	26.1	19.7	130	2889	25.5	17.8	127	2845	25.1	17.5	125
BON APPETIT	2535	1627	4.0	64.2	127	497	4.0	19.6	129	470	4.1	18.5	132	367	3.2	14.5	104
BUSINESS WEEK	1278	630	1.5	49.3	98	*151	1.2	11.8	78	*157	1.4	12.3	88	*167	1.5	13.1	93
CAR AND DRIVER	378	*146	0.4	38.6	76	**45	0.4	11.9	78	**28	0.2	7.4	53	**36	0.3	9.5	68
CBS MAGAZINE NETHORK (GROSS)	1498	799	2.0	53.3	106	*268	2.2	17.9	118	**117	1.0	7.8	56	*177	1.6	11.8	85
CHANGING TIMES	1505	882	2.2	58.6	116	*219	1.8	14.6	96	*181	1.6	12.0	86	*205	1.8	13.6	97
COLONIAL HOMES	1231	762	1.9	61.9	123	*187	1.5	15.2	100	210	1.9	17.1	122	*171	1.5	13.9	99
CONDE NAST MAG. PKG. (GROSS)	14146	7876	19.3	55.7	110	2148	17.5	15.2	100	1783	15.7	12.6	90	2060	18.2	14.6	104
CONSUMERS DIGEST	1323	715	1.7	54.0	107	*208	1.7	15.7	104	*189	1.7	14.3	102	*214	1.9	16.2	116
COSMOPOLITAN	7102	3670	9.0	51.7	102	1054	8.6	14.8	98	906	8.0	12.8	91	959	8.5	13.5	97
COUNTRY LIVING	2481	1763	4.3	71.1	141	366	3.0	14.8	97	442	3.9	17.8	127	409	3.6	16.5	118
CUISINE	1472	853	2.1	57.9	115	*231	1.9	15.7	103	*252	2.2	17.1	122	*266	2.4	18.1	129
CYCLE WORLD	425	*253	0.6	59.5	118	**144	1.2	33.9	223	**58	0.5	13.6	97	**54	0.5	12.7	91
DCI:CREATIVE IDEAS FOR LIV	2510	1527	3.7	60.8	120	480	3.9	19.1	126	488	4.3	19.4	139	522	4.6	20.8	149
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	4026	9.8	60.1	119	1079	8.8	16.1	106	1285	11.3	19.2	137	980	8.7	14.6	105
DISCOVER	894	439	1.1	49.1	97	**86	0.7	9.6	63	*119	1.0	13.3	95	**101	0.9	11.3	81
EBONY	3507	960	2.3	27.4	54	373	3.0	10.6	70	261	2.3	7.4	53	319	2.8	9.1	65
ESQUIRE	1083	387	0.9	35.7	71	*191	1.6	17.6	116	**100	0.9	9.2	66	**120	1.1	11.1	79
ESSENCE	1830	493	1.2	26.9	53	*146	1.2	8.0	53	*134	1.2	7.3	52	*117	1.0	6.4	46
FAMILY CIRCLE	15930	9998	24.4	62.8	124	2937	23.9	18.4	122	2747	24.2	17.2	123	2802	24.8	17.6	126
THE FAMILY HANDYMAN	1126	708	1.7	62.9	125	339	2.8	30.1	198	*156	1.4	13.9	99	*272	2.4	24.2	173
FAMILY WEEKLY	11468	6512	15.9	56.8	112	2063	16.8	18.0	119	1700	15.0	14.8	106	1839	16.2	16.0	115
FIELD & STREAM	2234	1304	3.2	58.4	116	488	4.0	21.8	144	336	3.0	15.0	107	400	3.5	17.9	128
FOOD & WINE	579	242	0.6	41.8	83	**77	0.6	13.3	88	**36	0.3	6.2	44	**53	0.5	9.2	65
FORBES	728	447	1.1	61.4	122	**151	1.2	20.7	137	*123	1.1	16.9	121	**133	1.2	18.3	131
FORTUNE	906	574	1.4	63.4	125	*231	1.9	25.5	168	**112	1.0	12.4	88	**124	1.1	13.7	98
GENTLEMEN'S QUARTERLY	791	382	0.9	48.3	96	*154	1.3	19.5	128	**70	0.6	8.8	63	**92	0.8	11.6	83
GLAMOUR	5265	3031	7.4	57.6	114	875	7.1	16.6	110	712	6.3	13.5	97	831	7.3	15.8	113
GOLF DIGEST	636	459	1.1	72.2	143	**92	0.7	14.5	95	**111	1.0	17.5	125	**134	1.2	21.1	151
GOLF DIGEST/TENNIS (GROSS)	1186	772	1.9	65.1	129	*182	1.5	15.3	101	*174	1.5	14.7	105	**164	1.4	13.8	99
GOLF MAGAZINE	441	337	0.8	76.4	151	**62	0.5	14.1	93	**123	1.1	27.9	199	**130	1.1	29.5	211
GOLF MAGAZINE/SKI (GROSS)	922	587	1.4	63.7	126	**118	1.0	12.8	84	*168	1.5	18.2	130	**171	1.5	18.5	133
GOOD HOUSEKEEPING	16487	10242	25.0	62.1	123	3103	25.3	18.8	124	2869	25.3	17.4	124	2906	25.7	17.6	126
HARPER'S BAZAAR	2423	1268	3.1	52.3	104	395	3.2	16.3	107	287	2.5	11.8	85	371	3.3	15.3	110
HEALTH	1994	876	2.1	43.9	87	437	3.6	21.9	144	257	2.3	12.9	92	377	3.3	18.9	135
HEARST MAG CORP. BUY (GROSS)	44101	26460	64.7	60.0	119	7692	62.6	17.4	115	6996	61.7	15.9	113	7151	63.2	16.2	116
HEARST MAN POWER (GROSS)	1993	1285	3.1	64.5	128	436	3.5	21.9	144	374	3.3	18.8	134	460	4.1	23.1	165
HEARST WOMAN POWER (GROSS)	31274	18614	45.5	59.5	118	5565	45.3	17.8	117	5023	44.3	16.1	115	5125	45.3	16.4	117
HOUSE BEAUTIFUL	3623	2139	5.2	59.0	117	595	4.8	16.4	108	541	4.8	14.9	107	518	4.6	14.3	102
INC.	283	*159	0.4	56.2	111	**56	0.5	19.8	130	**21	0.2	7.4	53	**79	0.7	27.9	200
JET	2928	806	2.0	27.5	55	313	2.5	10.7	70	247	2.2	8.4	60	282	2.5	9.6	69
LADIES' HOME JOURNAL	11918	7232	17.7	60.7	120	2142	17.4	18.0	118	1958	17.3	16.4	117	2016	17.8	16.9	121
LHJ FAMILY GRP COMBO(GROSS)	16764	9974	24.4	59.5	118	3099	25.2	18.5	122	2744	24.2	16.4	117	3022	26.7	18.0	129
LIFE	4254	2265	5.5	53.2	105	635	5.2	14.9	98	520	4.6	12.2	87	619	5.5	14.6	104
L.A. TIMES HOME MAGAZINE	1145	598	1.5	52.2	103	*185	1.5	16.2	107	**106	0.9	9.3	66	**160	1.4	14.0	100
MADEMOISELLE	2884	1580	3.9	54.8	108	410	3.3	14.2	94	376	3.3	13.0	93	431	3.8	14.9	107
MC CALL'S	13460	8338	20.4	61.9	123	2464	20.1	18.3	121	2436	21.5	18.1	129	2327	20.6	17.3	124
MC CALL'S/WRK MOTHER (GROSS)	14606	9050	22.1	62.0	123	2763	22.5	18.9	125	2616	23.1	17.9	128	2562	22.6	17.5	126
MECHANIX ILLUSTRATED	772	396	1.0	51.3	102	*227	1.8	29.4	194	**144	1.3	18.7	133	*220	1.9	28.5	204
METROPOLITAN HOME	967	501	1.2	51.8	103	*135	1.1	14.0	92	**109	1.0	11.3	81	**72	0.6	7.4	53
MONEY	1588	909	2.2	57.2	113	*301	2.4	19.0	125	*214	1.9	13.5	96	*203	1.8	12.8	91
MOTHER EARTH NEWS	1002	624	1.5	62.3	123	*256	2.1	25.5	168	*174	1.5	17.4	124	*197	1.7	19.7	141
MS.	825	412	1.0	49.9	99	**94	0.8	11.4	75	**87	0.8	10.5	75	**128	1.1	15.5	111
NATIONAL ENQUIRER	10336	4687	11.5	45.3	90	1765	14.4	17.1	113	1178	10.4	11.4	81	1464	12.9	14.2	101
NATIONAL GEOGRAPHIC	9597	6042	14.8	63.0	125	1571	12.8	16.4	108	1792	15.8	18.7	133	1522	13.4	15.9	113
NATIONAL SUNDAY MAGAZINE PKG	49558	27346	66.9	55.2	109	7864	64.0	15.9	105	7452	65.7	15.0	107	7179	63.4	14.5	104
NATURAL HISTORY	573	355	0.9	62.0	123	**98	0.8	17.1	113	**112	1.0	19.5	140	**64	0.6	11.2	80
NEW WOMAN	1699	808	2.0	47.6	94	264	2.1	15.5	102	*144	1.3	8.5	61	*163	1.4	9.6	69
NEW YORK INCLUDING CUE	443	199	0.5	44.9	89	**24	0.2	5.4	36	**18	0.2	4.1	29	**28	0.2	6.3	45
THE NEW YORKER	1270	688	1.7	54.2	107	*167	1.4	13.1	87	*140	1.2	11.0	79	*156	1.4	12.3	88
NEWSWEEK	6277	3627	8.9	57.8	114	1012	8.2	16.1	106	936	8.3	14.9	107	1009	8.9	16.1	115
THE N.Y. TIMES DAILY EDITION	1205	559	1.4	46.4	92	**131	1.1	10.9	72	**105	0.9	8.7	62	**57	0.5	4.7	34
THE N.Y. TIMES MAGAZINE	2081	959	2.3	46.1	91	*212	1.7	10.2	67	*236	2.1	11.3	81	*157	1.4	7.5	54
OMNI	788	340	0.8	43.1	85	**93	0.8	11.8	78	**109	1.0	13.8	99	*147	1.3	18.7	133
ON CABLE	1158	710	1.7	61.3	121	*169	1.4	14.6	96	**108	1.0	9.3	67	**104	0.9	9.0	64
1001 HOME IDEAS	2852	1866	4.6	65.4	130	520	4.2	18.2	120	530	4.7	18.6	133	629	5.6	22.1	158
ORGANIC GARDENING	1658	1054	2.6	63.6	126	378	3.1	22.8	150	305	2.7	18.4	131	340	3.0	20.5	147
OUTDOOR LIFE	896	496	1.2	55.4	110	*136	1.1	15.2	100	*126	1.1	14.1	100	*152	1.3	17.0	121
PARADE MAGAZINE	24275	13169	32.2	54.2	107	3734	30.4	15.4	101	3832	33.8	15.8	113	3494	30.9	14.4	103

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BAKING CHIPS & PIECES - FLAVORS
(FEMALE HOMEMAKERS)

0023
P-19

	TOTAL U.S. '000	SEMI-SWEET CHOCOLATE A '000	B % DOWN	C % ACROSS	D INDX	MILK CHOCOLATE A '000	B % DOWN	C % ACROSS	D INDX	BUTTER SCOTCH A '000	B % DOWN	C % ACROSS	D INDX	PEANUT BUTTER A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	40901	100.0	50.5	100	12286	100.0	15.2	100	11338	100.0	14.0	100	11319	100.0	14.0	100
PARENTS	3845	2355	5.8	61.2	121	731	5.9	19.0	125	530	4.7	13.8	98	556	4.9	14.5	103
PENTHOUSE	831	368	0.9	44.3	88	**138	1.1	16.6	109	**59	0.5	7.1	51	**115	1.0	13.8	99
PEOPLE	11645	6410	15.7	55.0	109	2121	17.3	18.2	120	1535	13.5	13.2	94	1947	17.2	16.7	120
PLAYBOY	2006	790	1.9	39.4	78	*277	2.3	13.8	91	*170	1.5	8.5	61	*181	1.6	9.0	65
POPULAR HOT RODDING	297	*150	0.4	50.5	100	**93	0.8	31.3	206	**28	0.2	9.4	67	**29	0.3	9.8	70
POPULAR MECHANICS	1018	700	1.7	68.8	136	*278	2.3	27.3	180	*204	1.8	20.0	143	*269	2.4	26.4	189
POPULAR SCIENCE	878	542	1.3	61.7	122	**120	1.0	13.7	90	*114	1.0	13.0	93	**118	1.0	13.4	96
PREVENTION	3913	2098	5.1	53.6	106	699	5.7	17.9	118	666	5.9	17.0	122	619	5.5	15.8	113
PSYCHOLOGY TODAY	1710	1062	2.6	62.1	123	309	2.5	18.1	119	317	2.8	18.5	132	*319	2.8	18.7	133
READER'S DIGEST	22204	12771	31.2	57.5	114	4003	32.6	18.0	119	3836	33.8	17.3	123	3588	31.7	16.2	116
REDBOOK	7684	4702	11.5	61.2	121	1407	11.5	18.3	121	1247	11.0	16.2	116	1260	11.1	16.4	117
ROAD & TRACK	410	*253	0.6	61.7	122	**76	0.6	18.5	122	**32	0.3	7.8	56	**84	0.7	20.5	147
ROLLING STONE	969	499	1.2	51.5	102	*185	1.5	19.1	126	*141	1.2	14.6	104	*139	1.2	14.3	103
RUNNER'S WORLD	298	*165	0.4	55.4	110	**53	0.4	17.8	117	**57	0.5	19.1	137	**59	0.5	19.8	142
SATURDAY EVENING POST	1169	715	1.7	61.2	121	*215	1.7	18.4	121	*253	2.2	21.6	155	*169	1.5	14.5	103
SCIENCE 84	587	329	0.8	56.0	111	**122	1.0	20.8	137	**59	0.5	10.1	72	**108	1.0	18.4	132
SCIENCE DIGEST	482	*267	0.7	55.4	110	**62	0.5	12.9	85	**96	0.8	19.9	142	**95	0.8	19.7	141
SCIENTIFIC AMERICAN	594	345	0.8	58.1	115	**84	0.7	14.1	93	**110	1.0	18.5	132	**45	0.4	7.6	54
SELF	2089	1184	2.9	56.7	112	318	2.6	15.2	100	*191	1.7	9.1	65	*299	2.6	14.3	102
SEVENTEEN	2411	1285	3.1	53.3	106	393	3.2	16.3	107	317	2.8	13.1	94	*280	2.5	11.6	83
SKI	480	250	0.6	52.1	103	**56	0.5	11.7	77	**45	0.4	9.4	67	**41	0.4	8.5	61
SMITHSONIAN	2760	1467	3.6	53.2	105	397	3.2	14.4	95	375	3.3	13.6	97	338	3.0	12.2	88
SOAP OPERA DIGEST	3013	1287	3.1	42.7	85	459	3.7	15.2	100	425	3.7	14.1	101	448	4.0	14.9	106
SOUTHERN LIVING	4184	2499	6.1	59.7	118	599	4.9	14.3	94	797	7.0	19.0	136	458	4.0	10.9	78
SPORT	559	278	0.7	49.7	98	**94	0.8	16.8	111	**104	0.9	18.6	133	**89	0.8	15.9	114
THE SPORTING NEWS	436	*296	0.7	67.9	134	**85	0.7	19.5	129	**76	0.7	17.4	125	**95	0.8	21.8	156
SPORTS AFIELD	493	318	0.8	64.5	128	**96	0.8	19.5	128	**74	0.7	15.0	107	**97	0.9	19.7	141
SPORTS ILLUSTRATED	2758	1687	4.1	61.2	121	601	4.9	21.8	144	497	4.4	18.0	129	551	4.9	20.0	143
STAR	7456	3236	7.9	43.4	86	1228	10.0	16.5	109	892	7.9	12.0	85	1005	8.9	13.5	96
SUNDAY	24936	13795	33.7	55.3	110	3910	31.8	15.7	103	3993	35.2	16.0	114	3692	32.6	14.8	106
SUNSET	2124	1392	3.4	65.5	130	458	3.7	21.6	142	355	3.1	16.7	119	373	3.3	17.6	126
TV GUIDE	21661	11170	27.3	51.6	102	3483	28.3	16.1	106	2782	24.5	12.8	92	2958	26.1	13.7	98
TENNIS	550	313	0.8	56.9	113	**90	0.7	16.4	108	**63	0.6	11.5	82	**30	0.3	5.5	39
TIME	8880	4980	12.2	56.1	111	1314	10.7	14.8	98	1226	10.8	13.8	99	1086	9.6	12.2	88
TOWN & COUNTRY	917	514	1.3	56.1	111	*123	1.0	13.4	88	**120	1.1	13.1	93	**75	0.7	8.2	59
TRAVEL & LEISURE	972	561	1.4	57.7	114	*121	1.0	12.4	82	*129	1.1	13.3	95	*119	1.1	12.2	88
TRUE STORY	3356	1449	3.5	43.2	85	546	4.4	16.3	107	327	2.9	9.7	70	558	4.9	16.6	119
U.S.NEWS & WORLD REPORT	3410	1934	4.7	56.7	112	515	4.2	15.1	100	579	5.1	17.0	121	403	3.6	11.8	85
USA TODAY	1759	1083	2.6	61.6	122	324	2.6	18.4	121	285	2.5	16.2	116	*237	2.1	13.5	96
US	1873	1013	2.5	54.1	107	354	2.9	18.9	125	*224	2.0	12.0	85	*279	2.5	14.9	107
VOGUE	3909	2081	5.1	53.2	105	545	4.4	13.9	92	504	4.4	12.9	92	499	4.4	12.8	91
WALL STREET JOURNAL	1886	1185	2.9	62.8	124	298	2.4	15.8	104	320	2.8	17.0	121	*265	2.3	14.1	101
WEIGHT WATCHERS	2120	1246	3.0	58.8	116	445	3.6	21.0	138	417	3.7	19.7	140	513	4.5	24.2	173
WOMAN'S DAY	14172	8953	21.9	63.2	125	2801	22.8	19.8	130	2657	23.4	18.7	134	2488	22.0	17.6	126
WORKING MOTHER	1146	712	1.7	62.1	123	299	2.4	26.1	172	*180	1.6	15.7	112	*235	2.1	20.5	147
WORKING WOMAN	1322	682	1.7	51.6	102	*246	2.0	18.6	123	*149	1.3	11.3	81	*198	1.7	15.0	107
WORLD TENNIS	*163	**89	0.2	54.6	108	**27	0.2	16.6	109	**5	0.0	3.1	22	**13	0.1	8.0	57
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1366	3.3	53.9	107	341	2.8	13.5	89	249	2.2	9.8	70	411	3.6	16.2	116
BLAIR INSERTS	43657	23860	58.3	54.7	108	6826	55.6	15.6	103	6548	57.8	15.0	107	6143	54.3	14.1	101
DAILY NEWSPAPERS																	
READ ANY	51633	27705	67.7	53.7	106	8091	65.9	15.7	103	7924	69.9	15.3	110	7355	65.0	14.2	102
READ ONE	43463	23112	56.5	53.2	105	6896	56.1	15.9	105	6635	58.5	15.3	109	6268	55.4	14.4	103
READ TWO OR MORE	8170	4593	11.2	56.2	111	1195	9.7	14.6	96	1290	11.4	15.8	113	1087	9.6	13.3	95
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	29012	70.9	55.1	109	8349	68.0	15.8	104	7873	69.4	14.9	107	7614	67.3	14.5	103
READ ONE	46126	25145	61.5	54.5	108	7202	58.6	15.6	103	6783	59.8	14.7	105	6607	58.4	14.3	102
READ TWO OR MORE	6552	3867	9.5	59.0	117	1146	9.3	17.5	115	1090	9.6	16.6	119	1007	8.9	15.4	110
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.18				29.47				27.90				26.77			
30 DAY REACH	71455	36427	89.1	51.0	101	10989	89.4	15.4	101	10032	88.5	14.0	100	9983	88.2	14.0	100
50 SHWG - 30 DAY AV FREQ	14.56	14.83				15.66				14.63				14.12			
30 DAY REACH	67742	34694	84.8	51.2	101	10380	84.5	15.3	101	9581	84.5	14.1	101	9476	83.7	14.0	100
25 SHWG - 30 DAY AV FREQ	7.94	8.02				8.28				7.94				7.62			
30 DAY REACH	62117	32082	78.4	51.6	102	9774	79.6	15.7	104	8812	77.7	14.2	101	8721	77.0	14.0	100
CABLE TV: HOME WIRED	32077	18241	44.6	56.9	113	5894	48.0	18.4	121	4753	41.9	14.8	106	4997	44.1	15.6	111
HOME NOT WIRED	48909	22660	55.4	46.3	92	6392	52.0	13.1	86	6584	58.1	13.5	96	6322	55.9	12.9	92
HAVE PAY CABLE	15935	9874	24.1	62.0	123	3234	26.3	20.3	134	2453	21.6	15.4	110	2747	24.3	17.2	123

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BAKING CHIPS & PIECES - FLAVORS
(FEMALE HOMEMAKERS)

0024
P-19

	TOTAL U.S. '000	SEMI-SWEET CHOCOLATE A '000	B % DOWN	C % ACROSS	D INDX	MILK CHOCOLATE A '000	B % DOWN	C % ACROSS	D INDX	BUTTER SCOTCH A '000	B % DOWN	C % ACROSS	D INDX	PEANUT BUTTER A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	40901	100.0	50.5	100	12286	100.0	15.2	100	11338	100.0	14.0	100	11319	100.0	14.0	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	23614	57.7	53.8	106	7039	57.3	16.0	106	6794	59.9	15.5	110	6622	58.5	15.1	108
10:00 AM - 3:00 PM	30659	16475	40.3	53.7	106	5023	40.9	16.4	108	4608	40.6	15.0	107	4602	40.7	15.0	107
3:00 PM - 7:00 PM	31045	16692	40.8	53.8	106	4726	38.5	15.2	100	4657	41.1	15.0	107	4547	40.2	14.6	105
7:00 PM - MIDNIGHT	15767	7894	19.3	50.1	99	2452	20.0	15.6	103	2280	20.1	14.5	103	2225	19.7	14.1	101
MIDNIGHT - 6:00 AM	9120	4818	11.8	52.8	105	1459	11.9	16.0	105	1353	11.9	14.8	106	1268	11.2	13.9	99
6:00 AM - MIDNIGHT	58527	30945	75.7	52.9	105	9210	75.0	15.7	104	8456	74.6	14.4	103	8413	74.3	14.4	103
ENTIRE DAY	59311	31313	76.6	52.8	105	9342	76.0	15.8	104	8566	75.6	14.4	103	8532	75.4	14.4	103
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	9667	23.6	59.8	118	2735	22.3	16.9	111	2925	25.8	18.1	129	2670	23.6	16.5	118
ALL NEWS	2256	1094	2.7	48.5	96	386	3.1	17.1	113	*245	2.2	10.9	78	*250	2.2	11.1	79
AOR/PROGRESSIVE	3874	2092	5.1	54.0	107	691	5.6	17.8	118	521	4.6	13.4	96	498	4.4	12.9	92
BEAUTIFUL MUSIC	5660	3175	7.8	56.1	111	746	6.1	13.2	87	795	7.0	14.0	100	668	5.9	11.8	84
BLACK	2204	832	2.0	37.7	75	263	2.1	11.9	79	*216	1.9	9.8	70	209	1.8	9.5	68
CLASSICAL	1418	727	1.8	51.3	102	*265	2.2	18.7	123	*168	1.5	11.8	85	*237	2.1	16.7	120
CHR/ROCK	9538	4903	12.0	51.4	102	1420	11.6	14.9	98	1078	9.5	11.3	81	1281	11.3	13.4	96
COUNTRY	12648	6619	16.2	52.3	104	2182	17.8	17.3	114	2104	18.6	16.6	119	1970	17.4	15.6	111
GOLDEN OLDIES	1191	540	1.3	45.3	90	*138	1.1	11.6	76	**121	1.1	10.2	73	**125	1.1	10.5	75
MOR/NOSTALGIA	4757	2542	6.2	53.4	106	828	6.7	17.4	115	687	6.1	14.4	103	740	6.5	15.6	111
NEWS/TALK	3863	2120	5.2	54.9	109	434	3.5	11.2	74	540	4.8	14.0	100	531	4.7	13.7	98
RELIGIOUS	3084	1477	3.6	47.9	95	345	2.8	11.2	74	397	3.5	12.9	92	355	3.1	11.5	82
SOFT ROCK	521	*279	0.7	53.6	106	**89	0.7	17.1	113	**55	0.5	10.6	75	**123	1.1	23.6	169
URBAN CONTEMPORARY	1585	448	1.1	28.3	56	*176	1.4	11.1	73	**97	0.9	6.1	44	*197	1.7	12.4	89
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	1631	4.0	50.0	99	417	3.4	12.8	84	457	4.0	14.0	100	477	4.2	14.6	105
ABC DIRECTION	2316	1169	2.9	50.5	100	325	2.6	14.0	93	274	2.4	11.8	85	252	2.2	10.9	78
ABC ENTERTAINMENT	4834	2462	6.0	50.9	101	744	6.1	15.4	101	744	6.6	15.4	110	690	6.1	14.3	102
ABC FM	2202	1113	2.7	50.5	100	390	3.2	17.7	117	306	2.7	13.9	99	259	2.3	11.8	84
ABC INFORMATION	5425	3151	7.7	58.1	115	792	6.4	14.6	96	919	8.1	16.9	121	845	7.5	15.6	111
ABC ROCK	1677	924	2.3	55.1	109	346	2.8	20.6	136	*255	2.2	15.2	109	*255	2.3	15.2	109
CBS	4430	2572	6.3	58.1	115	825	6.7	18.6	123	864	7.6	19.5	139	659	5.8	14.9	106
MUTUAL	4992	2676	6.5	53.6	106	769	6.3	15.4	102	853	7.5	17.1	122	725	6.4	14.5	104
NBC	4679	2812	6.9	60.1	119	703	5.7	15.0	99	776	6.8	16.6	118	761	6.7	16.3	116
RADIORADIO	1994	1080	2.6	54.2	107	254	2.1	12.7	84	*206	1.8	10.3	74	290	2.6	14.5	104
RKO ONE	2298	1002	2.4	43.6	86	262	2.1	11.4	75	259	2.3	11.3	81	331	2.9	14.4	103
RKO TWO	3311	1581	3.9	47.7	95	452	3.7	13.7	90	415	3.7	12.5	90	497	4.4	15.0	107
THE SOURCE	2114	971	2.4	45.9	91	*345	2.8	16.3	108	274	2.4	13.0	93	*282	2.5	13.3	95
NON-WIRED : BLAIR	8654	4654	11.4	53.8	106	1336	10.9	15.4	102	1410	12.4	16.3	116	1233	10.9	14.2	102
INTERNET	12025	6395	15.6	53.2	105	1860	15.1	15.5	102	1533	13.5	12.7	91	1703	15.0	14.2	101
KATZ RADIO GROUP	15359	8346	20.4	54.3	108	2346	19.1	15.3	101	2258	19.9	14.7	105	2196	19.4	14.3	102
SUPERNET	10628	5668	13.9	53.3	106	1690	13.8	15.9	105	1511	13.3	14.2	102	1486	13.1	14.0	100
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	3877	9.5	44.8	89	1265	10.3	14.6	96	1012	8.9	11.7	83	1159	10.2	13.4	96
WKDAY 9:00 AM - 1:00 PM	12163	5344	13.1	43.9	87	1824	14.8	15.0	99	1518	13.4	12.5	89	1671	14.8	13.7	98
WKDAY 1:00 PM - 4:30 PM	16150	7342	18.0	45.5	90	2398	19.5	14.8	98	2113	18.6	13.1	93	2228	19.7	13.8	99
WKDAY 4:30 PM - 7:30 PM	22463	10334	25.3	46.0	91	3163	25.7	14.1	93	2978	26.3	13.3	95	2920	25.8	13.0	93
WKDAY 7:30 PM - 8:00 PM	31795	15261	37.3	48.0	95	4668	38.0	14.7	97	4487	39.6	14.1	101	4270	37.7	13.4	96
WKDAY 11:00 PM - 11:30 PM	23977	12486	30.5	52.1	103	3758	30.6	15.7	103	3711	32.7	15.5	111	3455	30.5	14.4	103
WKDAY 11:30 PM - 1:00 AM	7703	4007	9.8	52.0	103	1293	10.5	16.8	111	1201	10.6	15.6	111	1176	10.4	15.3	109
M-SAT 8-11 PM+SUN 7-11 PM	33800	17126	41.9	50.7	100	5102	41.5	15.1	100	4846	42.7	14.3	102	4690	41.4	13.9	99
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	2884	7.1	44.1	87	1016	8.3	15.5	102	703	6.2	10.8	77	942	8.3	14.4	103
ANOTHER WORLD N	4620	2021	4.9	43.7	87	663	5.4	14.4	95	686	6.1	14.8	106	614	5.4	13.3	95
AS THE WORLD TURNS C	5614	2418	5.9	43.1	85	905	7.4	16.1	106	711	6.3	12.7	90	809	7.1	14.4	103
CAPITOL C	3396	1439	3.5	42.4	84	520	4.2	15.3	101	350	3.1	10.3	74	461	4.1	13.6	97
CBS MORN. NEWS 1 C	1446	580	1.4	40.1	79	238	1.9	16.5	108	188	1.7	13.0	93	157	1.4	10.9	78
CBS MORN. NEWS 2 C	1207	536	1.3	44.4	88	161	1.3	13.3	88	125	1.1	10.4	74	145	1.3	12.0	86
DAYS OF OUR LIVES N	5877	2981	7.3	50.7	100	913	7.4	15.5	102	880	7.8	15.0	107	916	8.1	15.6	112
FACTS OF LIFE - DAYTIME N	2290	864	2.1	37.7	75	325	2.6	14.2	94	336	3.0	14.7	105	296	2.6	12.9	92
FAMILY FEUD A	3023	1235	3.0	40.9	81	424	3.5	14.0	92	395	3.5	13.1	93	426	3.8	14.1	101
GENERAL HOSPITAL A	6097	2945	7.2	48.3	96	841	6.8	13.8	91	872	7.7	14.3	102	814	7.2	13.4	96
GOOD MORNING, AMERICA-730 A	3515	1678	4.1	47.7	95	475	3.9	13.5	89	556	4.9	15.8	113	502	4.4	14.3	102
GOOD MORNING, AMERICA-830 A	2818	1482	3.6	52.6	104	396	3.2	14.1	93	445	3.9	15.8	113	450	4.0	16.0	114
GUIDING LIGHT C	5339	2308	5.6	43.2	86	834	6.8	15.6	103	594	5.2	11.1	79	710	6.3	13.3	95
ONE LIFE TO LIVE A	4478	2110	5.2	47.1	93	692	5.6	15.5	102	646	5.7	14.4	103	659	5.8	14.7	105
PRESS YOUR LUCK C	2244	1006	2.5	44.8	89	305	2.5	13.6	90	266	2.3	11.9	85	266	2.4	11.9	85
PRICE IS RIGHT 1 C	4348	1896	4.6	43.6	86	585	4.8	13.5	89	463	4.1	10.6	76	528	4.7	12.1	87
PRICE IS RIGHT 2 C	5014	2244	5.5	44.8	89	681	5.5	13.6	90	551	4.9	11.0	78	623	5.5	12.4	89
RYAN'S HOPE A	3150	1335	3.3	42.4	84	452	3.7	14.3	95	355	3.1	11.3	80	401	3.5	12.7	91
SALE OF THE CENTURY N	2695	940	2.3	34.9	69	345	2.8	12.8	84	297	2.6	11.0	79	322	2.8	11.9	85
SEARCH FOR TOMORROW N	2319	1010	2.5	43.6	86	327	2.7	14.1	93	386	3.4	16.6	119	263	2.3	11.3	81
TODAY SHOW 1 N	2693	1147	2.8	42.6	84	471	3.8	17.5	115	309	2.7	11.5	82	354	3.1	13.1	94
TODAY SHOW 2 N	2498	1028	2.5	41.2	81	405	3.3	16.2	107	298	2.6	11.9	85	347	3.1	13.9	99
$25,000 PYRAMID C	2753	1063	2.6	38.6	76	440	3.6	16.0	105	272	2.4	9.9	71	300	2.7	10.9	78
WHEEL OF FORTUNE N	4388	1786	4.4	40.7	81	730	5.9	16.6	110	544	4.8	12.4	89	603	5.3	13.7	98
YOUNG AND THE RESTLESS C	5695	2479	6.1	43.5	86	886	7.2	15.6	103	571	5.0	10.0	72	808	7.1	14.2	102
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	894	2.2	50.8	101	341	2.8	19.4	128	296	2.6	16.8	120	257	2.3	14.6	104
NBA PLAYOFF GAME -1 C	1136	449	1.1	39.5	78	*137	1.1	12.1	79	180	1.6	15.8	113	148	1.3	13.0	93
NBC MAJOR LEAGUE PRE-GAME N	953	386	0.9	40.5	80	**169	1.4	17.7	117	**106	0.9	11.1	79	*128	1.1	13.4	96
SPORTSWORLD - SUN N	1233	643	1.6	52.1	103	299	2.4	24.2	160	*171	1.5	13.9	99	*153	1.4	12.4	89
SUNDAY MORNING C	1611	759	1.9	47.1	93	295	2.4	18.3	121	211	1.9	13.1	94	179	1.6	11.1	79

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BAKING CHIPS & PIECES - FLAVORS
(FEMALE HOMEMAKERS)

0025
P-19

		TOTAL U.S. '000	SEMI-SHEET CHOCOLATE A '000	B % DOWN	C % ACROSS	D INDX	MILK CHOCOLATE A '000	B % DOWN	C % ACROSS	D INDX	BUTTER SCOTCH A '000	B % DOWN	C % ACROSS	D INDX	PEANUT BUTTER A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	40901	100.0	50.5	100	12286	100.0	15.2	100	11338	100.0	14.0	100	11319	100.0	14.0	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	12013	29.4	46.1	91	3740	30.4	14.3	95	3668	32.4	14.1	101	3289	29.1	12.6	90
NETWORK AFFILIATES - LATE		20261	10520	25.7	51.9	103	3077	25.0	15.2	100	3127	27.6	15.4	110	2818	24.9	13.9	100
INDEPENDENTS - LATE		2076	1144	2.8	55.1	109	329	2.7	15.8	104	267	2.4	12.9	92	302	2.7	14.5	104
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	4884	11.9	46.7	93	1560	12.7	14.9	98	1303	11.5	12.5	89	1290	11.4	12.3	88
ABC MONDAY NIGHT MOVIE	A	6412	3400	8.3	53.0	105	1107	9.0	17.3	114	1026	9.0	16.0	114	869	7.7	13.6	97
ABC SUNDAY NIGHT MOVIE	A	12407	6427	15.7	51.8	103	1823	14.8	14.7	97	1774	15.6	14.3	102	1788	15.8	14.4	103
ABC WORLD NEWS TONIGHT	A	6176	2857	7.0	46.3	92	842	6.9	13.6	90	906	8.0	14.7	105	711	6.3	11.5	82
AFTERMASH	C	5863	2816	6.9	48.0	95	909	7.4	15.5	102	862	7.6	14.7	105	806	7.1	13.7	98
ALICE	C	9594	4647	11.4	48.4	96	1471	12.0	15.3	101	1407	12.4	14.7	105	1295	11.4	13.5	97
AMERICAN PARADE	C	6622	3277	8.0	49.5	98	984	8.0	14.9	98	936	8.3	14.1	101	841	7.4	12.7	91
BENSON	A	10886	5365	13.1	49.3	98	1511	12.3	13.9	91	1662	14.7	15.3	109	1388	12.3	12.8	91
BLUE THUNDER	A	5036	2522	6.2	50.1	99	694	5.6	13.8	91	723	6.4	14.4	103	760	6.7	15.1	108
CAGNEY & LACEY	C	9965	5413	13.2	54.3	108	1471	12.0	14.8	97	1565	13.8	15.7	112	1306	11.5	13.1	94
CBS EVENING NEWS-DEAN	C	3491	1530	3.7	43.8	87	556	4.5	15.9	105	615	5.4	17.6	126	510	4.5	14.6	105
CBS EVENING NEWS-RATHER	C	7123	3376	8.3	47.4	94	1116	9.1	15.7	103	1017	9.0	14.3	102	915	8.1	12.8	92
CBS SAT. NEWS-SCHIEFFER	C	3621	1520	3.7	42.0	83	536	4.4	14.8	98	531	4.7	14.7	105	366	3.2	10.1	72
CBS SATURDAY NIGHT MOVIE	C	5436	2918	7.1	53.7	106	876	7.1	16.1	106	846	7.5	15.6	111	812	7.2	14.9	107
CBS WEDNESDAY NIGHT MOVIE	C	6100	3099	7.6	50.8	101	840	6.8	13.8	91	781	6.9	12.8	91	761	6.7	12.5	89
CHEERS	N	8889	4913	12.0	55.3	109	1200	9.8	13.5	89	1253	11.1	14.1	101	1348	11.9	15.2	109
DALLAS	C	22109	11330	27.7	51.2	101	3365	27.4	15.2	100	3310	29.2	15.0	107	2985	26.4	13.5	97
DIFF'RENT STROKES	N	6940	3367	8.2	48.5	96	1038	8.4	15.0	99	903	8.0	13.0	93	880	7.8	12.7	91
DOUBLE TROUBLE	N	7223	3831	9.4	53.0	105	1126	9.2	15.6	103	1046	9.2	14.5	103	970	8.6	13.4	96
DUCK FACTORY	N	5595	2973	7.3	53.1	105	743	6.0	13.3	88	728	6.4	13.0	93	723	6.4	12.9	92
DUKES OF HAZZARD	C	5768	2708	6.6	46.9	93	926	7.5	16.1	106	805	7.1	14.0	100	742	6.6	12.9	92
DYNASTY	A	20053	9502	23.2	47.4	94	3193	26.0	15.9	105	2641	23.3	13.2	94	2727	24.1	13.6	97
FACTS OF LIFE	N	8087	4126	10.1	51.0	101	1217	9.9	15.0	99	1076	9.5	13.3	95	1159	10.2	14.3	103
FALCON CREST	C	20046	10367	25.3	51.7	102	3036	24.7	15.1	100	3137	27.7	15.6	112	2707	23.9	13.5	97
FALL GUY	A	9084	4256	10.4	46.9	93	1416	11.5	15.6	103	1226	10.8	13.5	96	1288	11.4	14.2	101
FAMILY TIES	N	7964	4055	9.9	50.9	101	1080	8.8	13.6	89	1002	8.8	12.6	90	1037	9.2	13.0	93
FANTASY ISLAND	A	7687	3521	8.6	45.8	91	1046	8.5	13.6	90	1074	9.5	14.0	100	912	8.1	11.9	85
FOULUPS,BLEEPS & BLUNDERS	A	8861	4510	11.0	50.9	101	1475	12.0	16.6	110	1394	12.3	15.7	112	1336	11.8	15.1	108
FOUR SEASONS	C	5095	2400	5.9	47.1	93	871	7.1	17.1	113	680	6.0	13.3	95	718	6.3	14.1	101
GIMME A BREAK	N	8838	4067	9.9	46.0	91	1110	9.0	12.6	83	1044	9.2	11.8	84	1040	9.2	11.8	84
HART TO HART	A	8978	4538	11.1	50.5	100	1376	11.2	15.3	101	1383	12.2	15.4	110	1246	11.0	13.9	99
HILL STREET BLUES	N	8590	4707	11.5	54.8	108	1354	11.0	15.8	104	1226	10.8	14.3	102	1285	11.4	15.0	107
HOTEL	A	14085	7015	17.2	49.8	99	2304	18.8	16.4	108	2017	17.8	14.3	102	2049	18.1	14.5	104
JEFFERSONS	C	9360	4299	10.5	45.9	91	1415	11.5	15.1	100	1237	10.9	13.2	94	1233	10.9	13.2	94
JENNIFER SLEPT HERE	N	5841	2874	7.0	49.2	97	850	6.9	14.6	96	734	6.5	12.6	90	691	6.1	11.8	85
KATE & ALLIE	C	9206	4940	12.1	53.7	106	1391	11.3	15.1	100	1471	13.0	16.0	114	1256	11.1	13.6	98
KNIGHT RIDER	N	7076	3227	7.9	45.6	90	1086	8.8	15.3	101	996	8.8	14.1	101	923	8.2	13.0	93
LOVE BOAT	A	12219	5626	13.8	46.0	91	1637	13.3	13.4	88	1675	14.8	13.7	98	1474	13.0	12.1	86
MAGNUM PI	C	11199	5504	13.5	49.1	97	1856	15.1	16.6	109	1727	15.2	15.4	110	1673	14.8	14.9	107
MAMA'S FAMILY	N	6057	3106	7.6	51.3	102	948	7.7	15.7	103	867	7.6	14.3	102	823	7.3	13.6	97
MASTER, THE	N	3598	1670	4.1	46.4	92	436	3.5	12.1	80	561	4.9	15.6	111	587	5.2	16.3	117
MATT HOUSTON	A	6344	3250	7.9	51.2	101	986	8.0	15.5	102	974	8.6	15.4	110	855	7.6	13.5	96
NBC MONDAY NIGHT MOVIE	N	11994	5992	14.7	50.0	99	1648	13.4	13.7	91	1619	14.3	13.5	96	1584	14.0	13.2	94
NBC NIGHTLY NEWS	N	5132	2222	5.4	43.3	86	687	5.6	13.4	88	621	5.5	12.1	86	681	6.0	13.3	95
NBC NIGHTLY NEWS-SAT	N	3375	1502	3.7	44.5	88	501	4.1	14.8	98	503	4.4	14.9	106	422	3.7	12.5	89
NBC NIGHTLY NEWS-SUN	N	3130	1324	3.2	42.3	84	476	3.9	15.2	100	462	4.1	14.8	105	399	3.5	12.7	91
NBC SUNDAY NIGHT MOVIE	N	8284	4057	9.9	49.0	97	930	7.6	11.2	74	1035	9.1	12.5	89	1060	9.4	12.8	92
NEWHART	C	9240	5159	12.6	55.8	111	1331	10.8	14.4	95	1476	13.0	16.0	114	1178	10.4	12.7	91
ONE DAY AT A TIME	C	7288	3753	9.2	51.5	102	1115	9.1	15.3	101	1068	9.4	14.7	105	853	7.5	11.7	84
PEOPLE ARE FUNNY	N	4855	2552	6.2	52.6	104	797	6.5	16.4	108	775	6.8	16.0	114	696	6.1	14.3	103
REAL PEOPLE	N	8869	4250	10.4	47.9	95	1259	10.2	14.2	94	1163	10.3	13.1	94	1271	11.2	14.3	103
REMINGTON STEELE	N	7743	3961	9.7	51.2	101	1139	9.3	14.7	97	1031	9.1	13.3	95	1072	9.5	13.8	99
RIPLEY'S BELIEVE IT - NOT	A	5345	2907	7.1	54.4	108	859	7.0	16.1	106	847	7.5	15.8	113	833	7.4	15.6	112
RIPTIDE	N	6988	3508	8.6	50.2	99	1128	9.2	16.1	106	976	8.6	14.0	100	947	8.4	13.6	97
SCARECROW & MRS. KING	C	10002	4581	11.2	45.8	91	1553	12.6	15.5	102	1439	12.7	14.4	103	1378	12.2	13.8	99
SIMON & SIMON	C	10638	5221	12.8	49.1	97	1823	14.8	17.1	113	1549	13.7	14.6	104	1503	13.3	14.1	101
60 MINUTES	C	13293	6359	15.5	47.8	95	2025	16.5	15.2	100	1984	17.5	14.9	107	1679	14.8	12.6	90
ST. ELSEWHERE	N	7017	3803	9.3	54.2	107	1148	9.3	16.4	108	1028	9.1	14.7	105	952	8.4	13.6	97
THREE'S COMPANY	A	10917	5508	13.5	50.5	100	1879	15.3	17.2	113	1517	13.4	13.9	99	1564	13.8	14.3	103
T.J. HOOKER	A	9204	4212	10.3	45.8	91	1339	10.9	14.5	96	1350	11.9	14.7	105	1131	10.0	12.3	88
TONIGHT SHOW	N	2372	1293	3.2	54.5	108	410	3.3	17.3	114	381	3.4	16.1	115	360	3.2	15.2	109
TRAPPER JOHN, M.D.	C	9846	4713	11.5	47.9	95	1423	11.6	14.5	95	1352	11.9	13.7	98	1247	11.0	12.7	91
TV BLOOPERS & PRAC. JOKES	N	9105	4680	11.4	51.4	102	1496	12.2	16.4	108	1194	10.5	13.1	94	1264	11.2	13.9	99
20/20	A	9387	5266	12.9	56.1	111	1439	11.7	15.3	101	1601	14.1	17.1	122	1226	10.8	13.1	93
WEBSTER	A	11067	5489	13.4	49.6	98	1496	12.2	13.5	89	1602	14.1	14.5	103	1433	12.7	12.9	93
WORLD NEWS - SUN	A	3062	1465	3.6	47.8	95	446	3.6	14.6	96	446	3.9	14.6	104	453	4.0	14.8	106
YELLOW ROSE	N	4978	2561	6.3	51.4	102	820	6.7	16.5	109	682	6.0	13.7	98	566	5.0	11.4	81
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	5239	12.8	59.0	117	1358	11.1	15.3	101	1173	10.3	13.2	94	1263	11.2	14.2	102
BASKETBALL - COLLEGE GAMES		4080	2333	5.7	57.2	113	727	5.9	17.8	117	699	6.2	17.1	122	*502	4.4	12.3	88
BASKETBALL - PRO GAMES		3607	1771	4.3	49.1	97	588	4.8	16.3	107	646	5.7	17.9	128	417	3.7	11.6	83
BOWLING		3883	2079	5.1	53.5	106	641	5.2	16.5	109	673	5.9	17.3	124	803	7.1	20.7	148
BOXING		3928	1688	4.1	43.0	85	560	4.6	14.3	94	*431	3.8	11.0	78	469	4.1	11.9	85
FOOTBALL - COLLEGE GAMES		6366	3621	8.9	56.9	113	1219	9.9	19.1	126	1098	9.7	17.2	123	972	8.6	15.3	109
FOOTBALL - PRO GAMES		11300	6915	16.9	61.2	121	2154	17.5	19.1	126	1808	15.9	16.0	114	1724	15.2	15.3	109
GOLF		3378	2178	5.3	64.5	128	738	6.0	21.8	144	660	5.8	19.5	140	648	5.7	19.2	137
POST-SEASON COLL. FOOTBALL		4906	2964	7.2	60.4	120	939	7.6	19.1	126	809	7.1	16.5	118	749	6.6	15.3	109
POST-SEASON PRO FOOTBALL		6120	3945	9.6	64.5	128	945	7.7	15.4	102	1161	10.2	19.0	136	1033	9.1	16.9	121
TENNIS		3033	1661	4.1	54.8	108	*374	3.0	12.3	81	*293	2.6	9.7	69	*353	3.1	11.6	83
WRESTLING - PROFESSIONAL		3344	1392	3.4	41.6	82	*469	3.8	14.0	92	*351	3.1	10.5	75	600	5.3	17.9	128

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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BAKING CHIPS & PIECES: BRANDS
(FEMALE HOMEMAKERS)

0026
P-19

	TOTAL U.S. '000	BAKERS A '000	BAKERS B % DOWN	BAKERS C % ACROSS	BAKERS D INDX	HERSHEY A '000	HERSHEY B % DOWN	HERSHEY C % ACROSS	HERSHEY D INDX	NESTLE A '000	NESTLE B % DOWN	NESTLE C % ACROSS	NESTLE D INDX	REESE A '000	REESE B % DOWN	REESE C % ACROSS	REESE D INDX
TOTAL FEMALE HOMEMAKERS	80986	12019	100.0	14.8	100	18354	100.0	22.7	100	33703	100.0	41.6	100	6557	100.0	8.1	100
18 - 24	9282	1009	8.4	10.9	73	1866	10.2	20.1	89	3166	9.4	34.1	82	841	12.8	9.1	112
25 - 34	19072	2539	21.1	13.3	90	4818	26.3	25.3	111	8710	25.8	45.7	110	1790	27.3	9.4	116
35 - 44	14591	2581	21.5	17.7	119	3437	18.7	23.6	104	6942	20.6	47.6	114	1517	23.1	10.4	128
45 - 54	11345	1938	16.1	17.1	115	2908	15.8	25.6	113	5389	16.0	47.5	114	981	15.0	8.6	107
55 - 64	11635	2069	17.2	17.8	120	2671	14.6	23.0	101	4798	14.2	41.2	99	836	12.7	7.2	89
65 OR OLDER	15061	1884	15.7	12.5	84	2654	14.5	17.6	78	4698	13.9	31.2	75	592	9.0	3.9	49
18 - 34	28354	3548	29.5	12.5	84	6685	36.4	23.6	104	11876	35.2	41.9	101	2631	40.1	9.3	115
18 - 49	48339	7086	59.0	14.7	99	11676	63.6	24.2	107	21503	63.8	44.5	107	4555	69.5	9.4	116
25 - 54	45008	7058	58.7	15.7	106	11163	60.8	24.8	109	21041	62.4	46.7	112	4287	65.4	9.5	118
35 - 49	19985	3538	29.4	17.7	119	4991	27.2	25.0	110	9627	28.6	48.2	116	1924	29.3	9.6	119
50 OR OLDER	32647	4934	41.1	15.1	102	6678	36.4	20.5	90	12200	36.2	37.4	90	2002	30.5	6.1	76
GRADUATED COLLEGE	11155	1682	14.0	15.1	102	2806	15.3	25.2	111	5450	16.2	48.9	117	987	15.1	8.8	109
ATTENDED COLLEGE	13682	2730	22.7	20.0	134	3740	20.4	27.3	121	6980	20.7	51.0	123	1478	22.5	10.8	133
GRADUATED HIGH SCHOOL	33880	5340	44.4	15.8	106	8220	44.8	24.3	107	15018	44.6	44.3	107	2819	43.0	8.3	103
DID NOT GRADUATE HIGH SCHOOL	22270	2267	18.9	10.2	69	3589	19.6	16.1	71	6255	18.6	28.1	67	1273	19.4	5.7	71
EMPLOYED	40306	6385	53.1	15.8	107	9579	52.2	23.8	105	18623	55.3	46.2	111	3768	57.5	9.3	115
EMPLOYED FULL-TIME	32850	5195	43.2	15.8	107	7579	41.3	23.1	102	15047	44.6	45.8	110	2950	45.0	9.0	111
EMPLOYED PART-TIME	7456	1190	9.9	16.0	108	2001	10.9	26.8	118	3576	10.6	48.0	115	818	12.5	11.0	136
NOT EMPLOYED	40680	5634	46.9	13.8	93	8775	47.8	21.6	95	15080	44.7	37.1	89	2789	42.5	6.9	85
PROFESSIONAL/MANAGER	10392	1638	13.6	15.8	106	2462	13.4	23.7	105	5291	15.7	50.9	122	934	14.2	9.0	111
TECH/CLERICAL/SALES	17574	2819	23.5	16.0	108	4459	24.3	25.4	112	8579	25.5	48.8	117	1773	27.0	10.1	125
PRECISION/CRAFT	985	**119	1.0	12.1	81	**205	1.1	20.8	92	*424	1.3	43.0	103	**65	1.0	6.6	82
OTHER EMPLOYED	11354	1811	15.1	16.0	107	2453	13.4	21.6	95	4329	12.8	38.1	92	997	15.2	8.8	108
SINGLE	9863	984	8.2	10.0	67	1768	9.6	17.9	79	3169	9.4	32.1	77	659	10.1	6.7	83
MARRIED	51375	8374	69.7	16.3	110	13113	71.4	25.5	113	24080	71.4	46.9	113	4662	71.1	9.1	112
DIVORCED/SEPARATED/WIDOWED	19748	2661	22.1	13.5	91	3473	18.9	17.6	78	6453	19.1	32.7	79	1236	18.9	6.3	77
PARENTS	32590	5004	41.6	15.4	103	8170	44.5	25.1	111	15205	45.1	46.7	112	3356	51.2	10.3	127
WHITE	70416	10873	90.5	15.4	104	17060	92.9	24.2	107	31536	93.6	44.8	108	5919	90.3	8.4	104
BLACK	8778	938	7.8	10.7	72	1047	5.7	11.9	53	1512	4.5	17.2	41	440	6.7	5.0	62
OTHER	1791	**209	1.7	11.7	79	**247	1.3	13.8	61	*655	1.9	36.6	88	**198	3.0	11.1	137
NORTHEAST-CENSUS	17786	1647	13.7	9.3	62	3546	19.3	19.9	88	7688	22.8	43.2	104	1424	21.7	8.0	99
NORTH CENTRAL	20741	3781	31.5	18.2	123	5518	30.1	26.6	117	11157	33.1	53.8	129	2001	30.5	9.6	119
SOUTH	27775	4348	36.2	15.7	105	5661	30.8	20.4	90	8420	25.0	30.3	73	1695	25.9	6.1	75
WEST	14683	2243	18.7	15.3	103	3629	19.8	24.7	109	6438	19.1	43.8	105	1437	21.9	9.8	121
NORTHEAST-MKTG.	17961	1753	14.6	9.8	66	3330	18.1	18.5	82	7101	21.1	39.5	95	1314	20.0	7.3	90
EAST CENTRAL	11885	1434	11.9	12.1	81	2839	15.5	23.9	105	5776	17.1	48.6	117	1202	18.3	10.1	125
WEST CENTRAL	14090	3046	25.3	21.6	146	4125	22.5	29.3	129	7766	23.0	55.1	132	1402	21.4	10.0	123
SOUTH	24081	3828	31.8	15.9	107	5011	27.3	20.8	92	7556	22.4	31.4	75	1408	21.5	5.8	72
PACIFIC	12969	1959	16.3	15.1	102	3050	16.6	23.5	104	5505	16.3	42.4	102	1232	18.8	9.5	117
COUNTY SIZE A	32439	3942	32.8	12.2	82	6102	33.2	18.8	83	12776	37.9	39.4	95	2479	37.8	7.6	94
COUNTY SIZE B	24915	3937	32.8	15.8	106	5817	31.7	23.3	103	10731	31.8	43.1	103	2168	33.1	8.7	107
COUNTY SIZE C	12930	2111	17.6	16.3	110	3471	18.9	26.8	118	5817	17.3	45.0	108	1023	15.6	7.9	98
COUNTY SIZE D	10703	2029	16.9	19.0	128	2965	16.2	27.7	122	4378	13.0	40.9	98	886	13.5	8.3	102
METRO CENTRAL CITY	24518	3189	26.5	13.0	88	4474	24.4	18.2	81	8741	25.9	35.7	86	1743	26.6	7.1	88
METRO SUBURBAN	35919	5028	41.8	14.0	94	8460	46.1	23.6	104	16207	48.1	45.1	108	3143	47.9	8.8	108
NON METRO	20549	3803	31.6	18.5	125	5420	29.5	26.4	116	8754	26.0	42.6	102	1671	25.5	8.1	100
TOP 5 ADI'S	18341	1790	14.9	9.8	66	3332	18.2	18.2	80	6965	20.7	38.0	91	1207	18.4	6.6	81
TOP 10 ADI'S	25378	2669	22.2	10.5	71	4453	24.3	17.5	77	9922	29.4	39.1	94	1721	26.2	6.8	84
TOP 20 ADI'S	36488	4435	36.9	12.2	82	7136	38.9	19.6	86	14901	44.2	40.8	98	2817	43.0	7.7	95
HSHLD INC. $50,000 OR MORE	6612	1088	9.1	16.5	111	2063	11.2	31.2	138	3916	11.6	59.2	142	*711	10.8	10.8	133
$40,000 OR MORE	12659	2009	16.7	15.9	107	3662	20.0	28.9	128	6956	20.6	54.9	132	1362	20.8	10.8	133
$30,000 OR MORE	24698	4209	35.0	17.0	115	6790	37.0	27.5	121	13069	38.8	52.9	127	2562	39.1	10.4	128
$25,000 OR MORE	32077	5488	45.7	17.1	115	8766	47.8	27.3	121	16974	50.4	52.9	127	3212	49.0	10.0	124
$20,000 - $24,999	9144	1671	13.9	18.3	123	2286	12.5	25.0	110	4529	13.4	49.5	119	666	10.2	7.3	90
$15,000 - $19,999	8728	1340	11.1	15.4	103	1648	9.0	18.9	83	3409	10.1	39.1	94	819	12.5	9.4	116
$10,000 - $14,999	12562	1767	14.7	14.1	95	2697	14.7	21.5	95	4377	13.0	34.8	84	937	14.3	7.5	92
UNDER $10,000	18475	1754	14.6	9.5	64	2957	16.1	16.0	71	4414	13.1	23.9	57	924	14.1	5.0	62
HOUSEHOLD OF 1 PERSON	11987	1498	12.5	12.5	84	1929	10.5	16.1	71	3791	11.2	31.6	76	550	8.4	4.6	57
2 PEOPLE	26577	4164	34.6	15.7	106	5881	32.0	22.1	98	10606	31.5	39.9	96	2045	31.2	7.7	95
3 OR 4 PEOPLE	30617	4739	39.4	15.5	104	7665	41.8	25.0	110	13839	41.1	45.2	109	2734	41.7	8.9	110
5 OR MORE PEOPLE	11804	1619	13.5	13.7	92	2879	15.7	24.4	108	5467	16.2	46.3	111	1228	18.7	10.4	128
NO CHILD IN HSHLD	46165	6688	55.6	14.5	98	9602	52.3	20.8	92	17750	52.7	38.4	92	3032	46.2	6.6	81
CHILD(REN) UNDER 2 YRS	5325	882	7.3	16.6	112	1390	7.6	26.1	115	2303	6.8	43.2	104	*488	7.4	9.2	113
2 - 5 YEARS	14221	1868	15.5	13.1	89	3588	19.5	25.2	111	5993	17.8	42.1	101	1192	18.2	8.4	104
6 - 11 YEARS	15117	2215	18.4	14.7	99	3673	20.0	24.3	107	6971	20.7	46.1	111	1609	24.5	10.6	131
12 - 17 YEARS	16611	2697	22.4	16.2	109	4086	22.3	24.6	109	8032	23.8	48.4	116	1659	25.3	10.0	123
RESIDENCE OWNED	55884	9530	79.3	17.1	115	14080	76.7	25.2	111	26012	77.2	46.5	112	4912	74.9	8.8	109
VALUE: $50,000 OR MORE	31744	5443	45.3	17.1	116	8275	45.1	26.1	115	16340	48.5	51.5	124	2964	45.2	9.3	115
VALUE: UNDER $50,000	24140	4087	34.0	16.9	114	5804	31.6	24.0	106	9673	28.7	40.1	96	1948	29.7	8.1	100

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BAKING CHIPS & PIECES: BRANDS
(FEMALE HOMEMAKERS)

0027
P-19

		TOTAL U.S. '000	BAKERS A '000	BAKERS B % DOWN	BAKERS C % ACROSS	BAKERS D INDX	HERSHEY A '000	HERSHEY B % DOWN	HERSHEY C % ACROSS	HERSHEY D INDX	NESTLE A '000	NESTLE B % DOWN	NESTLE C % ACROSS	NESTLE D INDX	REESE A '000	REESE B % DOWN	REESE C % ACROSS	REESE D INDX
TOTAL FEMALE HOMEMAKERS		80986	12019	100.0	14.8	100	18354	100.0	22.7	100	33703	100.0	41.6	100	6557	100.0	8.1	100
MAGAZINES	QUINTILE 1	15799	2984	24.8	18.9	127	4527	24.7	28.7	126	7662	22.7	48.5	117	1561	23.8	9.9	122
	QUINTILE 2	17259	2980	24.8	17.3	116	4627	25.2	26.8	118	8457	25.1	49.0	118	1618	24.7	9.4	116
	QUINTILE 3	13545	1841	15.3	13.6	92	2653	14.5	19.6	86	6018	17.9	44.4	107	1047	16.0	7.7	95
	QUINTILE 4	15133	1991	16.6	13.2	89	3002	16.4	19.8	88	5926	17.6	39.2	94	1059	16.2	7.0	86
	QUINTILE 5	19250	2224	18.5	11.6	78	3545	19.3	18.4	81	5640	16.7	29.3	70	1272	19.4	6.6	82
NEWSPAPERS	QUINTILE 1	12413	1804	15.0	14.5	98	2999	16.3	24.2	107	5903	17.5	47.6	114	1146	17.5	9.2	114
	QUINTILE 2	24116	4040	33.6	16.8	113	5949	32.4	24.7	109	11300	33.5	46.9	113	2114	32.2	8.8	108
	QUINTILE 3	11261	1598	13.3	14.2	96	2539	13.8	22.5	99	4528	13.4	40.2	97	732	11.2	6.5	80
	QUINTILE 4	20255	2970	24.7	14.7	99	4465	24.3	22.0	97	8503	25.2	42.0	101	1697	25.9	8.4	103
	QUINTILE 5	12940	1608	13.4	12.4	84	2402	13.1	18.6	82	3469	10.3	26.8	64	868	13.2	6.7	83
OUTDOOR	QUINTILE 1	14852	2169	18.0	14.6	98	3679	20.0	24.8	109	6640	19.7	44.7	107	1320	20.1	8.9	110
	QUINTILE 2	15725	2206	18.4	14.0	95	3523	19.2	22.4	99	6831	20.3	43.4	104	1059	16.2	6.7	83
	QUINTILE 3	16330	2470	20.6	15.1	102	3796	20.7	23.2	103	6747	20.0	41.3	99	1434	21.9	8.8	108
	QUINTILE 4	16744	2497	20.8	14.9	100	3639	19.8	21.7	96	6809	20.2	40.7	98	1304	19.9	7.8	96
	QUINTILE 5	17334	2678	22.3	15.4	104	3717	20.3	21.4	95	6676	19.8	38.5	93	1440	22.0	8.3	103
RADIO-DRIVE TIME	QUINTILE 1	15911	2749	22.9	17.3	116	4342	23.7	27.3	120	6996	20.8	44.0	106	1444	22.0	9.1	112
	QUINTILE 2	14837	2038	17.0	13.7	93	3242	17.7	21.9	96	6336	18.8	42.7	103	1149	17.5	7.7	96
	QUINTILE 3	15339	2459	20.5	16.0	108	3472	18.9	22.6	100	6494	19.3	42.3	102	1425	21.7	9.3	115
	QUINTILE 4	16723	2404	20.0	14.4	97	3628	19.8	21.7	96	7185	21.3	43.0	103	1230	18.8	7.4	91
	QUINTILE 5	18176	2370	19.7	13.0	88	3670	20.0	20.2	89	6691	19.9	36.8	88	1310	20.0	7.2	89
RADIO-MID-DAY	TERCILE 1	21020	3409	28.4	16.2	109	5116	27.9	24.3	107	8892	26.4	42.3	102	1893	28.9	9.0	111
	TERCILE 2	21610	3194	26.6	14.8	100	5549	30.2	25.7	113	9584	28.4	44.3	107	1924	29.3	8.9	110
	TERCILE 3	38355	5416	45.1	14.1	95	7689	41.9	20.0	88	15226	45.2	39.7	95	2739	41.8	7.1	88
RADIO-TOTAL	QUINTILE 1	15988	2598	21.6	16.2	109	4049	22.1	25.3	112	6744	20.0	42.2	101	1434	21.9	9.0	111
	QUINTILE 2	15626	2562	21.3	16.4	110	3698	20.1	23.7	104	6426	19.1	41.1	99	1379	21.0	8.8	109
	QUINTILE 3	16723	2452	20.4	14.7	99	3852	21.0	23.0	102	7527	22.3	45.0	108	1287	19.6	7.7	95
	QUINTILE 4	16342	2235	18.6	13.7	92	3693	20.1	22.6	100	7184	21.3	44.0	106	1387	21.2	8.5	105
	QUINTILE 5	16306	2173	18.1	13.3	90	3061	16.7	18.8	83	5822	17.3	35.7	86	1070	16.3	6.6	81
TV-PRIME TIME	QUINTILE 1	15953	2654	22.1	16.6	112	3405	18.6	21.3	94	6187	18.4	38.8	93	1126	17.2	7.1	87
	QUINTILE 2	16137	2370	19.7	14.7	99	3596	19.6	22.3	98	7032	20.9	43.6	105	1472	22.4	9.1	113
	QUINTILE 3	16420	2177	18.1	13.3	89	4163	22.7	25.4	112	7291	21.6	44.4	107	1479	22.6	9.0	111
	QUINTILE 4	16687	2402	20.0	14.4	97	3713	20.2	22.3	98	7274	21.6	43.6	105	1289	19.7	7.7	95
	QUINTILE 5	15789	2417	20.1	15.3	103	3477	18.9	22.0	97	5918	17.6	37.5	90	1191	18.2	7.5	93
TV-DAYTIME	TERCILE 1	27736	4188	34.8	15.1	102	6144	33.5	22.2	98	10453	31.0	37.7	91	2016	30.7	7.3	90
	TERCILE 2	26489	3885	32.3	14.7	99	6006	32.7	22.7	100	11678	34.6	44.1	106	2355	35.9	8.9	110
	TERCILE 3	26761	3946	32.8	14.7	99	6203	33.8	23.2	102	11572	34.3	43.2	104	2186	33.3	8.2	101
TV-TOTAL	QUINTILE 1	16345	2561	21.3	15.7	106	3349	18.2	20.5	90	5784	17.2	35.4	85	1166	17.8	7.1	88
	QUINTILE 2	16447	2425	20.2	14.7	99	3720	20.3	22.6	100	6780	20.1	41.2	99	1250	19.1	7.6	94
	QUINTILE 3	15980	2525	21.0	15.8	106	3936	21.4	24.6	109	7166	21.3	44.8	108	1341	20.5	8.4	104
	QUINTILE 4	15887	2192	18.2	13.8	93	3777	20.6	23.8	105	7316	21.7	46.1	111	1452	22.1	9.1	113
	QUINTILE 5	16326	2317	19.3	14.2	96	3572	19.5	21.9	97	6658	19.8	40.8	98	1348	20.6	8.3	102
MAGAZINES-NEWSPAPERS: DUAL		20721	3714	30.9	17.9	121	5737	31.3	27.7	122	10320	30.6	49.8	120	2021	30.8	9.8	120
MAGAZINE IMPERATIVE		19186	3178	26.4	16.6	112	4640	25.3	24.2	107	8533	25.3	44.5	107	1578	24.1	8.2	102
NEWSPAPER IMPERATIVE		21899	2912	24.2	13.3	90	4394	23.9	20.1	89	9146	27.1	41.8	100	1618	24.7	7.4	91
MAGAZINES-OUTDOOR: DUAL		15451	2522	21.0	16.3	110	4396	24.0	28.5	126	7613	22.6	49.3	118	1321	20.1	8.5	106
MAGAZINE IMPERATIVE		25953	4595	38.2	17.7	119	6362	34.7	24.5	108	12071	35.8	46.5	112	2527	38.5	9.7	120
OUTDOOR IMPERATIVE		24400	3129	26.0	12.8	86	4633	25.2	19.0	84	9166	27.2	37.6	90	1743	26.6	7.1	88
MAGAZINES-RADIO: DUAL		18049	3269	27.2	18.1	122	4695	25.6	26.0	115	8287	24.6	45.9	110	1712	26.1	9.5	117
MAGAZINE IMPERATIVE		23571	3832	31.9	16.3	110	5921	32.3	25.1	111	11701	34.7	49.6	119	2093	31.9	8.9	110
RADIO IMPERATIVE		23278	3128	26.0	13.4	91	4859	26.5	20.9	92	8813	26.1	37.9	91	1650	25.2	7.1	88
MAGAZINES-TELEVISION: DUAL		15459	2974	24.7	19.2	130	3932	21.4	25.4	112	6965	20.7	45.1	108	1318	20.1	8.5	105
MAGAZINE IMPERATIVE		25829	4050	33.7	15.7	106	6841	37.3	26.5	117	12986	38.5	50.3	121	2470	37.7	9.6	118
TELEVISION IMPERATIVE		26039	3391	28.2	13.0	88	5023	27.4	19.3	85	9009	26.7	34.6	83	1792	27.3	6.9	85
NEWSPAPERS-OUTDOOR: DUAL		16605	2644	22.0	15.9	107	4114	22.4	24.8	109	8033	23.8	48.4	116	1250	19.1	7.5	93
NEWSPAPER IMPERATIVE		26834	4192	34.9	15.6	105	6324	34.5	23.6	104	11908	35.3	44.4	107	2459	37.5	9.2	113
OUTDOOR IMPERATIVE		23346	3120	26.0	13.4	90	5028	27.4	21.5	95	8958	26.6	38.4	92	1862	28.4	8.0	99
NEWSPAPERS-RADIO: DUAL		17133	2846	23.7	16.6	112	4285	23.3	25.0	110	7939	23.6	46.3	111	1428	21.8	8.3	103
NEWSPAPER IMPERATIVE		25892	3865	32.2	14.9	101	5957	32.5	23.0	102	11967	35.5	46.2	111	2232	34.0	8.6	106
RADIO IMPERATIVE		23167	3537	29.4	15.3	103	5314	29.0	22.9	101	8835	26.2	38.1	92	1924	29.3	8.3	103
NEWSPAPERS-TELEVISION: DUAL		17159	2955	24.6	17.2	116	3982	21.7	23.2	102	7201	21.4	42.0	101	1321	20.1	7.7	95
NEWSPAPER IMPERATIVE		26214	3889	32.4	14.8	100	6559	35.7	25.0	110	12798	38.0	48.8	117	2398	36.6	9.1	113
TELEVISION IMPERATIVE		23412	3233	26.9	13.8	93	4787	26.1	20.4	90	8385	24.9	35.8	86	1701	25.9	7.3	90
OUTDOOR-RADIO: DUAL		15303	2718	22.6	17.8	120	3916	21.3	25.6	113	6639	19.7	43.4	104	1441	22.0	9.4	116
OUTDOOR IMPERATIVE		24901	3177	26.4	12.8	86	5339	29.1	21.4	95	10758	31.9	43.2	104	1834	28.0	7.4	91
RADIO IMPERATIVE		26492	4022	33.5	15.2	102	6106	33.3	23.0	102	10949	32.5	41.3	99	2197	33.5	8.3	102
OUTDOOR-TELEVISION: DUAL		14794	2085	17.3	14.1	95	3554	19.4	24.0	106	6104	18.1	41.3	99	1055	16.1	7.1	88
OUTDOOR IMPERATIVE		25437	3711	30.9	14.6	98	6017	32.8	23.7	104	11568	34.3	45.5	109	2232	34.0	8.8	108
TELEVISION IMPERATIVE		27877	4499	37.4	16.1	109	6065	33.0	21.8	96	10795	32.0	38.7	93	2248	34.3	8.1	100
RADIO-TELEVISION: DUAL		15996	2553	21.2	16.0	108	3647	19.9	22.8	101	6486	19.2	40.5	97	1295	19.7	8.1	100
RADIO IMPERATIVE		25478	4060	33.8	15.9	107	6417	35.0	25.2	111	11391	33.8	44.7	107	2336	35.6	9.2	113
TELEVISION IMPERATIVE		26573	3832	31.9	14.4	97	5634	30.7	21.2	94	10646	31.6	40.1	96	1904	29.0	7.2	88

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BAKING CHIPS & PIECES: BRANDS
(FEMALE HOMEMAKERS)

0028
P-19

	TOTAL U.S. '000	BAKERS A '000	BAKERS B % DOWN	BAKERS C % ACROSS	BAKERS D INDX	HERSHEY A '000	HERSHEY B % DOWN	HERSHEY C % ACROSS	HERSHEY D INDX	NESTLE A '000	NESTLE B % DOWN	NESTLE C % ACROSS	NESTLE D INDX	REESE A '000	REESE B % DOWN	REESE C % ACROSS	REESE D INDX
TOTAL FEMALE HOMEMAKERS	80986	12019	100.0	14.8	100	18354	100.0	22.7	100	33703	100.0	41.6	100	6557	100.0	8.1	100
ATLANTIC MONTHLY	415	**47	0.4	11.3	76	**129	0.7	31.1	137	*167	0.5	40.2	97	**57	0.9	13.7	170
BARRON'S	453	**55	0.5	12.1	82	**123	0.7	27.2	120	*297	0.9	65.6	158	**60	0.9	13.2	164
BETTER HOMES & GARDENS	16256	3145	26.2	19.3	130	4614	25.1	28.4	125	8539	25.3	52.5	126	1511	23.0	9.3	115
BON APPETIT	2535	556	4.6	21.9	148	792	4.3	31.2	138	1357	4.0	53.5	129	*254	3.9	10.0	124
BUSINESS WEEK	1278	*151	1.3	11.8	80	*197	1.1	15.4	68	494	1.5	38.7	93	**137	2.1	10.7	132
CAR AND DRIVER	378	**24	0.2	6.3	43	**71	0.4	18.8	83	*128	0.4	33.9	81	**33	0.5	8.7	108
CBS MAGAZINE NETWORK (GROSS)	1498	*237	2.0	15.8	107	462	2.5	30.8	136	639	1.9	42.7	103	**106	1.6	7.1	87
CHANGING TIMES	1505	270	2.2	17.9	121	385	2.1	25.6	113	673	2.0	44.7	107	**107	1.6	7.1	88
COLONIAL HOMES	1231	220	1.8	17.9	120	364	2.0	29.6	130	591	1.8	48.0	115	*117	1.8	9.5	117
CONDE NAST MAG. PKG. (GROSS)	14146	1853	15.4	13.1	88	3349	18.2	23.7	104	6722	19.9	47.5	114	1230	18.8	8.7	107
CONSUMERS DIGEST	1323	303	2.5	22.9	154	285	1.6	21.5	95	600	1.8	45.4	109	**109	1.7	8.2	102
COSMOPOLITAN	7102	980	8.2	13.8	93	1615	8.8	22.7	100	3111	9.2	43.8	105	615	9.4	8.7	107
COUNTRY LIVING	2481	449	3.7	18.1	122	661	3.6	26.6	118	1495	4.4	60.3	145	228	3.5	9.2	114
CUISINE	1472	416	3.5	28.3	190	378	2.1	25.7	113	705	2.1	47.9	115	*172	2.6	11.7	144
CYCLE WORLD	425	**47	0.4	11.1	75	**180	1.0	42.4	187	*243	0.7	57.2	137	**29	0.4	6.8	84
DCI:CREATIVE IDEAS FOR LIV	2510	581	4.8	23.1	156	769	4.2	30.6	135	1317	3.9	52.5	126	*245	3.7	9.8	121
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	1527	12.7	22.8	154	1890	10.3	28.2	125	3243	9.6	48.4	116	611	9.3	9.1	113
DISCOVER	894	*142	1.2	15.9	107	*143	0.8	16.0	71	326	1.0	36.5	88	**68	1.0	7.6	94
EBONY	3507	464	3.9	13.2	89	442	2.4	12.6	56	686	2.0	19.6	47	221	3.4	6.3	78
ESQUIRE	1083	*150	1.2	13.9	93	*200	1.1	18.5	81	333	1.0	30.7	74	**70	1.1	6.5	80
ESSENCE	1830	255	2.1	13.9	94	205	1.1	11.2	49	346	1.0	18.9	45	**64	1.0	3.5	43
FAMILY CIRCLE	15930	2908	24.2	18.3	123	4242	23.1	26.6	117	8302	24.6	52.1	125	1647	25.1	10.3	128
THE FAMILY HANDYMAN	1126	*183	1.5	16.3	110	414	2.3	36.8	162	555	1.6	49.3	118	*124	1.9	11.0	136
FAMILY WEEKLY	11468	1893	15.8	16.5	111	2931	16.0	25.6	113	5357	15.9	46.7	112	1089	16.6	9.5	117
FIELD & STREAM	2234	418	3.5	18.7	126	723	3.9	32.4	143	1031	3.1	46.2	111	*214	3.3	9.6	118
FOOD & WINE	579	*94	0.8	16.2	109	*117	0.6	20.2	89	*159	0.5	27.5	66	**51	0.8	8.8	109
FORBES	728	*165	1.4	22.7	153	*137	0.7	18.8	83	364	1.1	50.0	120	**104	1.6	14.3	176
FORTUNE	906	*124	1.0	13.7	92	*170	0.9	18.8	83	527	1.6	58.2	140	**131	2.0	14.5	179
GENTLEMEN'S QUARTERLY	791	**55	0.5	7.0	47	*177	1.0	22.4	99	331	1.0	41.8	101	**55	0.8	7.0	86
GLAMOUR	5265	756	6.3	14.4	97	1372	7.5	26.1	115	2704	8.0	51.4	123	543	8.3	10.3	127
GOLF DIGEST	636	**90	0.7	14.2	95	*216	1.2	34.0	150	369	1.1	58.0	139	**63	1.0	9.9	122
GOLF DIGEST/TENNIS (GROSS)	1186	*205	1.7	17.3	116	352	1.9	29.7	131	544	1.6	45.9	110	**107	1.6	9.0	111
GOLF MAGAZINE	441	**49	0.4	11.1	75	**140	0.8	31.7	140	*265	0.8	60.1	144	**92	1.4	20.9	258
GOLF MAGAZINE/SKI (GROSS)	922	**108	0.9	11.7	79	*219	1.2	23.8	105	481	1.4	52.2	125	**127	1.9	13.8	170
GOOD HOUSEKEEPING	16487	2892	24.1	17.5	118	4504	24.5	27.3	121	8653	25.7	52.5	126	1648	25.1	10.0	123
HARPER'S BAZAAR	2423	336	2.8	13.9	93	553	3.0	22.8	101	1098	3.3	45.3	109	*266	4.1	11.0	136
HEALTH	1994	227	1.9	11.4	77	417	2.3	20.9	92	843	2.5	42.3	102	*217	3.3	10.9	134
HEARST MAG CORP. BUY (GROSS)	44101	7636	63.5	17.3	117	11425	62.2	25.9	114	22309	66.2	50.6	122	4242	64.7	9.6	119
HEARST MAN POWER (GROSS)	1993	377	3.1	18.9	127	664	3.6	33.3	147	1076	3.2	54.0	130	*301	4.6	15.1	187
HEARST WOMAN POWER (GROSS)	31274	5328	44.3	17.0	115	8055	43.9	25.8	114	15756	46.7	50.4	121	2960	45.1	9.5	117
HOUSE BEAUTIFUL	3623	763	6.3	21.1	142	860	4.7	23.7	105	1756	5.2	48.5	116	307	4.7	8.5	105
INC.	283	**29	0.2	10.2	69	**56	0.3	19.8	87	*152	0.5	53.7	129	**78	1.2	27.6	340
JET	2928	427	3.6	14.6	98	468	2.5	16.0	71	590	1.8	20.2	48	165	2.5	5.6	70
LADIES' HOME JOURNAL	11918	2054	17.1	17.2	116	3145	17.1	26.4	116	6156	18.3	51.7	124	1108	16.9	9.3	115
LHJ FAMILY GRP COMBO(GROSS)	16764	2916	24.3	17.4	117	4268	23.3	25.5	112	8583	25.5	51.2	123	1648	25.1	9.8	121
LIFE	4254	581	4.8	13.7	92	1190	6.5	28.0	123	1883	5.6	44.3	106	366	5.6	8.6	106
L.A. TIMES HOME MAGAZINE	1145	*198	1.6	17.3	117	*324	1.8	28.3	125	498	1.5	43.5	105	**134	2.0	11.7	145
MADEMOISELLE	2884	319	2.7	11.1	75	603	3.3	20.9	92	1299	3.9	45.0	108	*239	3.6	8.3	102
MC CALL'S	13460	2602	21.6	19.3	130	3585	19.5	26.6	118	7098	21.1	52.7	127	1289	19.7	9.6	118
MC CALL'S/WRK MOTHER (GROSS)	14606	2919	24.3	20.0	135	3986	21.7	27.3	120	7718	22.9	52.8	127	1436	21.9	9.8	121
MECHANIX ILLUSTRATED	772	*169	1.4	21.9	148	*280	1.5	36.3	160	333	1.0	43.1	104	**91	1.4	11.8	146
METROPOLITAN HOME	967	*164	1.4	17.0	114	*194	1.1	20.1	89	439	1.3	45.4	109	**41	0.6	4.2	52
MONEY	1588	275	2.3	17.3	117	382	2.1	24.1	106	771	2.3	48.6	117	*175	2.7	11.0	136
MOTHER EARTH NEWS	1002	*161	1.3	16.1	108	289	1.6	28.8	127	541	1.6	54.0	130	*158	2.4	15.8	195
MS.	825	*160	1.3	19.4	131	*135	0.7	16.4	72	303	0.9	36.7	88	**64	1.0	7.8	96
NATIONAL ENQUIRER	10336	1536	12.8	14.9	100	2245	12.2	21.7	96	4007	11.9	38.8	93	804	12.3	7.8	96
NATIONAL GEOGRAPHIC	9597	1751	14.6	18.2	123	2650	14.4	27.6	122	4935	14.6	51.4	124	997	15.2	10.4	128
NATIONAL SUNDAY MAGAZINE PKG	49558	7622	63.4	15.4	104	11931	65.0	24.1	106	22752	67.5	45.9	110	4416	67.3	8.9	110
NATURAL HISTORY	573	**85	0.7	14.8	100	*131	0.7	22.9	101	310	0.9	54.1	130	**30	0.5	5.2	65
NEW WOMAN	1699	*257	2.1	15.1	102	442	2.4	26.0	115	677	2.0	39.8	96	*138	2.1	8.1	100
NEW YORK INCLUDING CUE	443	**33	0.3	7.4	50	**46	0.3	10.4	46	*154	0.5	34.8	84	**16	0.2	3.6	45
THE NEW YORKER	1270	204	1.7	16.1	108	222	1.2	17.5	77	625	1.9	49.2	118	**95	1.4	7.5	92
NEWSWEEK	6277	1072	8.9	17.1	115	1644	9.0	26.2	116	3027	9.0	48.2	116	706	10.8	11.2	139
THE N.Y. TIMES DAILY EDITION	1205	*119	1.0	9.9	67	*177	1.0	14.7	65	495	1.5	41.1	99	**50	0.8	4.1	51
THE N.Y. TIMES MAGAZINE	2081	270	2.2	13.0	87	327	1.8	15.7	69	864	2.6	41.5	100	**104	1.6	5.0	62
OMNI	788	*127	1.1	16.1	109	*165	0.9	20.9	92	268	0.8	34.0	82	**74	1.1	9.4	116
ON CABLE	1158	*262	2.2	22.6	152	*205	1.1	17.7	78	536	1.6	46.3	111	**30	0.5	2.6	32
1001 HOME IDEAS	2852	635	5.3	22.3	150	706	3.8	24.8	109	1584	4.7	55.5	133	323	4.9	11.3	140
ORGANIC GARDENING	1658	424	3.5	25.6	172	537	2.9	32.4	143	860	2.6	51.9	125	*209	3.2	12.6	156
OUTDOOR LIFE	896	*144	1.2	16.1	108	233	1.3	26.0	115	377	1.1	42.1	101	**93	1.4	10.4	128
PARADE MAGAZINE	24275	3460	28.8	14.3	96	5844	31.8	24.1	106	10937	32.5	45.1	108	2074	31.6	8.5	106

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BAKING CHIPS & PIECES: BRANDS
(FEMALE HOMEMAKERS)

0029
P-19

	TOTAL U.S. '000	BAKERS A '000	BAKERS B % DOWN	BAKERS C % ACROSS	BAKERS D INDX	HERSHEY A '000	HERSHEY B % DOWN	HERSHEY C % ACROSS	HERSHEY D INDX	NESTLE A '000	NESTLE B % DOWN	NESTLE C % ACROSS	NESTLE D INDX	REESE A '000	REESE B % DOWN	REESE C % ACROSS	REESE D INDX
TOTAL FEMALE HOMEMAKERS	80986	12019	100.0	14.8	100	18354	100.0	22.7	100	33703	100.0	41.6	100	6557	100.0	8.1	100
PARENTS	3845	631	5.3	16.4	111	1020	5.6	26.5	117	1850	5.5	48.1	116	384	5.9	10.0	123
PENTHOUSE	831	**110	0.9	13.2	89	*165	0.9	19.9	88	299	0.9	36.0	86	**45	0.7	5.4	67
PEOPLE	11645	1727	14.4	14.8	100	2801	15.3	24.1	106	5330	15.8	45.8	110	1230	18.8	10.6	130
PLAYBOY	2006	*262	2.2	13.1	88	289	1.6	14.4	64	731	2.2	36.4	88	*117	1.8	5.8	72
POPULAR HOT RODDING	297	**38	0.3	12.8	86	**88	0.5	29.6	131	*127	0.4	42.8	103	**29	0.4	9.8	121
POPULAR MECHANICS	1018	*214	1.8	21.0	142	375	2.0	36.8	163	613	1.8	60.2	145	**184	2.8	18.1	223
POPULAR SCIENCE	878	*183	1.5	20.8	140	*250	1.4	28.5	126	388	1.2	44.2	106	**65	1.0	7.4	91
PREVENTION	3913	717	6.0	18.3	123	1037	5.6	26.5	117	1705	5.1	43.6	105	319	4.9	8.2	101
PSYCHOLOGY TODAY	1710	355	3.0	20.8	140	441	2.4	25.8	114	813	2.4	47.5	114	*169	2.6	9.9	122
READER'S DIGEST	22204	4055	33.7	18.3	123	5935	32.3	26.7	118	10557	31.3	47.5	114	2111	32.2	9.5	117
REDBOOK	7684	1456	12.1	18.9	128	1936	10.5	25.2	111	3992	11.8	52.0	125	697	10.6	9.1	112
ROAD & TRACK	410	**59	0.5	14.4	97	**126	0.7	30.7	136	*190	0.6	46.3	111	**38	0.6	9.3	114
ROLLING STONE	969	*124	1.0	12.8	86	274	1.5	28.3	125	318	0.9	32.8	79	**82	1.3	8.5	105
RUNNER'S WORLD	298	**51	0.4	17.1	115	**59	0.3	19.8	87	*145	0.4	48.7	117	**22	0.3	7.4	91
SATURDAY EVENING POST	1169	*202	1.7	17.3	116	279	1.5	23.9	105	620	1.8	53.0	127	*127	1.9	10.9	134
SCIENCE 84	587	**100	0.8	17.0	115	*192	1.0	32.7	144	236	0.7	40.2	97	**79	1.2	13.5	166
SCIENCE DIGEST	482	**70	0.6	14.5	98	**102	0.6	21.2	93	*208	0.6	43.2	104	**43	0.7	8.9	110
SCIENTIFIC AMERICAN	594	**97	0.8	16.3	110	*141	0.8	23.7	105	275	0.8	46.3	111	**30	0.5	5.1	62
SELF	2089	*266	2.2	12.7	86	501	2.7	24.0	106	948	2.8	45.4	109	*180	2.7	8.6	106
SEVENTEEN	2411	*236	2.0	9.8	66	506	2.8	21.0	93	1111	3.3	46.1	111	*239	3.6	9.9	122
SKI	480	**59	0.5	12.3	83	**79	0.4	16.5	73	*216	0.6	45.0	108	**35	0.5	7.3	90
SMITHSONIAN	2760	557	4.6	20.2	136	710	3.9	25.7	114	1247	3.7	45.2	109	*236	3.6	8.6	106
SOAP OPERA DIGEST	3013	426	3.5	14.1	95	686	3.7	22.8	100	1143	3.4	37.9	91	272	4.1	9.0	111
SOUTHERN LIVING	4184	947	7.9	22.6	153	1120	6.1	26.8	118	1926	5.7	46.0	111	366	5.6	8.7	108
SPORT	559	**93	0.8	16.6	112	**146	0.8	26.1	115	*243	0.7	43.5	104	**73	1.1	13.1	161
THE SPORTING NEWS	436	**68	0.6	15.6	105	**116	0.6	26.6	117	*180	0.5	41.3	99	**38	0.6	8.7	108
SPORTS AFIELD	493	**93	0.8	18.9	127	*186	1.0	37.7	166	*255	0.8	51.7	124	**74	1.1	15.0	185
SPORTS ILLUSTRATED	2758	522	4.3	18.9	128	917	5.0	33.2	147	1219	3.6	44.2	106	349	5.3	12.7	156
STAR	7456	1036	8.6	13.9	94	1593	8.7	21.4	94	2783	8.3	37.3	90	639	9.7	8.6	106
SUNDAY	24936	3634	30.2	14.6	98	5809	31.6	23.3	103	11938	35.4	47.9	115	2407	36.7	9.7	119
SUNSET	2124	429	3.6	20.2	136	632	3.4	29.8	131	1123	3.3	52.9	127	*259	3.9	12.2	151
TV GUIDE	21661	3326	27.7	15.4	103	5329	29.0	24.6	109	9172	27.2	42.3	102	1713	26.1	7.9	98
TENNIS	550	**115	1.0	20.9	141	*136	0.7	24.7	109	*174	0.5	31.6	76	**44	0.7	8.0	99
TIME	8880	1241	10.3	14.0	94	2120	11.6	23.9	105	4163	12.4	46.9	113	790	12.0	8.9	110
TOWN & COUNTRY	917	*147	1.2	16.0	108	*229	1.2	25.0	110	434	1.3	47.3	114	**47	0.7	5.1	63
TRAVEL & LEISURE	972	*142	1.2	14.6	98	221	1.2	22.7	100	483	1.4	49.7	119	**62	0.9	6.4	79
TRUE STORY	3356	434	3.6	12.9	87	751	4.1	22.4	99	1269	3.8	37.8	91	260	4.0	7.7	96
U.S.NEWS & WORLD REPORT	3410	556	4.6	16.3	110	907	4.9	26.6	117	1543	4.6	45.2	109	219	3.3	6.4	79
USA TODAY	1759	318	2.6	18.1	122	492	2.7	28.0	123	846	2.5	48.1	116	*134	2.0	7.6	94
US	1873	333	2.8	17.8	120	437	2.4	23.3	103	857	2.5	45.8	110	*190	2.9	10.1	125
VOGUE	3909	512	4.3	13.1	88	873	4.8	22.3	99	1771	5.3	45.3	109	267	4.1	6.8	84
WALL STREET JOURNAL	1886	310	2.6	16.4	111	468	2.5	24.8	109	918	2.7	48.7	117	*190	2.9	10.1	124
WEIGHT WATCHERS	2120	420	3.5	19.8	133	521	2.8	24.6	108	1109	3.3	52.3	126	308	4.7	14.5	179
WOMAN'S DAY	14172	2558	21.3	18.0	122	4069	22.2	28.7	127	7378	21.9	52.1	125	1571	24.0	11.1	137
WORKING MOTHER	1146	*317	2.6	27.7	186	401	2.2	35.0	154	620	1.8	54.1	130	*147	2.2	12.8	158
WORKING WOMAN	1322	*226	1.9	17.1	115	310	1.7	23.4	103	549	1.6	41.5	100	*122	1.9	9.2	114
WORLD TENNIS	*163	**43	0.4	26.4	178	**33	0.2	20.2	89	**70	0.2	42.9	103	**13	0.2	8.0	99
ZIFF-DAVIS MAG NETWK (GROSS)	2532	318	2.6	12.6	85	583	3.2	23.0	102	1192	3.5	47.1	113	309	4.7	12.2	151
BLAIR INSERTS	43657	6680	55.6	15.3	103	10359	56.4	23.7	105	20026	59.4	45.9	110	3785	57.7	8.7	107
DAILY NEWSPAPERS																	
READ ANY	51633	8043	66.9	15.6	105	12186	66.4	23.6	104	23030	68.3	44.6	107	4272	65.2	8.3	102
READ ONE	43463	6862	57.1	15.8	106	10269	55.9	23.6	104	19086	56.6	43.9	106	3560	54.3	8.2	101
READ TWO OR MORE	8170	1182	9.8	14.5	97	1917	10.4	23.5	104	3944	11.7	48.3	116	711	10.8	8.7	107
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	8168	68.0	15.5	104	12646	68.9	24.0	106	24196	71.8	45.9	110	4641	70.8	8.8	109
READ ONE	46126	7231	60.2	15.7	106	10874	59.2	23.6	104	20982	62.3	45.5	109	4051	61.8	8.8	108
READ TWO OR MORE	6552	938	7.8	14.3	96	1772	9.7	27.0	119	3214	9.5	49.1	118	590	9.0	9.0	111
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.54				28.66				28.79				29.16			
30 DAY REACH	71455	10514	87.5	14.7	99	16363	89.2	22.9	101	29917	88.8	41.9	101	5749	87.7	8.0	99
50 SHWG - 30 DAY AV FREQ	14.56	14.67				15.15				15.13				15.43			
30 DAY REACH	67742	9898	82.4	14.6	98	15529	84.6	22.9	101	28565	84.8	42.2	101	5453	83.2	8.0	99
25 SHWG - 30 DAY AV FREQ	7.94	7.94				8.15				8.19				8.35			
30 DAY REACH	62117	9169	76.3	14.8	99	14389	78.4	23.2	102	26344	78.2	42.4	102	5003	76.3	8.1	99
CABLE TV: HOME WIRED	32077	5307	44.2	16.5	111	8352	45.5	26.0	115	15342	45.5	47.8	115	2732	41.7	8.5	105
HOME NOT WIRED	48909	6713	55.9	13.7	92	10002	54.5	20.5	90	18361	54.5	37.5	90	3825	58.3	7.8	97
HAVE PAY CABLE	15935	2825	23.5	17.7	119	4504	24.5	28.3	125	8120	24.1	51.0	122	1626	24.8	10.2	126

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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BAKING CHIPS & PIECES: BRANDS
(FEMALE HOMEMAKERS)

0030
P-19

	TOTAL U.S. '000	BAKERS A '000	BAKERS B % DOWN	BAKERS C % ACROSS	BAKERS D INDX	HERSHEY A '000	HERSHEY B % DOWN	HERSHEY C % ACROSS	HERSHEY D INDX	NESTLE A '000	NESTLE B % DOWN	NESTLE C % ACROSS	NESTLE D INDX	REESE A '000	REESE B % DOWN	REESE C % ACROSS	REESE D INDX
TOTAL FEMALE HOMEMAKERS	80986	12019	100.0	14.8	100	18354	100.0	22.7	100	33703	100.0	41.6	100	6557	100.0	8.1	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	6939	57.7	15.8	106	10790	58.8	24.6	108	19667	58.4	44.8	108	3853	58.8	8.8	108
10:00 AM - 3:00 PM	30659	4885	40.6	15.9	107	7881	42.9	25.7	113	13416	39.8	43.8	105	2729	41.6	8.9	110
3:00 PM - 7:00 PM	31045	4758	39.6	15.3	103	7513	40.9	24.2	107	13566	40.3	43.7	105	2695	41.1	8.7	107
7:00 PM - MIDNIGHT	15767	2359	19.6	15.0	101	3641	19.8	23.1	102	6765	20.1	42.9	103	1418	21.6	9.0	111
MIDNIGHT - 6:00 AM	9120	1503	12.5	16.5	111	2234	12.2	24.5	108	3885	11.5	42.6	102	779	11.9	8.5	105
6:00 AM - MIDNIGHT	58527	8988	74.8	15.4	103	14045	76.5	24.0	106	25641	76.1	43.8	105	4921	75.0	8.4	104
ENTIRE DAY	59311	9153	76.2	15.4	104	14179	77.3	23.9	105	25912	76.9	43.7	105	5006	76.3	8.4	104
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	2708	22.5	16.7	113	4254	23.2	26.3	116	8154	24.2	50.4	121	1437	21.9	8.9	110
ALL NEWS	2256	376	3.1	16.7	112	528	2.9	23.4	103	900	2.7	39.9	96	**98	1.5	4.3	54
AOR/PROGRESSIVE	3874	616	5.1	15.9	107	941	5.1	24.3	107	1713	5.1	44.2	106	408	6.2	10.5	130
BEAUTIFUL MUSIC	5660	962	8.0	17.0	115	1332	7.3	23.5	104	2608	7.7	46.1	111	417	6.4	7.4	91
BLACK	2204	285	2.4	12.9	87	383	2.1	17.4	77	604	1.8	27.4	66	*142	2.2	6.4	80
CLASSICAL	1418	*253	2.1	17.8	120	447	2.4	31.5	139	559	1.7	39.4	95	*187	2.9	13.2	163
CHR/ROCK	9538	1097	9.1	11.5	77	2249	12.3	23.6	104	4067	12.1	42.6	102	807	12.3	8.5	105
COUNTRY	12648	2226	18.5	17.6	119	3169	17.3	25.1	111	5682	16.9	44.9	108	1062	16.2	8.4	104
GOLDEN OLDIES	1191	**148	1.2	12.4	84	*245	1.3	20.6	91	464	1.4	39.0	94	**94	1.4	7.9	97
MOR/NOSTALGIA	4757	741	6.2	15.6	105	1132	6.2	23.8	105	2014	6.0	42.3	102	533	8.1	11.2	138
NEWS/TALK	3863	637	5.3	16.5	111	832	4.5	21.5	95	1803	5.3	46.7	112	337	5.1	8.7	108
RELIGIOUS	3084	423	3.5	13.7	92	620	3.4	20.1	89	1028	3.1	33.3	80	*209	3.2	6.8	84
SOFT ROCK	521	**58	0.5	11.1	75	**118	0.6	22.6	100	*208	0.6	39.9	96	**82	1.3	15.7	194
URBAN CONTEMPORARY	1585	*170	1.4	10.7	72	261	1.4	16.5	73	402	1.2	25.4	61	**124	1.9	7.8	97
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	299	2.5	9.2	62	597	3.3	18.3	81	1440	4.3	44.2	106	290	4.4	8.9	110
ABC DIRECTION	2316	259	2.2	11.2	75	530	2.9	22.9	101	921	2.7	39.8	96	*102	1.6	4.4	54
ABC ENTERTAINMENT	4834	800	6.7	16.5	112	1181	6.4	24.4	108	2139	6.3	44.2	106	326	5.0	6.7	83
ABC FM	2202	388	3.2	17.6	119	478	2.6	21.7	96	888	2.6	40.3	97	*142	2.2	6.4	80
ABC INFORMATION	5425	921	7.7	17.0	114	1345	7.3	24.8	109	2647	7.9	48.8	117	575	8.8	10.6	131
ABC ROCK	1677	*252	2.1	15.0	101	464	2.5	27.7	122	738	2.2	44.0	106	*153	2.3	9.1	113
CBS	4430	904	7.5	20.4	138	1313	7.2	29.6	131	2169	6.4	49.0	118	386	5.9	8.7	108
MUTUAL	4992	939	7.8	18.8	127	1264	6.9	25.3	112	2257	6.7	45.2	109	448	6.8	9.0	111
NBC	4679	731	6.1	15.6	105	1336	7.3	28.6	126	2387	7.1	51.0	123	*300	4.6	6.4	79
RADIORADIO	1994	*230	1.9	11.5	78	507	2.8	25.4	112	975	2.9	48.9	117	*143	2.2	7.2	89
RKO ONE	2298	314	2.6	13.7	92	468	2.5	20.4	90	744	2.2	32.4	78	*196	3.0	8.5	105
RKO TWO	3311	445	3.7	13.4	91	730	4.0	22.0	97	1425	4.2	43.0	103	304	4.6	9.2	113
THE SOURCE	2114	326	2.7	15.4	104	434	2.4	20.5	91	761	2.3	36.0	87	*232	3.5	11.0	136
NON-WIRED : BLAIR	8654	1311	10.9	15.1	102	1891	10.3	21.9	96	3992	11.8	46.1	111	811	12.4	9.4	116
INTERNET	12025	1829	15.2	15.2	102	2900	15.8	24.1	106	5299	15.7	44.1	106	1100	16.8	9.1	113
KATZ RADIO GROUP	15359	2511	20.9	16.3	110	3616	19.7	23.5	104	7018	20.8	45.7	110	1292	19.7	8.4	104
SUPERNET	10628	1503	12.5	14.1	95	2641	14.4	24.8	110	4730	14.0	44.5	107	835	12.7	7.9	97
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	1316	10.9	15.2	102	1732	9.4	20.0	88	3186	9.5	36.8	88	642	9.8	7.4	92
MKDAY 9:00 AM - 1:00 PM	12163	1812	15.1	14.9	100	2557	13.9	21.0	93	4505	13.4	37.0	89	890	13.6	7.3	90
MKDAY 1:00 PM - 4:30 PM	16150	2476	20.6	15.3	103	3464	18.9	21.4	95	6067	18.0	37.6	90	1214	18.5	7.5	93
MKDAY 4:30 PM - 7:30 PM	22463	3243	27.0	14.4	97	4710	25.7	21.0	93	8491	25.2	37.8	91	1628	24.8	7.2	90
MKDAY 7:30 PM - 8:00 PM	31795	4704	39.1	14.8	100	6962	37.9	21.9	97	12663	37.6	39.8	96	2465	37.6	7.8	96
MKDAY 11:00 PM - 11:30 PM	23977	3786	31.5	15.8	106	5384	29.3	22.5	99	10448	31.0	43.6	105	1943	29.6	8.1	100
MKDAY 11:30 PM - 1:00 AM	7703	1315	10.9	17.1	115	1891	10.3	24.5	108	3252	9.6	42.2	101	576	8.8	7.5	92
M-SAT 8-11 PM+SUN 7-11 PM	33800	5144	42.8	15.2	103	7617	41.5	22.5	99	14142	42.0	41.8	101	2733	41.7	8.1	100
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	870	7.2	13.3	90	1414	7.7	21.6	95	2400	7.1	36.7	88	525	8.0	8.0	99
ANOTHER WORLD N	4620	777	6.5	16.8	113	1035	5.6	22.4	99	1595	4.7	34.5	83	296	4.5	6.4	79
AS THE WORLD TURNS C	5614	807	6.7	14.4	97	1201	6.5	21.4	94	2021	6.0	36.0	87	423	6.5	7.5	93
CAPITOL C	3396	499	4.2	14.7	99	738	4.0	21.7	96	1161	3.4	34.2	82	252	3.8	7.4	92
CBS MORN. NEWS 1 C	1446	241	2.0	16.7	112	304	1.7	21.0	93	481	1.4	33.3	80	116	1.8	8.0	99
CBS MORN. NEWS 2 C	1207	182	1.5	15.1	102	282	1.5	23.4	103	414	1.2	34.3	82	107	1.6	8.9	109
DAYS OF OUR LIVES N	5877	1088	9.1	18.5	125	1406	7.7	23.9	106	2478	7.4	42.2	101	444	6.8	7.6	93
FACTS OF LIFE - DAYTIME N	2290	329	2.7	14.4	97	422	2.3	18.4	81	744	2.2	32.5	78	144	2.2	6.3	78
FAMILY FEUD A	3023	533	4.4	17.6	119	555	3.0	18.4	81	963	2.9	31.9	77	266	4.1	8.8	109
GENERAL HOSPITAL A	6097	913	7.6	15.0	101	1150	6.3	18.9	83	2474	7.3	40.6	98	461	7.0	7.6	93
GOOD MORNING, AMERICA-730 A	3515	522	4.3	14.9	100	704	3.8	20.0	88	1349	4.0	38.4	92	280	4.3	8.0	98
GOOD MORNING, AMERICA-830 A	2818	479	4.0	17.0	115	587	3.2	20.8	92	1184	3.5	42.0	101	228	3.5	8.1	100
GUIDING LIGHT C	5339	790	6.6	14.8	100	1188	6.5	22.3	98	1952	5.8	36.6	88	419	6.4	7.8	97
ONE LIFE TO LIVE A	4478	725	6.0	16.2	109	934	5.1	20.9	92	1710	5.1	38.2	92	399	6.1	8.9	110
PRESS YOUR LUCK C	2244	292	2.4	13.0	88	530	2.9	23.6	104	843	2.5	37.6	90	122	1.9	5.4	67
PRICE IS RIGHT 1 C	4348	628	5.2	14.4	97	975	5.3	22.4	99	1497	4.4	34.4	83	286	4.4	6.6	81
PRICE IS RIGHT 2 C	5014	717	6.0	14.3	96	1104	6.0	22.0	97	1867	5.5	37.2	89	352	5.4	7.0	87
RYAN'S HOPE A	3150	435	3.6	13.8	93	619	3.4	19.7	87	1096	3.3	34.8	84	267	4.1	8.5	105
SALE OF THE CENTURY N	2695	290	2.4	10.8	73	347	1.9	12.9	57	887	2.6	32.9	79	162	2.5	6.0	74
SEARCH FOR TOMORROW N	2319	397	3.3	17.1	115	466	2.5	20.1	89	831	2.5	35.8	86	*153	2.3	6.6	81
TODAY SHOW 1 N	2693	401	3.3	14.9	100	495	2.7	18.4	81	994	2.9	36.9	89	219	3.3	8.1	100
TODAY SHOW 2 N	2498	325	2.7	13.0	88	467	2.5	18.7	82	908	2.7	36.3	87	189	2.9	7.6	93
$25,000 PYRAMID C	2753	357	3.0	13.0	87	523	2.8	19.0	84	1005	3.0	36.5	88	173	2.6	6.3	78
WHEEL OF FORTUNE N	4388	574	4.8	13.1	88	866	4.7	19.7	87	1666	4.9	38.0	91	274	4.2	6.2	77
YOUNG AND THE RESTLESS C	5695	897	7.5	15.8	106	1268	6.9	22.3	98	1968	5.8	34.6	83	342	5.2	6.0	74
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	325	2.7	18.5	124	436	2.4	24.8	109	764	2.3	43.4	104	142	2.2	8.1	100
NBA PLAYOFF GAME -1 C	1136	138	1.1	12.1	82	182	1.0	16.0	71	387	1.1	34.1	82	*87	1.3	7.7	95
NBC MAJOR LEAGUE PRE-GAME N	953	*170	1.4	17.8	120	*177	1.0	18.6	82	290	0.9	30.4	73	**68	1.0	7.1	88
SPORTSWORLD - SUN N	1233	291	2.4	23.6	159	350	1.9	28.4	125	511	1.5	41.4	100	**76	1.2	6.2	76
SUNDAY MORNING C	1611	233	1.9	14.5	97	459	2.5	28.5	126	654	1.9	40.6	98	*132	2.0	8.2	101

*=PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**=NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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BAKING CHIPS & PIECES: BRANDS
(FEMALE HOMEMAKERS)

0031
P-19

		TOTAL U.S. '000	BAKERS A '000	BAKERS B % DOWN	BAKERS C % ACROSS	BAKERS D INDX	HERSHEY A '000	HERSHEY B % DOWN	HERSHEY C % ACROSS	HERSHEY D INDX	NESTLE A '000	NESTLE B % DOWN	NESTLE C % ACROSS	NESTLE D INDX	REESE A '000	REESE B % DOWN	REESE C % ACROSS	REESE D INDX
TOTAL FEMALE HOMEMAKERS		80986	12019	100.0	14.8	100	18354	100.0	22.7	100	33703	100.0	41.6	100	6557	100.0	8.1	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	3879	32.3	14.9	100	5506	30.0	21.1	93	10095	30.0	38.7	93	1896	28.9	7.3	90
NETWORK AFFILIATES - LATE		20261	3134	26.1	15.5	104	4530	24.7	22.4	99	8839	26.2	43.6	105	1564	23.9	7.7	95
INDEPENDENTS - LATE		2076	264	2.2	12.7	86	484	2.6	23.3	103	946	2.8	45.6	109	196	3.0	9.4	117
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	1437	12.0	13.7	93	2300	12.5	21.9	97	4011	11.9	38.4	92	704	10.7	6.7	83
ABC MONDAY NIGHT MOVIE	A	6412	1080	9.0	16.8	113	1445	7.9	22.5	99	2759	8.2	43.0	103	512	7.8	8.0	99
ABC SUNDAY NIGHT MOVIE	A	12407	1839	15.3	14.8	100	2851	15.5	23.0	101	5279	15.7	42.5	102	1048	16.0	8.4	104
ABC WORLD NEWS TONIGHT	A	6176	954	7.9	15.4	104	1316	7.2	21.3	94	2363	7.0	38.3	92	436	6.6	7.1	87
AFTERMASH	C	5863	998	8.3	17.0	115	1319	7.2	22.5	99	2378	7.1	40.6	97	425	6.5	7.2	90
ALICE	C	9594	1479	12.3	15.4	104	2173	11.8	22.6	100	3855	11.4	40.2	97	798	12.2	8.3	103
AMERICAN PARADE	C	6622	1090	9.1	16.5	111	1451	7.9	21.9	97	2609	7.7	39.4	95	601	9.2	9.1	112
BENSON	A	10886	1628	13.5	15.0	101	2353	12.8	21.6	95	4374	13.0	40.2	97	848	12.9	7.8	96
BLUE THUNDER	A	5036	780	6.5	15.5	104	1101	6.0	21.9	96	2040	6.1	40.5	97	436	6.6	8.7	107
CAGNEY & LACEY	C	9965	1423	11.8	14.3	96	2189	11.9	22.0	97	4492	13.3	45.1	108	763	11.6	7.7	95
CBS EVENING NEWS-DEAN	C	3491	449	3.7	12.9	87	774	4.2	22.2	98	1408	4.2	40.3	97	*298	4.5	8.5	105
CBS EVENING NEWS-RATHER	C	7123	1019	8.5	14.3	96	1573	8.6	22.1	97	2857	8.5	40.1	96	483	7.4	6.8	84
CBS SAT. NEWS-SCHIEFFER	C	3621	459	3.8	12.7	85	667	3.6	18.4	81	1297	3.8	35.8	86	258	3.9	7.1	88
CBS SATURDAY NIGHT MOVIE	C	5436	809	6.7	14.9	100	1241	6.8	22.8	101	2371	7.0	43.6	105	561	8.6	10.3	127
CBS WEDNESDAY NIGHT MOVIE	C	6100	980	8.2	16.1	108	1231	6.7	20.2	89	2470	7.3	40.5	97	457	7.0	7.5	93
CHEERS	N	8889	1184	9.9	13.3	90	2147	11.7	24.2	107	3967	11.8	44.6	107	722	11.0	8.1	100
DALLAS	C	22109	3451	28.7	15.6	105	4988	27.2	22.6	100	9643	28.6	43.6	105	1619	24.7	7.3	90
DIFF'RENT STROKES	N	6940	1063	8.8	15.3	103	1519	8.3	21.9	97	2682	8.0	38.6	93	529	8.1	7.6	94
DOUBLE TROUBLE	N	7223	1073	8.9	14.9	100	1707	9.3	23.6	104	3038	9.0	42.1	101	605	9.2	8.4	103
DUCK FACTORY	N	5595	744	6.2	13.3	90	1350	7.4	24.1	106	2358	7.0	42.1	101	384	5.9	6.9	85
DUKES OF HAZZARD	C	5768	935	7.8	16.2	109	1341	7.3	23.2	103	2314	6.9	40.1	96	402	6.1	7.0	86
DYNASTY	A	20053	2727	22.7	13.6	92	4176	22.8	20.8	92	8202	24.3	40.9	98	1499	22.9	7.5	92
FACTS OF LIFE	N	8087	1339	11.1	16.6	112	2001	10.9	24.7	109	3297	9.8	40.8	98	783	11.9	9.7	120
FALCON CREST	C	20046	3270	27.2	16.3	110	4319	23.5	21.5	95	8799	26.1	43.9	105	1504	22.9	7.5	93
FALL GUY	A	9084	1416	11.8	15.6	105	2078	11.3	22.9	101	3467	10.3	38.2	92	738	11.3	8.1	100
FAMILY TIES	N	7964	1135	9.4	14.3	96	1843	10.0	23.1	102	3290	9.8	41.3	99	455	6.9	5.7	71
FANTASY ISLAND	A	7687	1090	9.1	14.2	96	1411	7.7	18.4	81	2890	8.6	37.6	90	489	7.5	6.4	79
FOULUPS,BLEEPS & BLUNDERS	A	8861	1392	11.6	15.7	106	2191	11.9	24.7	109	3786	11.2	42.7	103	759	11.6	8.6	106
FOUR SEASONS	C	5095	824	6.9	16.2	109	1219	6.6	23.9	106	2126	6.3	41.7	100	372	5.7	7.3	90
GIMME A BREAK	N	8838	1184	9.9	13.4	90	1832	10.0	20.7	91	3334	9.9	37.7	91	503	7.7	5.7	70
HART TO HART	A	8978	1457	12.1	16.2	109	1997	10.9	22.2	98	3713	11.0	41.4	99	713	10.9	7.9	98
HILL STREET BLUES	N	8590	1123	9.3	13.1	88	2198	12.0	25.6	113	3719	11.0	43.3	104	746	11.4	8.7	107
HOTEL	A	14085	2218	18.5	15.7	106	3078	16.8	21.9	96	5939	17.6	42.2	101	1003	15.3	7.1	88
JEFFERSONS	C	9360	1398	11.6	14.9	101	2142	11.7	22.9	101	3552	10.5	37.9	91	705	10.8	7.5	93
JENNIFER SLEPT HERE	N	5841	870	7.2	14.9	100	1204	6.6	20.6	91	2344	7.0	40.1	96	373	5.7	6.4	79
KATE & ALLIE	C	9206	1490	12.4	16.2	109	2065	11.3	22.4	99	4038	12.0	43.9	105	768	11.7	8.3	103
KNIGHT RIDER	N	7076	943	7.8	13.3	90	1569	8.5	22.2	98	2622	7.8	37.1	89	544	8.3	7.7	95
LOVE BOAT	A	12219	1749	14.6	14.3	96	2489	13.6	20.4	90	4567	13.6	37.4	90	850	13.0	7.0	86
MAGNUM PI	C	11199	1920	16.0	17.1	116	2501	13.6	22.3	99	4444	13.2	39.7	95	914	13.9	8.2	101
MAMA'S FAMILY	N	6057	1007	8.4	16.6	112	1545	8.4	25.5	113	2487	7.4	41.1	99	481	7.3	7.9	98
MASTER, THE	N	3598	534	4.4	14.8	100	820	4.5	22.8	101	1296	3.8	36.0	87	314	4.8	8.7	108
MATT HOUSTON	A	6344	976	8.1	15.4	104	1392	7.6	21.9	97	2694	8.0	42.5	102	497	7.6	7.8	97
NBC MONDAY NIGHT MOVIE	N	11994	1672	13.9	13.9	94	2553	13.9	21.3	94	4892	14.5	40.8	98	959	14.6	8.0	99
NBC NIGHTLY NEWS	N	5132	782	6.5	15.2	103	1004	5.5	19.6	86	1874	5.6	36.5	88	405	6.2	7.9	97
NBC NIGHTLY NEWS-SAT	N	3375	495	4.1	14.7	99	705	3.8	20.9	92	1268	3.8	37.6	90	*249	3.8	7.4	91
NBC NIGHTLY NEWS-SUN	N	3130	319	2.7	10.2	69	640	3.5	20.4	90	1179	3.5	37.7	91	*229	3.5	7.3	90
NBC SUNDAY NIGHT MOVIE	N	8284	1038	8.6	12.5	84	1664	9.1	20.1	89	3292	9.8	39.7	95	646	9.9	7.8	96
NEWHART	C	9240	1484	12.3	16.1	108	2087	11.4	22.6	100	4260	12.6	46.1	111	772	11.8	8.4	103
ONE DAY AT A TIME	C	7288	1158	9.6	15.9	107	1559	8.5	21.4	94	3083	9.1	42.3	102	604	9.2	8.3	102
PEOPLE ARE FUNNY	N	4855	962	8.0	19.8	134	1300	7.1	26.8	118	2062	6.1	42.5	102	325	5.0	6.7	83
REAL PEOPLE	N	8869	1295	10.8	14.6	98	2019	11.0	22.8	100	3542	10.5	39.9	96	692	10.6	7.8	96
REMINGTON STEELE	N	7743	976	8.1	12.6	85	1689	9.2	21.8	96	3237	9.6	41.8	100	633	9.7	8.2	101
RIPLEY'S BELIEVE IT - NOT	A	5345	976	8.1	18.3	123	1278	7.0	23.9	106	2427	7.2	45.4	109	461	7.0	8.6	107
RIPTIDE	N	6988	1121	9.3	16.0	108	1663	9.1	23.8	105	2811	8.3	40.2	97	561	8.6	8.0	99
SCARECROW & MRS. KING	C	10002	1584	13.2	15.8	107	2292	12.5	22.9	101	3729	11.1	37.3	90	823	12.6	8.2	102
SIMON & SIMON	C	10638	1873	15.6	17.6	119	2404	13.1	22.6	100	4315	12.8	40.6	97	772	11.8	7.3	90
60 MINUTES	C	13293	2055	17.1	15.5	104	2803	15.3	21.1	93	5476	16.2	41.2	99	1070	16.3	8.0	99
ST. ELSEWHERE	N	7017	994	8.3	14.2	95	1859	10.1	26.5	117	3117	9.2	44.4	107	601	9.2	8.6	106
THREE'S COMPANY	A	10917	1720	14.3	15.8	106	2459	13.4	22.5	99	4576	13.6	41.9	101	1021	15.6	9.4	116
T.J. HOOKER	A	9204	1335	11.1	14.5	98	2043	11.1	22.2	98	3370	10.0	36.6	88	707	10.8	7.7	95
TONIGHT SHOW	N	2372	335	2.8	14.1	95	546	3.0	23.0	102	1100	3.3	46.4	111	208	3.2	8.8	108
TRAPPER JOHN, M.D.	C	9846	1476	12.3	15.0	101	2175	11.9	22.1	97	3972	11.8	40.3	97	703	10.7	7.1	88
TV BLOOPERS & PRAC. JOKES	N	9105	1341	11.2	14.7	99	2244	12.2	24.6	109	3807	11.3	41.8	100	665	10.1	7.3	90
20/20	A	9387	1571	13.1	16.7	113	2194	12.0	23.4	103	4345	12.9	46.3	111	699	10.7	7.4	92
WEBSTER	A	11067	1596	13.3	14.4	97	2265	12.3	20.5	90	4531	13.4	40.9	98	823	12.6	7.4	92
WORLD NEWS - SUN	A	3062	559	4.7	18.3	123	596	3.2	19.5	86	1170	3.5	38.2	92	*224	3.4	7.3	90
YELLOW ROSE	N	4978	902	7.5	18.1	122	1210	6.6	24.3	107	2028	6.0	40.7	98	336	5.1	6.7	83
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	1612	13.4	18.2	122	2230	12.1	25.1	111	4380	13.0	49.3	119	779	11.9	8.8	108
BASKETBALL - COLLEGE GAMES		4080	806	6.7	19.8	133	1229	6.7	30.1	133	1891	5.6	46.3	111	*296	4.5	7.3	90
BASKETBALL - PRO GAMES		3607	554	4.6	15.4	103	892	4.9	24.7	109	1540	4.6	42.7	103	*278	4.2	7.7	95
BOWLING		3883	704	5.9	18.1	122	949	5.2	24.4	108	1963	5.8	50.6	121	*408	6.2	10.5	130
BOXING		3928	646	5.4	16.4	111	1042	5.7	26.5	117	1295	3.8	33.0	79	*306	4.7	7.8	96
FOOTBALL - COLLEGE GAMES		6366	1302	10.8	20.5	138	1892	10.3	29.7	131	3047	9.0	47.9	115	485	7.4	7.6	94
FOOTBALL - PRO GAMES		11300	1940	16.1	17.2	116	3166	17.2	28.0	124	5853	17.4	51.8	124	779	11.9	6.9	85
GOLF		3378	533	4.4	15.8	106	1142	6.2	33.8	149	1834	5.4	54.3	130	*461	7.0	13.6	169
POST-SEASON COLL. FOOTBALL		4906	1033	8.6	21.1	142	1514	8.2	30.9	136	2440	7.2	49.7	120	*430	6.6	8.8	108
POST-SEASON PRO FOOTBALL		6120	1276	10.6	20.8	140	1686	9.2	27.5	122	3380	10.0	55.2	133	513	7.8	8.4	104
TENNIS		3033	*354	2.9	11.7	79	651	3.5	21.5	95	1513	4.5	49.9	120	*288	4.4	9.5	117
WRESTLING - PROFESSIONAL		3344	*391	3.3	11.7	79	880	4.8	26.3	116	1230	3.6	36.8	88	*325	5.0	9.7	120

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		'000	%	UNWEIGHTED
4A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE THEM?				
	YES	33052	40.8	3647
	NO	47933	59.2	5788

	ALL		SOLE		PRIMARY		SECONDARY		
IF YES	'000	%	'000	%	'000	%	'000	%	UNWEIGHTED
4B. WHICH BRANDS ARE USED BY YOUR HOUSEHOLD?									
BETTY CROCKER	14609	18.0	4420	5.5	6764	8.4	3424	4.2	1592
DUNCAN HINES	22551	27.8	12017	14.8	8720	10.8	1814	2.2	2454
JIFFY	2457	3.0	785	1.0	1015	1.3	657	.8	314
PILLSBURY	7970	9.8	1635	2.0	3549	4.4	2786	3.4	901
OTHER BRANDS	3171	3.9	1448	1.8	783	1.0	940	1.2	319
DO NOT KNOW	173	.2							15

		'000	%	UNWEIGHTED
4C. ABOUT HOW MANY PACKAGES OF DRY BROWNIE MIX WERE USED BY YOUR ENTIRE HOUSEHOLD IN THE LAST 30 DAYS?				
7 OR MORE	H	226	.3	35
4 - 6	H	661	.8	81
3	H	1204	1.5	149
2	H	3989	4.9	421
1	M	10627	13.1	1156
LESS THAN 1	M	3318	4.1	387
NONE	L	13028	16.1	1418

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DRY BROWNIE MIXES: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0034
P-19

	TOTAL U.S. '000	ALL USERS A '000	B % DOWN	C % ACROSS	D INDX	HEAVY TWO OR MORE A '000	B % DOWN	C % ACROSS	D INDX	MEDIUM ONE TO LESS THAN ONE A '000	B % DOWN	C % ACROSS	D INDX	LIGHT NONE A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	33052	100.0	40.8	100	6080	100.0	7.5	100	13945	100.0	17.2	100	13028	100.0	16.1	100
18 - 24	9282	3601	10.9	38.8	95	734	12.1	7.9	105	1527	11.0	16.5	96	1341	10.3	14.4	90
25 - 34	19072	9174	27.8	48.1	118	1491	24.5	7.8	104	3796	27.2	19.9	116	3888	29.8	20.4	127
35 - 44	14591	7753	23.5	53.1	130	1627	26.8	11.2	149	3256	23.3	22.3	130	2870	22.0	19.7	122
45 - 54	11345	4716	14.3	41.6	102	727	12.0	6.4	85	2077	14.9	18.3	106	1912	14.7	16.9	105
55 - 64	11635	4120	12.5	35.4	87	759	12.5	6.5	87	1723	12.4	14.8	86	1638	12.6	14.1	88
65 OR OLDER	15061	3689	11.2	24.5	60	744	12.2	4.9	66	1567	11.2	10.4	60	1379	10.6	9.2	57
18 - 34	28354	12775	38.7	45.1	110	2224	36.6	7.8	104	5322	38.2	18.8	109	5229	40.1	18.4	115
18 - 49	48339	22818	69.0	47.2	116	4167	68.5	8.6	115	9519	68.3	19.7	114	9132	70.1	18.9	117
25 - 54	45008	21643	65.5	48.1	118	3844	63.2	8.5	114	9128	65.5	20.3	118	8671	66.6	19.3	120
35 - 49	19985	10043	30.4	50.3	123	1942	31.9	9.7	129	4197	30.1	21.0	122	3903	30.0	19.5	121
50 OR OLDER	32647	10235	31.0	31.4	77	1914	31.5	5.9	78	4425	31.7	13.6	79	3896	29.9	11.9	74
GRADUATED COLLEGE	11155	5102	15.4	45.7	112	728	12.0	6.5	87	2353	16.9	21.1	123	2022	15.5	18.1	113
ATTENDED COLLEGE	13682	6504	19.7	47.5	116	1134	18.7	8.3	110	2300	16.5	16.8	98	3071	23.6	22.4	140
GRADUATED HIGH SCHOOL	33880	14559	44.0	43.0	105	2702	44.4	8.0	106	5974	42.8	17.6	102	5882	45.1	17.4	108
DID NOT GRADUATE HIGH SCHOOL	22270	6887	20.8	30.9	76	1516	24.9	6.8	91	3318	23.8	14.9	87	2052	15.8	9.2	57
EMPLOYED	40306	18523	56.0	46.0	113	3245	53.4	8.1	107	7696	55.2	19.1	111	7583	58.2	18.8	117
EMPLOYED FULL-TIME	32850	14833	44.9	45.2	111	2598	42.7	7.9	105	6106	43.8	18.6	108	6129	47.0	18.7	116
EMPLOYED PART-TIME	7456	3691	11.2	49.5	121	647	10.6	8.7	116	1590	11.4	21.3	124	1454	11.2	19.5	121
NOT EMPLOYED	40680	14529	44.0	35.7	88	2836	46.6	7.0	93	6249	44.8	15.4	89	5445	41.8	13.4	83
PROFESSIONAL/MANAGER	10392	4934	14.9	47.5	116	804	13.2	7.7	103	2076	14.9	20.0	116	2053	15.8	19.8	123
TECH/CLERICAL/SALES	17574	8610	26.0	49.0	120	1261	20.7	7.2	96	3606	25.9	20.5	119	3742	28.7	21.3	132
PRECISION/CRAFT	985	*324	1.0	32.9	81	**56	0.9	5.7	76	**96	0.7	9.7	57	**173	1.3	17.6	109
OTHER EMPLOYED	11354	4655	14.1	41.0	100	1124	18.5	9.9	132	1918	13.8	16.9	98	1614	12.4	14.2	88
SINGLE	9863	3830	11.6	38.8	95	679	11.2	6.9	92	1740	12.5	17.6	102	1411	10.8	14.3	89
MARRIED	51375	22771	68.9	44.3	109	4165	68.5	8.1	108	9355	67.1	18.2	106	9252	71.0	18.0	112
DIVORCED/SEPARATED/WIDOWED	19748	6452	19.5	32.7	80	1237	20.3	6.3	83	2850	20.4	14.4	84	2365	18.2	12.0	74
PARENTS	32590	16529	50.0	50.7	124	3525	58.0	10.8	144	6808	48.8	20.9	121	6197	47.6	19.0	118
WHITE	70416	29750	90.0	42.2	104	5281	86.9	7.5	100	12612	90.4	17.9	104	11857	91.0	16.8	105
BLACK	8778	2645	8.0	30.1	74	721	11.9	8.2	109	1143	8.2	13.0	76	781	6.0	8.9	55
OTHER	1791	*658	2.0	36.7	90	**79	1.3	4.4	59	**189	1.4	10.6	61	**389	3.0	21.7	135
NORTHEAST-CENSUS	17786	7761	23.5	43.6	107	1820	29.9	10.2	136	3304	23.7	18.6	108	2637	20.2	14.8	92
NORTH CENTRAL	20741	8827	26.7	42.6	104	1562	25.7	7.5	100	3897	27.9	18.8	109	3368	25.9	16.2	101
SOUTH	27775	10495	31.8	37.8	93	2171	35.7	7.8	104	4300	30.8	15.5	90	4024	30.9	14.5	90
WEST	14683	5969	18.1	40.7	100	*526	8.7	3.6	48	2443	17.5	16.6	97	2999	23.0	20.4	127
NORTHEAST-MKTG.	17961	7503	22.7	41.8	102	1981	32.6	11.0	147	3100	22.2	17.3	100	2422	18.6	13.5	84
EAST CENTRAL	11885	5368	16.2	45.2	111	954	15.7	8.0	107	2438	17.5	20.5	119	1976	15.2	16.6	103
WEST CENTRAL	14090	5698	17.2	40.4	99	945	15.5	6.7	89	2418	17.3	17.2	100	2335	17.9	16.6	103
SOUTH	24081	9184	27.8	38.1	93	1757	28.9	7.3	97	3794	27.2	15.8	91	3633	27.9	15.1	94
PACIFIC	12969	5299	16.0	40.9	100	*443	7.3	3.4	45	2195	15.7	16.9	98	2661	20.4	20.5	128
COUNTY SIZE A	32439	12831	38.8	39.6	97	2510	41.3	7.7	103	5567	39.9	17.2	100	4754	36.5	14.7	91
COUNTY SIZE B	24915	11029	33.4	44.3	108	1894	31.2	7.6	101	4526	32.5	18.2	105	4609	35.4	18.5	115
COUNTY SIZE C	12930	5506	16.7	42.6	104	883	14.5	6.8	91	2011	14.4	15.6	90	2613	20.1	20.2	126
COUNTY SIZE D	10703	3686	11.2	34.4	84	793	13.0	7.4	99	1841	13.2	17.2	100	1051	8.1	9.8	61
METRO CENTRAL CITY	24518	9149	27.7	37.3	91	1678	27.6	6.8	91	3953	28.3	16.1	94	3519	27.0	14.4	89
METRO SUBURBAN	35919	16305	49.3	45.4	111	2863	47.1	8.0	106	6801	48.8	18.9	110	6642	51.0	18.5	115
NON METRO	20549	7598	23.0	37.0	91	1540	25.3	7.5	100	3191	22.9	15.5	90	2867	22.0	14.0	87
TOP 5 ADI'S	18341	7013	21.2	38.2	94	1316	21.6	7.2	96	2988	21.4	16.3	95	2709	20.8	14.8	92
TOP 10 ADI'S	25378	10099	30.6	39.8	98	1988	32.7	7.8	104	4435	31.8	17.5	101	3676	28.2	14.5	90
TOP 20 ADI'S	36488	14730	44.6	40.4	99	2713	44.6	7.4	99	6479	46.5	17.8	103	5537	42.5	15.2	94
HSHLD INC. $50,000 OR MORE	6612	3410	10.3	51.6	126	*611	10.0	9.2	123	1261	9.0	19.1	111	1538	11.8	23.3	145
$40,000 OR MORE	12659	6315	19.1	49.9	122	1099	18.1	8.7	116	2349	16.8	18.6	108	2867	22.0	22.6	141
$30,000 OR MORE	24698	12332	37.3	49.9	122	2209	36.3	8.9	119	4749	34.1	19.2	112	5374	41.2	21.8	135
$25,000 OR MORE	32077	15890	48.1	49.5	121	2649	43.6	8.3	110	6333	45.4	19.7	115	6908	53.0	21.5	134
$20,000 - $24,999	9144	4013	12.1	43.9	108	762	12.5	8.3	111	1675	12.0	18.3	106	1575	12.1	17.2	107
$15,000 - $19,999	8728	3441	10.4	39.4	97	667	11.0	7.6	102	1369	9.8	15.7	91	1405	10.8	16.1	100
$10,000 - $14,999	12562	4546	13.8	36.2	89	835	13.7	6.6	89	2013	14.4	16.0	93	1698	13.0	13.5	84
UNDER $10,000	18475	5164	15.6	28.0	68	1167	19.2	6.3	84	2556	18.3	13.8	80	1441	11.1	7.8	48
HOUSEHOLD OF 1 PERSON	11987	3275	9.9	27.3	67	487	8.0	4.1	54	1479	10.6	12.3	72	1309	10.0	10.9	68
2 PEOPLE	26577	9109	27.6	34.3	84	1305	21.5	4.9	65	4073	29.2	15.3	89	3731	28.6	14.0	87
3 OR 4 PEOPLE	30617	14487	43.8	47.3	116	2721	44.8	8.9	118	5749	41.2	18.8	109	6018	46.2	19.7	122
5 OR MORE PEOPLE	11804	6181	18.7	52.4	128	1567	25.8	13.3	177	2644	19.0	22.4	130	1970	15.1	16.7	104
NO CHILD IN HSHLD	46165	15462	46.8	33.5	82	2367	38.9	5.1	68	6560	47.0	14.2	83	6536	50.2	14.2	88
CHILD(REN) UNDER 2 YRS	5325	2304	7.0	43.3	106	*454	7.5	8.5	114	879	6.3	16.5	96	972	7.5	18.3	113
2 - 5 YEARS	14221	6350	19.2	44.7	109	1322	21.7	9.3	124	2374	17.0	16.7	97	2655	20.4	18.7	116
6 - 11 YEARS	15117	7673	23.2	50.8	124	1655	27.2	10.9	146	3255	23.3	21.5	125	2764	21.2	18.3	114
12 - 17 YEARS	16611	9220	27.9	55.5	136	2099	34.5	12.6	168	4049	29.0	24.4	142	3072	23.6	18.5	115
RESIDENCE OWNED	55884	24050	72.8	43.0	105	4121	67.8	7.4	98	9836	70.5	17.6	102	10094	77.5	18.1	112
VALUE: $50,000 OR MORE	31744	14488	43.8	45.6	112	2437	40.1	7.7	102	5740	41.2	18.1	105	6311	48.4	19.9	124
VALUE: UNDER $50,000	24140	9562	28.9	39.6	97	1684	27.7	7.0	93	4096	29.4	17.0	99	3783	29.0	15.7	97

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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DRY BROWNIE MIXES: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0035
P-19

		TOTAL U.S. '000	ALL USERS A '000	B % DOWN	C % ACROSS	D INDX	HEAVY TWO OR MORE A '000	B % DOWN	C % ACROSS	D INDX	MEDIUM ONE TO LESS THAN ONE A '000	B % DOWN	C % ACROSS	D INDX	LIGHT NONE A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	33052	100.0	40.8	100	6080	100.0	7.5	100	13945	100.0	17.2	100	13028	100.0	16.1	100
MAGAZINES	QUINTILE 1	15799	7514	22.7	47.6	117	1272	20.9	8.1	107	3144	22.5	19.9	116	3098	23.8	19.6	122
	QUINTILE 2	17259	7831	23.7	45.4	111	1381	22.7	8.0	107	3084	22.1	17.9	104	3367	25.8	19.5	121
	QUINTILE 3	13545	5702	17.3	42.1	103	918	15.1	6.8	90	2452	17.6	18.1	105	2332	17.9	17.2	107
	QUINTILE 4	15133	5624	17.0	37.2	91	1051	17.3	6.9	93	2276	16.3	15.0	87	2298	17.6	15.2	94
	QUINTILE 5	19250	6381	19.3	33.1	81	1459	24.0	7.6	101	2989	21.4	15.5	90	1934	14.8	10.0	62
NEWSPAPERS	QUINTILE 1	12413	5590	16.9	45.0	110	1023	16.8	8.2	110	2359	16.9	19.0	110	2209	17.0	17.8	111
	QUINTILE 2	24116	10142	30.7	42.1	103	1687	27.7	7.0	93	4449	31.9	18.4	107	4006	30.7	16.6	103
	QUINTILE 3	11261	4653	14.1	41.3	101	953	15.7	8.5	113	1728	12.4	15.3	89	1972	15.1	17.5	109
	QUINTILE 4	20255	8585	26.0	42.4	104	1565	25.7	7.7	103	3683	26.4	18.2	106	3337	25.6	16.5	102
	QUINTILE 5	12940	4082	12.4	31.5	77	851	14.0	6.6	88	1727	12.4	13.3	78	1505	11.6	11.6	72
OUTDOOR	QUINTILE 1	14852	6498	19.7	43.8	107	865	14.2	5.8	78	2658	19.1	17.9	104	2975	22.8	20.0	125
	QUINTILE 2	15725	6905	20.9	43.9	108	1349	22.2	8.6	114	3125	22.4	19.9	115	2431	18.7	15.5	96
	QUINTILE 3	16330	6902	20.9	42.3	104	1369	22.5	8.4	112	2691	19.3	16.5	96	2842	21.8	17.4	108
	QUINTILE 4	16744	6293	19.0	37.6	92	1292	21.3	7.7	103	2509	18.0	15.0	87	2492	19.1	14.9	93
	QUINTILE 5	17334	6455	19.5	37.2	91	1205	19.8	7.0	93	2961	21.2	17.1	99	2289	17.6	13.2	82
RADIO-DRIVE TIME	QUINTILE 1	15911	6683	20.2	42.0	103	1065	17.5	6.7	89	2838	20.4	17.8	104	2780	21.3	17.5	109
	QUINTILE 2	14837	6445	19.5	43.4	106	1322	21.7	8.9	119	2782	19.9	18.8	109	2340	18.0	15.8	98
	QUINTILE 3	15339	6278	19.0	40.9	100	1248	20.5	8.1	108	2624	18.8	17.1	99	2406	18.5	15.7	98
	QUINTILE 4	16723	7011	21.2	41.9	103	1252	20.6	7.5	100	3036	21.8	18.2	105	2723	20.9	16.3	101
	QUINTILE 5	18176	6635	20.1	36.5	89	1193	19.6	6.6	87	2664	19.1	14.7	85	2778	21.3	15.3	95
RADIO-MID-DAY	TERCILE 1	21020	8904	26.9	42.4	104	1478	24.3	7.0	94	4031	28.9	19.2	111	3395	26.1	16.2	100
	TERCILE 2	21610	9327	28.2	43.2	106	1561	25.7	7.2	96	3862	27.7	17.9	104	3905	30.0	18.1	112
	TERCILE 3	38355	14822	44.8	38.6	95	3042	50.0	7.9	106	6052	43.4	15.8	92	5728	44.0	14.9	93
RADIO-TOTAL	QUINTILE 1	15988	6761	20.5	42.3	104	1092	18.0	6.8	91	2977	21.3	18.6	108	2693	20.7	16.8	105
	QUINTILE 2	15626	6620	20.0	42.4	104	1217	20.0	7.8	104	2858	20.5	18.3	106	2544	19.5	16.3	101
	QUINTILE 3	16723	7063	21.4	42.2	103	1465	24.1	8.8	117	2994	21.5	17.9	104	2605	20.0	15.6	97
	QUINTILE 4	16342	6832	20.7	41.8	102	1265	20.8	7.7	103	2766	19.8	16.9	98	2801	21.5	17.1	107
	QUINTILE 5	16306	5776	17.5	35.4	87	1042	17.1	6.4	85	2350	16.9	14.4	84	2385	18.3	14.6	91
TV-PRIME TIME	QUINTILE 1	15953	6007	18.2	37.7	92	1038	17.1	6.5	87	2757	19.8	17.3	100	2212	17.0	13.9	86
	QUINTILE 2	16137	6943	21.0	43.0	105	1413	23.2	8.8	117	2689	19.3	16.7	97	2842	21.8	17.6	109
	QUINTILE 3	16420	7098	21.5	43.2	106	1052	17.3	6.4	85	3120	22.4	19.0	110	2926	22.5	17.8	111
	QUINTILE 4	16687	6907	20.9	41.4	101	1297	21.3	7.8	104	2823	20.2	16.9	98	2787	21.4	16.7	104
	QUINTILE 5	15789	6097	18.4	38.6	95	1281	21.1	8.1	108	2557	18.3	16.2	94	2260	17.3	14.3	89
TV-DAYTIME	TERCILE 1	27736	10723	32.4	38.7	95	2105	34.6	7.6	101	4559	32.7	16.4	95	4059	31.2	14.6	91
	TERCILE 2	26489	11470	34.7	43.3	106	2172	35.7	8.2	109	4630	33.2	17.5	102	4668	35.8	17.6	110
	TERCILE 3	26761	10859	32.9	40.6	99	1803	29.7	6.7	90	4756	34.1	17.8	103	4301	33.0	16.1	100
TV-TOTAL	QUINTILE 1	16345	5727	17.3	35.0	86	1121	18.4	6.9	91	2345	16.8	14.3	83	2261	17.4	13.8	86
	QUINTILE 2	16447	6792	20.5	41.3	101	1332	21.9	8.1	108	2911	20.9	17.7	103	2549	19.6	15.5	96
	QUINTILE 3	15980	6720	20.3	42.1	103	1099	18.1	6.9	92	2799	20.1	17.5	102	2822	21.7	17.7	110
	QUINTILE 4	15887	7201	21.8	45.3	111	1258	20.7	7.9	105	3128	22.4	19.7	114	2815	21.6	17.7	110
	QUINTILE 5	16326	6612	20.0	40.5	99	1270	20.9	7.8	104	2762	19.8	16.9	98	2581	19.8	15.8	98
MAGAZINES-NEWSPAPERS: DUAL		20721	9745	29.5	47.0	115	1620	26.6	7.8	104	4037	28.9	19.5	113	4087	31.4	19.7	123
MAGAZINE IMPERATIVE		19186	8523	25.8	44.4	109	1504	24.7	7.8	104	3365	24.1	17.5	102	3654	28.0	19.0	118
NEWSPAPER IMPERATIVE		21899	8452	25.6	38.6	95	1568	25.8	7.2	95	3732	26.8	17.0	99	3152	24.2	14.4	89
MAGAZINES-OUTDOOR: DUAL		15451	7317	22.1	47.4	116	1136	18.7	7.4	98	2992	21.5	19.4	112	3189	24.5	20.6	128
MAGAZINE IMPERATIVE		25953	11342	34.3	43.7	107	2014	33.1	7.8	103	4742	34.0	18.3	106	4585	35.2	17.7	110
OUTDOOR IMPERATIVE		24400	9457	28.6	38.8	95	1759	28.9	7.2	96	4187	30.0	17.2	100	3511	26.9	14.4	89
MAGAZINES-RADIO: DUAL		18049	8247	25.0	45.7	112	1364	22.4	7.6	101	3574	25.6	19.8	115	3310	25.4	18.3	114
MAGAZINE IMPERATIVE		23571	10658	32.2	45.2	111	1889	31.1	8.0	107	4129	29.6	17.5	102	4639	35.6	19.7	122
RADIO IMPERATIVE		23278	8862	26.8	38.1	93	1664	27.4	7.1	95	3947	28.3	17.0	98	3252	25.0	14.0	87
MAGAZINES-TELEVISION: DUAL		15459	6945	21.0	44.9	110	1232	20.3	8.0	106	2695	19.3	17.4	101	3018	23.2	19.5	121
MAGAZINE IMPERATIVE		25829	11961	36.2	46.3	113	1953	32.1	7.6	101	5012	35.9	19.4	113	4996	38.3	19.3	120
TELEVISION IMPERATIVE		26039	8907	26.9	34.2	84	1798	29.6	6.9	92	3987	28.6	15.3	89	3123	24.0	12.0	75
NEWSPAPERS-OUTDOOR: DUAL		16605	7427	22.5	44.7	110	1224	20.1	7.4	98	3199	22.9	19.3	112	3003	23.1	18.1	112
NEWSPAPER IMPERATIVE		26534	11023	33.4	41.1	101	2055	33.8	7.7	102	4651	33.4	17.3	101	4317	33.1	16.1	100
OUTDOOR IMPERATIVE		23346	9686	29.3	41.5	102	1761	29.0	7.5	100	4065	29.2	17.4	101	3860	29.6	16.5	103
NEWSPAPERS-RADIO: DUAL		17133	7456	22.6	43.5	107	1449	23.8	8.5	113	3329	23.9	19.4	113	2679	20.6	15.6	97
NEWSPAPER IMPERATIVE		25892	10826	32.8	41.8	102	1853	30.5	7.2	95	4430	31.8	17.1	99	4543	34.9	17.5	109
RADIO IMPERATIVE		23167	9377	28.4	40.5	99	1608	26.4	6.9	92	3910	28.0	16.9	98	3859	29.6	16.7	104
NEWSPAPERS-TELEVISION: DUAL		17159	7049	21.3	41.1	101	1215	20.0	7.1	94	2951	21.2	17.2	100	2883	22.1	16.8	104
NEWSPAPER IMPERATIVE		26214	11609	35.1	44.3	109	1995	32.8	7.6	101	4886	35.0	18.6	108	4727	36.3	18.0	112
TELEVISION IMPERATIVE		23412	8654	26.2	37.0	91	1781	29.3	7.6	101	3594	25.8	15.4	89	3280	25.2	14.0	87
OUTDOOR-RADIO: DUAL		15303	6999	21.2	45.7	112	1279	21.0	8.4	111	3048	21.9	19.9	116	2672	20.5	17.5	109
OUTDOOR IMPERATIVE		24901	10433	31.6	41.9	103	1832	30.1	7.4	98	4287	30.7	17.2	100	4314	33.1	17.3	108
RADIO IMPERATIVE		26492	10496	31.8	39.6	97	1892	31.1	7.1	95	4552	32.6	17.2	100	4052	31.1	15.3	95
OUTDOOR-TELEVISION: DUAL		14794	6272	19.0	42.4	104	1122	18.5	7.6	101	2644	19.0	17.9	104	2506	19.2	16.9	105
OUTDOOR IMPERATIVE		25437	11361	34.4	44.7	109	1901	31.3	7.5	100	4871	34.9	19.1	111	4589	35.2	18.0	112
TELEVISION IMPERATIVE		27877	10356	31.3	37.1	91	2049	33.7	7.4	98	4303	30.9	15.4	90	4005	30.7	14.4	89
RADIO-TELEVISION: DUAL		15996	6493	19.6	40.6	99	1302	21.4	8.1	108	2873	20.6	18.0	104	2317	17.8	14.5	90
RADIO IMPERATIVE		25478	11098	33.6	43.6	107	1877	30.9	7.4	98	4821	34.6	18.9	110	4400	33.8	17.3	107
TELEVISION IMPERATIVE		26573	10068	30.5	37.9	93	1815	29.9	6.8	91	3985	28.6	15.0	87	4268	32.8	16.1	100

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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DRY BROWNIE MIXES: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0036
P-19

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY TWO OR MORE A '000	HEAVY TWO OR MORE B % DOWN	HEAVY TWO OR MORE C % ACROSS	HEAVY TWO OR MORE D INDX	MEDIUM ONE TO LESS THAN ONE A '000	MEDIUM ONE TO LESS THAN ONE B % DOWN	MEDIUM ONE TO LESS THAN ONE C % ACROSS	MEDIUM ONE TO LESS THAN ONE D INDX	LIGHT NONE A '000	LIGHT NONE B % DOWN	LIGHT NONE C % ACROSS	LIGHT NONE D INDX
TOTAL FEMALE HOMEMAKERS	80986	33052	100.0	40.8	100	6080	100.0	7.5	100	13945	100.0	17.2	100	13028	100.0	16.1	100
ATLANTIC MONTHLY	415	*200	0.6	48.2	118	**51	0.8	12.3	164	**76	0.5	18.3	106	**74	0.6	17.8	111
BARRON'S	453	*197	0.6	43.5	107	**3	0.0	0.7	9	**117	0.8	25.8	150	**77	0.6	17.0	106
BETTER HOMES & GARDENS	16256	7525	22.8	46.3	113	1315	21.6	8.1	108	3083	22.1	19.0	110	3126	24.0	19.2	120
BON APPETIT	2535	1010	3.1	39.8	98	*123	2.0	4.9	65	439	3.1	17.3	101	448	3.4	17.7	110
BUSINESS WEEK	1278	572	1.7	44.8	110	**96	1.6	7.5	100	*198	1.4	15.5	90	*279	2.1	21.8	136
CAR AND DRIVER	378	*135	0.4	35.7	88	**23	0.4	6.1	81	**57	0.4	15.1	88	**55	0.4	14.6	90
CBS MAGAZINE NETWORK (GROSS)	1498	776	2.3	51.8	127	*166	2.7	11.1	148	*229	1.6	15.3	89	*381	2.9	25.4	158
CHANGING TIMES	1505	540	1.6	35.9	88	**135	2.2	9.0	119	*198	1.4	13.2	76	*206	1.6	13.7	85
COLONIAL HOMES	1231	557	1.7	45.2	111	*167	2.7	13.6	181	*146	1.0	11.9	69	243	1.9	19.7	123
CONDE NAST MAG. PKG. (GROSS)	14146	6628	20.1	46.9	115	1091	17.9	7.7	103	2686	19.3	19.0	110	2850	21.9	20.1	125
CONSUMERS DIGEST	1323	543	1.6	41.0	101	**121	2.0	9.1	122	*181	1.3	13.7	79	*242	1.9	18.3	114
COSMOPOLITAN	7102	3153	9.5	44.4	109	597	9.8	8.4	112	1239	8.9	17.4	101	1317	10.1	18.5	115
COUNTRY LIVING	2481	1215	3.7	49.0	120	*204	3.4	8.2	110	383	2.7	15.4	90	627	4.8	25.3	157
CUISINE	1472	581	1.8	39.5	97	**43	0.7	2.9	39	*247	1.8	16.8	97	291	2.2	19.8	123
CYCLE WORLD	425	*217	0.7	51.1	125	**60	1.0	14.1	188	**48	0.3	11.3	66	**109	0.8	25.6	159
DCI:CREATIVE IDEAS FOR LIV	2510	1072	3.2	42.7	105	227	3.7	9.0	120	489	3.5	19.5	113	356	2.7	14.2	88
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	2883	8.7	43.1	106	546	9.0	8.2	109	1274	9.1	19.0	111	1064	8.2	15.9	99
DISCOVER	894	404	1.2	45.2	111	**65	1.1	7.3	97	*156	1.1	17.4	101	*182	1.4	20.4	127
EBONY	3507	1117	3.4	31.9	78	345	5.7	9.8	131	438	3.1	12.5	73	333	2.6	9.5	59
ESQUIRE	1083	348	1.1	32.1	79	**92	1.5	8.5	113	*137	1.0	12.7	73	**118	0.9	10.9	68
ESSENCE	1830	616	1.9	33.7	82	225	3.7	12.3	164	245	1.8	13.4	78	*146	1.1	8.0	50
FAMILY CIRCLE	15930	7958	24.1	50.0	122	1566	25.8	9.8	131	3260	23.4	20.5	119	3131	24.0	19.7	122
THE FAMILY HANDYMAN	1126	595	1.8	52.8	129	*140	2.3	12.4	166	*219	1.6	19.4	113	*236	1.8	21.0	130
FAMILY WEEKLY	11468	4949	15.0	43.2	106	791	13.0	6.9	92	2017	14.5	17.6	102	2141	16.4	18.7	116
FIELD & STREAM	2234	940	2.8	42.1	103	*152	2.5	6.8	91	417	3.0	18.7	108	371	2.8	16.6	103
FOOD & WINE	579	261	0.8	45.1	110	**29	0.5	5.0	67	**97	0.7	16.8	97	*136	1.0	23.5	146
FORBES	728	303	0.9	41.6	102	**47	0.8	6.5	86	*136	1.0	18.7	108	**120	0.9	16.5	102
FORTUNE	906	414	1.3	45.7	112	**81	1.3	8.9	119	**132	0.9	14.6	85	*201	1.5	22.2	138
GENTLEMEN'S QUARTERLY	791	338	1.0	42.7	105	**118	1.9	14.9	199	*118	0.8	14.9	87	**102	0.8	12.9	80
GLAMOUR	5265	2690	8.1	51.1	125	450	7.4	8.5	114	1111	8.0	21.1	123	1129	8.7	21.4	133
GOLF DIGEST	636	306	0.9	48.1	118	**29	0.5	4.6	61	*174	1.2	27.4	159	**104	0.8	16.4	102
GOLF DIGEST/TENNIS (GROSS)	1186	543	1.6	45.8	112	**69	1.1	5.8	77	289	2.1	24.4	142	*185	1.4	15.6	97
GOLF MAGAZINE	441	*162	0.5	36.7	90	**18	0.3	4.1	54	**76	0.5	17.2	100	**68	0.5	15.4	96
GOLF MAGAZINE/SKI (GROSS)	922	340	1.0	36.9	90	**63	1.0	6.8	91	**119	0.9	12.9	75	*158	1.2	17.1	107
GOOD HOUSEKEEPING	16487	7660	23.2	46.5	114	1353	22.3	8.2	109	3160	22.7	19.2	111	3147	24.2	19.1	119
HARPER'S BAZAAR	2423	1072	3.2	44.2	108	*186	3.1	7.7	102	406	2.9	16.8	97	480	3.7	19.8	123
HEALTH	1994	776	2.3	38.9	95	*162	2.7	8.1	108	310	2.2	15.5	90	*304	2.3	15.2	95
HEARST MAG CORP. BUY (GROSS)	44101	20463	61.9	46.4	114	3627	59.7	8.2	110	8086	58.0	18.3	106	8750	67.2	19.8	123
HEARST MAN POWER (GROSS)	1693	993	3.0	49.8	122	*128	2.1	6.4	86	456	3.3	22.9	133	410	3.1	20.6	128
HEARST WOMAN POWER (GROSS)	31274	14519	43.9	46.4	114	2592	42.6	8.3	110	5882	42.2	18.8	109	6046	46.4	19.3	120
HOUSE BEAUTIFUL	3623	1625	4.9	44.9	110	283	4.7	7.8	104	653	4.7	18.0	105	690	5.3	19.0	118
INC.	283	**144	0.4	50.9	125	**12	0.2	4.2	56	**78	0.6	27.6	160	**54	0.4	19.1	119
JET	2928	958	2.9	32.7	80	318	5.2	10.9	145	402	2.9	13.7	80	*238	1.8	8.1	51
LADIES' HOME JOURNAL	11918	5983	18.1	50.2	123	1053	17.3	8.8	118	2334	16.7	19.6	114	2596	19.9	21.8	135
LHJ FAMILY GRP COMBO(GROSS)	16764	8234	24.9	49.1	120	1452	23.9	8.7	115	3191	22.9	19.0	111	3591	27.6	21.4	133
LIFE	4254	1973	6.0	46.4	114	437	7.2	10.3	137	709	5.1	16.7	97	828	6.4	19.5	121
L.A. TIMES HOME MAGAZINE	1145	390	1.2	34.1	83	**24	0.4	2.1	28	**140	1.0	12.2	71	*227	1.7	19.8	123
MADEMOISELLE	2884	1440	4.4	49.9	122	263	4.3	9.1	121	640	4.6	22.2	129	538	4.1	18.7	116
MC CALL'S	13460	6254	18.9	46.5	114	1096	18.0	8.1	108	2724	19.5	20.2	118	2434	18.7	18.1	112
MC CALL'S/MRK MOTHER (GROSS)	14606	6904	20.9	47.3	116	1261	20.7	8.6	115	2954	21.2	20.2	117	2689	20.6	18.4	114
MECHANIX ILLUSTRATED	772	*329	1.0	42.6	104	**59	1.0	7.6	102	**141	1.0	18.3	106	**129	1.0	16.7	104
METROPOLITAN HOME	967	395	1.2	40.8	100	**62	1.0	6.4	85	*171	1.2	17.7	103	*162	1.2	16.8	104
MONEY	1588	722	2.2	45.5	111	*166	2.7	10.5	139	*226	1.6	14.2	83	330	2.5	20.8	129
MOTHER EARTH NEWS	1002	391	1.2	39.0	96	**86	1.4	8.6	114	**90	0.6	9.0	52	*215	1.7	21.5	133
MS.	825	388	1.2	47.0	115	**51	0.8	6.2	82	*137	1.0	16.6	96	*199	1.5	24.1	150
NATIONAL ENQUIRER	10336	4157	12.6	40.2	99	849	14.0	8.2	109	1819	13.0	17.6	102	1489	11.4	14.4	90
NATIONAL GEOGRAPHIC	9597	4431	13.4	46.2	113	707	11.6	7.4	98	1749	12.5	18.2	106	1975	15.2	20.6	128
NATIONAL SUNDAY MAGAZINE PKG	49558	21539	65.2	43.5	106	3717	61.1	7.5	100	9118	65.4	18.4	107	8704	66.8	17.6	109
NATURAL HISTORY	573	*194	0.6	33.9	83	**11	0.2	1.9	26	**56	0.4	9.8	57	**126	1.0	22.0	137
NEW WOMAN	1699	672	2.0	39.6	97	*145	2.4	8.5	114	*182	1.3	10.7	62	345	2.6	20.3	126
NEW YORK INCLUDING CUE	443	*130	0.4	29.3	72	**29	0.5	6.5	87	**47	0.3	10.6	62	**54	0.4	12.2	76
THE NEW YORKER	1270	471	1.4	37.1	91	**71	1.2	5.6	74	*178	1.3	14.0	81	222	1.7	17.5	109
NEWSWEEK	6277	2870	8.7	45.7	112	508	8.4	8.1	108	1201	8.6	19.1	111	1161	8.9	18.5	115
THE N.Y. TIMES DAILY EDITION	1205	467	1.4	38.8	95	**68	1.1	5.6	75	218	1.6	18.1	105	*181	1.4	15.0	93
THE N.Y. TIMES MAGAZINE	2081	722	2.2	34.7	85	*148	2.4	7.1	95	278	2.0	13.4	78	296	2.3	14.2	88
OMNI	788	317	1.0	40.2	99	**86	1.4	10.9	145	**80	0.6	10.2	59	*151	1.2	19.2	119
ON CABLE	1158	645	2.0	55.7	136	**72	1.2	6.2	83	*350	2.5	30.2	176	*224	1.7	19.3	120
1001 HOME IDEAS	2852	1476	4.5	51.8	127	*237	3.9	8.3	111	547	3.9	19.2	111	691	5.3	24.2	151
ORGANIC GARDENING	1658	618	1.9	37.3	91	*115	1.9	6.9	92	*198	1.4	11.9	69	305	2.3	18.4	114
OUTDOOR LIFE	896	377	1.1	42.1	103	**48	0.8	5.4	71	*210	1.5	23.4	136	*120	0.9	13.4	83
PARADE MAGAZINE	24275	10496	31.8	43.2	106	1987	32.7	8.2	109	4390	31.5	18.1	105	4119	31.6	17.0	105

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DRY BROWNIE MIXES: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0037
P-19

	TOTAL U.S. '000	ALL USERS A '000	B % DOWN	C % ACROSS	D INDX	HEAVY TWO OR MORE A '000	B % DOWN	C % ACROSS	D INDX	MEDIUM ONE TO LESS THAN ONE A '000	B % DOWN	C % ACROSS	D INDX	LIGHT NONE A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	33052	100.0	40.8	100	6080	100.0	7.5	100	13945	100.0	17.2	100	13028	100.0	16.1	100
PARENTS	3845	2032	6.1	52.8	129	298	4.9	7.8	103	774	5.6	20.1	117	960	7.4	25.0	155
PENTHOUSE	831	318	1.0	38.3	94	**37	0.6	4.5	59	**152	1.1	18.3	106	**130	1.0	15.6	97
PEOPLE	11645	5396	16.3	46.3	114	959	15.8	8.2	110	2258	16.2	19.4	113	2179	16.7	18.7	116
PLAYBOY	2006	918	2.8	45.8	112	*197	3.2	9.8	131	377	2.7	18.8	109	344	2.6	17.1	107
POPULAR HOT RODDING	297	*136	0.4	45.8	112	**19	0.3	6.4	85	**52	0.4	17.5	102	**65	0.5	21.9	136
POPULAR MECHANICS	1018	535	1.6	52.6	129	**63	1.0	6.2	82	*277	2.0	27.2	158	*195	1.5	19.2	119
POPULAR SCIENCE	878	421	1.3	47.9	117	**57	0.9	6.5	86	*146	1.0	16.6	97	*218	1.7	24.8	154
PREVENTION	3913	1538	4.7	39.3	96	*170	2.8	4.3	58	632	4.5	16.2	94	736	5.6	18.8	117
PSYCHOLOGY TODAY	1710	880	2.7	51.5	126	*143	2.4	8.4	111	313	2.2	18.3	106	423	3.2	24.7	154
READER'S DIGEST	22204	9306	28.2	41.9	103	1398	23.0	6.3	84	3940	28.3	17.7	103	3968	30.5	17.9	111
REDBOOK	7684	3706	11.2	48.2	118	643	10.6	8.4	111	1482	10.6	19.3	112	1582	12.1	20.6	128
ROAD & TRACK	410	*265	0.8	64.6	158	**22	0.4	5.4	71	**113	0.8	27.6	160	**130	1.0	31.7	197
ROLLING STONE	969	471	1.4	48.6	119	**57	0.9	5.9	78	*205	1.5	21.2	123	*208	1.6	21.5	133
RUNNER'S WORLD	298	*175	0.5	58.7	144	**24	0.4	8.1	107	**60	0.4	20.1	117	**92	0.7	30.9	192
SATURDAY EVENING POST	1169	555	1.7	47.5	116	**106	1.7	9.1	121	*163	1.2	13.9	81	286	2.2	24.5	152
SCIENCE 84	587	307	0.9	52.3	128	**13	0.2	2.2	29	**151	1.1	25.7	149	*143	1.1	24.4	151
SCIENCE DIGEST	482	*208	0.6	43.2	106	**32	0.5	6.6	88	**57	0.4	11.8	69	**119	0.9	24.7	153
SCIENTIFIC AMERICAN	594	*203	0.6	34.2	84	**26	0.4	4.4	58	**103	0.7	17.3	101	**74	0.6	12.5	77
SELF	2089	944	2.9	45.2	111	*123	2.0	5.9	78	328	2.4	15.7	91	493	3.8	23.6	147
SEVENTEEN	2411	1085	3.3	45.0	110	296	4.9	12.3	164	453	3.2	18.8	109	335	2.6	13.9	86
SKI	480	*178	0.5	37.1	91	**45	0.7	9.4	125	**43	0.3	9.0	52	**90	0.7	18.8	117
SMITHSONIAN	2760	1048	3.2	38.0	93	*192	3.2	7.0	93	435	3.1	15.8	92	421	3.2	15.3	95
SOAP OPERA DIGEST	3013	1411	4.3	46.8	115	273	4.5	9.1	121	628	4.5	20.8	121	510	3.9	16.9	105
SOUTHERN LIVING	4184	1811	5.5	43.3	106	318	5.2	7.6	101	785	5.6	18.8	109	708	5.4	16.9	105
SPORT	559	*238	0.7	42.6	104	**73	1.2	13.1	174	**111	0.8	19.9	115	**54	0.4	9.7	60
THE SPORTING NEWS	436	*194	0.6	44.5	109	**56	0.9	12.8	171	**94	0.7	21.6	125	**45	0.3	10.3	64
SPORTS AFIELD	493	*250	0.8	50.7	124	**33	0.5	6.7	89	**122	0.9	24.7	144	**96	0.7	19.5	121
SPORTS ILLUSTRATED	2758	1324	4.0	48.0	118	272	4.5	9.9	131	535	3.8	19.4	113	517	4.0	18.7	117
STAR	7456	3110	9.4	41.7	102	529	8.7	7.1	95	1482	10.6	19.9	115	1099	8.4	14.7	92
SUNDAY	24936	11080	33.5	44.4	109	2171	35.7	8.7	116	4699	33.7	18.8	109	4209	32.3	16.9	105
SUNSET	2124	1043	3.2	49.1	120	**82	1.3	3.9	51	477	3.4	22.5	130	485	3.7	22.8	142
TV GUIDE	21661	9704	29.4	44.8	110	1739	28.6	8.0	107	4023	28.8	18.6	108	3943	30.3	18.2	113
TENNIS	550	*237	0.7	43.1	106	**41	0.7	7.5	99	**115	0.8	20.9	121	**81	0.6	14.7	92
TIME	8880	4192	12.7	47.2	116	745	12.3	8.4	112	1693	12.1	19.1	111	1754	13.5	19.8	123
TOWN & COUNTRY	917	404	1.2	44.1	108	**63	1.0	6.9	92	*130	0.9	14.2	82	*211	1.6	23.0	143
TRAVEL & LEISURE	972	429	1.3	44.1	108	**90	1.5	9.3	123	**141	1.0	14.5	84	*198	1.5	20.4	127
TRUE STORY	3356	1237	3.7	36.9	90	400	6.6	11.9	159	465	3.3	13.9	80	372	2.9	11.1	69
U.S.NEWS & WORLD REPORT	3410	1478	4.5	43.3	106	*191	3.1	5.6	75	618	4.4	18.1	105	669	5.1	19.6	122
USA TODAY	1759	863	2.6	49.1	120	*199	3.3	11.3	151	303	2.2	17.2	100	361	2.8	20.5	128
US	1873	1025	3.1	54.7	134	*129	2.1	6.9	92	396	2.8	21.1	123	501	3.8	26.7	166
VOGUE	3909	1553	4.7	39.7	97	256	4.2	6.5	87	608	4.4	15.6	90	690	5.3	17.7	110
WALL STREET JOURNAL	1886	752	2.3	39.9	98	**84	1.4	4.5	59	233	1.7	12.4	72	436	3.3	23.1	144
WEIGHT WATCHERS	2120	1009	3.1	47.6	117	*172	2.8	8.1	108	335	2.4	15.8	92	503	3.9	23.7	147
WOMAN'S DAY	14172	6546	19.8	46.2	113	1171	19.3	8.3	110	2799	20.1	19.8	115	2575	19.8	18.2	113
WORKING MOTHER	1146	650	2.0	56.7	139	*165	2.7	14.4	192	*231	1.7	20.2	117	*255	2.0	22.3	138
WORKING WOMAN	1322	650	2.0	49.2	120	*149	2.5	11.3	150	*199	1.4	15.1	87	302	2.3	22.8	142
WORLD TENNIS	*163	**82	0.2	50.3	123	**24	0.4	14.7	196	**25	0.2	15.3	89	**33	0.3	20.2	126
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1052	3.2	41.5	102	*242	4.0	9.6	127	375	2.7	14.8	86	435	3.3	17.2	107
BLAIR INSERTS	43657	18911	57.2	43.3	106	3434	56.5	7.9	105	8044	57.7	18.4	107	7433	57.1	17.0	106
DAILY NEWSPAPERS																	
READ ANY	51633	21823	66.0	42.3	104	3974	65.4	7.7	103	9176	65.8	17.8	103	8674	66.6	16.8	104
READ ONE	43463	18101	54.8	41.6	102	3317	54.6	7.6	102	7669	55.0	17.6	102	7115	54.6	16.4	102
READ TWO OR MORE	8170	3722	11.3	45.6	112	656	10.8	8.0	107	1507	10.8	18.4	107	1559	12.0	19.1	119
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	22769	68.9	43.2	106	4010	66.0	7.6	101	9659	69.3	18.3	106	9101	69.9	17.3	107
READ ONE	46126	19839	60.0	43.0	105	3562	58.6	7.7	103	8340	59.8	18.1	105	7938	60.9	17.2	107
READ TWO OR MORE	6552	2930	8.9	44.7	110	448	7.4	6.8	91	1319	9.5	20.1	117	1163	8.9	17.8	110
OUTDOOR																	
100 SHMG - 30 DAY AV FREQ	27.55	29.06				25.46				28.22				31.60			
30 DAY REACH	71455	29383	88.9	41.1	101	5382	88.5	7.5	100	12293	88.2	17.2	100	11707	89.9	16.4	102
50 SHMG - 30 DAY AV FREQ	14.56	15.38				13.48				15.03				16.62			
30 DAY REACH	67742	27820	84.2	41.1	101	5102	83.9	7.5	100	11565	82.9	17.1	99	11153	85.6	16.5	102
25 SHMG - 30 DAY AV FREQ	7.94	8.22				7.21				8.09				8.81			
30 DAY REACH	62117	26016	78.7	41.9	103	4741	78.0	7.6	102	10707	76.8	17.2	100	10568	81.1	17.0	106
CABLE TV: HOME WIRED	32077	15202	46.0	47.4	116	2608	42.9	8.1	108	6388	45.8	19.9	116	6206	47.6	19.3	120
HOME NOT WIRED	48909	17850	54.0	36.5	89	3472	57.1	7.1	95	7556	54.2	15.4	90	6822	52.4	13.9	87
HAVE PAY CABLE	15935	8372	25.3	52.5	129	1516	24.9	9.5	127	3322	23.8	20.8	121	3534	27.1	22.2	138

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DRY BROWNIE MIXES: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0038
P-19

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY TWO OR MORE A '000	HEAVY TWO OR MORE B % DOWN	HEAVY TWO OR MORE C % ACROSS	HEAVY TWO OR MORE D INDX	MEDIUM ONE TO LESS THAN ONE A '000	MEDIUM ONE TO LESS THAN ONE B % DOWN	MEDIUM ONE TO LESS THAN ONE C % ACROSS	MEDIUM ONE TO LESS THAN ONE D INDX	LIGHT NONE A '000	LIGHT NONE B % DOWN	LIGHT NONE C % ACROSS	LIGHT NONE D INDX
TOTAL FEMALE HOMEMAKERS	80986	33052	100.0	40.8	100	6080	100.0	7.5	100	13945	100.0	17.2	100	13028	100.0	16.1	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	18690	56.5	42.6	104	3533	58.1	8.0	107	7818	56.1	17.8	103	7339	56.3	16.7	104
10:00 AM - 3:00 PM	30659	13156	39.8	42.9	105	2143	35.2	7.0	93	5768	41.4	18.8	109	5245	40.3	17.1	106
3:00 PM - 7:00 PM	31045	13566	41.0	43.7	107	2532	41.6	8.2	109	5637	40.4	18.2	105	5397	41.4	17.4	108
7:00 PM - MIDNIGHT	15767	6516	19.7	41.3	101	1074	17.7	6.8	91	2933	21.0	18.6	108	2509	19.3	15.9	99
MIDNIGHT - 6:00 AM	9120	3955	12.0	43.4	106	711	11.7	7.8	104	1523	10.9	16.7	97	1721	13.2	18.9	117
6:00 AM - MIDNIGHT	58527	24884	75.3	42.5	104	4523	74.4	7.7	103	10587	75.9	18.1	105	9774	75.0	16.7	104
ENTIRE DAY	59311	25171	76.2	42.4	104	4586	75.4	7.7	103	10669	76.5	18.0	104	9916	76.1	16.7	104
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	7397	22.4	45.7	112	1369	22.5	8.5	113	3036	21.8	18.8	109	2993	23.0	18.5	115
ALL NEWS	2256	862	2.6	38.2	94	*187	3.1	8.3	110	366	2.6	16.2	94	308	2.4	13.7	85
AOR/PROGRESSIVE	3874	1707	5.2	44.1	108	315	5.2	8.1	108	808	5.8	20.9	121	585	4.5	15.1	94
BEAUTIFUL MUSIC	5660	2472	7.5	43.7	107	382	6.3	6.7	90	1131	8.1	20.0	116	960	7.4	17.0	105
BLACK	2204	805	2.4	36.5	89	250	4.1	11.3	151	306	2.2	13.9	81	*249	1.9	11.3	70
CLASSICAL	1418	572	1.7	40.3	99	**56	0.9	3.9	53	*307	2.2	21.7	126	*209	1.6	14.7	92
CHR/ROCK	9538	4669	14.1	49.0	120	828	13.6	8.7	116	1896	13.6	19.9	115	1945	14.9	20.4	127
COUNTRY	12648	5269	15.9	41.7	102	868	14.3	6.9	91	2536	18.2	20.1	116	1865	14.3	14.7	92
GOLDEN OLDIES	1191	443	1.3	37.2	91	**91	1.5	7.6	102	*206	1.5	17.3	100	*146	1.1	12.3	76
MOR/NOSTALGIA	4757	1856	5.6	39.0	96	346	5.7	7.3	97	791	5.7	16.6	97	719	5.5	15.1	94
NEWS/TALK	3863	1399	4.2	36.2	89	*152	2.5	3.9	52	569	4.1	14.7	86	678	5.2	17.6	109
RELIGIOUS	3084	1145	3.5	37.1	91	*180	3.0	5.8	78	414	3.0	13.4	78	552	4.2	17.9	111
SOFT ROCK	521	*224	0.7	43.0	105	**22	0.4	4.2	56	**56	0.4	10.7	62	**145	1.1	27.8	173
URBAN CONTEMPORARY	1585	538	1.6	33.9	83	224	3.7	14.1	188	*175	1.3	11.0	64	*139	1.1	8.8	55
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	1450	4.4	44.5	109	290	4.8	8.9	118	612	4.4	18.8	109	548	4.2	16.8	104
ABC DIRECTION	2316	1060	3.2	45.8	112	*197	3.2	8.5	113	450	3.2	19.4	113	412	3.2	17.8	111
ABC ENTERTAINMENT	4834	2123	6.4	43.9	108	481	7.9	10.0	133	816	5.9	16.9	98	826	6.3	17.1	106
ABC FM	2202	945	2.9	42.9	105	*181	3.0	8.2	109	338	2.4	15.3	89	426	3.3	19.3	120
ABC INFORMATION	5425	2129	6.4	39.2	96	304	5.0	5.6	75	817	5.9	15.1	87	1007	7.7	18.6	115
ABC ROCK	1677	829	2.5	49.4	121	**149	2.5	8.9	118	405	2.9	24.2	140	275	2.1	16.4	102
CBS	4430	1815	5.5	41.0	100	238	3.9	5.4	72	766	5.5	17.3	100	811	6.2	18.3	114
MUTUAL	4992	2109	6.4	42.2	104	351	5.8	7.0	94	855	6.1	17.1	99	903	6.9	18.1	112
NBC	4679	2061	6.2	44.0	108	392	6.4	8.4	112	883	6.3	18.9	110	786	6.0	16.8	104
RADIORADIO	1994	952	2.9	47.7	117	*165	2.7	8.3	110	392	2.8	19.7	114	396	3.0	19.9	123
RKO ONE	2298	897	2.7	39.0	96	*173	2.8	7.5	100	419	3.0	18.2	106	305	2.3	13.3	83
RKO TWO	3311	1510	4.6	45.6	112	251	4.1	7.6	101	696	5.0	21.0	122	563	4.3	17.0	106
THE SOURCE	2114	905	2.7	42.8	105	*236	3.9	11.2	149	410	2.9	19.4	113	259	2.0	12.3	76
NON-WIRED : BLAIR	8654	3988	12.1	46.1	113	643	10.6	7.4	99	1640	11.8	19.0	110	1706	13.1	19.7	123
INTERNET	12025	5262	15.9	43.8	107	972	16.0	8.1	108	2087	15.0	17.4	101	2204	16.9	18.3	114
KATZ RADIO GROUP	15359	6464	19.6	42.1	103	1006	16.5	6.5	87	2758	19.8	18.0	104	2701	20.7	17.6	109
SUPERNET	10628	4489	13.6	42.2	103	808	13.3	7.6	101	2075	14.9	19.5	113	1606	12.3	15.1	94
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	3277	9.9	37.8	93	641	10.5	7.4	99	1355	9.7	15.6	91	1281	9.8	14.8	92
MKDAY 9:00 AM - 1:00 PM	12163	4466	13.5	36.7	90	911	15.0	7.5	100	1824	13.1	15.0	87	1731	13.3	14.2	88
MKDAY 1:00 PM - 4:30 PM	16150	6294	19.0	39.0	95	1233	20.3	7.6	102	2672	19.2	16.5	96	2388	18.3	14.8	92
MKDAY 4:30 PM - 7:30 PM	22463	8428	25.5	37.5	92	1627	26.8	7.2	96	3543	25.4	15.8	92	3258	25.0	14.5	90
MKDAY 7:30 PM - 8:00 PM	31795	12023	36.4	37.8	93	2180	35.9	6.9	91	5220	37.4	16.4	95	4624	35.5	14.5	90
MKDAY 11:00 PM - 11:30 PM	23977	9664	29.2	40.3	99	1879	30.9	7.8	104	4070	29.2	17.0	99	3715	28.5	15.5	96
MKDAY 11:30 PM - 1:00 AM	7703	3202	9.7	41.6	102	595	9.8	7.7	103	1383	9.9	18.0	104	1224	9.4	15.9	99
M-SAT 8-11 PM+SUN 7-11 PM	33800	13762	41.6	40.7	100	2465	40.5	7.3	97	5846	41.9	17.3	100	5451	41.8	16.1	100
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	2580	7.8	39.5	97	452	7.4	6.9	92	1131	8.1	17.3	100	997	7.7	15.2	95
ANOTHER WORLD N	4620	1755	5.3	38.0	93	215	3.5	4.7	62	807	5.8	17.5	101	733	5.6	15.9	99
AS THE WORLD TURNS C	5614	2245	6.8	40.0	98	470	7.7	8.4	112	943	6.8	16.8	98	832	6.4	14.8	92
CAPITOL C	3396	1200	3.6	35.3	87	262	4.3	7.7	103	492	3.5	14.5	84	446	3.4	13.1	82
CBS MORN. NEWS 1 C	1446	554	1.7	38.3	94	128	2.1	8.9	118	216	1.5	14.9	87	210	1.6	14.5	90
CBS MORN. NEWS 2 C	1207	435	1.3	36.0	88	*66	1.1	5.5	73	163	1.2	13.5	78	207	1.6	17.1	107
DAYS OF OUR LIVES N	5877	2519	7.6	42.9	105	402	6.6	6.8	91	1087	7.8	18.5	107	1031	7.9	17.5	109
FACTS OF LIFE - DAYTIME N	2290	856	2.6	37.4	92	182	3.0	7.9	106	340	2.4	14.8	86	334	2.6	14.6	91
FAMILY FEUD A	3023	1124	3.4	37.2	91	252	4.1	8.3	111	463	3.3	15.3	89	410	3.1	13.6	84
GENERAL HOSPITAL A	6097	2284	6.9	37.5	92	510	8.4	8.4	111	913	6.5	15.0	87	862	6.6	14.1	88
GOOD MORNING, AMERICA-730 A	3515	1289	3.9	36.7	90	272	4.5	7.7	103	523	3.8	14.9	86	494	3.8	14.1	87
GOOD MORNING, AMERICA-830 A	2818	1092	3.3	38.8	95	208	3.4	7.4	98	414	3.0	14.7	85	470	3.6	16.7	104
GUIDING LIGHT C	5339	2171	6.6	40.7	100	474	7.8	8.9	118	859	6.2	16.1	93	838	6.4	15.7	98
ONE LIFE TO LIVE A	4478	1749	5.3	39.1	96	369	6.1	8.2	110	742	5.3	16.6	96	638	4.9	14.2	89
PRESS YOUR LUCK C	2244	955	2.9	42.6	104	230	3.8	10.2	137	402	2.9	17.9	104	324	2.5	14.4	90
PRICE IS RIGHT 1 C	4348	1546	4.7	35.6	87	387	6.4	8.9	119	594	4.3	13.7	79	565	4.3	13.0	81
PRICE IS RIGHT 2 C	5014	1815	5.5	36.2	89	421	6.9	8.4	112	679	4.9	13.5	79	715	5.5	14.3	89
RYAN'S HOPE A	3150	1239	3.7	39.3	96	323	5.3	10.3	137	577	4.1	18.3	106	339	2.6	10.8	67
SALE OF THE CENTURY N	2695	932	2.8	34.6	85	187	3.1	6.9	92	470	3.4	17.4	101	275	2.1	10.2	63
SEARCH FOR TOMORROW N	2319	930	2.8	40.1	98	122	2.0	5.3	70	337	2.4	14.5	84	470	3.6	20.3	126
TODAY SHOW 1 N	2693	952	2.9	35.4	87	151	2.5	5.6	75	421	3.0	15.6	91	380	2.9	14.1	88
TODAY SHOW 2 N	2498	763	2.3	30.5	75	129	2.1	5.2	69	338	2.4	13.5	79	295	2.3	11.8	73
$25,000 PYRAMID C	2753	976	3.0	35.5	87	267	4.4	9.7	129	422	3.0	15.3	89	287	2.2	10.4	65
WHEEL OF FORTUNE N	4388	1522	4.6	34.7	85	294	4.8	6.7	89	633	4.5	14.4	84	595	4.6	13.6	84
YOUNG AND THE RESTLESS C	5695	2106	6.4	37.0	91	416	6.8	7.3	97	896	6.4	15.7	91	794	6.1	13.9	87
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	668	2.0	38.0	93	*103	1.7	5.9	78	326	2.3	18.5	108	239	1.8	13.6	84
NBA PLAYOFF GAME -1 C	1136	367	1.1	32.3	79	**48	0.8	4.2	56	226	1.6	19.9	116	**93	0.7	8.2	51
NBC MAJOR LEAGUE PRE-GAME N	953	247	0.7	25.9	64	**49	0.8	5.1	68	**114	0.8	12.0	69	**83	0.6	8.7	54
SPORTSWORLD - SUN N	1233	594	1.8	48.2	118	**68	1.1	5.5	73	355	2.5	28.8	167	*171	1.3	13.9	86
SUNDAY MORNING C	1611	622	1.9	38.6	95	**71	1.2	4.4	59	336	2.4	20.9	121	215	1.7	13.3	83

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DRY BROWNIE MIXES: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0039
P-19

		TOTAL U.S.	ALL USERS				HEAVY TWO OR MORE				MEDIUM ONE TO LESS THAN ONE				LIGHT NONE			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
				%	ACROSS			%	ACROSS			%	ACROSS			%	ACROSS	
		'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL FEMALE HOMEMAKERS		80986	33052	100.0	40.8	100	6080	100.0	7.5	100	13945	100.0	17.2	100	13028	100.0	16.1	100
MKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	9526	28.8	36.5	90	1709	28.1	6.6	87	4023	28.8	15.4	90	3794	29.1	14.6	90
NETWORK AFFILIATES - LATE		20261	7986	24.2	39.4	97	1445	23.8	7.1	95	3424	24.6	16.9	98	3116	23.9	15.4	96
INDEPENDENTS - LATE		2076	789	2.4	38.0	93	112	1.8	5.4	72	331	2.4	15.9	93	346	2.7	16.7	104
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	4567	13.8	43.7	107	914	15.0	8.7	116	2051	14.7	19.6	114	1602	12.3	15.3	95
ABC MONDAY NIGHT MOVIE	A	6412	2599	7.9	40.5	99	366	6.0	5.7	76	1159	8.3	18.1	105	1075	8.3	16.8	104
ABC SUNDAY NIGHT MOVIE	A	12407	4984	15.1	40.2	98	866	14.2	7.0	93	1966	14.1	15.8	92	2152	16.5	17.3	108
ABC WORLD NEWS TONIGHT	A	6176	2127	6.4	34.4	84	345	5.7	5.6	74	995	7.1	16.1	94	787	6.0	12.7	79
AFTERMASH	C	5863	2419	7.3	41.3	101	461	7.6	7.9	105	1079	7.7	18.4	107	879	6.7	15.0	93
ALICE	C	9594	4009	12.1	41.8	102	704	11.6	7.3	98	1691	12.1	17.6	102	1614	12.4	16.8	105
AMERICAN PARADE	C	6622	2552	7.7	38.5	94	392	6.4	5.9	79	1059	7.6	16.0	93	1101	8.5	16.6	103
BENSON	A	10886	4004	12.1	36.8	90	646	10.6	5.9	79	1650	11.8	15.2	88	1708	13.1	15.7	98
BLUE THUNDER	A	5036	1871	5.7	37.2	91	330	5.4	6.6	87	861	6.2	17.1	99	680	5.2	13.5	84
CAGNEY & LACEY	C	9965	4319	13.1	43.3	106	776	12.8	7.8	104	2013	14.4	20.2	117	1530	11.7	15.4	95
CBS EVENING NEWS-DEAN	C	3491	1158	3.5	33.2	81	*184	3.0	5.3	70	535	3.8	15.3	89	439	3.4	12.6	78
CBS EVENING NEWS-RATHER	C	7123	2707	8.2	38.0	93	505	8.3	7.1	94	1117	8.0	15.7	91	1085	8.3	15.2	95
CBS SAT. NEWS-SCHIEFFER	C	3621	1234	3.7	34.1	84	258	4.2	7.1	95	500	3.6	13.8	80	477	3.7	13.2	82
CBS SATURDAY NIGHT MOVIE	C	5436	2285	6.9	42.0	103	465	7.6	8.6	114	1008	7.2	18.5	108	812	6.2	14.9	93
CBS WEDNESDAY NIGHT MOVIE	C	6100	2365	7.2	38.8	95	267	4.4	4.4	58	1090	7.8	17.9	104	1008	7.7	16.5	103
CHEERS	N	8889	4034	12.2	45.4	111	715	11.8	8.0	107	1714	12.3	19.3	112	1606	12.3	18.1	112
DALLAS	C	22109	8898	26.9	40.2	99	1544	25.4	7.0	93	3529	25.3	16.0	93	3825	29.4	17.3	108
DIFF'RENT STROKES	N	6940	2562	7.8	36.9	90	467	7.7	6.7	90	1117	8.0	16.1	93	978	7.5	14.1	88
DOUBLE TROUBLE	N	7223	3267	9.9	45.2	111	679	11.2	9.4	125	1522	10.9	21.1	122	1066	8.2	14.8	92
DUCK FACTORY	N	5595	2383	7.2	42.6	104	419	6.9	7.5	100	1064	7.6	19.0	110	900	6.9	16.1	100
DUKES OF HAZZARD	C	5768	2231	6.7	38.7	95	393	6.5	6.8	91	1054	7.6	18.3	106	785	6.0	13.6	85
DYNASTY	A	20053	7632	23.1	38.1	93	1359	22.4	6.8	90	3368	24.2	16.8	98	2905	22.3	14.5	90
FACTS OF LIFE	N	8087	3690	11.2	45.6	112	615	10.1	7.6	101	1753	12.6	21.7	126	1321	10.1	16.3	102
FALCON CREST	C	20046	7981	24.1	39.8	98	1367	22.5	6.8	91	3322	23.8	16.6	96	3292	25.3	16.4	102
FALL GUY	A	9084	3622	11.0	39.9	98	658	10.8	7.2	96	1613	11.6	17.8	103	1351	10.4	14.9	92
FAMILY TIES	N	7964	3327	10.1	41.8	102	694	11.4	8.7	116	1422	10.2	17.9	104	1211	9.3	15.2	95
FANTASY ISLAND	A	7687	2844	8.6	37.0	91	546	9.0	7.1	95	1140	8.2	14.8	86	1158	8.9	15.1	94
FOULUPS,BLEEPS & BLUNDERS	A	8861	3462	10.5	39.1	96	696	11.4	7.9	105	1513	10.8	17.1	99	1253	9.6	14.1	88
FOUR SEASONS	C	5095	2126	6.4	41.7	102	*345	5.7	6.8	90	1041	7.5	20.4	119	740	5.7	14.5	90
GIMME A BREAK	N	8838	3390	10.3	38.4	94	759	12.5	8.6	114	1468	10.5	16.6	96	1162	8.9	13.1	82
HART TO HART	A	8978	3546	10.7	39.5	97	660	10.9	7.4	98	1435	10.3	16.0	93	1451	11.1	16.2	100
HILL STREET BLUES	N	8590	3852	11.7	44.8	110	711	11.7	8.3	110	1624	11.6	18.9	110	1517	11.6	17.7	110
HOTEL	A	14085	5336	16.1	37.9	93	1116	18.4	7.9	106	2253	16.2	16.0	93	1968	15.1	14.0	87
JEFFERSONS	C	9360	3761	11.4	40.2	98	660	10.9	7.1	94	1744	12.5	18.6	108	1357	10.4	14.5	90
JENNIFER SLEPT HERE	N	5841	2458	7.4	42.1	103	398	6.5	6.8	91	1049	7.5	18.0	104	1010	7.8	17.3	107
KATE & ALLIE	C	9206	4011	12.1	43.6	107	650	10.7	7.1	94	1893	13.6	20.6	119	1469	11.3	16.0	99
KNIGHT RIDER	N	7076	3022	9.1	42.7	105	539	8.9	7.6	101	1167	8.4	16.5	96	1315	10.1	18.6	116
LOVE BOAT	A	12219	4475	13.5	36.6	90	702	11.5	5.7	77	1844	13.2	15.1	88	1929	14.8	15.8	98
MAGNUM PI	C	11199	4848	14.7	43.3	106	792	13.0	7.1	94	1956	14.0	17.5	101	2100	16.1	18.8	117
MAMA'S FAMILY	N	6057	2319	7.0	38.3	94	485	8.0	8.0	107	1033	7.4	17.1	99	801	6.1	13.2	82
MASTER, THE	N	3598	1600	4.8	44.5	109	305	5.0	8.5	113	772	5.5	21.5	125	522	4.0	14.5	90
MATT HOUSTON	A	6344	2565	7.8	40.4	99	448	7.4	7.1	94	1107	7.9	17.4	101	1010	7.8	15.9	99
NBC MONDAY NIGHT MOVIE	N	11994	5007	15.1	41.7	102	1058	17.4	8.8	117	2108	15.1	17.6	102	1841	14.1	15.3	95
NBC NIGHTLY NEWS	N	5132	1838	5.6	35.8	88	411	6.8	8.0	107	679	4.9	13.2	77	749	5.7	14.6	91
NBC NIGHTLY NEWS-SAT	N	3375	1148	3.5	34.0	83	234	3.8	6.9	92	452	3.2	13.4	78	462	3.5	13.7	85
NBC NIGHTLY NEWS-SUN	N	3130	1259	3.8	40.2	99	*218	3.6	7.0	93	551	4.0	17.6	102	490	3.8	15.7	97
NBC SUNDAY NIGHT MOVIE	N	8284	3469	10.5	41.9	103	658	10.8	7.9	106	1353	9.7	16.3	95	1458	11.2	17.6	109
NEWHART	C	9240	4007	12.1	43.4	106	705	11.6	7.6	102	1830	13.1	19.8	115	1472	11.3	15.9	99
ONE DAY AT A TIME	C	7288	3130	9.5	42.9	105	620	10.2	8.5	113	1355	9.7	18.6	108	1155	8.9	15.8	99
PEOPLE ARE FUNNY	N	4855	1889	5.7	38.9	95	357	5.9	7.4	98	823	5.9	17.0	98	709	5.4	14.6	91
REAL PEOPLE	N	8869	3525	10.7	39.7	97	629	10.3	7.1	94	1579	11.3	17.8	103	1317	10.1	14.8	92
REMINGTON STEELE	N	7743	3264	9.9	42.2	103	554	9.1	7.2	95	1367	9.8	17.7	103	1344	10.3	17.4	108
RIPLEY'S BELIEVE IT - NOT	A	5345	2286	6.9	42.8	105	490	8.1	9.2	122	857	6.1	16.0	93	939	7.2	17.6	109
RIPTIDE	N	6988	3054	9.2	43.7	107	506	8.3	7.2	96	1401	10.0	20.0	116	1147	8.8	16.4	102
SCARECROW & MRS. KING	C	10002	3958	12.0	39.6	97	683	11.2	6.8	91	1634	11.7	16.3	95	1641	12.6	16.4	102
SIMON & SIMON	C	10638	4458	13.5	41.9	103	693	11.4	6.5	87	1936	13.9	18.2	106	1828	14.0	17.2	107
60 MINUTES	C	13293	5098	15.4	38.4	94	896	14.7	6.7	90	2172	15.6	16.3	95	2030	15.6	15.3	95
ST. ELSEWHERE	N	7017	3204	9.7	45.7	112	635	10.4	9.0	121	1471	10.5	21.0	122	1099	8.4	15.7	97
THREE'S COMPANY	A	10917	4614	14.0	42.3	104	787	12.9	7.2	96	1968	14.1	18.0	105	1859	14.3	17.0	106
T.J. HOOKER	A	9204	3519	10.6	38.2	94	579	9.5	6.3	84	1506	10.8	16.4	95	1434	11.0	15.6	97
TONIGHT SHOW	N	2372	1016	3.1	42.8	105	161	2.6	6.8	90	472	3.4	19.9	116	383	2.9	16.1	100
TRAPPER JOHN, M.D.	C	9846	4067	12.3	41.3	101	801	13.2	8.1	108	1695	12.2	17.2	100	1572	12.1	16.0	99
TV BLOOPERS & PRAC. JOKES	N	9105	3764	11.4	41.3	101	595	9.8	6.5	87	1682	12.1	18.5	107	1487	11.4	16.3	102
20/20	A	9387	3739	11.3	39.8	98	606	10.0	6.5	86	1552	11.1	16.5	96	1580	12.1	16.8	105
WEBSTER	A	11067	4166	12.6	37.6	92	660	10.9	6.0	79	1735	12.4	15.7	91	1771	13.6	16.0	99
WORLD NEWS - SUN	A	3062	1078	3.3	35.2	86	*197	3.2	6.4	86	402	2.9	13.1	76	479	3.7	15.6	97
YELLOW ROSE	N	4978	2026	6.1	40.7	100	384	6.3	7.7	103	899	6.4	18.1	105	743	5.7	14.9	93
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	4318	13.1	48.6	119	657	10.8	7.4	99	2114	15.2	23.8	138	1547	11.9	17.4	108
BASKETBALL - COLLEGE GAMES		4080	2026	6.1	49.7	122	*350	5.8	8.6	114	926	6.6	22.7	132	750	5.8	18.4	114
BASKETBALL - PRO GAMES		3607	1667	5.0	46.2	113	*369	6.1	10.2	136	800	5.7	22.2	129	*499	3.8	13.8	86
BOWLING		3883	1984	6.0	51.1	125	*355	5.8	9.1	122	877	6.3	22.6	131	752	5.8	19.4	120
BOXING		3928	2013	6.1	51.2	126	*504	8.3	12.8	171	758	5.4	19.3	112	750	5.8	19.1	119
FOOTBALL - COLLEGE GAMES		6366	2986	9.0	46.9	115	521	8.6	8.2	109	1317	9.4	20.7	120	1149	8.8	18.0	112
FOOTBALL - PRO GAMES		11300	6060	18.3	53.6	131	1076	17.7	9.5	127	2370	17.0	21.0	122	2615	20.1	23.1	144
GOLF		3378	1725	5.2	51.1	125	*293	4.8	8.7	116	652	4.7	19.3	112	780	6.0	23.1	144
POST-SEASON COLL. FOOTBALL		4906	2472	7.5	50.4	123	*550	9.0	11.2	149	881	6.3	18.0	104	1041	8.0	21.2	132
POST-SEASON PRO FOOTBALL		6120	3206	9.7	52.4	128	640	10.5	10.5	139	1329	9.5	21.7	126	1238	9.5	20.2	126
TENNIS		3033	1507	4.6	49.7	122	*318	5.2	10.5	140	628	4.5	20.7	120	*561	4.3	18.5	115
WRESTLING - PROFESSIONAL		3344	1647	5.0	49.3	121	*467	7.7	14.0	186	671	4.8	20.1	117	*510	3.9	15.3	95

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
*NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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DRY BROWNIE MIXES: BRANDS
(FEMALE HOMEMAKERS)

0040
P-19

	TOTAL U.S. '000	BETTY CROCKER A '000	BETTY CROCKER B % DOWN	BETTY CROCKER C % ACROSS	BETTY CROCKER D INDX	DUNCAN HINES A '000	DUNCAN HINES B % DOWN	DUNCAN HINES C % ACROSS	DUNCAN HINES D INDX	JIFFY A '000	JIFFY B % DOWN	JIFFY C % ACROSS	JIFFY D INDX	PILLSBURY A '000	PILLSBURY B % DOWN	PILLSBURY C % ACROSS	PILLSBURY D INDX
TOTAL FEMALE HOMEMAKERS	80986	14609	100.0	18.0	100	22551	100.0	27.8	100	2457	100.0	3.0	100	7970	100.0	9.8	100
18 - 24	9282	1866	12.8	20.1	111	2088	9.3	22.5	81	*349	14.2	3.8	124	884	11.1	9.5	97
25 - 34	19072	3907	26.7	20.5	114	6713	29.8	35.2	126	775	31.5	4.1	134	2261	28.4	11.9	120
35 - 44	14591	3359	23.0	23.0	128	5229	23.2	35.8	129	547	22.3	3.7	124	2044	25.6	14.0	142
45 - 54	11345	1917	13.1	16.9	94	3310	14.7	29.2	105	*278	11.3	2.5	81	1175	14.7	10.4	105
55 - 64	11635	1984	13.6	17.1	95	2802	12.4	24.1	86	**214	8.7	1.8	61	909	11.4	7.8	79
65 OR OLDER	15061	1576	10.8	10.5	58	2410	10.7	16.0	57	*294	12.0	2.0	64	698	8.8	4.6	47
18 - 34	28354	5773	39.5	20.4	113	8800	39.0	31.0	111	1124	45.7	4.0	131	3145	39.5	11.1	113
18 - 49	48339	10130	69.3	21.0	116	15664	69.5	32.4	116	1813	73.8	3.8	124	5926	74.4	12.3	125
25 - 54	45008	9183	62.9	20.4	113	15252	67.6	33.9	122	1600	65.1	3.6	117	5480	68.8	12.2	124
35 - 49	19985	4357	29.8	21.8	121	6864	30.4	34.3	123	689	28.0	3.4	114	2781	34.9	13.9	141
50 OR OLDER	32647	4479	30.7	13.7	76	6887	30.5	21.1	76	645	26.3	2.0	65	2045	25.7	6.3	64
GRADUATED COLLEGE	11155	2410	16.5	21.6	120	3740	16.6	33.5	120	*301	12.3	2.7	89	1381	17.3	12.4	126
ATTENDED COLLEGE	13682	2943	20.1	21.5	119	4565	20.2	33.4	120	*354	14.4	2.6	85	1546	19.4	11.3	115
GRADUATED HIGH SCHOOL	33880	6355	43.5	18.8	104	9875	43.8	29.1	105	1075	43.8	3.2	105	3717	46.6	11.0	111
DID NOT GRADUATE HIGH SCHOOL	22270	2901	19.9	13.0	72	4371	19.4	19.6	70	727	29.6	3.3	108	1327	16.6	6.0	61
EMPLOYED	40306	8108	55.5	20.1	112	12824	56.9	31.8	114	1224	49.8	3.0	100	4695	58.9	11.6	118
EMPLOYED FULL-TIME	32850	6300	43.1	19.2	106	10397	46.1	31.6	114	983	40.0	3.0	99	3744	47.0	11.4	116
EMPLOYED PART-TIME	7456	1808	12.4	24.2	134	2427	10.8	32.6	117	**242	9.8	3.2	107	951	11.9	12.8	130
NOT EMPLOYED	40680	6500	44.5	16.0	89	9727	43.1	23.9	86	1233	50.2	3.0	100	3275	41.1	8.1	82
PROFESSIONAL/MANAGER	10392	2165	14.8	20.8	115	3502	15.5	33.7	121	**202	8.2	1.9	64	1356	17.0	13.0	132
TECH/CLERICAL/SALES	17574	3652	25.0	20.8	115	6119	27.1	34.8	125	538	21.9	3.1	101	2235	28.0	12.7	129
PRECISION/CRAFT	985	**79	0.5	8.0	44	**245	1.1	24.9	89	**24	1.0	2.4	80	**83	1.0	8.4	86
OTHER EMPLOYED	11354	2212	15.1	19.5	108	2958	13.1	26.1	94	*461	18.8	4.1	134	1023	12.8	9.0	92
SINGLE	9863	1794	12.3	18.2	101	2513	11.1	25.5	92	*392	16.0	4.0	131	921	11.6	9.3	95
MARRIED	51375	10010	68.5	19.5	108	15824	70.2	30.8	111	1481	60.3	2.9	95	5681	71.3	11.1	112
DIVORCED/SEPARATED/WIDOWED	19748	2805	19.2	14.2	79	4215	18.7	21.3	77	585	23.8	3.0	98	1368	17.2	6.9	70
PARENTS	32590	7353	50.3	22.6	125	11268	50.0	34.6	124	1345	54.7	4.1	136	4516	56.7	13.9	141
WHITE	70416	13065	89.4	18.6	103	20572	91.2	29.2	105	1945	79.2	2.8	91	7161	89.8	10.2	103
BLACK	8778	1197	8.2	13.6	76	1585	7.0	18.1	65	436	17.7	5.0	164	595	7.5	6.8	69
OTHER	1791	**347	2.4	19.4	107	**394	1.7	22.0	79	**77	3.1	4.3	142	**213	2.7	11.9	121
NORTHEAST-CENSUS	17786	2971	20.3	16.7	93	5962	26.4	33.5	120	*341	13.9	1.9	63	1843	23.1	10.4	105
NORTH CENTRAL	20741	4293	29.4	20.7	115	5402	24.0	26.0	94	788	32.1	3.8	125	2861	35.9	13.8	140
SOUTH	27775	4157	28.5	15.0	83	7232	32.1	26.0	94	959	39.0	3.5	114	1919	24.1	6.9	70
WEST	14683	3188	21.8	21.7	120	3955	17.5	26.9	97	*369	15.0	2.5	83	1347	16.9	9.2	93
NORTHEAST-MKTG.	17961	2769	19.0	15.4	85	5520	24.5	30.7	110	578	23.5	3.2	106	1753	22.0	9.8	99
EAST CENTRAL	11885	2401	16.4	20.2	112	3618	16.0	30.4	109	414	16.8	3.5	115	1573	19.7	13.2	134
WEST CENTRAL	14090	2806	19.2	19.9	110	3502	15.5	24.9	89	440	17.9	3.1	103	1758	22.1	12.5	127
SOUTH	24081	3761	25.7	15.6	87	6411	28.4	26.6	96	668	27.2	2.8	91	1705	21.4	7.1	72
PACIFIC	12969	2873	19.7	22.2	123	3499	15.5	27.0	97	*358	14.6	2.8	91	1182	14.8	9.1	93
COUNTY SIZE A	32439	5878	40.2	18.1	100	8258	36.6	25.5	91	893	36.3	2.8	91	3081	38.7	9.5	97
COUNTY SIZE B	24915	4828	33.0	19.4	107	7943	35.2	31.9	114	740	30.1	3.0	98	2652	33.3	10.6	108
COUNTY SIZE C	12930	2415	16.5	18.7	104	3857	17.1	29.8	107	*369	15.0	2.9	94	1412	17.7	10.9	111
COUNTY SIZE D	10703	1488	10.2	13.9	77	2493	11.1	23.3	84	455	18.5	4.3	140	825	10.4	7.7	78
METRO CENTRAL CITY	24518	4469	30.6	18.2	101	6137	27.2	25.0	90	706	28.7	2.9	95	2246	28.2	9.2	93
METRO SUBURBAN	35919	6951	47.6	19.4	107	11190	49.6	31.2	112	913	37.2	2.5	84	3898	48.9	10.9	110
NON METRO	20549	3189	21.8	15.5	86	5224	23.2	25.4	91	838	34.1	4.1	134	1827	22.9	8.9	90
TOP 5 ADI'S	18341	3032	20.8	16.5	92	4591	20.4	25.0	90	590	24.0	3.2	106	1750	22.0	9.5	97
TOP 10 ADI'S	25378	4415	30.2	17.4	96	6480	28.7	25.5	92	880	35.8	3.5	114	2343	29.4	9.2	94
TOP 20 ADI'S	36488	6514	44.6	17.9	99	9559	42.4	26.2	94	1088	44.3	3.0	98	3490	43.8	9.6	97
HSHLD INC. $50,000 OR MORE	6612	1615	11.1	24.4	135	2439	10.8	36.9	132	**154	6.3	2.3	77	1033	13.0	15.6	159
$40,000 OR MORE	12659	2941	20.1	23.2	129	4526	20.1	35.8	128	*326	13.3	2.6	85	1814	22.8	14.3	146
$30,000 OR MORE	24698	5675	38.8	23.0	127	8735	38.7	35.4	127	592	24.1	2.4	79	3156	39.6	12.8	130
$25,000 OR MORE	32077	7298	50.0	22.8	126	11168	49.5	34.8	125	891	36.3	2.8	92	4151	52.1	12.9	131
$20,000 - $24,999	9144	1743	11.9	19.1	106	2848	12.6	31.1	112	**260	10.6	2.8	94	1062	13.3	11.6	118
$15,000 - $19,999	8728	1345	9.2	15.4	85	2356	10.4	27.0	97	*266	10.8	3.0	100	756	9.5	8.7	88
$10,000 - $14,999	12562	2000	13.7	15.9	88	3107	13.8	24.7	89	*474	19.3	3.8	124	1122	14.1	8.9	91
UNDER $10,000	18475	2223	15.2	12.0	67	3072	13.6	16.6	60	566	23.0	3.1	101	880	11.0	4.8	48
HOUSEHOLD OF 1 PERSON	11987	1440	9.9	12.0	67	2118	9.4	17.7	63	377	15.3	3.1	104	719	9.0	6.0	61
2 PEOPLE	26577	4158	28.5	15.6	87	6215	27.6	23.4	84	485	19.7	1.8	60	1847	23.2	6.9	71
3 OR 4 PEOPLE	30617	5970	40.9	19.5	108	10174	45.1	33.2	119	1158	47.1	3.8	125	3786	47.5	12.4	126
5 OR MORE PEOPLE	11804	3041	20.8	25.8	143	4044	17.9	34.3	123	*438	17.8	3.7	122	1618	20.3	13.7	139
NO CHILD IN HSHLD	46165	6791	46.5	14.7	82	10492	46.5	22.7	82	1048	42.7	2.3	75	3256	40.9	7.1	72
CHILD(REN) UNDER 2 YRS	5325	1141	7.8	21.4	119	1477	6.5	27.7	100	**240	9.8	4.5	149	605	7.6	11.4	115
2 - 5 YEARS	14221	3095	21.2	21.8	121	4278	19.0	30.1	108	725	29.5	5.1	168	1671	21.0	11.8	119
6 - 11 YEARS	15117	3350	22.9	22.2	123	5210	23.1	34.5	124	667	27.1	4.4	145	1785	22.4	11.8	120
12 - 17 YEARS	16611	3908	26.8	23.5	130	6312	28.0	38.0	136	536	21.8	3.2	106	2479	31.1	14.9	152
RESIDENCE OWNED	55884	10599	72.6	19.0	105	16506	73.2	29.5	106	1652	67.2	3.0	97	6099	76.5	10.9	111
VALUE: $50,000 OR MORE	31744	6444	44.1	20.3	113	10012	44.4	31.5	113	901	36.7	2.8	94	3793	47.6	11.9	121
VALUE: UNDER $50,000	24140	4156	28.4	17.2	95	6494	28.8	26.9	97	751	30.6	3.1	103	2306	28.9	9.6	97

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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DRY BROWNIE MIXES: BRANDS
(FEMALE HOMEMAKERS)

0041
P-19

		TOTAL U.S. '000	BETTY CROCKER A '000	B % DOWN	C % ACROSS	D INDX	DUNCAN HINES A '000	B % DOWN	C % ACROSS	D INDX	JIFFY A '000	B % DOWN	C % ACROSS	D INDX	PILLSBURY A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	14609	100.0	18.0	100	22551	100.0	27.8	100	2457	100.0	3.0	100	7970	100.0	9.8	100
MAGAZINES	QUINTILE 1	15799	3598	24.6	22.8	126	5174	22.9	32.7	118	*348	14.2	2.2	73	1945	24.4	12.3	125
	QUINTILE 2	17259	3392	23.2	19.7	109	5469	24.3	31.7	114	*508	20.7	2.9	97	1875	23.5	10.9	110
	QUINTILE 3	13545	2452	16.8	18.1	100	4004	17.8	29.6	106	*464	18.9	3.4	113	1448	18.2	10.7	109
	QUINTILE 4	15133	2450	16.8	16.2	90	3782	16.8	25.0	90	*502	20.4	3.3	109	1473	18.5	9.7	99
	QUINTILE 5	19250	2716	18.6	14.1	78	4122	18.3	21.4	77	635	25.8	3.3	109	1230	15.4	6.4	65
NEWSPAPERS	QUINTILE 1	12413	2728	18.7	22.0	122	3903	17.3	31.4	113	*333	13.6	2.7	88	1523	19.1	12.3	125
	QUINTILE 2	24116	4629	31.7	19.2	106	7033	31.2	29.2	105	658	26.8	2.7	90	2407	30.2	10.0	101
	QUINTILE 3	11261	2024	13.9	18.0	100	3331	14.8	29.6	106	*374	15.2	3.3	109	1073	13.5	9.5	97
	QUINTILE 4	20255	3751	25.7	18.5	103	5666	25.1	28.0	100	619	25.2	3.1	101	2112	26.5	10.4	106
	QUINTILE 5	12940	1477	10.1	11.4	63	2618	11.6	20.2	73	*473	19.3	3.7	120	855	10.7	6.6	67
OUTDOOR	QUINTILE 1	14852	3078	21.1	20.7	115	4481	19.9	30.2	108	*484	19.7	3.3	107	1655	20.8	11.1	113
	QUINTILE 2	15725	3085	21.1	19.6	109	4716	20.9	30.0	108	607	24.7	3.9	127	1812	22.7	11.5	117
	QUINTILE 3	16330	2878	19.7	17.6	98	4782	21.2	29.3	105	*422	17.2	2.6	85	1561	19.6	9.6	97
	QUINTILE 4	16744	2722	18.6	16.3	90	4330	19.2	25.9	93	384	15.6	2.3	76	1413	17.7	8.4	86
	QUINTILE 5	17334	2845	19.5	16.4	91	4241	18.8	24.5	88	560	22.8	3.2	106	1531	19.2	8.8	90
RADIO-DRIVE TIME	QUINTILE 1	15911	2781	19.0	17.5	97	4690	20.8	29.5	106	652	26.5	4.1	135	1730	21.7	10.9	110
	QUINTILE 2	14837	2962	20.3	20.0	111	4319	19.2	29.1	105	*464	18.9	3.1	103	1752	22.0	11.8	120
	QUINTILE 3	15339	2746	18.8	17.9	99	4192	18.6	27.3	98	480	19.5	3.1	103	1559	19.6	10.2	103
	QUINTILE 4	16723	3199	21.9	19.1	106	4748	21.1	28.4	102	*406	16.5	2.4	80	1573	19.7	9.4	96
	QUINTILE 5	18176	2920	20.0	16.1	89	4603	20.4	25.3	91	*455	18.5	2.5	83	1356	17.0	7.5	76
RADIO-MID-DAY	TERCILE 1	21020	3777	25.9	18.0	100	6209	27.5	29.5	106	760	30.9	3.6	119	2141	26.9	10.2	103
	TERCILE 2	21610	4098	28.1	19.0	105	6525	28.9	30.2	108	631	25.7	2.9	96	2403	30.2	11.1	113
	TERCILE 3	38355	6734	46.1	17.6	97	9817	43.5	25.6	92	1067	43.4	2.8	92	3426	43.0	8.9	91
RADIO-TOTAL	QUINTILE 1	15988	2882	19.7	18.0	100	4804	21.3	30.0	108	577	23.5	3.6	119	1654	20.8	10.3	105
	QUINTILE 2	15626	2876	19.7	18.4	102	4575	20.3	29.3	105	555	22.6	3.6	117	1612	20.2	10.3	105
	QUINTILE 3	16723	3236	22.2	19.4	107	4503	20.0	26.9	97	*414	16.8	2.5	82	1879	23.6	11.2	114
	QUINTILE 4	16342	3104	21.2	19.0	105	4658	20.7	28.5	102	551	22.4	3.4	111	1659	20.8	10.2	103
	QUINTILE 5	16306	2510	17.2	15.4	85	4011	17.8	24.6	88	*361	14.7	2.2	73	1168	14.7	7.2	73
TV-PRIME TIME	QUINTILE 1	15953	2476	16.9	15.5	86	4098	18.2	25.7	92	550	22.4	3.4	114	1571	19.7	9.8	100
	QUINTILE 2	16137	3234	22.1	20.0	111	4792	21.2	29.7	107	*454	18.5	2.8	93	1429	17.9	8.9	90
	QUINTILE 3	16420	3049	20.9	18.6	103	4925	21.8	30.0	108	540	22.0	3.3	108	1821	22.8	11.1	113
	QUINTILE 4	16687	3048	20.9	18.3	101	4613	20.5	27.6	99	*351	14.3	2.1	69	1738	21.8	10.4	106
	QUINTILE 5	15789	2802	19.2	17.7	98	4123	18.3	26.1	94	563	22.9	3.6	118	1411	17.7	8.9	91
TV-DAYTIME	TERCILE 1	27736	4793	32.8	17.3	96	7084	31.4	25.5	92	936	38.1	3.4	111	2619	32.9	9.4	96
	TERCILE 2	26489	5159	35.3	19.5	108	8102	35.9	30.6	110	776	31.6	2.9	97	2734	34.3	10.3	105
	TERCILE 3	26761	4657	31.9	17.4	96	7366	32.7	27.5	99	745	30.3	2.8	92	2617	32.8	9.8	99
TV-TOTAL	QUINTILE 1	16345	2573	17.6	15.7	87	3805	16.9	23.3	84	637	25.9	3.9	128	1478	18.5	9.0	92
	QUINTILE 2	16447	2922	20.0	17.8	98	4654	20.6	28.3	102	*360	14.7	2.2	72	1697	21.3	10.3	105
	QUINTILE 3	15980	3031	20.7	19.0	105	4592	20.4	28.7	103	*416	16.9	2.6	86	1592	20.0	10.0	101
	QUINTILE 4	15887	3053	20.9	19.2	107	4926	21.8	31.0	111	540	22.0	3.4	112	1529	19.2	9.6	98
	QUINTILE 5	16326	3030	20.7	18.6	103	4574	20.3	28.0	101	*505	20.6	3.1	102	1674	21.0	10.3	104
MAGAZINES-NEWSPAPERS: DUAL		20721	4644	31.8	22.4	124	6797	30.1	32.8	118	548	22.3	2.6	87	2500	31.4	12.1	123
MAGAZINE IMPERATIVE		19186	3597	24.6	18.7	104	5827	25.8	30.4	109	634	25.8	3.3	109	2106	26.4	11.0	112
NEWSPAPER IMPERATIVE		21899	3924	26.9	17.9	99	5913	26.2	27.0	97	681	27.7	3.1	103	2031	25.5	9.3	94
MAGAZINES-OUTDOOR: DUAL		15451	3463	23.7	22.4	124	5135	22.8	33.2	119	450	18.3	2.9	96	1892	23.7	12.2	124
MAGAZINE IMPERATIVE		25953	4948	33.9	19.1	106	7815	34.7	30.1	108	613	24.9	2.4	78	2692	33.8	10.4	105
OUTDOOR IMPERATIVE		24400	4193	28.7	17.2	95	6297	27.9	25.8	93	908	37.0	3.7	123	2316	29.1	9.5	96
MAGAZINES-RADIO: DUAL		18049	3688	25.2	20.4	113	5647	25.0	31.3	112	492	20.0	2.7	90	1861	23.4	10.3	105
MAGAZINE IMPERATIVE		23571	4875	33.4	20.7	115	7393	32.8	31.4	113	595	24.2	2.5	83	2852	35.8	12.1	123
RADIO IMPERATIVE		23278	3668	25.1	15.8	87	6116	27.1	26.3	94	885	36.0	3.8	125	2230	28.0	9.6	97
MAGAZINES-TELEVISION: DUAL		15459	3228	22.1	20.9	116	4637	20.6	30.0	108	*375	15.3	2.4	80	1784	22.4	11.5	117
MAGAZINE IMPERATIVE		25829	5324	36.4	20.6	114	8530	37.8	33.0	119	728	29.6	2.8	93	2913	36.5	11.3	115
TELEVISION IMPERATIVE		26039	3773	25.8	14.5	80	6036	26.8	23.2	83	902	36.7	3.5	114	2161	27.1	8.3	84
NEWSPAPERS-OUTDOOR: DUAL		16605	3461	23.7	20.8	116	5307	23.5	32.0	115	481	19.6	2.9	95	1986	24.9	12.0	122
NEWSPAPER IMPERATIVE		26834	5020	34.4	18.7	104	7605	33.7	28.3	102	666	27.1	2.5	82	2570	32.2	9.6	97
OUTDOOR IMPERATIVE		23346	4249	29.1	18.2	101	6416	28.5	27.5	99	843	34.3	3.6	119	2355	29.5	10.1	103
NEWSPAPERS-RADIO: DUAL		17133	3433	23.5	20.0	111	5346	23.7	31.2	112	476	19.4	2.8	92	1791	22.5	10.5	106
NEWSPAPER IMPERATIVE		25892	5149	35.2	19.9	110	7441	33.0	28.7	103	641	26.1	2.5	82	2728	34.2	10.5	107
RADIO IMPERATIVE		23167	3925	26.9	16.9	94	6148	27.3	26.5	95	899	36.6	3.9	128	2428	30.5	10.5	106
NEWSPAPERS-TELEVISION: DUAL		17159	3434	23.5	20.0	111	4952	22.0	28.9	104	412	16.8	2.4	79	1847	23.2	10.8	109
NEWSPAPER IMPERATIVE		26214	5283	36.2	20.2	112	8067	35.8	30.8	111	810	33.0	3.1	102	2741	34.4	10.5	106
TELEVISION IMPERATIVE		23412	3435	23.5	14.7	81	5665	25.1	24.2	87	851	34.6	3.6	120	2083	26.1	8.9	90
OUTDOOR-RADIO: DUAL		15303	2920	20.0	19.1	106	4931	21.9	32.2	116	682	27.8	4.5	147	1842	23.1	12.0	122
OUTDOOR IMPERATIVE		24901	4931	33.8	19.8	110	6977	30.9	28.0	101	657	26.7	2.6	87	2566	32.2	10.3	105
RADIO IMPERATIVE		26492	4509	30.9	17.0	94	7120	31.6	26.9	97	678	27.6	2.6	84	2456	30.8	9.3	94
OUTDOOR-TELEVISION: DUAL		14794	2905	19.9	19.6	109	4317	19.1	29.2	105	*433	17.6	2.9	96	1533	19.2	10.4	105
OUTDOOR IMPERATIVE		25437	5004	34.3	19.7	109	7869	34.9	30.9	111	897	36.5	3.5	116	2753	34.5	10.8	110
TELEVISION IMPERATIVE		27877	4423	30.3	15.9	88	6900	30.6	24.8	89	746	30.4	2.7	88	2586	32.4	9.3	94
RADIO-TELEVISION: DUAL		15996	2768	18.9	17.3	96	4509	20.0	28.2	101	583	23.7	3.6	120	1644	20.6	10.3	104
RADIO IMPERATIVE		25478	4850	33.2	19.0	106	7620	33.8	29.9	107	812	33.0	3.2	105	2703	33.9	10.6	108
TELEVISION IMPERATIVE		26573	4563	31.2	17.2	95	6801	30.2	25.6	92	643	26.2	2.4	80	2444	30.7	9.2	93

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DRY BROWNIE MIXES: BRANDS
(FEMALE HOMEMAKERS)

0042
P-19

	TOTAL U.S. '000	BETTY CROCKER A '000	BETTY CROCKER B % DOWN	BETTY CROCKER C % ACROSS	BETTY CROCKER D INDX	DUNCAN HINES A '000	DUNCAN HINES B % DOWN	DUNCAN HINES C % ACROSS	DUNCAN HINES D INDX	JIFFY A '000	JIFFY B % DOWN	JIFFY C % ACROSS	JIFFY D INDX	PILLSBURY A '000	PILLSBURY B % DOWN	PILLSBURY C % ACROSS	PILLSBURY D INDX
TOTAL FEMALE HOMEMAKERS	80986	14609	100.0	18.0	100	22551	100.0	27.8	100	2457	100.0	3.0	100	7970	100.0	9.8	100
ATLANTIC MONTHLY	415	**51	0.3	12.3	68	*155	0.7	37.3	134	**4	0.2	1.0	32	**38	0.5	9.2	93
BARRON'S	453	**81	0.6	17.9	99	*184	0.8	40.6	146	**5	0.2	1.1	36	**68	0.9	15.0	153
BETTER HOMES & GARDENS	16256	3587	24.6	22.1	122	5106	22.6	31.4	113	385	15.7	2.4	78	2069	26.0	12.7	129
BON APPETIT	2535	453	3.1	17.9	99	687	3.0	27.1	97	**34	1.4	1.3	44	*203	2.5	8.0	81
BUSINESS WEEK	1278	282	1.9	22.1	122	334	1.5	26.1	94	**103	4.2	8.1	266	**127	1.6	9.9	101
CAR AND DRIVER	378	**39	0.3	10.3	57	**121	0.5	32.0	115	**4	0.2	1.1	35	**16	0.2	4.2	43
CBS MAGAZINE NETWORK (GROSS)	1498	*287	2.0	19.2	106	586	2.6	39.1	140	**32	1.3	2.1	70	*220	2.8	14.7	149
CHANGING TIMES	1505	*252	1.7	16.7	93	365	1.6	24.3	87	**69	2.8	4.6	151	*217	2.7	14.4	147
COLONIAL HOMES	1231	281	1.9	22.8	127	442	2.0	35.9	129	**89	3.6	7.2	238	*196	2.5	15.9	162
CONDE NAST MAG. PKG. (GROSS)	14146	3106	21.3	22.0	122	4715	20.9	33.3	120	346	14.1	2.4	81	1608	20.2	11.4	116
CONSUMERS DIGEST	1323	*279	1.9	21.1	117	352	1.6	26.6	96	**19	0.8	1.4	47	*175	2.2	13.2	134
COSMOPOLITAN	7102	1394	9.5	19.6	109	2196	9.7	30.9	111	*151	6.1	2.1	70	714	9.0	10.1	102
COUNTRY LIVING	2481	491	3.4	19.8	110	904	4.0	36.4	131	**37	1.5	1.5	49	236	3.0	9.5	97
CUISINE	1472	*269	1.8	18.3	101	372	1.6	25.3	91	**10	0.4	0.7	22	*90	1.1	6.1	62
CYCLE WORLD	425	**132	0.9	31.1	172	**165	0.7	38.8	139	**18	0.7	4.2	140	**92	1.2	21.6	220
DCI:CREATIVE IDEAS FOR LIV	2510	496	3.4	19.8	110	765	3.4	30.5	109	**86	3.5	3.4	113	250	3.1	10.0	101
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	1154	7.9	17.2	96	2103	9.3	31.4	113	*182	7.4	2.7	90	527	6.6	7.9	80
DISCOVER	894	*200	1.4	22.4	124	269	1.2	30.1	108	**2	0.1	0.2	7	**88	1.1	9.8	100
EBONY	3507	552	3.8	15.7	87	689	3.1	19.6	71	*159	6.5	4.5	149	246	3.1	7.0	71
ESQUIRE	1083	*190	1.3	17.5	97	258	1.1	23.8	86	**39	1.6	3.6	119	**98	1.2	9.0	92
ESSENCE	1830	281	1.9	15.4	85	406	1.8	22.2	80	*98	4.0	5.4	177	*142	1.8	7.8	79
FAMILY CIRCLE	15930	3554	24.3	22.3	124	5479	24.3	34.4	124	569	23.2	3.6	118	1945	24.4	12.2	124
THE FAMILY HANDYMAN	1126	390	2.7	34.6	192	333	1.5	29.6	106	**37	1.5	3.3	108	*199	2.5	17.7	180
FAMILY WEEKLY	11468	2329	15.9	20.3	113	3434	15.2	29.9	108	324	13.2	2.8	93	1176	14.8	10.3	104
FIELD & STREAM	2234	423	2.9	18.9	105	693	3.1	31.0	111	**35	1.4	1.6	52	*207	2.6	9.3	94
FOOD & WINE	579	**92	0.6	15.9	88	*157	0.7	27.1	97	**17	0.7	2.9	97	**94	1.2	16.2	165
FORBES	728	**107	0.7	14.7	81	*223	1.0	30.6	110	**30	1.2	4.1	136	**79	1.0	10.9	110
FORTUNE	906	*232	1.6	25.6	142	*313	1.4	34.5	124	**79	3.2	8.7	287	**161	2.0	17.8	181
GENTLEMEN'S QUARTERLY	791	*179	1.2	22.6	125	281	1.2	35.5	128	**34	1.4	4.3	142	**158	2.0	20.0	203
GLAMOUR	5265	1299	8.9	24.7	137	1935	8.6	36.8	132	*116	4.7	2.2	73	651	8.2	12.4	126
GOLF DIGEST	636	*147	1.0	23.1	128	*226	1.0	35.5	128	**4	0.2	0.6	21	**75	0.9	11.8	120
GOLF DIGEST/TENNIS (GROSS)	1186	*267	1.8	22.5	125	408	1.8	34.4	124	**20	0.8	1.7	56	*139	1.7	11.7	119
GOLF MAGAZINE	441	**66	0.5	15.0	83	**124	0.5	28.1	101	**6	0.2	1.4	45	**33	0.4	7.5	76
GOLF MAGAZINE/SKI (GROSS)	922	*139	1.0	15.1	84	*242	1.1	26.2	94	**6	0.2	0.7	21	**73	0.9	7.9	80
GOOD HOUSEKEEPING	16487	3497	23.9	21.2	118	5393	23.9	32.7	117	459	18.7	2.8	92	1963	24.6	11.9	121
HARPER'S BAZAAR	2423	490	3.4	20.2	112	792	3.5	32.7	117	**53	2.2	2.2	72	323	4.1	13.3	135
HEALTH	1994	393	2.7	19.7	109	538	2.4	27.0	97	**34	1.4	1.7	56	*188	2.4	9.4	96
HEARST MAG CORP. BUY (GROSS)	44101	9250	63.3	21.0	116	14516	64.4	32.9	118	1066	43.4	2.4	80	5027	63.1	11.4	116
HEARST MAN POWER (GROSS)	1993	464	3.2	23.3	129	745	3.3	37.4	134	**46	1.9	2.3	76	*228	2.9	11.4	116
HEARST WOMAN POWER (GROSS)	31274	6556	44.9	21.0	116	10149	45.0	32.5	117	763	31.1	2.4	80	3561	44.7	11.4	116
HOUSE BEAUTIFUL	3623	802	5.5	22.1	123	1118	5.0	30.9	111	**66	2.7	1.8	60	380	4.8	10.5	107
INC.	283	**81	0.6	28.6	159	**113	0.5	39.9	143	**2	0.1	0.7	23	**77	1.0	27.2	276
JET	2928	490	3.4	16.7	93	561	2.5	19.2	69	*191	7.8	6.5	215	272	3.4	9.3	94
LADIES' HOME JOURNAL	11918	2639	18.1	22.1	123	4146	18.4	34.8	125	322	13.1	2.7	89	1491	18.7	12.5	127
LHJ FAMILY GRP COMBO(GROSS)	16764	3783	25.9	22.6	125	5719	25.4	34.1	123	424	17.3	2.5	83	2090	26.2	12.5	127
LIFE	4254	870	6.0	20.5	113	1320	5.9	31.0	111	*181	7.4	4.3	140	499	6.3	11.7	119
L.A. TIMES HOME MAGAZINE	1145	*188	1.3	16.4	91	281	1.2	24.5	88	**30	1.2	2.6	86	**86	1.1	7.5	76
MADEMOISELLE	2884	699	4.8	24.2	134	988	4.4	34.3	123	**63	2.6	2.2	72	333	4.2	11.5	117
MC CALL'S	13460	2907	19.9	21.6	120	4313	19.1	32.0	115	369	15.0	2.7	90	1751	22.0	13.0	132
MC CALL'S/WRK MOTHER (GROSS)	14606	3213	22.0	22.0	122	4783	21.2	32.7	118	436	17.7	3.0	98	1916	24.0	13.1	133
MECHANIX ILLUSTRATED	772	**188	1.3	24.4	135	*192	0.9	24.9	89	**0	0.0	0.0	0	**107	1.3	13.9	141
METROPOLITAN HOME	967	*151	1.0	15.6	87	318	1.4	32.9	118	**4	0.2	0.4	14	**116	1.5	12.0	122
MONEY	1588	314	2.1	19.8	110	569	2.5	35.8	129	**40	1.6	2.5	83	*224	2.8	14.1	143
MOTHER EARTH NEWS	1002	*134	0.9	13.4	74	260	1.2	25.9	93	**5	0.2	0.5	16	**96	1.2	9.6	97
MS.	825	*189	1.3	22.9	127	285	1.3	34.5	124	**12	0.5	1.5	48	**47	0.6	5.7	58
NATIONAL ENQUIRER	10336	1992	13.6	19.3	107	2701	12.0	26.1	94	298	12.1	2.9	95	992	12.4	9.6	98
NATIONAL GEOGRAPHIC	9597	2105	14.4	21.9	122	3053	13.5	31.8	114	*279	11.4	2.9	96	1090	13.7	11.4	115
NATIONAL SUNDAY MAGAZINE PKG	49558	9897	67.7	20.0	111	14927	66.2	30.1	108	1416	57.6	2.9	94	5322	66.8	10.7	109
NATURAL HISTORY	573	**112	0.8	19.5	108	*160	0.7	27.9	100	**9	0.4	1.6	52	**71	0.9	12.4	126
NEW WOMAN	1699	303	2.1	17.8	99	494	2.2	29.1	104	**38	1.5	2.2	74	*191	2.4	11.2	114
NEW YORK INCLUDING CUE	443	**37	0.3	8.4	46	*94	0.4	21.2	76	**0	0.0	0.0	0	**26	0.3	5.9	60
THE NEW YORKER	1270	*163	1.1	12.8	71	345	1.5	27.2	98	**22	0.9	1.7	57	*103	1.3	8.1	82
NEWSWEEK	6277	1287	8.8	20.5	114	2061	9.1	32.8	118	*107	4.4	1.7	56	742	9.3	11.8	120
THE N.Y. TIMES DAILY EDITION	1205	*156	1.1	12.9	72	402	1.8	33.4	120	**37	1.5	3.1	101	**91	1.1	7.6	77
THE N.Y. TIMES MAGAZINE	2081	*291	2.0	14.0	78	575	2.5	27.6	99	**63	2.6	3.0	100	*165	2.1	7.9	81
OMNI	788	*194	1.3	24.6	136	*213	0.9	27.0	97	**16	0.7	2.0	67	**111	1.4	14.1	143
ON CABLE	1158	*367	2.5	31.7	176	433	1.9	37.4	134	**32	1.3	2.8	91	*202	2.5	17.4	177
1001 HOME IDEAS	2852	751	5.1	26.3	146	1035	4.6	36.3	130	**68	2.8	2.4	79	411	5.2	14.4	146
ORGANIC GARDENING	1658	330	2.3	19.9	110	428	1.9	25.8	93	**56	2.3	3.4	111	*124	1.6	7.5	76
OUTDOOR LIFE	896	*137	0.9	15.3	85	265	1.2	29.6	106	**11	0.4	1.2	40	**89	1.1	9.9	101
PARADE MAGAZINE	24275	4685	32.1	19.3	107	7363	32.7	30.3	109	714	29.1	2.9	97	2485	31.2	10.2	104

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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DRY BROWNIE MIXES: BRANDS
(FEMALE HOMEMAKERS)

0043
P-19

	TOTAL U.S. '000	BETTY CROCKER A '000	B % DOWN	C % ACROSS	D INDX	DUNCAN HINES A '000	B % DOWN	C % ACROSS	D INDX	JIFFY A '000	B % DOWN	C % ACROSS	D INDX	PILLSBURY A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	14609	100.0	18.0	100	22551	100.0	27.8	100	2457	100.0	3.0	100	7970	100.0	9.8	100
PARENTS	3845	1082	7.4	28.1	156	1396	6.2	36.3	130	*124	5.0	3.2	106	597	7.5	15.5	158
PENTHOUSE	831	*199	1.4	23.9	133	*167	0.7	20.1	72	**11	0.4	1.3	44	**74	0.9	8.9	90
PEOPLE	11645	2522	17.3	21.7	120	3620	16.1	31.1	112	245	10.0	2.1	69	1359	17.1	11.7	119
PLAYBOY	2006	402	2.8	20.0	111	592	2.6	29.5	106	**39	1.6	1.9	64	*230	2.9	11.5	117
POPULAR HOT RODDING	297	**98	0.7	33.0	183	**104	0.5	35.0	126	**11	0.4	3.7	122	**39	0.5	13.1	133
POPULAR MECHANICS	1018	*229	1.6	22.5	125	411	1.8	40.4	145	**36	1.5	3.5	117	**118	1.5	11.6	118
POPULAR SCIENCE	878	*189	1.3	21.5	119	308	1.4	35.1	126	**3	0.1	0.3	11	**56	0.7	6.4	65
PREVENTION	3913	644	4.4	16.5	91	940	4.2	24.0	86	**65	2.6	1.7	55	363	4.6	9.3	94
PSYCHOLOGY TODAY	1710	396	2.7	23.2	128	571	2.5	33.4	120	**15	0.6	0.9	29	*151	1.9	8.8	90
READER'S DIGEST	22204	4313	29.5	19.4	108	6360	28.2	28.6	103	503	20.5	2.3	75	2359	29.6	10.6	108
REDBOOK	7684	1665	11.4	21.7	120	2560	11.4	33.3	120	*153	6.2	2.0	66	884	11.1	11.5	117
ROAD & TRACK	410	**96	0.7	23.4	130	**154	0.7	37.6	135	**7	0.3	1.7	56	**78	1.0	19.0	193
ROLLING STONE	969	261	1.8	26.9	149	304	1.3	31.4	113	**40	1.6	4.1	136	*121	1.5	12.5	127
RUNNER'S WORLD	298	**112	0.8	37.6	208	**112	0.5	37.6	135	**2	0.1	0.7	22	**36	0.5	12.1	123
SATURDAY EVENING POST	1169	*227	1.6	19.4	108	398	1.8	34.0	122	**47	1.9	4.0	133	*164	2.1	14.0	143
SCIENCE 84	587	*169	1.2	28.8	160	*221	1.0	37.6	135	**11	0.4	1.9	62	**41	0.5	7.0	71
SCIENCE DIGEST	482	**136	0.9	28.2	156	*168	0.7	34.9	125	**3	0.1	0.6	21	**64	0.8	13.3	135
SCIENTIFIC AMERICAN	594	**89	0.6	15.0	83	*141	0.6	23.7	85	**1	0.0	0.2	6	**47	0.6	7.9	80
SELF	2089	458	3.1	21.9	122	689	3.1	33.0	118	**60	2.4	2.9	95	*210	2.6	10.1	102
SEVENTEEN	2411	436	3.0	18.1	100	795	3.5	33.0	118	**55	2.2	2.3	75	*249	3.1	10.3	105
SKI	480	**73	0.5	15.2	84	*117	0.5	24.4	88	**0	0.0	0.0	0	**40	0.5	8.3	85
SMITHSONIAN	2760	477	3.3	17.3	96	786	3.5	28.5	102	**18	0.7	0.7	21	218	2.7	7.9	80
SOAP OPERA DIGEST	3013	663	4.5	22.0	122	933	4.1	31.0	111	*96	3.9	3.2	105	389	4.9	12.9	131
SOUTHERN LIVING	4184	658	4.5	15.7	87	1338	5.9	32.0	115	**95	3.9	2.3	75	278	3.5	6.6	68
SPORT	559	**101	0.7	18.1	100	**169	0.7	30.2	109	**20	0.8	3.6	118	**38	0.5	6.8	69
THE SPORTING NEWS	436	**107	0.7	24.5	136	**154	0.7	35.3	127	**13	0.5	3.0	98	**51	0.6	11.7	119
SPORTS AFIELD	493	**98	0.7	19.9	110	*166	0.7	33.7	121	**7	0.3	1.4	47	**46	0.6	9.3	95
SPORTS ILLUSTRATED	2758	583	4.0	21.1	117	958	4.2	34.7	125	**62	2.5	2.2	74	333	4.2	12.1	123
STAR	7456	1518	10.4	20.4	113	1949	8.6	26.1	94	*149	6.1	2.0	66	811	10.2	10.9	111
SUNDAY	24936	5263	36.0	21.1	117	7595	33.7	30.5	109	757	30.8	3.0	100	2910	36.5	11.7	119
SUNSET	2124	725	5.0	34.1	189	685	3.0	32.3	116	**93	3.8	4.4	144	*267	3.4	12.6	128
TV GUIDE	21661	4249	29.1	19.6	109	6701	29.7	30.9	111	578	23.5	2.7	88	2386	29.9	11.0	112
TENNIS	550	**120	0.8	21.8	121	*183	0.8	33.3	119	**15	0.6	2.7	90	**64	0.8	11.6	118
TIME	8880	1880	12.9	21.2	117	3068	13.6	34.5	124	196	8.0	2.2	73	1124	14.1	12.7	129
TOWN & COUNTRY	917	*139	1.0	15.2	84	319	1.4	34.8	125	**12	0.5	1.3	43	**99	1.2	10.8	110
TRAVEL & LEISURE	972	*147	1.0	15.1	84	340	1.5	35.0	126	**21	0.9	2.2	71	**108	1.4	11.1	113
TRUE STORY	3356	621	4.3	18.5	103	795	3.5	23.7	85	*146	5.9	4.4	143	362	4.5	10.8	110
U.S.NEWS & WORLD REPORT	3410	724	5.0	21.2	118	1031	4.6	30.2	109	**45	1.8	1.3	43	286	3.6	8.4	85
USA TODAY	1759	388	2.7	22.1	122	603	2.7	34.3	123	**13	0.5	0.7	24	*155	1.9	8.8	90
US	1873	503	3.4	26.9	149	730	3.2	39.0	140	**37	1.5	2.0	65	271	3.4	14.5	147
VOGUE	3909	651	4.5	16.7	92	1103	4.9	28.2	101	*107	4.4	2.7	90	415	5.2	10.6	108
WALL STREET JOURNAL	1886	365	2.5	19.4	107	540	2.4	28.6	103	**66	2.7	3.5	115	*211	2.6	11.2	114
WEIGHT WATCHERS	2120	570	3.9	26.9	149	685	3.0	32.3	116	**41	1.7	1.9	64	253	3.2	11.9	121
WOMAN'S DAY	14172	2986	20.4	21.1	117	4580	20.3	32.3	116	413	16.8	2.9	96	1694	21.3	12.0	121
WORKING MOTHER	1146	306	2.1	26.7	148	470	2.1	41.0	147	**67	2.7	5.8	193	*166	2.1	14.5	147
WORKING WOMAN	1322	302	2.1	22.8	127	426	1.9	32.2	116	**41	1.7	3.1	102	*161	2.0	12.2	124
WORLD TENNIS	*163	**19	0.1	11.7	65	**78	0.3	47.9	172	**4	0.2	2.5	81	**15	0.2	9.2	94
ZIFF-DAVIS MAG NETWK (GROSS)	2532	434	3.0	17.1	95	810	3.6	32.0	115	**51	2.1	2.0	66	251	3.1	9.9	101
BLAIR INSERTS	43657	8616	59.0	19.7	109	13134	58.2	30.1	108	1231	50.1	2.8	93	4768	59.8	10.9	111
DAILY NEWSPAPERS																	
READ ANY	51633	9875	67.6	19.1	106	15003	66.5	29.1	104	1493	60.8	2.9	95	5391	67.6	10.4	106
READ ONE	43463	8086	55.3	18.6	103	12337	54.7	28.4	102	1246	50.7	2.9	94	4409	55.3	10.1	103
READ TWO OR MORE	8170	1789	12.2	21.9	121	2666	11.8	32.6	117	248	10.1	3.0	100	982	12.3	12.0	122
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	10436	71.4	19.8	110	15831	70.2	30.1	108	1490	60.6	2.8	93	5601	70.3	10.6	108
READ ONE	46126	8963	61.4	19.4	108	13736	60.9	29.8	107	1305	53.1	2.8	93	4816	60.4	10.4	106
READ TWO OR MORE	6552	1472	10.1	22.5	125	2095	9.3	32.0	115	*185	7.5	2.8	93	786	9.9	12.0	122
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	30.11				29.04				29.25				28.98			
30 DAY REACH	71455	12909	88.4	18.1	100	20188	89.5	28.3	101	2172	88.4	3.0	100	7104	89.1	9.9	101
50 SHWG - 30 DAY AV FREQ	14.56	15.81				15.38				15.56				15.29			
30 DAY REACH	67742	12347	84.5	18.2	101	19117	84.8	28.2	101	2047	83.3	3.0	100	6747	84.7	10.0	101
25 SHWG - 30 DAY AV FREQ	7.94	8.44				8.21				8.44				8.22			
30 DAY REACH	62117	11542	79.0	18.6	103	17897	79.4	28.8	103	1889	76.9	3.0	100	6267	78.6	10.1	103
CABLE TV: HOME WIRED	32077	6711	45.9	20.9	116	10887	48.3	33.9	122	857	34.9	2.7	88	3913	49.1	12.2	124
HOME NOT WIRED	48909	7898	54.1	16.1	90	11664	51.7	23.8	86	1600	65.1	3.3	108	4057	50.9	8.3	84
HAVE PAY CABLE	15935	3643	24.9	22.9	127	6049	26.8	38.0	136	*434	17.7	2.7	90	2341	29.4	14.7	149

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DRY BROWNIE MIXES: BRANDS
(FEMALE HOMEMAKERS)

0044
P-19

	TOTAL U.S. '000	BETTY CROCKER A '000	BETTY CROCKER B % DOWN	BETTY CROCKER C % ACROSS	BETTY CROCKER D INDX	DUNCAN HINES A '000	DUNCAN HINES B % DOWN	DUNCAN HINES C % ACROSS	DUNCAN HINES D INDX	JIFFY A '000	JIFFY B % DOWN	JIFFY C % ACROSS	JIFFY D INDX	PILLSBURY A '000	PILLSBURY B % DOWN	PILLSBURY C % ACROSS	PILLSBURY D INDX
TOTAL FEMALE HOMEMAKERS	80986	14609	100.0	18.0	100	22551	100.0	27.8	100	2457	100.0	3.0	100	7970	100.0	9.8	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	8091	55.4	18.4	102	12868	57.1	29.3	105	1488	60.6	3.4	112	4772	59.9	10.9	110
10:00 AM - 3:00 PM	30659	5684	38.9	18.5	103	9301	41.2	30.3	109	972	39.6	3.2	104	3243	40.7	10.6	107
3:00 PM - 7:00 PM	31045	6130	42.0	19.7	109	9240	41.0	29.8	107	1021	41.6	3.3	108	3454	43.3	11.1	113
7:00 PM - MIDNIGHT	15767	3105	21.3	19.7	109	4584	20.3	29.1	104	471	19.2	3.0	98	1523	19.1	9.7	98
MIDNIGHT - 6:00 AM	9120	1846	12.6	20.2	112	2635	11.7	28.9	104	273	11.1	3.0	99	834	10.5	9.1	93
6:00 AM - MIDNIGHT	58527	10917	74.7	18.7	103	17070	75.7	29.2	105	1864	75.9	3.2	105	6203	77.8	10.6	108
ENTIRE DAY	59311	11041	75.6	18.6	103	17256	76.5	29.1	104	1917	78.0	3.2	107	6251	78.4	10.5	107
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	3285	22.5	20.3	113	5165	22.9	31.9	115	461	18.8	2.9	94	2011	25.2	12.4	126
ALL NEWS	2256	377	2.6	16.7	93	573	2.5	25.4	91	**66	2.7	2.9	96	*281	3.5	12.5	127
AOR/PROGRESSIVE	3874	822	5.6	21.2	118	1191	5.3	30.7	110	**112	4.6	2.9	95	445	5.6	11.5	117
BEAUTIFUL MUSIC	5660	1072	7.3	18.9	105	1702	7.5	30.1	108	**104	4.2	1.8	61	671	8.4	11.9	120
BLACK	2204	373	2.6	16.9	94	450	2.0	20.4	73	*118	4.8	5.4	176	284	3.6	12.9	131
CLASSICAL	1418	*292	2.0	20.6	114	374	1.7	26.4	95	**1	0.0	0.1	2	*197	2.5	13.9	141
CHR/ROCK	9538	2002	13.7	21.0	116	3213	14.2	33.7	121	352	14.3	3.7	122	1238	15.5	13.0	132
COUNTRY	12648	2332	16.0	18.4	102	3523	15.6	27.9	100	385	15.7	3.0	100	1142	14.3	9.0	92
GOLDEN OLDIES	1191	*135	0.9	11.3	63	331	1.5	27.8	100	**30	1.2	2.5	83	**73	0.9	6.1	62
MOR/NOSTALGIA	4757	831	5.7	17.5	97	1333	5.9	28.0	101	*159	6.5	3.3	110	416	5.2	8.7	89
NEWS/TALK	3863	508	3.5	13.2	73	1004	4.5	26.0	93	*119	4.8	3.1	102	304	3.8	7.9	80
RELIGIOUS	3084	544	3.7	17.6	98	739	3.3	24.0	86	**57	2.3	1.8	61	277	3.5	9.0	91
SOFT ROCK	521	**67	0.5	12.9	71	**112	0.5	21.5	77	**12	0.5	2.3	76	**60	0.8	11.5	117
URBAN CONTEMPORARY	1585	262	1.8	16.5	92	328	1.5	20.7	74	**65	2.6	4.1	135	*147	1.8	9.3	94
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	501	3.4	15.4	85	943	4.2	28.9	104	*130	5.3	4.0	131	329	4.1	10.1	103
ABC DIRECTION	2316	493	3.4	21.3	118	805	3.6	34.8	125	*172	7.0	7.4	245	330	4.1	14.2	145
ABC ENTERTAINMENT	4834	780	5.3	16.1	89	1489	6.6	30.8	111	*189	7.7	3.9	129	554	7.0	11.5	116
ABC FM	2202	432	3.0	19.6	109	668	3.0	30.3	109	**58	2.4	2.6	87	211	2.6	9.6	97
ABC INFORMATION	5425	899	6.2	16.6	92	1612	7.1	29.7	107	*163	6.6	3.0	99	517	6.5	9.5	97
ABC ROCK	1677	413	2.8	24.6	137	558	2.5	33.3	119	**60	2.4	3.6	118	293	3.7	17.5	178
CBS	4430	759	5.2	17.1	95	1203	5.3	27.2	98	*132	5.4	3.0	98	513	6.4	11.6	118
MUTUAL	4992	941	6.4	18.9	104	1279	5.7	25.6	92	200	8.1	4.0	132	575	7.2	11.5	117
NBC	4679	986	6.7	21.1	117	1462	6.5	31.2	112	**62	2.5	1.3	44	470	5.9	10.0	102
RADIORADIO	1994	322	2.2	16.1	90	726	3.2	36.4	131	**44	1.8	2.2	73	*245	3.1	12.3	125
RKO ONE	2298	323	2.2	14.1	78	641	2.8	27.9	100	**59	2.4	2.6	85	*192	2.4	8.4	85
RKO TWO	3311	631	4.3	19.1	106	1090	4.8	32.9	118	**64	2.6	1.9	64	309	3.9	9.3	95
THE SOURCE	2114	342	2.3	16.2	90	635	2.8	30.0	108	**34	1.4	1.6	53	*213	2.7	10.1	102
NON-WIRED : BLAIR	8654	1730	11.8	20.0	111	2855	12.7	33.0	118	308	12.5	3.6	117	930	11.7	10.7	109
INTERNET	12025	2395	16.4	19.9	110	3752	16.6	31.2	112	373	15.2	3.1	102	1466	18.4	12.2	124
KATZ RADIO GROUP	15359	2785	19.1	18.1	101	4315	19.1	28.1	101	452	18.4	2.9	97	1516	19.0	9.9	100
SUPERNET	10628	2156	14.8	20.3	112	3034	13.5	28.5	103	329	13.4	3.1	102	1134	14.2	10.7	108
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	1459	10.0	16.8	93	2289	10.2	26.4	95	285	11.6	3.3	108	847	10.6	9.8	99
MKDAY 9:00 AM - 1:00 PM	12163	2008	13.7	16.5	92	3008	13.3	24.7	89	402	16.4	3.3	109	1139	14.3	9.4	95
MKDAY 1:00 PM - 4:30 PM	16150	2789	19.1	17.3	96	4211	18.7	26.1	94	525	21.4	3.3	107	1449	18.2	9.0	91
MKDAY 4:30 PM - 7:30 PM	22463	3711	25.4	16.5	92	5658	25.1	25.2	90	684	27.8	3.0	100	1992	25.0	8.9	90
MKDAY 7:30 PM - 8:00 PM	31795	5254	36.0	16.5	92	8099	35.9	25.5	91	863	35.1	2.7	89	2846	35.7	9.0	91
MKDAY 11:00 PM - 11:30 PM	23977	4428	30.3	18.5	102	6360	28.2	26.5	95	749	30.5	3.1	103	2470	31.0	10.3	105
MKDAY 11:30 PM - 1:00 AM	7703	1522	10.4	19.8	110	2130	9.4	27.7	99	241	9.8	3.1	103	888	11.1	11.5	117
M-SAT 8-11 PM+SUN 7-11 PM	33800	6030	41.3	17.8	99	9453	41.9	28.0	100	1031	42.0	3.1	101	3352	42.1	9.9	101
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	1162	8.0	17.8	99	1695	7.5	25.9	93	220	9.0	3.4	111	651	8.2	10.0	101
ANOTHER WORLD N	4620	740	5.1	16.0	89	1096	4.9	23.7	85	*162	6.6	3.5	116	348	4.4	7.5	77
AS THE WORLD TURNS C	5614	931	6.4	16.6	92	1632	7.2	29.1	104	181	7.4	3.2	106	548	6.9	9.8	99
CAPITOL C	3396	544	3.7	16.0	89	880	3.9	25.9	93	*89	3.6	2.6	86	310	3.9	9.1	93
CBS MORN. NEWS 1 C	1446	207	1.4	14.3	79	397	1.8	27.5	99	**56	2.3	3.9	128	*91	1.1	6.3	64
CBS MORN. NEWS 2 C	1207	145	1.0	12.0	67	333	1.5	27.6	99	**46	1.9	3.8	126	*82	1.0	6.8	69
DAYS OF OUR LIVES N	5877	1108	7.6	18.9	105	1712	7.6	29.1	105	202	8.2	3.4	113	606	7.6	10.3	105
FACTS OF LIFE - DAYTIME N	2290	401	2.7	17.5	97	494	2.2	21.6	77	126	5.1	5.5	181	149	1.9	6.5	66
FAMILY FEUD A	3023	515	3.5	17.0	94	724	3.2	23.9	86	*93	3.8	3.1	101	214	2.7	7.1	72
GENERAL HOSPITAL A	6097	1065	7.3	17.5	97	1500	6.7	24.6	88	196	8.0	3.2	106	587	7.4	9.6	98
GOOD MORNING, AMERICA-730 A	3515	590	4.0	16.8	93	971	4.3	27.6	99	132	5.4	3.8	124	376	4.7	10.7	109
GOOD MORNING, AMERICA-830 A	2818	495	3.4	17.6	97	797	3.5	28.3	102	*82	3.3	2.9	96	300	3.8	10.6	108
GUIDING LIGHT C	5339	906	6.2	17.0	94	1616	7.2	30.3	109	173	7.0	3.2	107	450	5.6	8.4	86
ONE LIFE TO LIVE A	4478	780	5.3	17.4	97	1094	4.9	24.4	88	126	5.1	2.8	93	456	5.7	10.2	103
PRESS YOUR LUCK C	2244	326	2.2	14.5	81	693	3.1	30.9	111	*61	2.5	2.7	90	245	3.1	10.9	111
PRICE IS RIGHT 1 C	4348	695	4.8	16.0	89	1057	4.7	24.3	87	*98	4.0	2.3	74	372	4.7	8.6	87
PRICE IS RIGHT 2 C	5014	824	5.6	16.4	91	1208	5.4	24.1	87	115	4.7	2.3	76	415	5.2	8.3	84
RYAN'S HOPE A	3150	497	3.4	15.8	87	826	3.7	26.2	94	*112	4.6	3.6	117	379	4.8	12.0	122
SALE OF THE CENTURY N	2695	433	3.0	16.1	89	527	2.3	19.6	70	*76	3.1	2.8	93	154	1.9	5.7	58
SEARCH FOR TOMORROW N	2319	320	2.2	13.8	76	683	3.0	29.5	106	**63	2.6	2.7	90	213	2.7	9.2	93
TODAY SHOW 1 N	2693	426	2.9	15.8	88	625	2.8	23.2	83	**40	1.6	1.5	49	238	3.0	8.8	90
TODAY SHOW 2 N	2498	336	2.3	13.5	75	536	2.4	21.5	77	**28	1.1	1.1	37	170	2.1	6.8	69
$25,000 PYRAMID C	2753	388	2.7	14.1	78	690	3.1	25.1	90	*52	2.1	1.9	62	249	3.1	9.0	92
WHEEL OF FORTUNE N	4388	747	5.1	17.0	94	960	4.3	21.9	79	151	6.1	3.4	113	386	4.8	8.8	89
YOUNG AND THE RESTLESS C	5695	858	5.9	15.1	84	1478	6.6	26.0	93	217	8.8	3.8	126	536	6.7	9.4	96
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	277	1.9	15.7	87	434	1.9	24.7	89	*55	2.2	3.1	103	196	2.5	11.1	113
NBA PLAYOFF GAME -1 C	1136	*132	0.9	11.6	64	285	1.3	25.1	90	**49	2.0	4.3	142	*101	1.3	8.9	90
NBC MAJOR LEAGUE PRE-GAME N	953	**70	0.5	7.3	41	*180	0.8	18.9	68	**38	1.5	4.0	131	**30	0.4	3.1	32
SPORTSWORLD - SUN N	1233	342	2.3	27.7	154	295	1.3	23.9	86	**60	2.4	4.9	160	*196	2.5	15.9	162
SUNDAY MORNING C	1611	312	2.1	19.4	107	438	1.9	27.2	98	**17	0.7	1.1	35	*111	1.4	6.9	70

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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DRY BROWNIE MIXES: BRANDS
(FEMALE HOMEMAKERS)

0045
P-19

		TOTAL U.S. '000	BETTY CROCKER A '000	BETTY CROCKER B % DOWN	BETTY CROCKER C % ACROSS	BETTY CROCKER D INDX	DUNCAN HINES A '000	DUNCAN HINES B % DOWN	DUNCAN HINES C % ACROSS	DUNCAN HINES D INDX	JIFFY A '000	JIFFY B % DOWN	JIFFY C % ACROSS	JIFFY D INDX	PILLSBURY A '000	PILLSBURY B % DOWN	PILLSBURY C % ACROSS	PILLSBURY D INDX
TOTAL FEMALE HOMEMAKERS		80986	14609	100.0	18.0	100	22551	100.0	27.8	100	2457	100.0	3.0	100	7970	100.0	9.8	100
MKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	4144	28.4	15.9	88	6517	28.9	25.0	90	667	27.1	2.6	84	2206	27.7	8.5	86
NETWORK AFFILIATES - LATE		20261	3663	25.1	18.1	100	5323	23.6	26.3	94	605	24.6	3.0	98	1984	24.9	9.8	100
INDEPENDENTS - LATE		2076	326	2.2	15.7	87	581	2.6	28.0	101	*47	1.9	2.3	75	199	2.5	9.6	97
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	1885	12.9	18.0	100	3240	14.4	31.0	111	277	11.3	2.6	87	1097	13.8	10.5	107
ABC MONDAY NIGHT MOVIE	A	6412	1158	7.9	18.1	100	1753	7.8	27.3	98	196	8.0	3.1	101	624	7.8	9.7	99
ABC SUNDAY NIGHT MOVIE	A	12407	2271	15.5	18.3	101	3382	15.0	27.3	98	369	15.0	3.0	98	1247	15.6	10.1	102
ABC WORLD NEWS TONIGHT	A	6176	905	6.2	14.7	81	1586	7.0	25.7	92	142	5.8	2.3	76	492	6.2	8.0	81
AFTERMASH	C	5863	1113	7.6	19.0	105	1545	6.9	26.4	95	*182	7.4	3.1	102	687	8.6	11.7	119
ALICE	C	9594	1664	11.4	17.3	96	2783	12.3	29.0	104	308	12.5	3.2	106	964	12.1	10.0	102
AMERICAN PARADE	C	6622	1211	8.3	18.3	101	1708	7.6	25.8	93	224	9.1	3.4	111	629	7.9	9.5	97
BENSON	A	10886	1732	11.9	15.9	88	2784	12.3	25.6	92	250	10.2	2.3	76	963	12.1	8.8	90
BLUE THUNDER	A	5036	675	4.6	13.4	74	1375	6.1	27.3	98	*114	4.6	2.3	75	379	4.8	7.5	76
CAGNEY & LACEY	C	9965	1768	12.1	17.7	98	2875	12.7	28.9	104	267	10.9	2.7	88	1039	13.0	10.4	106
CBS EVENING NEWS-DEAN	C	3491	529	3.6	15.2	84	818	3.6	23.4	84	*123	5.0	3.5	116	**286	3.6	8.2	83
CBS EVENING NEWS-RATHER	C	7123	1211	8.3	17.0	94	1727	7.7	24.2	87	198	8.1	2.8	92	653	8.2	9.2	93
CBS SAT. NEWS-SCHIEFFER	C	3621	572	3.9	15.8	88	817	3.6	22.6	81	94	3.8	2.6	86	324	4.1	8.9	91
CBS SATURDAY NIGHT MOVIE	C	5436	1059	7.2	19.5	108	1558	6.9	28.7	103	173	7.0	3.2	105	512	6.4	9.4	96
CBS WEDNESDAY NIGHT MOVIE	C	6100	1090	7.5	17.9	99	1557	6.9	25.5	92	165	6.7	2.7	89	530	6.6	8.7	88
CHEERS	N	8889	1759	12.0	19.8	110	2711	12.0	30.5	110	309	12.6	3.5	115	1062	13.3	11.9	121
DALLAS	C	22109	3676	25.2	16.6	92	6120	27.1	27.7	99	623	25.4	2.8	93	2232	28.0	10.1	103
DIFF'RENT STROKES	N	6940	1271	8.7	18.3	102	1743	7.7	25.1	90	*184	7.5	2.7	87	583	7.3	8.4	85
DOUBLE TROUBLE	N	7223	1479	10.1	20.5	114	2223	9.9	30.8	111	351	14.3	4.9	160	901	11.3	12.5	127
DUCK FACTORY	N	5595	931	6.4	16.6	92	1640	7.3	29.3	105	*168	6.8	3.0	99	641	8.0	11.5	116
DUKES OF HAZZARD	C	5768	933	6.4	16.2	90	1511	6.7	26.2	94	*154	6.3	2.7	88	403	5.1	7.0	71
DYNASTY	A	20053	3333	22.8	16.6	92	5268	23.4	26.3	94	650	26.5	3.2	107	1661	20.8	8.3	84
FACTS OF LIFE	N	8087	1751	12.0	21.7	120	2289	10.2	28.3	102	358	14.6	4.4	146	998	12.5	12.3	125
FALCON CREST	C	20046	3304	22.6	16.5	91	5245	23.3	26.2	94	628	25.6	3.1	103	1836	23.0	9.2	93
FALL GUY	A	9084	1512	10.3	16.6	92	2570	11.4	28.3	102	312	12.7	3.4	113	834	10.5	9.2	93
FAMILY TIES	N	7964	1432	9.8	18.0	100	2230	9.9	28.0	101	362	14.7	4.5	150	719	9.0	9.0	92
FANTASY ISLAND	A	7687	1399	9.6	18.2	101	1783	7.9	23.2	83	323	13.1	4.2	139	613	7.7	8.0	81
FOULUPS,BLEEPS & BLUNDERS	A	8861	1520	10.4	17.2	95	2359	10.5	26.6	96	310	12.6	3.5	115	919	11.5	10.4	105
FOUR SEASONS	C	5095	885	6.1	17.4	96	1449	6.4	28.4	102	*200	8.1	3.9	129	541	6.8	10.6	108
GIMME A BREAK	N	8838	1464	10.0	16.6	92	2204	9.8	24.9	90	380	15.5	4.3	142	765	9.6	8.7	88
HART TO HART	A	8978	1521	10.4	16.9	94	2371	10.5	26.4	95	217	8.8	2.4	80	836	10.5	9.3	95
HILL STREET BLUES	N	8590	1678	11.5	19.5	108	2525	11.2	29.4	106	264	10.7	3.1	101	1074	13.5	12.5	127
HOTEL	A	14085	2276	15.6	16.2	90	3689	16.4	26.2	94	483	19.7	3.4	113	1275	16.0	9.1	92
JEFFERSONS	C	9360	1606	11.0	17.2	95	2560	11.4	27.4	98	339	13.8	3.6	119	959	12.0	10.2	104
JENNIFER SLEPT HERE	N	5841	1198	8.2	20.5	114	1611	7.1	27.6	99	*196	8.0	3.4	111	620	7.8	10.6	108
KATE & ALLIE	C	9206	1678	11.5	18.2	101	2750	12.2	29.9	107	312	12.7	3.4	112	996	12.5	10.8	110
KNIGHT RIDER	N	7076	1264	8.7	17.9	99	2074	9.2	29.3	105	*225	9.2	3.2	105	671	8.4	9.5	96
LOVE BOAT	A	12219	1904	13.0	15.6	86	3067	13.6	25.1	90	363	14.8	3.0	98	1042	13.1	8.5	87
MAGNUM PI	C	11199	1941	13.3	17.3	96	3390	15.0	30.3	109	342	13.9	3.1	101	1263	15.8	11.3	115
MAMA'S FAMILY	N	6057	1052	7.2	17.4	96	1588	7.0	26.2	94	*161	6.6	2.7	88	523	6.6	8.6	88
MASTER, THE	N	3598	760	5.2	21.1	117	1067	4.7	29.7	106	*107	4.4	3.0	98	384	4.8	10.7	108
MATT HOUSTON	A	6344	1103	7.6	17.4	96	1807	8.0	28.5	102	*132	5.4	2.1	69	639	8.0	10.1	102
NBC MONDAY NIGHT MOVIE	N	11994	2142	14.7	17.9	99	3450	15.3	28.8	103	350	14.2	2.9	96	1150	14.4	9.6	97
NBC NIGHTLY NEWS	N	5132	698	4.8	13.6	75	1276	5.7	24.9	89	158	6.4	3.1	101	397	5.0	7.7	79
NBC NIGHTLY NEWS-SAT	N	3375	479	3.3	14.2	79	764	3.4	22.6	81	**78	3.2	2.3	76	297	3.7	8.8	89
NBC NIGHTLY NEWS-SUN	N	3130	519	3.6	16.6	92	866	3.8	27.7	99	**128	5.2	4.1	135	412	5.2	13.2	134
NBC SUNDAY NIGHT MOVIE	N	8284	1468	10.0	17.7	98	2373	10.5	28.6	103	*274	11.2	3.3	109	794	10.0	9.6	97
NEWHART	C	9240	1668	11.4	18.1	100	2792	12.4	30.2	109	306	12.5	3.3	109	909	11.4	9.8	100
ONE DAY AT A TIME	C	7288	1414	9.7	19.4	108	2058	9.1	28.2	101	*191	7.8	2.6	86	675	8.5	9.3	94
PEOPLE ARE FUNNY	N	4855	868	5.9	17.9	99	1334	5.9	27.5	99	*141	5.7	2.9	96	489	6.1	10.1	102
REAL PEOPLE	N	8869	1449	9.9	16.3	91	2389	10.6	26.9	97	306	12.5	3.5	114	937	11.8	10.6	107
REMINGTON STEELE	N	7743	1442	9.9	18.6	103	2220	9.8	28.7	103	281	11.4	3.6	120	762	9.6	9.8	100
RIPLEY'S BELIEVE IT - NOT	A	5345	1074	7.4	20.1	111	1674	7.4	31.3	112	*168	6.8	3.1	104	559	7.0	10.5	106
RIPTIDE	N	6988	1377	9.4	19.7	109	2081	9.2	29.8	107	225	9.2	3.2	106	704	8.8	10.1	102
SCARECROW & MRS. KING	C	10002	1672	11.4	16.7	93	2759	12.2	27.6	99	292	11.9	2.9	96	957	12.0	9.6	97
SIMON & SIMON	C	10638	1780	12.2	16.7	93	3107	13.8	29.2	105	273	11.1	2.6	85	1079	13.5	10.1	103
60 MINUTES	C	13293	2185	15.0	16.4	91	3505	15.5	26.4	95	354	14.4	2.7	88	1261	15.8	9.5	96
ST. ELSEWHERE	N	7017	1547	10.6	22.0	122	1973	8.7	28.1	101	297	12.1	4.2	140	856	10.7	12.2	124
THREE'S COMPANY	A	10917	1911	13.1	17.5	97	3032	13.4	27.8	100	363	14.8	3.3	110	1123	14.1	10.3	105
T.J. HOOKER	A	9204	1352	9.3	14.7	81	2564	11.4	27.9	100	212	8.6	2.3	76	917	11.5	10.0	101
TONIGHT SHOW	N	2372	464	3.2	19.6	108	689	3.1	29.0	104	65	2.6	2.7	90	248	3.1	10.5	106
TRAPPER JOHN, M.D.	C	9846	1679	11.5	17.1	95	2796	12.4	28.4	102	244	9.9	2.5	82	900	11.3	9.1	93
TV BLOOPERS & PRAC. JOKES	N	9105	1621	11.1	17.8	99	2595	11.5	28.5	102	259	10.5	2.8	94	944	11.8	10.4	105
20/20	A	9387	1723	11.8	18.4	102	2772	12.3	29.5	106	289	11.8	3.1	101	898	11.3	9.6	97
WEBSTER	A	11067	1736	11.9	15.7	87	2881	12.8	26.0	93	255	10.4	2.3	76	1010	12.7	9.1	93
WORLD NEWS - SUN	A	3062	479	3.3	15.6	87	848	3.8	27.7	99	**79	3.2	2.6	85	*294	3.7	9.6	98
YELLOW ROSE	N	4978	882	6.0	17.7	98	1471	6.5	29.6	106	*132	5.4	2.7	87	494	6.2	9.9	101
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	1774	12.1	20.0	111	2824	12.5	31.8	114	*282	11.5	3.2	105	1040	13.0	11.7	119
BASKETBALL - COLLEGE GAMES		4080	768	5.3	18.8	104	1484	6.6	36.4	131	**86	3.5	2.1	69	*509	6.4	12.5	127
BASKETBALL - PRO GAMES		3607	713	4.9	19.8	110	1036	4.6	28.7	103	**97	3.9	2.7	89	*447	5.6	12.4	126
BOWLING		3883	825	5.6	21.2	118	1319	5.8	34.0	122	**111	4.5	2.9	94	514	6.4	13.2	135
BOXING		3928	658	4.5	16.8	93	1213	5.4	30.9	111	**244	9.9	6.2	205	624	7.8	15.9	161
FOOTBALL - COLLEGE GAMES		6366	1379	9.4	21.7	120	2021	9.0	31.7	114	*228	9.3	3.6	118	900	11.3	14.1	144
FOOTBALL - PRO GAMES		11300	2607	17.8	23.1	128	4121	18.3	36.5	131	*301	12.3	2.7	88	1587	19.9	14.0	143
GOLF		3378	775	5.3	22.9	127	1193	5.3	35.3	127	**79	3.2	2.3	77	*418	5.2	12.4	126
POST-SEASON COLL. FOOTBALL		4906	1083	7.4	22.1	122	1762	7.8	35.9	129	**178	7.2	3.6	120	790	9.9	16.1	164
POST-SEASON PRO FOOTBALL		6120	1432	9.8	23.4	130	2230	9.9	36.4	131	*244	9.9	4.0	131	833	10.5	13.6	138
TENNIS		3033	585	4.0	19.3	107	1088	4.8	35.9	129	**79	3.2	2.6	86	*398	5.0	13.1	133
WRESTLING - PROFESSIONAL		3344	685	4.7	20.5	114	1084	4.8	32.4	116	**170	6.9	5.1	168	*305	3.8	9.1	93

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DRY CAKE MIXES (NOT CAKE FLOUR) BASE = FEMALE HOMEMAKERS (80986) QUESTIONNAIRE PAGE H-12

		'000	%	UNWEIGHTED
1A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE THEM?				
	YES	57018	70.4	6433
	NO	23968	29.6	3002

IF YES	ALL '000	ALL %	SOLE '000	SOLE %	PRIMARY '000	PRIMARY %	SECONDARY '000	SECONDARY %	UNWEIGHTED
1B. WHICH BRANDS ARE USED BY YOUR HOUSEHOLD?									
ANN PAGE (A & P)	1118	1.4	191	.2	630	.8	297	.4	127
BETTY CROCKER LAYER CAKES	24591	30.4	2826	3.5	17759	21.9	4006	4.9	2613
BETTY CROCKER SNACKIN' CAKE	8422	10.4	458	.6	5174	6.4	2789	3.4	947
BETTY CROCKER STIR-N-FROST	6554	8.1	430	.5	3974	4.9	2151	2.7	727
DROMEDARY POUND CAKE	1851	2.3	114	.1	1101	1.4	636	.8	232
DUNCAN HINES LAYER CAKES	32036	39.6	6342	7.8	22063	27.2	3631	4.5	3485
OTHER DUNCAN HINES CAKES	12093	14.9	2434	3.0	7043	8.7	2616	3.2	1415
JIFFY	9475	11.7	587	.7	5322	6.6	3567	4.4	1092
MOIST 'N EASY	5126	6.3	378	.5	3132	3.9	1617	2.0	555
PILLSBURY PLUS LAYER CAKES	20486	25.3	1944	2.4	13631	16.8	4911	6.1	2233
OTHER PILLSBURY CAKES (BUNDT,STREUSEL)	9682	12.0	518	.6	5181	6.4	3983	4.9	1047
SWANSDOWN	1842	2.3	53	.1	1098	1.4	691	.9	210
OTHER BRANDS	5858	7.2	1293	1.6	2695	3.3	1869	2.3	643
DO NOT KNOW	180	.2							25

		'000	%	UNWEIGHTED
1C. ABOUT HOW MANY PACKAGES OF DRY CAKE MIX (NOT CAKE FLOUR) WERE USED BY YOUR ENTIRE HOUSEHOLD IN THE LAST 30 DAYS?				
7 OR MORE	H	672	.8	80
4 - 6	H	2866	3.5	322
3	H	5903	7.3	622
2	M	12548	15.5	1303
1	M	17890	22.1	2072
LESS THAN 1	L	5228	6.5	630
NONE	L	11911	14.7	1404

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DRY CAKE MIXES (NOT CAKE FLOUR): USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0048
P-19

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS THREE OR MORE A '000	HEAVY USERS THREE OR MORE B % DOWN	HEAVY USERS THREE OR MORE C % ACROSS	HEAVY USERS THREE OR MORE D INDX	MEDIUM USERS ONE-TWO A '000	MEDIUM USERS ONE-TWO B % DOWN	MEDIUM USERS ONE-TWO C % ACROSS	MEDIUM USERS ONE-TWO D INDX	LIGHT USERS LESS THAN ONE A '000	LIGHT USERS LESS THAN ONE B % DOWN	LIGHT USERS LESS THAN ONE C % ACROSS	LIGHT USERS LESS THAN ONE D INDX
TOTAL FEMALE HOMEMAKERS	80986	57018	100.0	70.4	100	9441	100.0	11.7	100	30438	100.0	37.6	100	17139	100.0	21.2	100
18 - 24	9282	6372	11.2	68.6	98	753	8.0	8.1	70	3411	11.2	36.7	98	2207	12.9	23.8	112
25 - 34	19072	13883	24.3	72.8	103	2127	22.5	11.2	96	6964	22.9	36.5	97	4792	28.0	25.1	119
35 - 44	14591	10988	19.3	75.3	107	2246	23.8	15.4	132	5852	19.2	40.1	107	2890	16.9	19.8	94
45 - 54	11345	8368	14.7	73.8	105	1321	14.0	11.6	100	4700	15.4	41.4	110	2347	13.7	20.7	98
55 - 64	11635	8066	14.1	69.3	98	1403	14.9	12.1	103	4433	14.6	38.1	101	2230	13.0	19.2	91
65 OR OLDER	15061	9341	16.4	62.0	88	1591	16.9	10.6	91	5078	16.7	33.7	90	2672	15.6	17.7	84
18 - 34	28354	20255	35.5	71.4	101	2880	30.5	10.2	87	10376	34.1	36.6	97	6999	40.8	24.7	117
18 - 49	48339	35410	62.1	73.3	104	5757	61.0	11.9	102	18662	61.3	38.6	103	10991	64.1	22.7	107
25 - 54	45008	33239	58.3	73.9	105	5694	60.3	12.7	109	17516	57.5	38.9	104	10030	58.5	22.3	105
35 - 49	19985	15155	26.6	75.8	108	2877	30.5	14.4	123	8286	27.2	41.5	110	3992	23.3	20.0	94
50 OR OLDER	32647	21608	37.9	66.2	94	3684	39.0	11.3	97	11776	38.7	36.1	96	6148	35.9	18.8	89
GRADUATED COLLEGE	11155	7441	13.1	66.7	95	946	10.0	8.5	73	3941	12.9	35.3	94	2555	14.9	22.9	108
ATTENDED COLLEGE	13682	10159	17.8	74.3	105	1181	12.5	8.6	74	5397	17.7	39.4	105	3581	20.9	26.2	124
GRADUATED HIGH SCHOOL	33880	24968	43.8	73.7	105	4496	47.6	13.3	114	13228	43.5	39.0	104	7244	42.3	21.4	101
DID NOT GRADUATE HIGH SCHOOL	22270	14450	25.3	64.9	92	2818	29.8	12.7	109	7872	25.9	35.3	94	3760	21.9	16.9	80
EMPLOYED	40306	28855	50.6	71.6	102	4330	45.9	10.7	92	15109	49.6	37.5	100	9417	54.9	23.4	110
EMPLOYED FULL-TIME	32850	23116	40.5	70.4	100	3507	37.1	10.7	92	11831	38.9	36.0	96	7778	45.4	23.7	112
EMPLOYED PART-TIME	7456	5739	10.1	77.0	109	823	8.7	11.0	95	3278	10.8	44.0	117	1639	9.6	22.0	104
NOT EMPLOYED	40680	28162	49.4	69.2	98	5111	54.1	12.6	108	15329	50.4	37.7	100	7723	45.1	19.0	90
PROFESSIONAL/MANAGER	10392	7152	12.5	68.8	98	915	9.7	8.8	76	3812	12.5	36.7	98	2425	14.1	23.3	110
TECH/CLERICAL/SALES	17574	12880	22.6	73.3	104	1716	18.2	9.8	84	6766	22.2	38.5	102	4397	25.7	25.0	118
PRECISION/CRAFT	985	714	1.3	72.5	103	**116	1.2	11.8	101	*309	1.0	31.4	83	*289	1.7	29.3	139
OTHER EMPLOYED	11354	8110	14.2	71.4	101	1582	16.8	13.9	120	4222	13.9	37.2	99	2306	13.5	20.3	96
SINGLE	9863	5715	10.0	57.9	82	775	8.2	7.9	67	2965	9.7	30.1	80	1976	11.5	20.0	95
MARRIED	51375	38425	67.4	74.8	106	6520	69.1	12.7	109	20955	68.8	40.8	109	10950	63.9	21.3	101
DIVORCED/SEPARATED/WIDOWED	19748	12878	22.6	65.2	93	2146	22.7	10.9	93	6518	21.4	33.0	88	4214	24.6	21.3	101
PARENTS	32590	25199	44.2	77.3	110	4816	51.0	14.8	127	13504	44.4	41.4	110	6880	40.1	21.1	100
WHITE	70416	50698	88.9	72.0	102	8300	87.9	11.8	101	26952	88.5	38.3	102	15446	90.1	21.9	104
BLACK	8778	5385	9.4	61.3	87	1047	11.1	11.9	102	2979	9.8	33.9	90	1360	7.9	15.5	73
OTHER	1791	*934	1.6	52.1	74	**94	1.0	5.2	45	**507	1.7	28.3	75	**333	1.9	18.6	88
NORTHEAST-CENSUS	17786	11797	20.7	66.3	94	2437	25.8	13.7	118	5667	18.6	31.9	85	3693	21.5	20.8	98
NORTH CENTRAL	20741	15986	28.0	77.1	109	2931	31.0	14.1	121	8486	27.9	40.9	109	4570	26.7	22.0	104
SOUTH	27775	19330	33.9	69.6	99	2904	30.8	10.5	90	11272	37.0	40.6	108	5154	30.1	18.6	88
WEST	14683	9905	17.4	67.5	96	1170	12.4	8.0	68	5014	16.5	34.1	91	3722	21.7	25.3	120
NORTHEAST-MKTG.	17961	11591	20.3	64.5	92	2224	23.6	12.4	106	5846	19.2	32.5	87	3521	20.5	19.6	93
EAST CENTRAL	11885	8862	15.5	74.6	106	1730	18.3	14.6	125	4617	15.2	38.8	103	2515	14.7	21.2	100
WEST CENTRAL	14090	10882	19.1	77.2	110	1885	20.0	13.4	115	5806	19.1	41.2	110	3191	18.6	22.6	107
SOUTH	24081	17054	29.9	70.8	101	2592	27.5	10.8	92	9791	32.2	40.7	108	4672	27.3	19.4	92
PACIFIC	12969	8628	15.1	66.5	94	1009	10.7	7.8	67	4378	14.4	33.8	90	3241	18.9	25.0	118
COUNTY SIZE A	32439	20777	36.4	64.0	91	2843	30.1	8.8	75	11390	37.4	35.1	93	6545	38.2	20.2	95
COUNTY SIZE B	24915	18545	32.5	74.4	106	3458	36.6	13.9	119	9385	30.8	37.7	100	5702	33.3	22.9	108
COUNTY SIZE C	12930	9659	16.9	74.7	106	1487	15.8	11.5	99	5064	16.6	39.2	104	3109	18.1	24.0	114
COUNTY SIZE D	10703	8036	14.1	75.1	107	1652	17.5	15.4	132	4600	15.1	43.0	114	1784	10.4	16.7	79
METRO CENTRAL CITY	24518	15788	27.7	64.4	91	2621	27.8	10.7	92	8368	27.5	34.1	91	4799	28.0	19.6	92
METRO SUBURBAN	35919	25810	45.3	71.9	102	3861	40.9	10.7	92	13615	44.7	37.9	101	8334	48.6	23.2	110
NON METRO	20549	15420	27.0	75.0	107	2959	31.3	14.4	124	8454	27.8	41.1	109	4006	23.4	19.5	92
TOP 5 ADI'S	18341	11171	19.6	60.9	87	1648	17.5	9.0	77	5837	19.2	31.8	85	3685	21.5	20.1	95
TOP 10 ADI'S	25378	16172	28.4	63.7	91	2242	23.7	8.8	76	8881	29.2	35.0	93	5049	29.5	19.9	94
TOP 20 ADI'S	36488	23907	41.9	65.5	93	3224	34.1	8.8	76	13093	43.0	35.9	95	7590	44.3	20.8	98
HSHLD INC. $50,000 OR MORE	6612	4847	8.5	73.3	104	697	7.4	10.5	90	2354	7.7	35.6	95	1796	10.5	27.2	128
$40,000 OR MORE	12659	9141	16.0	72.2	103	1241	13.1	9.8	84	4645	15.3	36.7	98	3256	19.0	25.7	122
$30,000 OR MORE	24698	18426	32.3	74.6	106	2496	26.4	10.1	87	10107	33.2	40.9	109	5824	34.0	23.6	111
$25,000 OR MORE	32077	24166	42.4	75.3	107	3499	37.1	10.9	94	13072	42.9	40.8	108	7595	44.3	23.7	112
$20,000 - $24,999	9144	6710	11.8	73.4	104	1204	12.8	13.2	113	3330	10.9	36.4	97	2176	12.7	23.8	112
$15,000 - $19,999	8728	6039	10.6	69.2	98	1050	11.1	12.0	103	3318	10.9	38.0	101	1671	9.7	19.1	90
$10,000 - $14,999	12562	8738	15.3	69.6	99	1862	19.7	14.8	127	4347	14.3	34.6	92	2530	14.8	20.1	95
UNDER $10,000	18475	11365	19.9	61.5	87	1825	19.3	9.9	85	6371	20.9	34.5	92	3169	18.5	17.2	81
HOUSEHOLD OF 1 PERSON	11987	6872	12.1	57.3	81	986	10.4	8.2	71	3282	10.8	27.4	73	2604	15.2	21.7	103
2 PEOPLE	26577	17778	31.2	66.9	95	2356	25.0	8.9	76	9438	31.0	35.5	94	5984	34.9	22.5	106
3 OR 4 PEOPLE	30617	23098	40.5	75.4	107	3852	40.8	12.6	108	12760	41.9	41.7	111	6486	37.8	21.2	100
5 OR MORE PEOPLE	11804	9269	16.3	78.5	112	2246	23.8	19.0	163	4958	16.3	42.0	112	2065	12.0	17.5	83
NO CHILD IN HSHLD	46165	30186	52.9	65.4	93	4439	47.0	9.6	82	15836	52.0	34.3	91	9911	57.8	21.5	101
CHILD(REN) UNDER 2 YRS	5325	4136	7.3	77.7	110	673	7.1	12.6	108	1782	5.9	33.5	89	1681	9.8	31.6	149
2 - 5 YEARS	14221	10433	18.3	73.4	104	1882	19.9	13.2	114	5509	18.1	38.7	103	3042	17.7	21.4	101
6 - 11 YEARS	15117	11684	20.5	77.3	110	2727	28.9	18.0	155	6171	20.3	40.8	109	2786	16.3	18.4	87
12 - 17 YEARS	16611	13059	22.9	78.6	112	2836	30.0	17.1	146	7129	23.4	42.9	114	3095	18.1	18.6	88
RESIDENCE OWNED	55884	41082	72.1	73.5	104	7021	74.4	12.6	108	22196	72.9	39.7	106	11865	69.2	21.2	100
VALUE: $50,000 OR MORE	31744	23290	40.8	73.4	104	3809	40.3	12.0	103	12524	41.1	39.5	105	6957	40.6	21.9	104
VALUE: UNDER $50,000	24140	17792	31.2	73.7	105	3212	34.0	13.3	114	9672	31.8	40.1	107	4908	28.6	20.3	96

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DRY CAKE MIXES (NOT CAKE FLOUR): USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0049
P-19

		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS THREE OR MORE A '000	HEAVY USERS THREE OR MORE B % DOWN	HEAVY USERS THREE OR MORE C % ACROSS	HEAVY USERS THREE OR MORE D INDX	MEDIUM USERS ONE-TWO A '000	MEDIUM USERS ONE-TWO B % DOWN	MEDIUM USERS ONE-TWO C % ACROSS	MEDIUM USERS ONE-TWO D INDX	LIGHT USERS LESS THAN ONE A '000	LIGHT USERS LESS THAN ONE B % DOWN	LIGHT USERS LESS THAN ONE C % ACROSS	LIGHT USERS LESS THAN ONE D INDX
TOTAL FEMALE HOMEMAKERS		80986	57018	100.0	70.4	100	9441	100.0	11.7	100	30438	100.0	37.6	100	17139	100.0	21.2	100
MAGAZINES	QUINTILE 1	15799	11958	21.0	75.7	108	2424	25.7	15.3	132	6208	20.4	39.3	105	3326	19.4	21.1	99
	QUINTILE 2	17259	12877	22.6	74.6	106	1999	21.2	11.6	99	6608	21.7	38.3	102	4271	24.9	24.7	117
	QUINTILE 3	13545	9539	16.7	70.4	100	1390	14.7	10.3	88	5220	17.1	38.5	103	2928	17.1	21.6	102
	QUINTILE 4	15133	10626	18.6	70.2	100	1702	18.0	11.2	96	5749	18.9	38.0	101	3176	18.5	21.0	99
	QUINTILE 5	19250	12018	21.1	62.4	89	1926	20.4	10.0	86	6653	21.9	34.6	92	3439	20.1	17.9	84
NEWSPAPERS	QUINTILE 1	12413	8908	15.6	71.8	102	1579	16.7	12.7	109	4477	14.7	36.1	96	2852	16.6	23.0	109
	QUINTILE 2	24116	17453	30.6	72.4	103	2965	31.4	12.3	105	9499	31.2	39.4	105	4990	29.1	20.7	98
	QUINTILE 3	11261	8069	14.2	71.7	102	1443	15.3	12.8	110	4291	14.1	38.1	101	2335	13.6	20.7	98
	QUINTILE 4	20255	14416	25.3	71.2	101	2184	23.1	10.8	92	7699	25.3	38.0	101	4533	26.4	22.4	106
	QUINTILE 5	12940	8172	14.3	63.2	90	1270	13.5	9.8	84	4473	14.7	34.6	92	2429	14.2	18.8	89
OUTDOOR	QUINTILE 1	14852	10724	18.8	72.2	103	1628	17.2	11.0	94	5642	18.5	38.0	101	3454	20.2	23.3	110
	QUINTILE 2	15725	11371	19.9	72.3	103	1833	19.4	11.7	100	6080	20.0	38.7	103	3458	20.2	22.0	104
	QUINTILE 3	16330	11454	20.1	70.1	100	1942	20.6	11.9	102	6221	20.4	38.1	101	3292	19.2	20.2	95
	QUINTILE 4	16744	11560	20.3	69.0	98	2080	22.0	12.4	107	5911	19.4	35.3	94	3570	20.8	21.3	101
	QUINTILE 5	17334	11909	20.9	68.7	98	1959	20.7	11.3	97	6585	21.6	38.0	101	3366	19.6	19.4	92
RADIO-DRIVE TIME	QUINTILE 1	15911	11705	20.5	73.6	104	2275	24.1	14.3	123	5957	19.6	37.4	100	3474	20.3	21.8	103
	QUINTILE 2	14837	10833	19.0	73.0	104	2000	21.2	13.5	116	5758	18.9	38.8	103	3075	17.9	20.7	98
	QUINTILE 3	15339	10670	18.7	69.6	99	1685	17.8	11.0	94	5786	19.0	37.7	100	3200	18.7	20.9	99
	QUINTILE 4	16723	11906	20.9	71.2	101	1615	17.1	9.7	83	6522	21.4	39.0	104	3769	22.0	22.5	106
	QUINTILE 5	18176	11903	20.9	65.5	93	1866	19.8	10.3	88	6416	21.1	35.3	94	3622	21.1	19.9	94
RADIO-MID-DAY	TERCILE 1	21020	15181	26.6	72.2	103	2791	29.6	13.3	114	8028	26.4	38.2	102	4362	25.5	20.8	98
	TERCILE 2	21610	15780	27.7	73.0	104	2543	26.9	11.8	101	8663	28.5	40.1	107	4574	26.7	21.2	100
	TERCILE 3	38355	26057	45.7	67.9	96	4107	43.5	10.7	92	13747	45.2	35.8	95	8203	47.9	21.4	101
RADIO-TOTAL	QUINTILE 1	15988	11698	20.5	73.2	104	2405	25.5	15.0	129	5849	19.2	36.6	97	3444	20.1	21.5	102
	QUINTILE 2	15626	11241	19.7	71.9	102	2060	21.8	13.2	113	6068	19.9	38.8	103	3114	18.2	19.9	94
	QUINTILE 3	16723	12215	21.4	73.0	104	1741	18.4	10.4	89	6787	22.3	40.6	108	3687	21.5	22.0	104
	QUINTILE 4	16342	11236	19.7	68.8	98	1495	15.8	9.1	78	5992	19.7	36.7	98	3749	21.9	22.9	108
	QUINTILE 5	16306	10628	18.6	65.2	93	1739	18.4	10.7	91	5742	18.9	35.2	94	3147	18.4	19.3	91
TV-PRIME TIME	QUINTILE 1	15953	11268	19.8	70.6	100	1938	20.5	12.1	104	5970	19.6	37.4	100	3360	19.6	21.1	100
	QUINTILE 2	16137	11606	20.4	71.9	102	2014	21.3	12.5	107	6154	20.2	38.1	101	3438	20.1	21.3	101
	QUINTILE 3	16420	11807	20.7	71.9	102	1772	18.8	10.8	93	6421	21.1	39.1	104	3613	21.1	22.0	104
	QUINTILE 4	16687	11730	20.6	70.3	100	1962	20.8	11.8	101	6398	21.0	38.3	102	3370	19.7	20.2	95
	QUINTILE 5	15789	10607	18.6	67.2	95	1755	18.6	11.1	95	5494	18.0	34.8	93	3358	19.6	21.3	100
TV-DAYTIME	TERCILE 1	27736	19634	34.4	70.8	101	3516	37.2	12.7	109	10559	34.7	38.1	101	5560	32.4	20.0	95
	TERCILE 2	26489	18984	33.3	71.7	102	2940	31.1	11.1	95	10345	34.0	39.1	104	5698	33.2	21.5	102
	TERCILE 3	26761	18400	32.3	68.8	98	2985	31.6	11.2	96	9534	31.3	35.6	95	5881	34.3	22.0	104
TV-TOTAL	QUINTILE 1	16345	11206	19.7	68.6	97	2221	23.5	13.6	117	6023	19.8	36.8	98	2963	17.3	18.1	86
	QUINTILE 2	16447	12110	21.2	73.6	105	1857	19.7	11.3	97	6670	21.9	40.6	108	3583	20.9	21.8	103
	QUINTILE 3	15980	11459	20.1	71.7	102	1874	19.8	11.7	101	5827	19.1	36.5	97	3759	21.9	23.5	111
	QUINTILE 4	15887	11231	19.7	70.7	100	1790	19.0	11.3	97	6150	20.2	38.7	103	3291	19.2	20.7	98
	QUINTILE 5	16326	11011	19.3	67.4	96	1699	18.0	10.4	89	5768	18.9	35.3	94	3544	20.7	21.7	103
MAGAZINES-NEWSPAPERS: DUAL		20721	15255	26.8	73.6	105	2684	28.4	13.0	111	8035	26.4	38.8	103	4536	26.5	21.9	103
MAGAZINE IMPERATIVE		19186	14372	25.2	74.9	106	2428	25.7	12.7	109	7337	24.1	38.2	102	4607	26.9	24.0	113
NEWSPAPER IMPERATIVE		21899	15223	26.7	69.5	99	2555	27.1	11.7	100	8300	27.3	37.9	101	4369	25.5	20.0	94
MAGAZINES-OUTDOOR: DUAL		15451	11652	20.4	75.4	107	1831	19.4	11.9	102	6073	20.0	39.3	105	3747	21.9	24.3	115
MAGAZINE IMPERATIVE		25953	19010	33.3	73.2	104	3441	36.4	13.3	114	9968	32.7	38.4	102	5601	32.7	21.6	102
OUTDOOR IMPERATIVE		24400	16498	28.9	67.6	96	2690	28.5	11.0	95	8936	29.4	36.6	97	4872	28.4	20.0	94
MAGAZINES-RADIO: DUAL		18049	13507	23.7	74.8	106	2600	27.5	14.4	124	7064	23.2	39.1	104	3843	22.4	21.3	101
MAGAZINE IMPERATIVE		23571	17320	30.4	73.5	104	2587	27.4	11.0	94	9067	29.8	38.5	102	5666	33.1	24.0	114
RADIO IMPERATIVE		23278	16322	28.6	70.1	100	2635	27.9	11.3	97	8993	29.5	38.6	103	4695	27.4	20.2	95
MAGAZINES-TELEVISION: DUAL		15459	11658	20.4	75.4	107	2090	22.1	13.5	116	6047	19.9	39.1	104	3521	20.5	22.8	108
MAGAZINE IMPERATIVE		25829	18801	33.0	72.8	103	3120	33.0	12.1	104	9826	32.3	38.0	101	5855	34.2	22.7	107
TELEVISION IMPERATIVE		26039	17546	30.8	67.4	96	2863	30.3	11.0	94	9639	31.7	37.0	98	5044	29.4	19.4	92
NEWSPAPERS-OUTDOOR: DUAL		16805	12066	21.2	72.7	103	1976	20.9	11.9	102	6350	20.9	38.2	102	3739	21.8	22.5	106
NEWSPAPER IMPERATIVE		26834	19163	33.6	71.4	101	3453	36.6	12.9	110	10220	33.6	38.1	101	5490	32.0	20.5	97
OUTDOOR IMPERATIVE		23346	16473	28.9	70.6	100	2539	26.9	10.9	93	9035	29.7	38.7	103	4899	28.6	21.0	99
NEWSPAPERS-RADIO: DUAL		17133	12411	21.8	72.4	103	2529	26.8	14.8	127	6299	20.7	36.8	98	3583	20.9	20.9	99
NEWSPAPER IMPERATIVE		25892	18434	32.3	71.2	101	2615	27.7	10.1	87	10086	33.1	39.0	104	5734	33.5	22.1	105
RADIO IMPERATIVE		23167	16717	29.3	72.2	102	2815	29.8	12.2	104	9051	29.7	39.1	104	4851	28.3	20.9	99
NEWSPAPERS-TELEVISION: DUAL		17159	12575	22.1	73.3	104	2381	25.2	13.9	119	6560	21.6	38.2	102	3634	21.2	21.2	100
NEWSPAPER IMPERATIVE		26214	18547	32.5	70.8	100	3056	32.4	11.7	100	9844	32.3	37.6	100	5647	32.9	21.5	102
TELEVISION IMPERATIVE		23412	16220	28.4	69.3	98	2527	26.8	10.8	93	8970	29.5	38.3	102	4723	27.6	20.2	95
OUTDOOR-RADIO: DUAL		15303	11472	20.1	75.0	106	1926	20.4	12.6	108	6066	19.9	39.6	105	3480	20.3	22.7	107
OUTDOOR IMPERATIVE		24901	17226	30.2	69.2	98	2537	26.9	10.2	87	9338	30.7	37.5	100	5352	31.2	21.5	102
RADIO IMPERATIVE		26492	18971	33.3	71.6	102	3583	38.0	13.5	116	9980	32.8	37.7	100	5408	31.6	20.4	96
OUTDOOR-TELEVISION: DUAL		14794	10917	19.1	73.8	105	1795	19.0	12.1	104	5877	19.3	39.7	106	3245	18.9	21.9	104
OUTDOOR IMPERATIVE		25437	18014	31.6	70.8	101	2714	28.7	10.7	92	9570	31.4	37.6	100	5730	33.4	22.5	106
TELEVISION IMPERATIVE		27877	19534	34.3	70.1	100	3494	37.0	12.5	108	10425	34.2	37.4	100	5615	32.8	20.1	95
RADIO-TELEVISION: DUAL		15996	11686	20.5	73.1	104	2323	24.6	14.5	125	6185	20.3	38.7	103	3178	18.5	19.9	94
RADIO IMPERATIVE		25478	18284	32.1	71.8	102	3112	33.0	12.2	105	9729	32.0	38.2	102	5442	31.8	21.4	101
TELEVISION IMPERATIVE		26573	18636	32.7	70.1	100	2732	28.9	10.3	88	10034	33.0	37.8	100	5869	34.2	22.1	104

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DRY CAKE MIXES (NOT CAKE FLOUR): USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0050
P-19

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS THREE OR MORE A '000	HEAVY USERS THREE OR MORE B % DOWN	HEAVY USERS THREE OR MORE C % ACROSS	HEAVY USERS THREE OR MORE D INDX	MEDIUM USERS ONE-TWO A '000	MEDIUM USERS ONE-TWO B % DOWN	MEDIUM USERS ONE-TWO C % ACROSS	MEDIUM USERS ONE-TWO D INDX	LIGHT USERS LESS THAN ONE A '000	LIGHT USERS LESS THAN ONE B % DOWN	LIGHT USERS LESS THAN ONE C % ACROSS	LIGHT USERS LESS THAN ONE D INDX
TOTAL FEMALE HOMEMAKERS	80986	57018	100.0	70.4	100	9441	100.0	11.7	100	30438	100.0	37.6	100	17139	100.0	21.2	100
ATLANTIC MONTHLY	415	309	0.5	74.5	106	**90	1.0	21.7	186	**134	.0.4	32.3	86	**85	0.5	20.5	97
BARRON'S	453	350	0.6	77.3	110	**14	0.1	3.1	27	**198	0.7	43.7	116	*138	0.8	30.5	144
BETTER HOMES & GARDENS	16256	12327	21.6	75.8	108	2302	24.4	14.2	121	6733	22.1	41.4	110	3292	19.2	20.3	96
BON APPETIT	2535	1696	3.0	66.9	95	*277	2.9	10.9	94	926	3.0	36.5	97	493	2.9	19.4	92
BUSINESS WEEK	1278	801	1.4	62.7	89	**117	1.2	9.2	79	402	1.3	31.5	84	282	1.6	22.1	104
CAR AND DRIVER	378	*175	0.3	46.3	66	**49	0.5	13.0	111	**55	0.2	14.6	39	**71	0.4	18.8	89
CBS MAGAZINE NETWORK (GROSS)	1498	1091	1.9	72.8	103	*199	2.1	13.3	114	531	1.7	35.4	94	360	2.1	24.0	114
CHANGING TIMES	1505	1044	1.8	69.4	99	*212	2.2	14.1	121	457	1.5	30.4	81	376	2.2	25.0	118
COLONIAL HOMES	1231	873	1.5	70.9	101	*105	1.1	8.5	73	379	1.2	30.8	82	389	2.3	31.6	149
CONDE NAST MAG. PKG. (GROSS)	14146	10060	17.6	71.1	101	1748	18.5	12.4	106	5046	16.6	35.7	95	3266	19.1	23.1	109
CONSUMERS DIGEST	1323	1059	1.9	80.0	114	*145	1.5	11.0	94	652	2.1	49.3	131	*263	1.5	19.9	94
COSMOPOLITAN	7102	5098	8.9	71.8	102	1063	11.3	15.0	128	2389	7.8	33.6	90	1646	9.6	23.2	110
COUNTRY LIVING	2481	1972	3.5	79.5	113	*248	2.6	10.0	86	1061	3.5	42.8	114	663	3.9	26.7	126
CUISINE	1472	1008	1.8	68.5	97	**114	1.2	7.7	66	534	1.8	36.3	97	360	2.1	24.5	116
CYCLE WORLD	425	349	0.6	82.1	117	**74	0.8	17.4	149	*186	0.6	43.8	116	**90	0.5	21.2	100
DCI:CREATIVE IDEAS FOR LIV	2510	2066	3.6	82.3	117	457	4.8	18.2	156	1129	3.7	45.0	120	479	2.8	19.1	90
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	5296	9.3	79.1	112	915	9.7	13.7	117	2943	9.7	44.0	117	1439	8.4	21.5	102
DISCOVER	894	669	1.2	74.8	106	**134	1.4	15.0	129	259	0.9	29.0	77	276	1.6	30.9	146
EBONY	3507	2370	4.2	67.6	96	504	5.3	14.4	123	1294	4.3	36.9	98	573	3.3	16.3	77
ESQUIRE	1083	660	1.2	60.9	87	*128	1.4	11.8	101	341	1.1	31.5	84	*191	1.1	17.6	83
ESSENCE	1830	1273	2.2	69.6	99	286	3.0	15.6	134	687	2.3	37.5	100	300	1.8	16.4	77
FAMILY CIRCLE	15930	12299	21.6	77.2	110	2635	27.9	16.5	142	6395	21.0	40.1	107	3269	19.1	20.5	97
THE FAMILY HANDYMAN	1126	929	1.6	82.5	117	*194	2.1	17.2	148	481	1.6	42.7	114	*254	1.5	22.6	107
FAMILY WEEKLY	11468	8797	15.4	76.7	109	1579	16.7	13.8	118	4772	15.7	41.6	111	2445	14.3	21.3	101
FIELD & STREAM	2234	1705	3.0	76.3	108	*243	2.6	10.9	93	1044	3.4	46.7	124	418	2.4	18.7	88
FOOD & WINE	579	390	0.7	67.4	96	**63	0.7	10.9	93	*174	0.6	30.1	80	*153	0.9	26.4	125
FORBES	728	490	0.9	67.3	96	**46	0.5	6.3	54	300	1.0	41.2	110	*144	0.8	19.8	93
FORTUNE	906	602	1.1	66.4	94	**53	0.6	5.8	50	326	1.1	36.0	96	*223	1.3	24.6	116
GENTLEMEN'S QUARTERLY	791	533	0.9	67.4	96	**136	1.4	17.2	147	*233	0.8	29.5	78	*164	1.0	20.7	98
GLAMOUR	5265	3927	6.9	74.6	106	672	7.1	12.8	109	2002	6.6	38.0	101	1252	7.3	23.8	112
GOLF DIGEST	636	494	0.9	77.7	110	**71	0.8	11.2	96	*242	0.8	38.1	101	*180	1.1	28.3	134
GOLF DIGEST/TENNIS (GROSS)	1186	877	1.5	73.9	105	**130	1.4	11.0	94	386	1.3	32.5	87	361	2.1	30.4	144
GOLF MAGAZINE	441	306	0.5	69.4	99	**50	0.5	11.3	97	**146	0.5	33.1	88	**110	0.6	24.9	118
GOLF MAGAZINE/SKI (GROSS)	922	615	1.1	66.7	95	**78	0.8	8.5	73	290	1.0	31.5	84	*247	1.4	26.8	127
GOOD HOUSEKEEPING	16487	12691	22.3	77.0	109	2318	24.6	14.1	121	6692	22.0	40.6	108	3681	21.5	22.3	105
HARPER'S BAZAAR	2423	1665	2.9	68.7	98	278	2.9	11.5	98	794	2.6	32.8	87	593	3.5	24.5	116
HEALTH	1994	1522	2.7	76.3	108	*291	3.1	14.6	125	819	2.7	41.1	109	412	2.4	20.7	98
HEARST MAG CORP. BUY (GROSS)	44101	33309	58.4	75.5	107	6087	64.5	13.8	118	17088	56.1	38.7	103	10134	59.1	23.0	109
HEARST MAN POWER (GROSS)	1993	1607	2.8	80.6	115	*374	4.0	18.8	161	832	2.7	41.7	111	401	2.3	20.1	95
HEARST WOMAN POWER (GROSS)	31274	23713	41.6	75.8	108	4457	47.2	14.3	122	12251	40.2	39.2	104	7006	40.9	22.4	106
HOUSE BEAUTIFUL	3623	2718	4.8	75.0	107	495	5.2	13.7	117	1450	4.8	40.0	106	773	4.5	21.3	101
INC.	283	*199	0.3	70.3	100	**43	0.5	15.2	130	**82	0.3	29.0	77	**74	0.4	26.1	124
JET	2928	1991	3.5	68.0	97	411	4.4	14.0	120	1088	3.6	37.2	99	492	2.9	16.8	79
LADIES' HOME JOURNAL	11918	9174	16.1	77.0	109	1588	16.8	13.3	114	4862	16.0	40.8	109	2724	15.9	22.9	108
LHJ FAMILY GRP COMBO(GROSS)	16764	12942	22.7	77.2	110	2250	23.8	13.4	115	6770	22.2	40.4	107	3922	22.9	23.4	111
LIFE	4254	3073	5.4	72.2	103	510	5.4	12.0	103	1641	5.4	38.6	103	922	5.4	21.7	102
L.A. TIMES HOME MAGAZINE	1145	662	1.2	57.8	82	**41	0.4	3.6	31	366	1.2	32.0	85	*254	1.5	22.2	105
MADEMOISELLE	2884	2096	3.7	72.7	103	353	3.7	12.2	105	1093	3.6	37.9	101	650	3.8	22.5	106
MC CALL'S	13460	10388	18.2	77.2	110	1898	20.1	14.1	121	5782	19.0	43.0	114	2709	15.8	20.1	95
MC CALL'S/WRK MOTHER (GROSS)	14606	11330	19.9	77.6	110	2021	21.4	13.8	119	6244	20.5	42.7	114	3065	17.9	21.0	99
MECHANIX ILLUSTRATED	772	574	1.0	74.4	106	**112	1.2	14.5	124	311	1.0	40.3	107	*152	0.9	19.7	93
METROPOLITAN HOME	967	649	1.1	67.1	95	**79	0.8	8.2	70	341	1.1	35.3	94	229	1.3	23.7	112
MONEY	1588	1136	2.0	71.5	102	*154	1.6	9.7	83	603	2.0	38.0	101	379	2.2	23.9	113
MOTHER EARTH NEWS	1002	763	1.3	76.1	108	*180	1.9	18.0	154	336	1.1	33.5	89	*247	1.4	24.7	116
MS.	825	592	1.0	71.8	102	*159	1.7	19.3	165	241	0.8	29.2	78	*192	1.1	23.3	110
NATIONAL ENQUIRER	10336	7791	13.7	75.4	107	1576	16.7	15.2	131	4173	13.7	40.4	107	2042	11.9	19.8	93
NATIONAL GEOGRAPHIC	9597	6860	12.0	71.5	102	999	10.6	10.4	89	3464	11.4	36.1	96	2398	14.0	25.0	118
NATIONAL SUNDAY MAGAZINE PKG	49558	36129	63.4	72.9	104	6097	64.6	12.3	106	19039	62.6	38.4	102	10992	64.1	22.2	105
NATURAL HISTORY	573	403	0.7	70.3	100	**39	0.4	6.8	58	*171	0.6	29.8	79	*193	1.1	33.7	159
NEW WOMAN	1699	1254	2.2	73.8	105	*160	1.7	9.4	81	563	1.8	33.1	88	531	3.1	31.3	148
NEW YORK INCLUDING CUE	443	272	0.5	61.4	87	**23	0.2	5.2	45	*121	0.4	27.3	73	*128	0.7	28.9	137
THE NEW YORKER	1270	745	1.3	58.7	83	**68	0.7	5.4	46	362	1.2	28.5	76	315	1.8	24.8	117
NEWSWEEK	6277	4454	7.8	71.0	101	766	8.1	12.2	105	2165	7.1	34.5	92	1523	8.9	24.3	115
THE N.Y. TIMES DAILY EDITION	1205	667	1.2	55.4	79	**68	0.7	5.6	48	352	1.2	29.2	78	246	1.4	20.4	96
THE N.Y. TIMES MAGAZINE	2081	1164	2.0	55.9	79	*133	1.4	6.4	55	549	1.8	26.4	70	482	2.8	23.2	109
OMNI	788	543	1.0	68.9	98	**65	0.7	8.2	71	277	0.9	35.2	94	*201	1.2	25.5	121
ON CABLE	1158	926	1.6	80.0	114	*193	2.0	16.7	143	499	1.6	43.1	115	*234	1.4	20.2	95
1001 HOME IDEAS	2852	2246	3.9	78.8	112	370	3.9	13.0	111	1090	3.6	38.2	102	786	4.6	27.6	130
ORGANIC GARDENING	1658	1335	2.3	80.5	114	*212	2.2	12.8	110	626	2.1	37.8	100	497	2.9	30.0	142
OUTDOOR LIFE	896	669	1.2	74.7	106	**128	1.4	14.3	123	386	1.3	43.1	115	*154	0.9	17.2	81
PARADE MAGAZINE	24275	17588	30.8	72.5	103	3053	32.3	12.6	108	9090	29.9	37.4	100	5445	31.8	22.4	106

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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DRY CAKE MIXES (NOT CAKE FLOUR): USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0051
P-19

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS THREE OR MORE A '000	HEAVY USERS THREE OR MORE B % DOWN	HEAVY USERS THREE OR MORE C % ACROSS	HEAVY USERS THREE OR MORE D INDX	MEDIUM USERS ONE-TWO A '000	MEDIUM USERS ONE-TWO B % DOWN	MEDIUM USERS ONE-TWO C % ACROSS	MEDIUM USERS ONE-TWO D INDX	LIGHT USERS LESS THAN ONE A '000	LIGHT USERS LESS THAN ONE B % DOWN	LIGHT USERS LESS THAN ONE C % ACROSS	LIGHT USERS LESS THAN ONE D INDX
TOTAL FEMALE HOMEMAKERS	80986	57018	100.0	70.4	100	9441	100.0	11.7	100	30438	100.0	37.6	100	17139	100.0	21.2	100
PARENTS	3845	3066	5.4	79.7	113	489	5.2	12.7	109	1475	4.8	38.4	102	1103	6.4	28.7	136
PENTHOUSE	831	577	1.0	69.4	99	**54	0.6	6.5	56	336	1.1	40.4	108	*187	1.1	22.5	106
PEOPLE	11645	8260	14.5	70.9	101	1595	16.9	13.7	117	4304	14.1	37.0	98	2362	13.8	20.3	96
PLAYBOY	2006	1412	2.5	70.4	100	*266	2.8	13.3	114	664	2.2	33.1	88	482	2.8	24.0	114
POPULAR HOT RODDING	297	*222	0.4	74.7	106	**46	0.5	15.5	133	**105	0.3	35.4	94	**70	0.4	23.6	111
POPULAR MECHANICS	1018	840	1.5	82.5	117	*226	2.4	22.2	190	478	1.6	47.0	125	*136	0.8	13.4	63
POPULAR SCIENCE	878	689	1.2	78.5	111	**130	1.4	14.8	127	366	1.2	41.7	111	*193	1.1	22.0	104
PREVENTION	3913	2926	5.1	74.8	106	479	5.1	12.2	105	1425	4.7	36.4	97	1023	6.0	26.1	124
PSYCHOLOGY TODAY	1710	1250	2.2	73.1	104	*240	2.5	14.0	120	514	1.7	30.1	80	496	2.9	29.0	137
READER'S DIGEST	22204	16280	28.6	73.3	104	2987	31.6	13.5	115	8522	28.0	38.4	102	4771	27.8	21.5	102
REDBOOK	7684	5924	10.4	77.1	110	1076	11.4	14.0	120	3170	10.4	41.3	110	1679	9.8	21.9	103
ROAD & TRACK	410	*290	0.5	70.7	100	**72	0.8	17.6	151	**89	0.3	21.7	58	**129	0.8	31.5	149
ROLLING STONE	969	628	1.1	64.8	92	**123	1.3	12.7	109	269	0.9	27.8	74	237	1.4	24.5	116
RUNNER'S WORLD	298	*225	0.4	75.5	107	**15	0.2	5.0	43	**95	0.3	31.9	85	**115	0.7	38.6	182
SATURDAY EVENING POST	1169	897	1.6	76.7	109	*144	1.5	12.3	106	427	1.4	36.5	97	326	1.9	27.9	132
SCIENCE 84	587	384	0.7	65.4	93	**70	0.7	11.9	102	*174	0.6	29.6	79	*140	0.8	23.9	113
SCIENCE DIGEST	482	378	0.7	78.4	111	**94	1.0	19.5	167	*128	0.4	26.6	71	*157	0.9	32.6	154
SCIENTIFIC AMERICAN	594	371	0.7	62.5	89	**64	0.7	10.8	92	*129	0.4	21.7	58	*178	1.0	30.0	142
SELF	2089	1525	2.7	73.0	104	*273	2.9	13.1	112	721	2.4	34.5	92	531	3.1	25.4	120
SEVENTEEN	2411	1838	3.2	76.2	108	364	3.9	15.1	130	1084	3.6	45.0	120	390	2.3	16.2	76
SKI	480	309	0.5	64.4	91	**28	0.3	5.8	50	*144	0.5	30.0	80	**137	0.8	28.5	135
SMITHSONIAN	2760	1922	3.4	69.6	99	298	3.2	10.8	93	940	3.1	34.1	91	683	4.0	24.7	117
SOAP OPERA DIGEST	3013	2196	3.9	72.9	104	502	5.3	16.7	143	1022	3.4	33.9	90	672	3.9	22.3	105
SOUTHERN LIVING	4184	3231	5.7	77.2	110	457	4.8	10.9	94	1814	6.0	43.4	115	960	5.6	22.9	108
SPORT	559	404	0.7	72.3	103	**110	1.2	19.7	169	*160	0.5	28.6	76	*133	0.8	23.8	112
THE SPORTING NEWS	436	*296	0.5	67.9	96	**98	1.0	22.5	193	**144	0.5	33.0	88	**54	0.3	12.4	59
SPORTS AFIELD	493	389	0.7	78.9	112	**54	0.6	11.0	94	*226	0.7	45.8	122	**109	0.6	22.1	104
SPORTS ILLUSTRATED	2758	2109	3.7	76.5	109	377	4.0	13.7	117	1041	3.4	37.7	100	692	4.0	25.1	119
STAR	7456	5633	9.9	75.5	107	1011	10.7	13.6	116	3110	10.2	41.7	111	1512	8.8	20.3	96
SUNDAY	24936	17811	31.2	71.4	101	2833	30.0	11.4	97	9509	31.2	38.1	101	5468	31.9	21.9	104
SUNSET	2124	1509	2.6	71.0	101	**112	1.2	5.3	45	784	2.6	36.9	98	614	3.6	28.9	137
TV GUIDE	21661	15860	27.8	73.2	104	2653	28.1	12.2	105	8505	27.9	39.3	104	4702	27.4	21.7	103
TENNIS	550	383	0.7	69.6	99	**59	0.6	10.7	92	*144	0.5	26.2	70	*180	1.1	32.7	155
TIME	8880	6391	11.2	72.0	102	1014	10.7	11.4	98	3274	10.8	36.9	98	2103	12.3	23.7	112
TOWN & COUNTRY	917	648	1.1	70.7	100	**116	1.2	12.6	109	278	0.9	30.3	81	254	1.5	27.7	131
TRAVEL & LEISURE	972	714	1.3	73.5	104	**80	0.8	8.2	71	389	1.3	40.0	106	244	1.4	25.1	119
TRUE STORY	3356	2438	4.3	72.6	103	489	5.2	14.6	125	1378	4.5	41.1	109	571	3.3	17.0	80
U.S.NEWS & WORLD REPORT	3410	2438	4.3	71.5	102	255	2.7	7.5	64	1278	4.2	37.5	100	905	5.3	26.5	125
USA TODAY	1759	1308	2.3	74.4	106	*295	3.1	16.8	144	629	2.1	35.8	95	384	2.2	21.8	103
US	1873	1485	2.6	79.3	113	*338	3.6	18.0	155	602	2.0	32.1	86	546	3.2	29.2	138
VOGUE	3909	2513	4.4	64.3	91	450	4.8	11.5	99	1230	4.0	31.5	84	833	4.9	21.3	101
WALL STREET JOURNAL	1886	1228	2.2	65.1	92	**99	1.0	5.2	45	677	2.2	35.9	96	452	2.6	24.0	113
WEIGHT WATCHERS	2120	1577	2.8	74.4	106	301	3.2	14.2	122	824	2.7	38.9	103	451	2.6	21.3	101
WOMAN'S DAY	14172	10977	19.3	77.5	110	2336	24.7	16.5	141	5793	19.0	40.9	109	2848	16.6	20.1	95
WORKING MOTHER	1146	942	1.7	82.2	117	*123	1.3	10.7	92	462	1.5	40.3	107	357	2.1	31.2	147
WORKING WOMAN	1322	961	1.7	72.7	103	*160	1.7	12.1	104	393	1.3	29.7	79	409	2.4	30.9	146
WORLD TENNIS	*163	*114	0.2	69.9	99	**20	0.2	12.3	105	**45	0.1	27.6	73	**48	0.3	29.4	139
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1782	3.1	70.4	100	*276	2.9	10.9	94	848	2.8	33.5	89	658	3.8	26.0	123
BLAIR INSERTS	43657	31250	54.8	71.6	102	5206	55.1	11.9	102	16242	53.4	37.2	99	9801	57.2	22.4	106
DAILY NEWSPAPERS																	
READ ANY	51633	37036	65.0	71.7	102	6385	67.6	12.4	106	19735	64.8	38.2	102	10915	63.7	21.1	100
READ ONE	43463	31240	54.8	71.9	102	5374	56.9	12.4	106	16686	54.8	38.4	102	9179	53.6	21.1	100
READ TWO OR MORE	8170	5796	10.2	70.9	101	1010	10.7	12.4	106	3050	10.0	37.3	99	1736	10.1	21.2	100
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	38101	66.8	72.3	103	6386	67.6	12.1	104	20119	66.1	38.2	102	11596	67.7	22.0	104
READ ONE	46126	33319	58.4	72.2	103	5552	58.8	12.0	103	17717	58.2	38.4	102	10050	58.6	21.8	103
READ TWO OR MORE	6552	4783	8.4	73.0	104	834	8.8	12.7	109	2402	7.9	36.7	98	1546	9.0	23.6	111
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.19				26.91				27.94				29.31			
30 DAY REACH	71455	50356	88.3	70.5	100	8377	88.7	11.7	101	26655	87.6	37.3	99	15324	89.4	21.4	101
50 SHWG - 30 DAY AV FREQ	14.56	14.86				14.12				14.76				15.46			
30 DAY REACH	67742	47856	83.9	70.6	100	8012	84.9	11.8	101	25303	83.1	37.4	99	14541	84.8	21.5	101
25 SHWG - 30 DAY AV FREQ	7.94	8.08				7.70				8.01				8.40			
30 DAY REACH	62117	43989	77.1	70.8	101	7338	77.7	11.8	101	23241	76.4	37.4	100	13410	78.2	21.6	102
CABLE TV: HOME WIRED	32077	24492	43.0	76.4	108	4294	45.5	13.4	115	12809	42.1	39.9	106	7388	43.1	23.0	109
HOME NOT WIRED	48909	32526	57.0	66.5	94	5146	54.5	10.5	90	17628	57.9	36.0	96	9751	56.9	19.9	94
HAVE PAY CABLE	15935	12552	22.0	78.8	112	2303	24.4	14.5	124	6409	21.1	40.2	107	3840	22.4	24.1	114

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DRY CAKE MIXES (NOT CAKE FLOUR): USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0052
P-19

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS THREE OR MORE A '000	HEAVY USERS THREE OR MORE B % DOWN	HEAVY USERS THREE OR MORE C % ACROSS	HEAVY USERS THREE OR MORE D INDX	MEDIUM USERS ONE-TWO A '000	MEDIUM USERS ONE-TWO B % DOWN	MEDIUM USERS ONE-TWO C % ACROSS	MEDIUM USERS ONE-TWO D INDX	LIGHT USERS LESS THAN ONE A '000	LIGHT USERS LESS THAN ONE B % DOWN	LIGHT USERS LESS THAN ONE C % ACROSS	LIGHT USERS LESS THAN ONE D INDX
TOTAL FEMALE HOMEMAKERS	80986	57018	100.0	70.4	100	9441	100.0	11.7	100	30438	100.0	37.6	100	17139	100.0	21.2	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	32038	56.2	72.9	104	5390	57.1	12.3	105	16961	55.7	38.6	103	9686	56.5	22.1	104
10:00 AM - 3:00 PM	30659	22323	39.2	72.8	103	3924	41.6	12.8	110	11943	39.2	39.0	104	6456	37.7	21.1	100
3:00 PM - 7:00 PM	31045	22498	39.5	72.5	103	3817	40.4	12.3	105	11774	38.7	37.9	101	6907	40.3	22.2	105
7:00 PM - MIDNIGHT	15767	11134	19.5	70.6	100	1945	20.6	12.3	106	5810	19.1	36.8	98	3378	19.7	21.4	101
MIDNIGHT - 6:00 AM	9120	6843	12.0	75.0	107	1142	12.1	12.5	107	3491	11.5	38.3	102	2211	12.9	24.2	115
6:00 AM - MIDNIGHT	58527	42224	74.1	72.1	102	7006	74.2	12.0	103	22502	73.9	38.4	102	12716	74.2	21.7	103
ENTIRE DAY	59311	42767	75.0	72.1	102	7115	75.4	12.0	103	22757	74.8	38.4	102	12895	75.2	21.7	103
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	12220	21.4	75.6	107	2340	24.8	14.5	124	6476	21.3	40.0	107	3404	19.9	21.0	99
ALL NEWS	2256	1448	2.5	64.2	91	241	2.6	10.7	92	733	2.4	32.5	86	474	2.8	21.0	99
AOR/PROGRESSIVE	3874	2895	5.1	74.7	106	458	4.9	11.8	101	1436	4.7	37.1	99	1002	5.8	25.9	122
BEAUTIFUL MUSIC	5660	3971	7.0	70.2	100	604	6.4	10.7	92	2059	6.8	36.4	97	1308	7.6	23.1	109
BLACK	2204	1547	2.7	70.2	100	385	4.1	17.5	150	787	2.6	35.7	95	374	2.2	17.0	80
CLASSICAL	1418	874	1.5	61.6	88	**128	1.4	9.0	77	461	1.5	32.5	87	285	1.7	20.1	95
CHR/ROCK	9538	6827	12.0	71.6	102	976	10.3	10.2	88	3697	12.1	38.8	103	2154	12.6	22.6	107
COUNTRY	12648	9625	16.9	76.1	108	1602	17.0	12.7	109	5491	18.0	43.4	116	2532	14.8	20.0	95
GOLDEN OLDIES	1191	839	1.5	70.4	100	**126	1.3	10.6	91	553	1.8	46.4	124	*160	0.9	13.4	63
MOR/NOSTALGIA	4757	3391	5.9	71.3	101	540	5.7	11.4	97	1759	5.8	37.0	98	1092	6.4	23.0	108
NEWS/TALK	3863	2571	4.5	66.6	95	345	3.7	8.9	77	1299	4.3	33.6	89	927	5.4	24.0	113
RELIGIOUS	3084	2014	3.5	65.3	93	282	3.0	9.1	78	1013	3.3	32.8	87	720	4.2	23.3	110
SOFT ROCK	521	376	0.7	72.2	103	**25	0.3	4.8	41	*165	0.5	31.7	84	*186	1.1	35.7	169
URBAN CONTEMPORARY	1585	1064	1.9	67.1	95	242	2.6	15.3	131	553	1.8	34.9	93	268	1.6	16.9	80
HIRED NETWORKS:																	
ABC CONTEMPORARY	3261	2267	4.0	69.5	99	411	4.4	12.6	108	1218	4.0	37.4	99	638	3.7	19.6	92
ABC DIRECTION	2316	1692	3.0	73.1	104	323	3.4	13.9	120	873	2.9	37.7	100	496	2.9	21.4	101
ABC ENTERTAINMENT	4834	3631	6.4	75.1	107	561	5.9	11.6	100	2039	6.7	42.2	112	1030	6.0	21.3	101
ABC FM	2202	1618	2.8	73.5	104	*244	2.6	11.1	95	905	3.0	41.1	109	470	2.7	21.3	101
ABC INFORMATION	5425	3940	6.9	72.6	103	597	6.3	11.0	94	2112	6.9	38.9	104	1230	7.2	22.7	107
ABC ROCK	1677	1260	2.2	75.1	107	*220	2.3	13.1	113	609	2.0	36.3	97	431	2.5	25.7	121
CBS	4430	3199	5.6	72.2	103	494	5.2	11.2	96	1730	5.7	39.1	104	975	5.7	22.0	104
MUTUAL	4992	3661	6.4	73.3	104	726	7.7	14.5	125	1876	6.2	37.6	100	1059	6.2	21.2	100
NBC	4679	3502	6.1	74.8	106	568	6.0	12.1	104	1933	6.4	41.3	110	1001	5.8	21.4	101
RADIORADIO	1994	1414	2.5	70.9	101	*211	2.2	10.6	91	779	2.6	39.1	104	424	2.5	21.3	100
RKO ONE	2298	1628	2.9	70.8	101	304	3.2	13.2	113	897	2.9	39.0	104	427	2.5	18.6	88
RKO TWO	3311	2412	4.2	72.8	103	405	4.3	12.2	105	1358	4.5	41.0	109	650	3.8	19.6	93
THE SOURCE	2114	1518	2.7	71.8	102	*249	2.6	11.8	101	869	2.9	41.1	109	400	2.3	18.9	89
NON-HIRED : BLAIR	8654	6553	11.5	75.7	108	1148	12.2	13.3	114	3438	11.3	39.7	106	1968	11.5	22.7	107
INTERNET	12025	8637	15.1	71.8	102	1346	14.3	11.2	96	4723	15.5	39.3	105	2568	15.0	21.4	101
KATZ RADIO GROUP	15359	11009	19.3	71.7	102	1596	16.9	10.4	89	5705	18.7	37.1	99	3708	21.6	24.1	114
SUPERNET	10628	7816	13.7	73.5	104	1311	13.9	12.3	106	4359	14.3	41.0	109	2146	12.5	20.2	95
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	5956	10.4	68.8	98	1104	11.7	12.7	109	3046	10.0	35.2	94	1806	10.5	20.9	99
WKDAY 9:00 AM - 1:00 PM	12163	8519	14.9	70.0	99	1514	16.0	12.4	107	4603	15.1	37.8	101	2402	14.0	19.7	93
WKDAY 1:00 PM - 4:30 PM	16150	11541	20.2	71.5	102	2096	22.2	13.0	111	6268	20.6	38.8	103	3177	18.5	19.7	93
WKDAY 4:30 PM - 7:30 PM	22463	15457	27.1	68.8	98	2655	28.1	11.8	101	8254	27.1	36.7	98	4548	26.5	20.2	96
WKDAY 7:30 PM - 8:00 PM	31795	22120	38.8	69.6	99	3650	38.7	11.5	98	11948	39.3	37.6	100	6522	38.1	20.5	97
WKDAY 11:00 PM - 11:30 PM	23977	17391	30.5	72.5	103	3226	34.2	13.5	115	9283	30.5	38.7	103	4881	28.5	20.4	96
WKDAY 11:30 PM - 1:00 AM	7703	5730	10.0	74.4	106	1138	12.1	14.8	127	2941	9.7	38.2	102	1651	9.6	21.4	101
M-SAT 8-11 PM+SUN 7-11 PM	33800	24033	42.1	71.1	101	4011	42.5	11.9	102	12856	42.2	38.0	101	7166	41.8	21.2	100
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	4666	8.2	71.4	101	767	8.1	11.7	101	2643	8.7	40.4	108	1255	7.3	19.2	91
ANOTHER WORLD N	4620	3346	5.9	72.4	103	703	7.4	15.2	131	1825	6.0	39.5	105	818	4.8	17.7	84
AS THE WORLD TURNS C	5614	4022	7.1	71.6	102	663	7.0	11.8	101	2206	7.2	39.3	105	1153	6.7	20.5	97
CAPITOL C	3396	2340	4.1	68.9	98	435	4.6	12.8	110	1251	4.1	36.8	98	655	3.8	19.3	91
CBS MORN. NEWS 1 C	1446	987	1.7	68.3	97	201	2.1	13.9	119	468	1.5	32.4	86	318	1.9	22.0	104
CBS MORN. NEWS 2 C	1207	807	1.4	66.9	95	131	1.4	10.9	93	414	1.4	34.3	91	262	1.5	21.7	103
DAYS OF OUR LIVES N	5877	4356	7.6	74.1	105	857	9.1	14.6	125	2273	7.5	38.7	103	1226	7.2	20.9	99
FACTS OF LIFE - DAYTIME N	2290	1595	2.8	69.7	99	328	3.5	14.3	123	858	2.8	37.5	100	409	2.4	17.9	84
FAMILY FEUD A	3023	2044	3.6	67.6	96	320	3.4	10.6	91	1205	4.0	39.9	106	519	3.0	17.2	81
GENERAL HOSPITAL A	6097	4266	7.5	70.0	99	765	8.1	12.5	108	2219	7.3	36.4	97	1282	7.5	21.0	99
GOOD MORNING, AMERICA-730 A	3515	2537	4.4	72.2	103	433	4.6	12.3	106	1285	4.2	36.6	97	818	4.8	23.3	110
GOOD MORNING, AMERICA-830 A	2818	2103	3.7	74.6	106	322	3.4	11.4	98	1077	3.5	38.2	102	704	4.1	25.0	118
GUIDING LIGHT C	5339	3738	6.6	70.0	99	601	6.4	11.3	97	2153	7.1	40.3	107	984	5.7	18.4	87
ONE LIFE TO LIVE A	4478	3270	5.7	73.0	104	563	6.0	12.6	108	1721	5.7	38.4	102	986	5.8	22.0	104
PRESS YOUR LUCK C	2244	1643	2.9	73.2	104	325	3.4	14.5	124	824	2.7	36.7	98	494	2.9	22.0	104
PRICE IS RIGHT 1 C	4348	3039	5.3	69.9	99	510	5.4	11.7	101	1732	5.7	39.8	106	797	4.7	18.3	87
PRICE IS RIGHT 2 C	5014	3527	6.2	70.3	100	551	5.8	11.0	94	2039	6.7	40.7	108	936	5.5	18.7	88
RYAN'S HOPE A	3150	2256	4.0	71.6	102	417	4.4	13.2	114	1214	4.0	38.5	103	625	3.6	19.8	94
SALE OF THE CENTURY N	2695	1849	3.2	68.6	97	356	3.8	13.2	113	1040	3.4	38.6	103	453	2.6	16.8	79
SEARCH FOR TOMORROW N	2319	1595	2.8	68.8	98	351	3.7	15.1	130	766	2.5	33.0	88	478	2.8	20.6	97
TODAY SHOW 1 N	2693	1777	3.1	66.0	94	312	3.3	11.6	99	960	3.2	35.6	95	505	2.9	18.8	89
TODAY SHOW 2 N	2498	1663	2.9	66.6	95	320	3.4	12.8	110	891	2.9	35.7	95	453	2.6	18.1	86
$25,000 PYRAMID C	2753	1957	3.4	71.1	101	369	3.9	13.4	115	1046	3.4	38.0	101	542	3.2	19.7	93
WHEEL OF FORTUNE N	4388	2998	5.3	68.3	97	502	5.3	11.4	98	1691	5.6	38.5	103	805	4.7	18.3	87
YOUNG AND THE RESTLESS C	5695	3990	7.0	70.1	100	668	7.1	11.7	101	2174	7.1	38.2	102	1148	6.7	20.2	95
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	1204	2.1	68.4	97	184	1.9	10.5	90	645	2.1	36.6	98	376	2.2	21.4	101
NBA PLAYOFF GAME -1 C	1136	842	1.5	74.1	105	*143	1.5	12.6	108	541	1.8	47.6	127	158	0.9	13.9	66
NBC MAJOR LEAGUE PRE-GAME N	953	628	1.1	65.9	94	**65	0.7	6.8	59	382	1.3	40.1	107	*180	1.1	18.9	89
SPORTSWORLD - SUN N	1233	932	1.6	75.6	107	*109	1.2	8.8	76	530	1.7	43.0	114	292	1.7	23.7	112
SUNDAY MORNING C	1611	1097	1.9	68.1	97	*168	1.8	10.4	89	569	1.9	35.3	94	360	2.1	22.3	106

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DRY CAKE MIXES (NOT CAKE FLOUR): USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0053
P-19

		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS THREE OR MORE A '000	HEAVY USERS THREE OR MORE B % DOWN	HEAVY USERS THREE OR MORE C % ACROSS	HEAVY USERS THREE OR MORE D INDX	MEDIUM USERS ONE-TWO A '000	MEDIUM USERS ONE-TWO B % DOWN	MEDIUM USERS ONE-TWO C % ACROSS	MEDIUM USERS ONE-TWO D INDX	LIGHT USERS LESS THAN ONE A '000	LIGHT USERS LESS THAN ONE B % DOWN	LIGHT USERS LESS THAN ONE C % ACROSS	LIGHT USERS LESS THAN ONE D INDX
TOTAL FEMALE HOMEMAKERS		80986	57018	100.0	70.4	100	9441	100.0	11.7	100	30438	100.0	37.6	100	17139	100.0	21.2	100
MKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	17938	31.5	68.8	98	3032	32.1	11.6	100	9675	31.8	37.1	99	5230	30.5	20.1	95
NETWORK AFFILIATES - LATE		20261	14700	25.8	72.6	103	2686	28.5	13.3	114	7995	26.3	39.5	105	4018	23.4	19.8	94
INDEPENDENTS - LATE		2076	1332	2.3	64.2	91	221	2.3	10.6	91	673	2.2	32.4	86	438	2.6	21.1	100
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	7805	13.7	74.7	106	1378	14.6	13.2	113	4213	13.8	40.3	107	2214	12.9	21.2	100
ABC MONDAY NIGHT MOVIE	A	6412	4695	8.2	73.2	104	519	5.5	8.1	69	2807	9.2	43.8	116	1370	8.0	21.4	101
ABC SUNDAY NIGHT MOVIE	A	12407	8773	15.4	70.7	100	1287	13.6	10.4	89	4779	15.7	38.5	102	2708	15.8	21.8	103
ABC WORLD NEWS TONIGHT	A	6176	4180	7.3	67.7	96	673	7.1	10.9	93	2228	7.3	36.1	96	1279	7.5	20.7	98
AFTERMASH	C	5863	4163	7.3	71.0	101	612	6.5	10.4	90	2273	7.5	38.8	103	1278	7.5	21.8	103
ALICE	C	9594	6932	12.2	72.3	103	1174	12.4	12.2	105	3712	12.2	38.7	103	2046	11.9	21.3	101
AMERICAN PARADE	C	6622	4612	8.1	69.6	99	662	7.0	10.0	86	2471	8.1	37.3	99	1479	8.6	22.3	106
BENSON	A	10886	7447	13.1	68.4	97	1214	12.9	11.2	96	3922	12.9	36.0	96	2311	13.5	21.2	100
BLUE THUNDER	A	5036	3796	6.7	75.4	107	660	7.0	13.1	112	2067	6.8	41.0	109	1070	6.2	21.2	100
CAGNEY & LACEY	C	9965	7272	12.8	73.0	104	1190	12.6	11.9	102	3903	12.8	39.2	104	2179	12.7	21.9	103
CBS EVENING NEWS-DEAN	C	3491	2304	4.0	66.0	94	287	3.0	8.2	71	1234	4.1	35.3	94	783	4.6	22.4	106
CBS EVENING NEWS-RATHER	C	7123	4916	8.6	69.0	98	796	8.4	11.2	96	2596	8.5	36.4	97	1523	8.9	21.4	101
CBS SAT. NEWS-SCHIEFFER	C	3621	2373	4.2	65.5	93	305	3.2	8.4	72	1237	4.1	34.2	91	832	4.9	23.0	109
CBS SATURDAY NIGHT MOVIE	C	5436	3966	7.0	73.0	104	563	6.0	10.4	89	2283	7.5	42.0	112	1121	6.5	20.6	97
CBS WEDNESDAY NIGHT MOVIE	C	6100	4207	7.4	69.0	98	568	6.0	9.3	80	2439	8.0	40.0	106	1200	7.0	19.7	93
CHEERS	N	8889	6554	11.5	73.7	105	1044	11.1	11.7	101	3435	11.3	38.6	103	2075	12.1	23.3	110
DALLAS	C	22109	15515	27.2	70.2	100	2460	26.1	11.1	95	8352	27.4	37.8	101	4703	27.4	21.3	101
DIFF'RENT STROKES	N	6940	4812	8.4	69.3	98	786	8.3	11.3	97	2506	8.2	36.1	96	1519	8.9	21.9	103
DOUBLE TROUBLE	N	7223	5277	9.3	73.1	104	1009	10.7	14.0	120	2898	9.5	40.1	107	1371	8.0	19.0	90
DUCK FACTORY	N	5595	4069	7.1	72.7	103	591	6.3	10.6	91	2062	6.8	36.9	98	1416	8.3	25.3	120
DUKES OF HAZZARD	C	5768	4092	7.2	70.9	101	747	7.9	13.0	111	2157	7.1	37.4	99	1189	6.9	20.6	97
DYNASTY	A	20053	14220	24.9	70.9	101	2445	25.9	12.2	105	7608	25.0	37.9	101	4167	24.3	20.8	98
FACTS OF LIFE	N	8087	5852	10.3	72.4	103	1038	11.0	12.8	110	3155	10.4	39.0	104	1659	9.7	20.5	97
FALCON CREST	C	20046	14350	25.2	71.6	102	2411	25.5	12.0	103	7655	25.1	38.2	102	4284	25.0	21.4	101
FALL GUY	A	9084	6667	11.7	73.4	104	1132	12.0	12.5	107	3634	11.9	40.0	106	1901	11.1	20.9	99
FAMILY TIES	N	7964	5823	10.2	73.1	104	1054	11.2	13.2	114	3201	10.5	40.2	107	1568	9.1	19.7	93
FANTASY ISLAND	A	7687	5195	9.1	67.6	96	890	9.4	11.6	99	2679	8.8	34.9	93	1626	9.5	21.2	100
FOULUPS,BLEEPS & BLUNDERS	A	8861	6198	10.9	69.9	99	1113	11.8	12.6	108	3297	10.8	37.2	99	1788	10.4	20.2	95
FOUR SEASONS	C	5095	3649	6.4	71.6	102	554	5.9	10.9	93	1952	6.4	38.3	102	1144	6.7	22.5	106
GIMME A BREAK	N	8838	6135	10.8	69.4	99	1111	11.8	12.6	108	3352	11.0	37.9	101	1671	9.7	18.9	89
HART TO HART	A	8978	6426	11.3	71.6	102	1123	11.9	12.5	107	3441	11.3	38.3	102	1863	10.9	20.8	98
HILL STREET BLUES	N	8590	6339	11.1	73.8	105	1045	11.1	12.2	104	3395	11.2	39.5	105	1899	11.1	22.1	104
HOTEL	A	14085	10152	17.8	72.1	102	1936	20.5	13.7	118	5426	17.8	38.5	102	2790	16.3	19.8	94
JEFFERSONS	C	9360	6730	11.8	71.9	102	1185	12.6	12.7	109	3713	12.2	39.7	106	1832	10.7	19.6	92
JENNIFER SLEPT HERE	N	5841	4160	7.3	71.2	101	680	7.2	11.6	100	2178	7.2	37.3	99	1302	7.6	22.3	105
KATE & ALLIE	C	9206	6452	11.3	70.1	100	1018	10.8	11.1	95	3348	11.0	36.4	97	2085	12.2	22.6	107
KNIGHT RIDER	N	7076	5123	9.0	72.4	103	732	7.8	10.3	89	2702	8.9	38.2	102	1689	9.9	23.9	113
LOVE BOAT	A	12219	8165	14.3	66.8	95	1287	13.6	10.5	90	4435	14.6	36.3	97	2443	14.3	20.0	94
MAGNUM PI	C	11199	8084	14.2	72.2	103	1304	13.8	11.6	100	4263	14.0	38.1	101	2518	14.7	22.5	106
MAMA'S FAMILY	N	6057	4244	7.4	70.1	100	795	8.4	13.1	113	2315	7.6	38.2	102	1134	6.6	18.7	88
MASTER, THE	N	3598	2613	4.6	72.6	103	483	5.1	13.4	115	1364	4.5	37.9	101	766	4.5	21.3	101
MATT HOUSTON	A	6344	4764	8.4	75.1	107	855	9.1	13.5	116	2594	8.5	40.9	109	1315	7.7	20.7	98
NBC MONDAY NIGHT MOVIE	N	11994	8787	15.4	73.3	104	1501	15.9	12.5	107	4687	15.4	39.1	104	2600	15.2	21.7	102
NBC NIGHTLY NEWS	N	5132	3531	6.2	68.8	98	571	6.0	11.1	95	1980	6.5	38.6	103	980	5.7	19.1	90
NBC NIGHTLY NEWS-SAT	N	3375	2189	3.8	64.9	92	364	3.9	10.8	93	1160	3.8	34.4	91	665	3.9	19.7	93
NBC NIGHTLY NEWS-SUN	N	3130	2034	3.6	65.0	92	395	4.2	12.6	108	1030	3.4	32.9	88	609	3.6	19.5	92
NBC SUNDAY NIGHT MOVIE	N	8284	5931	10.4	71.6	102	878	9.3	10.6	91	3176	10.4	38.3	102	1877	11.0	22.7	107
NEWHART	C	9240	6615	11.6	71.6	102	1106	11.7	12.0	103	3391	11.1	36.7	98	2119	12.4	22.9	108
ONE DAY AT A TIME	C	7288	5085	8.9	69.8	99	786	8.3	10.8	93	2759	9.1	37.9	101	1540	9.0	21.1	100
PEOPLE ARE FUNNY	N	4855	3467	6.1	71.4	101	664	7.0	13.7	117	1800	5.9	37.1	99	1004	5.9	20.7	98
REAL PEOPLE	N	8869	6268	11.0	70.7	100	999	10.6	11.3	97	3528	11.6	39.8	106	1741	10.2	19.6	93
REMINGTON STEELE	N	7743	5490	9.6	70.9	101	724	7.7	9.4	80	3106	10.2	40.1	107	1660	9.7	21.4	101
RIPLEY'S BELIEVE IT - NOT	A	5345	3975	7.0	74.4	106	834	8.8	15.6	134	1987	6.5	37.2	99	1154	6.7	21.6	102
RIPTIDE	N	6988	5230	9.2	74.8	106	777	8.2	11.1	95	2989	9.8	42.8	114	1465	8.5	21.0	99
SCARECROW & MRS. KING	C	10002	7041	12.3	70.4	100	1214	12.9	12.1	104	3618	11.9	36.2	96	2209	12.9	22.1	104
SIMON & SIMON	C	10638	8016	14.1	75.4	107	1342	14.2	12.6	108	4287	14.1	40.3	107	2387	13.9	22.4	106
60 MINUTES	C	13293	9075	15.9	68.3	97	1272	13.5	9.6	82	4902	16.1	36.9	98	2901	16.9	21.8	103
ST. ELSEWHERE	N	7017	5145	9.0	73.3	104	996	10.5	14.2	122	2723	8.9	38.8	103	1427	8.3	20.3	96
THREE'S COMPANY	A	10917	8002	14.0	73.3	104	1334	14.1	12.2	105	4372	14.4	40.0	107	2296	13.4	21.0	99
T.J. HOOKER	A	9204	6460	11.3	70.2	100	1124	11.9	12.2	105	3338	11.0	36.3	96	1997	11.7	21.7	103
TONIGHT SHOW	N	2372	1780	3.1	75.0	107	325	3.4	13.7	118	886	2.9	37.4	99	568	3.3	23.9	113
TRAPPER JOHN, M.D.	C	9846	7016	12.3	71.3	101	1314	13.9	13.3	114	3816	12.5	38.8	103	1886	11.0	19.2	91
TV BLOOPERS & PRAC. JOKES	N	9105	6558	11.5	72.0	102	1036	11.0	11.4	98	3485	11.4	38.3	102	2037	11.9	22.4	106
20/20	A	9387	6713	11.8	71.5	102	1011	10.7	10.8	92	3530	11.6	37.6	100	2172	12.7	23.1	109
WEBSTER	A	11067	7545	13.2	68.2	97	1253	13.3	11.3	97	3992	13.1	36.1	96	2299	13.4	20.8	98
WORLD NEWS - SUN	A	3062	2088	3.7	68.2	97	330	3.5	10.8	92	1134	3.7	37.0	99	624	3.6	20.4	96
YELLOW ROSE	N	4978	3671	6.4	73.7	105	694	7.4	13.9	120	2071	6.8	41.6	111	906	5.3	18.2	86
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	6847	12.0	77.1	110	1417	15.0	16.0	137	3614	11.9	40.7	108	1816	10.6	20.5	97
BASKETBALL - COLLEGE GAMES		4080	3086	5.4	75.6	107	669	7.1	16.4	141	1702	5.6	41.7	111	715	4.2	17.5	83
BASKETBALL - PRO GAMES		3607	2598	4.6	72.0	102	602	6.4	16.7	143	1331	4.4	36.9	98	666	3.9	18.5	87
BOWLING		3883	3113	5.5	80.2	114	621	6.6	16.0	137	1800	5.9	46.4	123	691	4.0	17.8	84
BOXING		3928	2862	5.0	72.9	103	761	8.1	19.4	166	1327	4.4	33.8	90	774	4.5	19.7	93
FOOTBALL - COLLEGE GAMES		6366	4813	8.4	75.6	107	942	10.0	14.8	127	2618	8.6	41.1	109	1253	7.3	19.7	93
FOOTBALL - PRO GAMES		11300	8874	15.6	78.5	112	1782	18.9	15.8	135	4696	15.4	41.6	111	2396	14.0	21.2	100
GOLF		3378	2616	4.6	77.4	110	*564	6.0	16.7	143	1323	4.3	39.2	104	728	4.2	21.6	102
POST-SEASON COLL. FOOTBALL		4906	3764	6.6	76.7	109	825	8.7	16.8	144	1889	6.2	38.5	102	1050	6.1	21.4	101
POST-SEASON PRO FOOTBALL		6120	4825	8.5	78.8	112	836	8.9	13.7	117	2678	8.8	43.8	116	1310	7.6	21.4	101
TENNIS		3033	2201	3.9	72.6	103	*352	3.7	11.6	100	1157	3.8	38.1	101	692	4.0	22.8	108
WRESTLING - PROFESSIONAL		3344	2582	4.5	77.2	110	602	6.4	18.0	154	1457	4.8	43.6	116	*523	3.1	15.6	74

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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DRY CAKE MIXES (NOT CAKE FLOUR): BRANDS
(FEMALE HOMEMAKERS)

0054
P-19

	TOTAL U.S. '000	BETTY CROCKER LAYER CAKES A '000	B % DOWN	C % ACROSS	D INDX	BETTY CROCKER SNACKIN' CAKE A '000	B % DOWN	C % ACROSS	D INDX	BETTY CROCKER STIR-N-FROST A '000	B % DOWN	C % ACROSS	D INDX	DUNCAN HINES LAYER CAKES A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	24591	100.0	30.4	100	8422	100.0	10.4	100	6554	100.0	8.1	100	32036	100.0	39.6	100
18 - 24	9282	2995	12.2	32.3	106	1248	14.8	13.4	129	1065	16.2	11.5	142	2741	8.6	29.5	75
25 - 34	19072	5962	24.2	31.3	103	2384	28.3	12.5	120	2091	31.9	11.0	135	7629	23.8	40.0	101
35 - 44	14591	4699	19.1	32.2	106	1571	18.7	10.8	104	1240	18.9	8.5	105	6654	20.8	45.6	115
45 - 54	11345	3585	14.6	31.6	104	990	11.8	8.7	84	639	9.7	5.6	70	4960	15.5	43.7	111
55 - 64	11635	3525	14.3	30.3	100	1210	14.4	10.4	100	813	12.4	7.0	86	4898	15.3	42.1	106
65 OR OLDER	15061	3825	15.6	25.4	84	1019	12.1	6.8	65	706	10.8	4.7	58	5154	16.1	34.2	87
18 - 34	28354	8957	36.4	31.6	104	3632	43.1	12.8	123	3156	48.2	11.1	138	10370	32.4	36.6	92
18 - 49	48339	15609	63.5	32.3	106	5726	68.0	11.8	114	4699	71.7	9.7	120	19621	61.2	40.6	103
25 - 54	45008	14246	57.9	31.7	104	4945	58.7	11.0	106	3971	60.6	8.8	109	19243	60.1	42.8	108
35 - 49	19985	6652	27.1	33.3	110	2095	24.9	10.5	101	1542	23.5	7.7	95	9251	28.9	46.3	117
50 OR OLDER	32647	8982	36.5	27.5	91	2696	32.0	8.3	79	1856	28.3	5.7	70	12415	38.8	38.0	96
GRADUATED COLLEGE	11155	3207	13.0	28.7	95	922	10.9	8.3	79	796	12.1	7.1	88	4370	13.6	39.2	99
ATTENDED COLLEGE	13682	4445	18.1	32.5	107	1538	18.3	11.2	108	1180	18.0	8.6	107	6018	18.8	44.0	111
GRADUATED HIGH SCHOOL	33880	10987	44.7	32.4	107	4047	48.1	11.9	115	2826	43.1	8.3	103	13849	43.2	40.9	103
DID NOT GRADUATE HIGH SCHOOL	22270	5951	24.2	26.7	88	1915	22.7	8.6	83	1752	26.7	7.9	97	7799	24.3	35.0	89
EMPLOYED	40306	12516	50.9	31.1	102	4348	51.6	10.8	104	3342	51.0	8.3	102	16439	51.3	40.8	103
EMPLOYED FULL-TIME	32850	9946	40.4	30.3	100	3690	43.8	11.2	108	2685	41.0	8.2	101	13134	41.0	40.0	101
EMPLOYED PART-TIME	7456	2569	10.4	34.5	113	658	7.8	8.8	85	657	10.0	8.8	109	3305	10.3	44.3	112
NOT EMPLOYED	40680	12075	49.1	29.7	98	4073	48.4	10.0	96	3212	49.0	7.9	98	15597	48.7	38.3	97
PROFESSIONAL/MANAGER	10392	2837	11.5	27.3	90	954	11.3	9.2	88	739	11.3	7.1	88	4222	13.2	40.6	103
TECH/CLERICAL/SALES	17574	5771	23.5	32.8	108	2142	25.4	12.2	117	1536	23.4	8.7	108	7339	22.9	41.8	106
PRECISION/CRAFT	985	*331	1.3	33.6	111	**124	1.5	12.6	121	**63	1.0	6.4	79	*451	1.4	45.8	116
OTHER EMPLOYED	11354	3577	14.5	31.5	104	1129	13.4	9.9	96	1004	15.3	8.8	109	4427	13.8	39.0	99
SINGLE	9863	2382	9.7	24.2	80	1022	12.1	10.4	100	863	13.2	8.7	108	2709	8.5	27.5	69
MARRIED	51375	16797	68.3	32.7	108	5556	66.0	10.8	104	4389	67.0	8.5	106	22249	69.4	43.3	109
DIVORCED/SEPARATED/WIDOWED	19748	5412	22.0	27.4	90	1844	21.9	9.3	90	1303	19.9	6.6	82	7078	22.1	35.8	91
PARENTS	32590	11390	46.3	34.9	115	4406	52.3	13.5	130	3519	53.7	10.8	133	14165	44.2	43.5	110
WHITE	70416	22009	89.5	31.3	103	7416	88.1	10.5	101	5635	86.0	8.0	99	28404	88.7	40.3	102
BLACK	8778	2110	8.6	24.0	79	729	8.7	8.3	80	685	10.5	7.8	96	3010	9.4	34.3	87
OTHER	1791	**472	1.9	26.4	87	**277	3.3	15.5	149	**235	3.6	13.1	162	*622	1.9	34.7	88
NORTHEAST-CENSUS	17786	3709	15.1	20.9	69	1290	15.3	7.3	70	944	14.4	5.3	66	7270	22.7	40.9	103
NORTH CENTRAL	20741	7457	30.3	36.0	118	2300	27.3	11.1	107	1716	26.2	8.3	102	7953	24.8	38.3	97
SOUTH	27775	8336	33.9	30.0	99	2968	35.2	10.7	103	2595	39.6	9.3	115	11770	36.7	42.4	107
WEST	14683	5089	20.7	34.7	114	1864	22.1	12.7	122	1300	19.8	8.9	109	5042	15.7	34.3	87
NORTHEAST-MKTG.	17961	3520	14.3	19.6	65	1213	14.4	6.8	65	1158	17.7	6.4	80	6828	21.3	38.0	96
EAST CENTRAL	11885	3745	15.2	31.5	104	1391	16.5	11.7	113	962	14.7	8.1	100	5000	15.6	42.1	106
WEST CENTRAL	14090	5281	21.5	37.5	123	1597	19.0	11.3	109	1086	16.6	7.7	95	5227	16.3	37.1	94
SOUTH	24081	7576	30.8	31.5	104	2661	31.6	11.1	106	2189	33.4	9.1	112	10577	33.0	43.9	111
PACIFIC	12969	4469	18.2	34.5	113	1560	18.5	12.0	116	1160	17.7	8.9	111	4404	13.7	34.0	86
COUNTY SIZE A	32439	8322	33.8	25.7	84	3059	36.3	9.4	91	2379	36.3	7.3	91	11538	36.0	35.6	90
COUNTY SIZE B	24915	8389	34.1	33.7	111	2737	32.5	11.0	106	2171	33.1	8.7	108	10848	33.9	43.5	110
COUNTY SIZE C	12930	4302	17.5	33.3	110	1609	19.1	12.4	120	1103	16.8	8.5	105	5370	16.8	41.5	105
COUNTY SIZE D	10703	3578	14.6	33.4	110	1016	12.1	9.5	91	901	13.7	8.4	104	4280	13.4	40.0	101
METRO CENTRAL CITY	24518	6953	28.3	28.4	93	2382	28.3	9.7	93	1837	28.0	7.5	93	8796	27.5	35.9	91
METRO SUBURBAN	35919	10597	43.1	29.5	97	3624	43.0	10.1	97	2825	43.1	7.9	97	14704	45.9	40.9	103
NON METRO	20549	7041	28.6	34.3	113	2416	28.7	11.8	113	1892	28.9	9.2	114	8536	26.6	41.5	105
TOP 5 ADI'S	18341	4202	17.1	22.9	75	1716	20.4	9.4	90	1266	19.3	6.9	85	6214	19.4	33.9	86
TOP 10 ADI'S	25378	5963	24.2	23.5	77	2297	27.3	9.1	87	1783	27.2	7.0	87	9023	28.2	35.6	90
TOP 20 ADI'S	36488	9431	38.4	25.8	85	3537	42.0	9.7	93	2693	41.1	7.4	91	13363	41.7	36.6	93
HSHLD INC. $50,000 OR MORE	6612	1997	8.1	30.2	99	753	8.9	11.4	110	*551	8.4	8.3	103	2855	8.9	43.2	109
$40,000 OR MORE	12659	3767	15.3	29.8	98	1451	17.2	11.5	110	1112	17.0	8.8	109	5583	17.4	44.1	111
$30,000 OR MORE	24698	7913	32.2	32.0	106	2707	32.1	11.0	105	2160	33.0	8.7	108	10762	33.6	43.6	110
$25,000 OR MORE	32077	10408	42.3	32.4	107	3466	41.2	10.8	104	2768	42.2	8.6	107	14168	44.2	44.2	112
$20,000 - $24,999	9144	3052	12.4	33.4	110	942	11.2	10.3	99	682	10.4	7.5	92	3847	12.0	42.1	106
$15,000 - $19,999	8728	2846	11.6	32.6	107	830	9.9	9.5	91	694	10.6	8.0	98	3342	10.4	38.3	97
$10,000 - $14,999	12562	3790	15.4	30.2	99	1417	16.8	11.3	108	1016	15.5	8.1	100	5024	15.7	40.0	101
UNDER $10,000	18475	4495	18.3	24.3	80	1767	21.0	9.6	92	1395	21.3	7.6	93	5655	17.7	30.6	77
HOUSEHOLD OF 1 PERSON	11987	2699	11.0	22.5	74	819	9.7	6.8	66	537	8.2	4.5	55	3751	11.7	31.3	79
2 PEOPLE	26577	7488	30.5	28.2	93	2597	30.8	9.8	94	2138	32.6	8.0	99	9470	29.6	35.6	90
3 OR 4 PEOPLE	30617	10213	41.5	33.4	110	3654	43.4	11.9	115	2757	42.1	9.0	111	13303	41.5	43.4	110
5 OR MORE PEOPLE	11804	4191	17.0	35.5	117	1352	16.1	11.5	110	1123	17.1	9.5	118	5511	17.2	46.7	118
NO CHILD IN HSHLD	46165	12523	50.9	27.1	89	3834	45.5	8.3	80	2907	44.4	6.3	78	16966	53.0	36.8	93
CHILD(REN) UNDER 2 YRS	5325	1683	6.8	31.6	104	677	8.0	12.7	122	540	8.2	10.1	125	2055	6.4	38.6	98
2 - 5 YEARS	14221	4806	19.5	33.8	111	1603	19.0	11.3	108	1544	23.6	10.9	134	5431	17.0	38.2	97
6 - 11 YEARS	15117	4987	20.3	33.0	109	2103	25.0	13.9	134	1663	25.4	11.0	136	6724	21.0	44.5	112
12 - 17 YEARS	16611	5907	24.0	35.6	117	2176	25.8	13.1	126	1743	26.6	10.5	130	7655	23.9	46.1	116
RESIDENCE OWNED	55884	18361	74.7	32.9	108	5645	67.0	10.1	97	4167	63.6	7.5	92	24072	75.1	43.1	109
VALUE: $50,000 OR MORE	31744	10331	42.0	32.5	107	3026	35.9	9.5	92	2165	33.0	6.8	84	13491	42.1	42.5	107
VALUE: UNDER $50,000	24140	8030	32.7	33.3	110	2619	31.1	10.8	104	2001	30.5	8.3	102	10581	33.0	43.8	111

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DRY CAKE MIXES (NOT CAKE FLOUR): BRANDS
(FEMALE HOMEMAKERS)

0055
P-19

		TOTAL U.S. '000	BETTY CROCKER LAYER CAKES A '000	B % DOWN	C % ACROSS	D INDX	BETTY CROCKER SNACKIN' CAKE A '000	B % DOWN	C % ACROSS	D INDX	BETTY CROCKER STIR-N-FROST A '000	B % DOWN	C % ACROSS	D INDX	DUNCAN HINES LAYER CAKES A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	24591	100.0	30.4	100	8422	100.0	10.4	100	6554	100.0	8.1	100	32036	100.0	39.6	100
MAGAZINES	QUINTILE 1	15799	5505	22.4	34.8	115	1965	23.3	12.4	120	1594	24.3	10.1	125	6881	21.5	43.6	110
	QUINTILE 2	17259	5430	22.1	31.5	104	1883	22.4	10.9	105	1338	20.4	7.8	96	7268	22.7	42.1	106
	QUINTILE 3	13545	3969	16.1	29.3	97	1082	12.8	8.0	77	869	13.3	6.4	79	5469	17.1	40.4	102
	QUINTILE 4	15133	4429	18.0	29.3	96	1799	21.4	11.9	114	1360	20.8	9.0	111	5799	18.1	38.3	97
	QUINTILE 5	19250	5258	21.4	27.3	90	1693	20.1	8.8	85	1393	21.3	7.2	89	6618	20.7	34.4	87
NEWSPAPERS	QUINTILE 1	12413	3650	14.8	29.4	97	1166	13.8	9.4	90	730	11.1	5.9	73	5242	16.4	42.2	107
	QUINTILE 2	24116	7640	31.1	31.7	104	2416	28.7	10.0	96	1817	27.7	7.5	93	10163	31.7	42.1	107
	QUINTILE 3	11261	3451	14.0	30.6	101	1193	14.2	10.6	102	917	14.0	8.1	101	4609	14.4	40.9	103
	QUINTILE 4	20255	6351	25.8	31.4	103	2215	26.3	10.9	105	1918	29.3	9.5	117	7662	23.9	37.8	96
	QUINTILE 5	12940	3498	14.2	27.0	89	1432	17.0	11.1	106	1172	17.9	9.1	112	4359	13.6	33.7	85
OUTDOOR	QUINTILE 1	14852	4792	19.5	32.3	106	1749	20.8	11.8	113	1286	19.6	8.7	107	6000	18.7	40.4	102
	QUINTILE 2	15725	4823	19.6	30.7	101	1555	18.5	9.9	95	1331	20.3	8.5	105	6568	20.5	41.8	106
	QUINTILE 3	16330	5035	20.5	30.8	102	1767	21.0	10.8	104	1376	21.0	8.4	104	6227	19.4	38.1	96
	QUINTILE 4	16744	4954	20.1	29.6	97	1652	19.6	9.9	95	1231	18.8	7.4	91	6696	20.9	40.0	101
	QUINTILE 5	17334	4986	20.3	28.8	95	1699	20.2	9.8	94	1330	20.3	7.7	95	6545	20.4	37.8	95
RADIO-DRIVE TIME	QUINTILE 1	15911	5265	21.4	33.1	109	1621	19.2	10.2	98	1308	20.0	8.2	102	6348	19.8	39.9	101
	QUINTILE 2	14837	4642	18.9	31.3	103	1493	17.7	10.1	97	1149	17.5	7.7	96	6069	18.9	40.9	103
	QUINTILE 3	15339	4425	18.0	28.8	95	1806	21.4	11.8	113	1160	17.7	7.6	93	6289	19.6	41.0	104
	QUINTILE 4	16723	5183	21.1	31.0	102	1922	22.8	11.5	111	1779	27.1	10.6	131	6575	20.5	39.3	99
	QUINTILE 5	18176	5076	20.6	27.9	92	1580	18.8	8.7	84	1158	17.7	6.4	79	6754	21.1	37.2	94
RADIO-MID-DAY	TERCILE 1	21020	6736	27.4	32.0	106	2256	26.8	10.7	103	1687	25.7	8.0	99	8277	25.8	39.4	100
	TERCILE 2	21610	6636	27.0	30.7	101	2422	28.8	11.2	108	2036	31.1	9.4	116	8679	27.1	40.2	102
	TERCILE 3	38355	11218	45.6	29.2	96	3744	44.5	9.8	94	2832	43.2	7.4	91	15079	47.1	39.3	99
RADIO-TOTAL	QUINTILE 1	15988	5133	20.9	32.1	106	1737	20.6	10.9	104	1405	21.4	8.8	109	6376	19.9	39.9	101
	QUINTILE 2	15626	4898	19.9	31.3	103	1650	19.6	10.6	102	1307	19.9	8.4	103	6265	19.6	40.1	101
	QUINTILE 3	16723	5095	20.7	30.5	100	1808	21.5	10.8	104	1382	21.1	8.3	102	6758	21.1	40.4	102
	QUINTILE 4	16342	4854	19.7	29.7	98	1811	21.5	11.1	107	1420	21.7	8.7	107	6723	21.0	41.1	104
	QUINTILE 5	16306	4610	18.7	28.3	93	1416	16.8	8.7	84	1039	15.9	6.4	79	5914	18.5	36.3	92
TV-PRIME TIME	QUINTILE 1	15953	4451	18.1	27.9	92	1668	19.8	10.5	101	1216	18.6	7.6	94	6314	19.7	39.6	100
	QUINTILE 2	16137	5261	21.4	32.6	107	1723	20.5	10.7	103	1356	20.7	8.4	104	6602	20.6	40.9	103
	QUINTILE 3	16420	5134	20.9	31.3	103	1713	20.3	10.4	100	1233	18.8	7.5	93	6610	20.6	40.3	102
	QUINTILE 4	16687	4947	20.1	29.6	98	1750	20.8	10.5	101	1503	22.9	9.0	111	6602	20.6	39.6	100
	QUINTILE 5	15789	4798	19.5	30.4	100	1568	18.6	9.9	95	1246	19.0	7.9	98	5909	18.4	37.4	95
TV-DAYTIME	TERCILE 1	27736	8761	35.6	31.6	104	3052	36.2	11.0	106	2359	36.0	8.5	105	10725	33.5	38.7	98
	TERCILE 2	26489	7870	32.0	29.7	98	2575	30.6	9.7	93	2188	33.4	8.3	102	10947	34.2	41.3	104
	TERCILE 3	26761	7959	32.4	29.7	98	2795	33.2	10.4	100	2008	30.6	7.5	93	10364	32.4	38.7	98
TV-TOTAL	QUINTILE 1	16345	4888	19.9	29.9	98	1700	20.2	10.4	100	1453	22.2	8.9	110	6204	19.4	38.0	96
	QUINTILE 2	16447	4941	20.1	30.0	99	1667	19.8	10.1	97	1164	17.8	7.1	87	6562	20.5	39.9	101
	QUINTILE 3	15980	5013	20.4	31.4	103	1551	18.4	9.7	93	1107	16.9	6.9	86	6524	20.4	40.8	103
	QUINTILE 4	15887	4897	19.9	30.8	102	1761	20.9	11.1	107	1394	21.3	8.8	108	6584	20.6	41.4	105
	QUINTILE 5	16326	4851	19.7	29.7	98	1742	20.7	10.7	103	1437	21.9	8.8	109	6162	19.2	37.7	95
MAGAZINES-NEWSPAPERS: DUAL		20721	6636	27.0	32.0	105	2224	26.4	10.7	103	1520	23.2	7.3	91	9107	28.4	44.0	111
MAGAZINE IMPERATIVE		19186	6301	25.6	32.8	108	2226	26.4	11.6	112	1904	29.1	9.9	123	7667	23.9	40.0	101
NEWSPAPER IMPERATIVE		21899	6378	25.9	29.1	96	2022	24.0	9.2	89	1596	24.4	7.3	90	8773	27.4	40.1	101
MAGAZINES-OUTDOOR: DUAL		15451	5104	20.8	33.0	109	1731	20.6	11.2	108	1440	22.0	9.3	115	6492	20.3	42.0	106
MAGAZINE IMPERATIVE		25953	8161	33.2	31.4	104	2762	32.8	10.6	102	2045	31.2	7.9	97	10846	33.9	41.8	106
OUTDOOR IMPERATIVE		24400	7150	29.1	29.3	97	2461	29.2	10.1	97	1888	28.8	7.7	96	9168	28.6	37.6	95
MAGAZINES-RADIO: DUAL		18049	5885	23.9	32.6	107	2135	25.4	11.8	114	1630	24.9	9.0	112	7373	23.0	40.8	103
MAGAZINE IMPERATIVE		23571	7531	30.6	32.0	105	2445	29.0	10.4	100	1816	27.7	7.7	95	10289	32.1	43.7	110
RADIO IMPERATIVE		23278	7005	28.5	30.1	99	2361	28.0	10.1	98	1941	29.6	8.3	103	8906	27.8	38.3	97
MAGAZINES-TELEVISION: DUAL		15459	4975	20.2	32.2	106	1626	19.3	10.5	101	1303	19.9	8.4	104	6351	19.8	41.1	104
MAGAZINE IMPERATIVE		25829	8357	34.0	32.4	107	2905	34.5	11.2	108	2152	32.8	8.3	103	11055	34.5	42.8	108
TELEVISION IMPERATIVE		26039	7320	29.8	28.1	93	2468	29.3	9.5	91	1864	28.4	7.2	88	9645	30.1	37.0	94
NEWSPAPERS-OUTDOOR: DUAL		16605	5101	20.7	30.7	101	1543	18.3	9.3	89	1014	15.5	6.1	75	6959	21.7	41.9	106
NEWSPAPER IMPERATIVE		26834	8240	33.5	30.7	101	2686	31.9	10.0	96	2014	30.7	7.5	93	11046	34.5	41.2	104
OUTDOOR IMPERATIVE		23346	7478	30.4	32.0	105	2794	33.2	12.0	115	2404	36.7	10.3	127	8938	27.9	38.3	97
NEWSPAPERS-RADIO: DUAL		17133	5250	21.3	30.6	101	1816	21.6	10.6	102	1174	17.9	6.9	85	6825	21.3	39.8	101
NEWSPAPER IMPERATIVE		25892	7949	32.3	30.7	101	2477	29.4	9.6	92	1975	30.1	7.6	94	11002	34.3	42.5	107
RADIO IMPERATIVE		23167	7452	30.3	32.2	106	2641	31.4	11.4	110	2349	35.8	10.1	125	9061	28.3	39.1	99
NEWSPAPERS-TELEVISION: DUAL		17159	5158	21.0	30.1	99	1623	19.3	9.5	91	1250	19.1	7.3	90	7049	22.0	41.1	104
NEWSPAPER IMPERATIVE		26214	8208	33.4	31.3	103	2564	30.4	9.8	94	1821	27.8	6.9	86	10910	34.1	41.6	105
TELEVISION IMPERATIVE		23412	6963	28.3	29.7	98	2520	29.9	10.8	104	1970	30.1	8.4	104	8608	26.9	36.8	93
OUTDOOR-RADIO: DUAL		15303	4939	20.1	32.3	106	1730	20.5	11.3	109	1384	21.1	9.0	112	6277	19.6	41.0	104
OUTDOOR IMPERATIVE		24901	7437	30.2	29.9	98	2509	29.8	10.1	97	2004	30.6	8.0	99	9762	30.5	39.2	99
RADIO IMPERATIVE		26492	8178	33.3	30.9	102	2710	32.2	10.2	98	2117	32.3	8.0	99	10518	32.8	39.7	100
OUTDOOR-TELEVISION: DUAL		14794	4710	19.2	31.8	105	1773	21.1	12.0	115	1346	20.5	9.1	112	5919	18.5	40.0	101
OUTDOOR IMPERATIVE		25437	8069	32.8	31.7	104	2658	31.6	10.4	100	2147	32.8	8.4	104	10435	32.6	41.0	104
TELEVISION IMPERATIVE		27877	8212	33.4	29.5	97	2625	31.2	9.4	91	1917	29.2	6.9	85	10833	33.8	38.9	98
RADIO-TELEVISION: DUAL		15996	4946	20.1	30.9	102	1571	18.7	9.8	94	1277	19.5	8.0	99	6235	19.5	39.0	99
RADIO IMPERATIVE		25478	8074	32.8	31.7	104	2769	32.9	10.9	105	2191	33.4	8.6	106	10348	32.3	40.6	103
TELEVISION IMPERATIVE		26573	7914	32.2	29.8	98	2730	32.4	10.3	99	1988	30.3	7.5	92	10478	32.7	39.4	100

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DRY CAKE MIXES (NOT CAKE FLOUR): BRANDS
(FEMALE HOMEMAKERS)

0056
P-19

	TOTAL U.S. '000	BETTY CROCKER LAYER CAKES A '000	B % DOWN	C % ACROSS	D INDX	BETTY CROCKER SNACKIN' CAKE A '000	B % DOWN	C % ACROSS	D INDX	BETTY CROCKER STIR-N-FROST A '000	B % DOWN	C % ACROSS	D INDX	DUNCAN HINES LAYER CAKES A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	24591	100.0	30.4	100	8422	100.0	10.4	100	6554	100.0	8.1	100	32036	100.0	39.6	100
ATLANTIC MONTHLY	415	**82	0.3	19.8	65	**89	1.1	21.4	206	**36	0.5	8.7	107	*137	0.4	33.0	83
BARRON'S	453	**141	0.6	31.1	103	**57	0.7	12.6	121	**5	0.1	1.1	14	*217	0.7	47.9	121
BETTER HOMES & GARDENS	16256	5453	22.2	33.5	110	1839	21.8	11.3	109	1398	21.3	8.6	106	7367	23.0	45.3	115
BON APPETIT	2535	762	3.1	30.1	99	*166	2.0	6.5	63	**124	1.9	4.9	60	1034	3.2	40.8	103
BUSINESS WEEK	1278	301	1.2	23.6	78	**125	1.5	9.8	94	**120	1.8	9.4	116	486	1.5	38.0	96
CAR AND DRIVER	378	**64	0.3	16.9	56	**38	0.5	10.1	97	**67	1.0	17.7	219	**96	0.3	25.4	64
CBS MAGAZINE NETWORK (GROSS)	1498	448	1.8	29.9	98	*166	2.0	11.1	107	*184	2.8	12.3	152	582	1.8	38.9	98
CHANGING TIMES	1505	476	1.9	31.6	104	*210	2.5	14.0	134	**130	2.0	8.6	107	564	1.8	37.5	95
COLONIAL HOMES	1231	422	1.7	34.3	113	*196	2.3	15.9	153	*190	2.9	15.4	191	581	1.8	47.2	119
CONDE NAST MAG. PKG. (GROSS)	14146	4327	17.6	30.6	101	1850	22.0	13.1	126	1497	22.8	10.6	131	5768	18.0	40.8	103
CONSUMERS DIGEST	1323	410	1.7	31.0	102	*203	2.4	15.3	148	**123	1.9	9.3	115	637	2.0	48.1	122
COSMOPOLITAN	7102	2133	8.7	30.0	99	923	11.0	13.0	125	683	10.4	9.6	119	2805	8.8	39.5	100
COUNTRY LIVING	2481	808	3.3	32.6	107	362	4.3	14.6	140	281	4.3	11.3	140	1260	3.9	50.8	128
CUISINE	1472	422	1.7	28.7	94	**141	1.7	9.6	92	**130	2.0	8.8	109	565	1.8	38.4	97
CYCLE WORLD	425	**149	0.6	35.1	115	**62	0.7	14.6	140	**66	1.0	15.5	192	*179	0.6	42.1	106
DCI:CREATIVE IDEAS FOR LIV	2510	890	3.6	35.5	117	355	4.2	14.1	136	*328	5.0	13.1	161	1245	3.9	49.6	125
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	2236	9.1	33.4	110	810	9.6	12.1	116	801	12.2	12.0	148	3202	10.0	47.8	121
DISCOVER	894	240	1.0	26.8	88	*159	1.9	17.8	171	**93	1.4	10.4	129	351	1.1	39.3	99
EBONY	3507	794	3.2	22.6	75	340	4.0	9.7	93	298	4.5	8.5	105	1353	4.2	38.6	98
ESQUIRE	1083	277	1.1	25.6	84	**104	1.2	9.6	92	**80	1.2	7.4	91	356	1.1	32.9	83
ESSENCE	1830	500	2.0	27.3	90	179	2.1	9.8	94	*203	3.1	11.1	137	658	2.1	36.0	91
FAMILY CIRCLE	15930	5276	21.5	33.1	109	1623	19.3	10.2	98	1333	20.3	8.4	103	7148	22.3	44.9	113
THE FAMILY HANDYMAN	1126	469	1.9	41.7	137	*175	2.1	15.5	149	**113	1.7	10.0	124	514	1.6	45.6	115
FAMILY WEEKLY	11468	4041	16.4	35.2	116	1388	16.5	12.1	116	1030	15.7	9.0	111	5356	16.7	46.7	118
FIELD & STREAM	2234	806	3.3	36.1	119	*201	2.4	9.0	87	*143	2.2	6.4	79	1025	3.2	45.9	116
FOOD & WINE	579	*117	0.5	20.2	67	**104	1.2	18.0	173	**73	1.1	12.6	156	*207	0.6	35.8	90
FORBES	728	*188	0.8	25.8	85	**121	1.4	16.6	160	**44	0.7	6.0	75	305	1.0	41.9	106
FORTUNE	906	*257	1.0	28.4	93	**114	1.4	12.6	121	**54	0.8	6.0	74	417	1.3	46.0	116
GENTLEMEN'S QUARTERLY	791	*235	1.0	29.7	98	**139	1.7	17.6	169	**113	1.7	14.3	177	315	1.0	39.8	101
GLAMOUR	5265	1588	6.5	30.2	99	704	8.4	13.4	129	567	8.7	10.8	133	2224	6.9	42.2	107
GOLF DIGEST	636	*235	1.0	36.9	122	**102	1.2	16.0	154	**18	0.3	2.8	35	275	0.9	43.2	109
GOLF DIGEST/TENNIS (GROSS)	1186	385	1.6	32.5	107	*148	1.8	12.5	120	**48	0.7	4.0	50	490	1.5	41.3	104
GOLF MAGAZINE	441	**124	0.5	28.1	93	**48	0.6	10.9	105	**22	0.3	5.0	62	**167	0.5	37.9	96
GOLF MAGAZINE/SKI (GROSS)	922	*225	0.9	24.4	80	**84	1.0	9.1	88	**46	0.7	5.0	62	306	1.0	33.2	84
GOOD HOUSEKEEPING	16487	5370	21.8	32.6	107	1852	22.0	11.2	108	1446	22.1	8.8	108	7462	23.3	45.3	114
HARPER'S BAZAAR	2423	825	3.4	34.0	112	*358	4.3	14.8	142	*307	4.7	12.7	157	980	3.1	40.4	102
HEALTH	1994	596	2.4	29.9	98	*274	3.3	13.7	132	*274	4.2	13.7	170	897	2.8	45.0	114
HEARST MAG CORP. BUY (GROSS)	44101	14452	58.8	32.8	108	5572	66.2	12.6	121	4296	65.5	9.7	120	19594	61.2	44.4	112
HEARST MAN POWER (GROSS)	1993	683	2.8	34.3	113	358	4.3	18.0	173	*217	3.3	10.9	135	930	2.9	46.7	118
HEARST WOMAN POWER (GROSS)	31274	10149	41.3	32.5	107	3766	44.7	12.0	116	2938	44.8	9.4	116	13636	42.6	43.6	110
HOUSE BEAUTIFUL	3623	1213	4.9	33.5	110	396	4.7	10.9	105	*279	4.3	7.7	95	1710	5.3	47.2	119
INC.	283	**104	0.4	36.7	121	**58	0.7	20.5	197	**25	0.4	8.8	109	**125	0.4	44.2	112
JET	2928	770	3.1	26.3	87	355	4.2	12.1	117	261	4.0	8.9	110	1131	3.5	38.6	98
LADIES' HOME JOURNAL	11918	4076	16.6	34.2	113	1427	16.9	12.0	115	1062	16.2	8.9	110	5501	17.2	46.2	117
LHJ FAMILY GRP COMBO(GROSS)	16764	5621	22.9	33.5	110	2095	24.9	12.5	120	1618	24.7	9.7	119	7730	24.1	46.1	117
LIFE	4254	1313	5.3	30.9	102	472	5.6	11.1	107	397	6.1	9.3	115	1757	5.5	41.3	104
L.A. TIMES HOME MAGAZINE	1145	319	1.3	27.9	92	**110	1.3	9.6	92	**92	1.4	8.0	99	321	1.0	28.0	71
MADEMOISELLE	2884	944	3.8	32.7	108	362	4.3	12.6	121	301	4.6	10.4	129	1219	3.8	42.3	107
MC CALL'S	13460	4721	19.2	35.1	116	1441	17.1	10.7	103	1199	18.3	8.9	110	6249	19.5	46.4	117
MC CALL'S/WRK MOTHER (GROSS)	14606	5160	21.0	35.3	116	1663	19.7	11.4	109	1354	20.7	9.3	115	6767	21.1	46.3	117
MECHANIX ILLUSTRATED	772	*251	1.0	32.5	107	**156	1.9	20.2	194	**85	1.3	11.0	136	311	1.0	40.3	102
METROPOLITAN HOME	967	268	1.1	27.7	91	**144	1.7	14.9	143	**94	1.4	9.7	120	362	1.1	37.4	95
MONEY	1588	447	1.8	28.1	93	*179	2.1	11.3	108	*132	2.0	8.3	103	659	2.1	41.5	105
MOTHER EARTH NEWS	1002	265	1.1	26.4	87	**65	0.8	6.5	62	**32	0.5	3.2	39	364	1.1	36.3	92
MS.	825	*180	0.7	21.8	72	**89	1.1	10.8	104	**76	1.2	9.2	114	322	1.0	39.0	99
NATIONAL ENQUIRER	10336	3484	14.2	33.7	111	1576	18.7	15.2	147	1022	15.6	9.9	122	4225	13.2	40.9	103
NATIONAL GEOGRAPHIC	9597	3048	12.4	31.8	105	1060	12.6	11.0	106	786	12.0	8.2	101	3904	12.2	40.7	103
NATIONAL SUNDAY MAGAZINE PKG	49558	15496	63.0	31.3	103	5098	60.5	10.3	99	3931	60.0	7.9	98	20644	64.4	41.7	105
NATURAL HISTORY	573	**171	0.7	29.8	98	**30	0.4	5.2	50	**15	0.2	2.6	32	*177	0.6	30.9	78
NEW WOMAN	1699	586	2.4	34.5	114	*276	3.3	16.2	156	*167	2.5	9.8	121	802	2.5	47.2	119
NEW YORK INCLUDING CUE	443	**58	0.2	13.1	43	**28	0.3	6.3	61	**19	0.3	4.3	53	*198	0.6	44.7	113
THE NEW YORKER	1270	214	0.9	16.9	55	**81	1.0	6.4	61	**97	1.5	7.6	94	449	1.4	35.4	89
NEWSWEEK	6277	1927	7.8	30.7	101	674	8.0	10.7	103	526	8.0	8.4	104	2446	7.6	39.0	99
THE N.Y. TIMES DAILY EDITION	1205	*201	0.8	16.7	55	**55	0.7	4.6	44	**54	0.8	4.5	55	400	1.2	33.2	84
THE N.Y. TIMES MAGAZINE	2081	364	1.5	17.5	58	**118	1.4	5.7	55	**120	1.8	5.8	71	674	2.1	32.4	82
OMNI	788	*154	0.6	19.5	64	*112	1.3	14.2	137	**87	1.3	11.0	136	269	0.8	34.1	86
ON CABLE	1158	427	1.7	36.9	121	*163	1.9	14.1	135	**125	1.9	10.8	133	381	1.2	32.9	83
1001 HOME IDEAS	2852	949	3.9	33.3	110	395	4.7	13.8	133	282	4.3	9.9	122	1332	4.2	46.7	118
ORGANIC GARDENING	1658	700	2.8	42.2	139	*143	1.7	8.6	83	**72	1.1	4.3	54	719	2.2	43.4	110
OUTDOOR LIFE	896	316	1.3	35.3	116	*133	1.6	14.8	143	**68	1.0	7.6	94	413	1.3	46.1	117
PARADE MAGAZINE	24275	7452	30.3	30.7	101	2315	27.5	9.5	92	1791	27.3	7.4	91	10123	31.6	41.7	105

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DRY CAKE MIXES (NOT CAKE FLOUR): BRANDS
(FEMALE HOMEMAKERS)

0057
P-19

	TOTAL U.S. '000	BETTY CROCKER LAYER CAKES A '000	B % DOWN	C % ACROSS	D INDX	BETTY CROCKER SNACKIN' CAKE A '000	B % DOWN	C % ACROSS	D INDX	BETTY CROCKER STIR-N-FROST A '000	B % DOWN	C % ACROSS	D INDX	DUNCAN HINES LAYER CAKES A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	24591	100.0	30.4	100	8422	100.0	10.4	100	6554	100.0	8.1	100	32036	100.0	39.6	100
PARENTS	3845	1365	5.6	35.5	117	468	5.6	12.2	117	473	7.2	12.3	152	1650	5.2	42.9	108
PENTHOUSE	831	*232	0.9	27.9	92	**126	1.5	15.2	146	**97	1.5	11.7	144	*311	1.0	37.4	95
PEOPLE	11645	3672	14.9	31.5	104	1330	15.8	11.4	110	941	14.4	8.1	100	4657	14.5	40.0	101
PLAYBOY	2006	554	2.3	27.6	91	254	3.0	12.7	122	*171	2.6	8.5	105	749	2.3	37.3	94
POPULAR HOT RODDING	297	**67	0.3	22.6	74	**96	1.1	32.3	311	**47	0.7	15.8	196	**105	0.3	35.4	89
POPULAR MECHANICS	1018	*363	1.5	35.7	117	*221	2.6	21.7	209	**109	1.7	10.7	132	480	1.5	47.2	119
POPULAR SCIENCE	878	286	1.2	32.6	107	**135	1.6	15.4	148	**77	1.2	8.8	108	423	1.3	48.2	122
PREVENTION	3913	1113	4.5	28.4	94	385	4.6	9.8	95	247	3.8	6.3	78	1674	5.2	42.8	108
PSYCHOLOGY TODAY	1710	437	1.8	25.6	84	*184	2.2	10.8	103	**96	1.5	5.6	69	733	2.3	42.9	108
READER'S DIGEST	22204	7324	29.8	33.0	109	2403	28.5	10.8	104	1820	27.8	8.2	101	9333	29.1	42.0	106
REDBOOK	7684	2646	10.8	34.4	113	991	11.8	12.9	124	809	12.3	10.5	130	3369	10.5	43.8	111
ROAD & TRACK	410	**175	0.7	42.7	141	**51	0.6	12.4	120	**66	1.0	16.1	199	**130	0.4	31.7	80
ROLLING STONE	969	309	1.3	31.9	105	*133	1.6	13.7	132	*111	1.7	11.5	142	390	1.2	40.2	102
RUNNER'S WORLD	298	**67	0.3	22.5	74	**63	0.7	21.1	203	**54	0.8	18.1	224	**149	0.5	50.0	126
SATURDAY EVENING POST	1169	338	1.4	28.9	95	*87	1.0	7.4	72	**58	0.9	5.0	61	486	1.5	41.6	105
SCIENCE 84	587	*183	0.7	31.2	103	**105	1.2	17.9	172	**35	0.5	6.0	74	*197	0.6	33.6	85
SCIENCE DIGEST	482	*145	0.6	30.1	99	**83	1.0	17.2	166	**68	1.0	14.1	174	*244	0.8	50.6	128
SCIENTIFIC AMERICAN	594	*117	0.5	19.7	65	**74	0.9	12.5	120	**52	0.8	8.8	108	*174	0.5	29.3	74
SELF	2089	703	2.9	33.7	111	*296	3.5	14.2	136	*265	4.0	12.7	157	864	2.7	41.4	105
SEVENTEEN	2411	845	3.4	35.0	115	302	3.6	12.5	120	*196	3.0	8.1	100	959	3.0	39.8	101
SKI	480	**100	0.4	20.8	69	**36	0.4	7.5	72	**25	0.4	5.2	64	*139	0.4	29.0	73
SMITHSONIAN	2760	907	3.7	32.9	108	238	2.8	8.6	83	*176	2.7	6.4	79	1004	3.1	36.4	92
SOAP OPERA DIGEST	3013	858	3.5	28.5	94	319	3.8	10.6	102	434	6.6	14.4	178	1185	3.7	39.3	99
SOUTHERN LIVING	4184	1346	5.5	32.2	106	455	5.4	10.9	105	473	7.2	11.3	140	1957	6.1	46.8	118
SPORT	559	*155	0.6	27.7	91	**122	1.4	21.8	210	**25	0.4	4.5	55	*250	0.8	44.7	113
THE SPORTING NEWS	436	**145	0.6	33.3	110	**47	0.6	10.8	104	**6	0.1	1.4	17	*189	0.6	43.3	110
SPORTS AFIELD	493	*174	0.7	35.3	116	**54	0.6	11.0	105	**40	0.6	8.1	100	*205	0.6	41.6	105
SPORTS ILLUSTRATED	2758	849	3.5	30.8	101	356	4.2	12.9	124	*188	2.9	6.8	84	1193	3.7	43.3	109
STAR	7456	2329	9.5	31.2	103	1014	12.0	13.6	131	644	9.8	8.6	107	3043	9.5	40.8	103
SUNDAY	24936	7466	30.4	29.9	99	2532	30.1	10.2	98	1952	29.8	7.8	97	9848	30.7	39.5	100
SUNSET	2124	937	3.8	44.1	145	*273	3.2	12.9	124	*231	3.5	10.9	134	815	2.5	38.4	97
TV GUIDE	21661	6696	27.2	30.9	102	2513	29.8	11.6	112	1967	30.0	9.1	112	9062	28.3	41.8	106
TENNIS	550	**150	0.6	27.3	90	**45	0.5	8.2	79	**30	0.5	5.5	67	*216	0.7	39.3	99
TIME	8880	2588	10.5	29.1	96	1057	12.6	11.9	114	755	11.5	8.5	105	3574	11.2	40.2	102
TOWN & COUNTRY	917	322	1.3	35.1	116	**123	1.5	13.4	129	**70	1.1	7.6	94	400	1.2	43.6	110
TRAVEL & LEISURE	972	260	1.1	26.7	88	**144	1.7	14.8	142	**66	1.0	6.8	84	382	1.2	39.3	99
TRUE STORY	3356	1216	4.9	36.2	119	540	6.4	16.1	155	429	6.5	12.8	158	1289	4.0	38.4	97
U.S.NEWS & WORLD REPORT	3410	1121	4.6	32.9	108	386	4.6	11.3	109	*189	2.9	5.5	68	1324	4.1	38.8	98
USA TODAY	1759	562	2.3	31.9	105	*182	2.2	10.3	99	**103	1.6	5.9	72	808	2.5	45.9	116
US	1873	657	2.7	35.1	116	356	4.2	19.0	183	*258	3.9	13.8	170	946	3.0	50.5	128
VOGUE	3909	1092	4.4	27.9	92	488	5.8	12.5	120	364	5.6	9.3	115	1461	4.6	37.4	94
WALL STREET JOURNAL	1886	505	2.1	26.8	88	*187	2.2	9.9	95	**106	1.6	5.6	69	717	2.2	38.0	96
WEIGHT WATCHERS	2120	825	3.4	38.9	128	258	3.1	12.2	117	*188	2.9	8.9	110	962	3.0	45.4	115
WOMAN'S DAY	14172	4896	19.9	34.5	114	1537	18.2	10.8	104	1181	18.0	8.3	103	6455	20.1	45.5	115
WORKING MOTHER	1146	439	1.8	38.3	126	*223	2.6	19.5	187	*155	2.4	13.5	167	518	1.6	45.2	114
WORKING WOMAN	1322	461	1.9	34.9	115	*183	2.2	13.8	133	*109	1.7	8.2	102	485	1.5	36.7	93
WORLD TENNIS	*163	**57	0.2	35.0	115	**18	0.2	11.0	106	**2	0.0	1.2	15	**87	0.3	53.4	135
ZIFF-DAVIS MAG NETWK (GROSS)	2532	618	2.5	24.4	80	329	3.9	13.0	125	*286	4.4	11.3	140	972	3.0	38.4	97
BLAIR INSERTS	43657	13337	54.2	30.5	101	4224	50.2	9.7	93	3315	50.6	7.6	94	17615	55.0	40.3	102
DAILY NEWSPAPERS																	
READ ANY	51633	16050	65.3	31.1	102	5257	62.4	10.2	98	3783	57.7	7.3	91	21292	66.5	41.2	104
READ ONE	43463	13712	55.8	31.5	104	4483	53.2	10.3	99	3225	49.2	7.4	92	17859	55.7	41.1	104
READ TWO OR MORE	8170	2338	9.5	28.6	94	774	9.2	9.5	91	557	8.5	6.8	84	3434	10.7	42.0	106
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	16294	66.3	30.9	102	5241	62.2	9.9	96	4093	62.5	7.8	96	21874	68.3	41.5	105
READ ONE	46126	14354	58.4	31.1	102	4646	55.2	10.1	97	3797	57.9	8.2	102	19108	59.6	41.4	105
READ TWO OR MORE	6552	1941	7.9	29.6	98	595	7.1	9.1	87	296	4.5	4.5	56	2766	8.6	42.2	107
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.35				30.53				31.28				27.90			
30 DAY REACH	71455	21771	88.5	30.5	100	7407	87.9	10.4	100	5710	87.1	8.0	99	28446	88.8	39.8	101
50 SHWG - 30 DAY AV FREQ	14.56	14.88				15.93				16.33				14.65			
30 DAY REACH	67742	20830	84.7	30.7	101	7123	84.6	10.5	101	5484	83.7	8.1	100	27175	84.8	40.1	101
25 SHWG - 30 DAY AV FREQ	7.94	8.02				8.55				8.62				7.99			
30 DAY REACH	62117	19254	78.3	31.0	102	6626	78.7	10.7	103	5151	78.6	8.3	102	24858	77.6	40.0	101
CABLE TV: HOME WIRED	32077	10902	44.3	34.0	112	3879	46.1	12.1	116	2821	43.0	8.8	109	13999	43.7	43.6	110
HOME NOT WIRED	48909	13689	55.7	28.0	92	4543	53.9	9.3	89	3734	57.0	7.6	94	18037	56.3	36.9	93
HAVE PAY CABLE	15935	5487	22.3	34.4	113	2056	24.4	12.9	124	1585	24.2	9.9	123	7216	22.5	45.3	114

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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DRY CAKE MIXES (NOT CAKE FLOUR): BRANDS
(FEMALE HOMEMAKERS)

0058
P-19

	TOTAL U.S. '000	BETTY CROCKER LAYER CAKES A '000	B % DOWN	C % ACROSS	D INDX	BETTY CROCKER SNACKIN' CAKE A '000	B % DOWN	C % ACROSS	D INDX	BETTY CROCKER STIR-N-FROST A '000	B % DOWN	C % ACROSS	D INDX	DUNCAN HINES LAYER CAKES A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	24591	100.0	30.4	100	8422	100.0	10.4	100	6554	100.0	8.1	100	32036	100.0	39.6	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	13830	56.2	31.5	104	4801	57.0	10.9	105	3664	55.9	8.3	103	17976	56.1	40.9	103
10:00 AM - 3:00 PM	30659	9697	39.4	31.6	104	3328	39.5	10.9	104	2633	40.2	8.6	106	12231	38.2	39.9	101
3:00 PM - 7:00 PM	31045	9855	40.1	31.7	105	3398	40.3	10.9	105	2755	42.0	8.9	110	12232	38.2	39.4	100
7:00 PM - MIDNIGHT	15767	4866	19.8	30.9	102	1838	21.8	11.7	112	1306	19.9	8.3	102	6272	19.6	39.8	101
MIDNIGHT - 6:00 AM	9120	2803	11.4	30.7	101	849	10.1	9.3	90	715	10.9	7.8	97	4080	12.7	44.7	113
6:00 AM - MIDNIGHT	58527	18152	73.8	31.0	102	6426	76.3	11.0	106	5020	76.6	8.6	106	23700	74.0	40.5	102
ENTIRE DAY	59311	18370	74.7	31.0	102	6471	76.8	10.9	105	5058	77.2	8.5	105	24044	75.1	40.5	102
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	5619	22.8	34.7	114	1779	21.1	11.0	106	1518	23.2	9.4	116	6835	21.3	42.3	107
ALL NEWS	2256	587	2.4	26.0	86	*185	2.2	8.2	79	**145	2.2	6.4	79	870	2.7	38.6	97
AOR/PROGRESSIVE	3874	1094	4.4	28.2	93	460	5.5	11.9	114	431	6.6	11.1	137	1492	4.7	38.5	97
BEAUTIFUL MUSIC	5660	1583	6.4	28.0	92	476	5.7	8.4	81	340	5.2	6.0	74	2281	7.1	40.3	102
BLACK	2204	619	2.5	28.1	92	261	3.1	11.8	114	*211	3.2	9.6	118	795	2.5	36.1	91
CLASSICAL	1418	389	1.6	27.4	90	**184	2.2	13.0	125	**125	1.9	8.8	109	473	1.5	33.4	84
CHR/ROCK	9538	2821	11.5	29.6	97	1180	14.0	12.4	119	1051	16.0	11.0	136	3723	11.6	39.0	99
COUNTRY	12648	4500	18.3	35.6	117	1388	16.5	11.0	106	1001	15.3	7.9	98	5323	16.6	42.1	106
GOLDEN OLDIES	1191	388	1.6	32.6	107	*207	2.5	17.4	167	**146	2.2	12.3	151	424	1.3	35.6	90
MOR/NOSTALGIA	4757	1508	6.1	31.7	104	443	5.3	9.3	90	297	4.5	6.2	77	1835	5.7	38.6	98
NEWS/TALK	3863	910	3.7	23.6	78	255	3.0	6.6	63	*192	2.9	5.0	61	1643	5.1	42.5	108
RELIGIOUS	3084	906	3.7	29.4	97	325	3.9	10.5	101	*193	2.9	6.3	77	1047	3.3	33.9	86
SOFT ROCK	521	*185	0.8	35.5	117	**77	0.9	14.8	142	**41	0.6	7.9	97	*225	0.7	43.2	109
URBAN CONTEMPORARY	1585	448	1.8	28.3	93	*193	2.3	12.2	117	*154	2.3	9.7	120	659	2.1	41.6	105
HIRED NETWORKS:																	
ABC CONTEMPORARY	3261	1041	4.2	31.9	105	447	5.3	13.7	132	301	4.6	9.2	114	1329	4.1	40.8	103
ABC DIRECTION	2316	829	3.4	35.8	118	*294	3.5	12.7	122	*237	3.6	10.2	126	896	2.8	38.7	98
ABC ENTERTAINMENT	4834	1443	5.9	29.9	98	521	6.2	10.8	104	403	6.1	8.3	103	2258	7.0	46.7	118
ABC FM	2202	686	2.8	31.2	103	274	3.3	12.4	120	273	4.2	12.4	153	962	3.0	43.7	110
ABC INFORMATION	5425	1755	7.1	32.4	107	574	6.8	10.6	102	384	5.9	7.1	87	2269	7.1	41.8	106
ABC ROCK	1677	569	2.3	33.9	112	*200	2.4	11.9	115	*177	2.7	10.6	130	646	2.0	38.5	97
CBS	4430	1515	6.2	34.2	113	340	4.0	7.7	74	298	4.5	6.7	83	1902	5.9	42.9	109
MUTUAL	4992	1529	6.2	30.6	101	496	5.9	9.9	96	422	6.4	8.5	104	2214	6.9	44.4	112
NBC	4679	1523	6.2	32.5	107	408	4.8	8.7	84	305	4.7	6.5	81	2098	6.5	44.8	113
RADIORADIO	1994	545	2.2	27.3	90	*199	2.4	10.0	96	*246	3.8	12.3	152	704	2.2	35.3	89
RKO ONE	2298	622	2.5	27.1	89	260	3.1	11.3	109	*265	4.0	11.5	142	900	2.8	39.2	99
RKO TWO	3311	986	4.0	29.8	98	264	3.1	8.0	77	*258	3.9	7.8	96	1367	4.3	41.3	104
THE SOURCE	2114	588	2.4	27.8	92	*231	2.7	10.9	105	*195	3.0	9.2	114	780	2.4	36.9	93
NON-HIRED : BLAIR	8654	2879	11.7	33.3	110	1063	12.6	12.3	118	939	14.3	10.9	134	3891	12.1	45.0	114
INTERNET	12025	3972	16.2	33.0	109	1500	17.8	12.5	120	1285	19.6	10.7	132	4952	15.5	41.2	104
KATZ RADIO GROUP	15359	4551	18.5	29.6	98	1419	16.8	9.2	89	1173	17.9	7.6	94	6300	19.7	41.0	104
SUPERNET	10628	3540	14.4	33.3	110	1086	12.9	10.2	98	841	12.8	7.9	98	4095	12.8	38.5	97
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	2605	10.6	30.1	99	851	10.1	9.8	95	672	10.3	7.8	96	3272	10.2	37.8	96
WKDAY 9:00 AM - 1:00 PM	12163	3789	15.4	31.2	103	1311	15.6	10.8	104	981	15.0	8.1	100	4752	14.8	39.1	99
WKDAY 1:00 PM - 4:30 PM	16150	5065	20.6	31.4	103	1805	21.4	11.2	107	1446	22.1	9.0	111	6331	19.8	39.2	99
WKDAY 4:30 PM - 7:30 PM	22463	6632	27.0	29.5	97	2251	26.7	10.0	96	1693	25.8	7.5	93	8487	26.5	37.8	96
WKDAY 7:30 PM - 8:00 PM	31795	9414	38.3	29.6	98	3103	36.8	9.8	94	2462	37.6	7.7	96	12423	38.8	39.1	99
WKDAY 11:00 PM - 11:30 PM	23977	7239	29.4	30.2	99	2514	29.9	10.5	101	1969	30.0	8.2	101	9789	30.6	40.8	103
WKDAY 11:30 PM - 1:00 AM	7703	2395	9.7	31.1	102	868	10.3	11.3	108	746	11.4	9.7	120	3214	10.0	41.7	105
M-SAT 8-11 PM+SUN 7-11 PM	33800	10200	41.5	30.2	99	3568	42.4	10.6	102	2706	41.3	8.0	99	13522	42.2	40.0	101
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	2074	8.4	31.7	104	753	8.9	11.5	111	643	9.8	9.8	122	2589	8.1	39.6	100
ANOTHER WORLD N	4620	1441	5.9	31.2	103	451	5.4	9.8	94	330	5.0	7.1	88	1716	5.4	37.1	94
AS THE WORLD TURNS C	5614	1907	7.8	34.0	112	658	7.8	11.7	113	569	8.7	10.1	125	2325	7.3	41.4	105
CAPITOL C	3396	1124	4.6	33.1	109	417	5.0	12.3	118	334	5.1	9.8	122	1371	4.3	40.4	102
CBS MORN. NEWS 1 C	1446	355	1.4	24.6	81	119	1.4	8.2	79	126	1.9	8.7	108	502	1.6	34.7	88
CBS MORN. NEWS 2 C	1207	304	1.2	25.2	83	83	1.0	6.9	66	91	1.4	7.5	93	446	1.4	37.0	93
DAYS OF OUR LIVES N	5877	1866	7.6	31.8	105	622	7.4	10.6	102	506	7.7	8.6	106	2311	7.2	39.3	99
FACTS OF LIFE - DAYTIME N	2290	683	2.8	29.8	98	226	2.7	9.9	95	191	2.9	8.3	103	830	2.6	36.2	92
FAMILY FEUD A	3023	928	3.8	30.7	101	287	3.4	9.5	91	245	3.7	8.1	100	1129	3.5	37.3	94
GENERAL HOSPITAL A	6097	1800	7.3	29.5	97	718	8.5	11.8	113	554	8.5	9.1	112	2398	7.5	39.3	99
GOOD MORNING, AMERICA-730 A	3515	1222	5.0	34.8	114	329	3.9	9.4	90	348	5.3	9.9	122	1481	4.6	42.1	107
GOOD MORNING, AMERICA-830 A	2818	942	3.8	33.4	110	247	2.9	8.8	84	262	4.0	9.3	115	1208	3.8	42.9	108
GUIDING LIGHT C	5339	1710	7.0	32.0	105	637	7.6	11.9	115	480	7.3	9.0	111	2269	7.1	42.5	107
ONE LIFE TO LIVE A	4478	1428	5.8	31.9	105	521	6.2	11.6	112	470	7.2	10.5	130	1783	5.6	39.8	101
PRESS YOUR LUCK C	2244	684	2.8	30.5	100	222	2.6	9.9	95	140	2.1	6.2	77	948	3.0	42.2	107
PRICE IS RIGHT 1 C	4348	1420	5.8	32.7	108	508	6.0	11.7	112	348	5.3	8.0	99	1663	5.2	38.2	97
PRICE IS RIGHT 2 C	5014	1704	6.9	34.0	112	632	7.5	12.6	121	409	6.2	8.2	101	1991	6.2	39.7	100
RYAN'S HOPE A	3150	973	4.0	30.9	102	292	3.5	9.3	89	322	4.9	10.2	126	1230	3.8	39.0	99
SALE OF THE CENTURY N	2695	876	3.6	32.5	107	285	3.4	10.6	102	200	3.1	7.4	92	980	3.1	36.4	92
SEARCH FOR TOMORROW N	2319	624	2.5	26.9	89	247	2.9	10.7	102	*168	2.6	7.2	90	830	2.6	35.8	90
TODAY SHOW 1 N	2693	792	3.2	29.4	97	232	2.8	8.6	83	153	2.3	5.7	70	910	2.8	33.8	85
TODAY SHOW 2 N	2498	667	2.7	26.7	88	209	2.5	8.4	80	144	2.2	5.8	71	881	2.8	35.3	89
$25,000 PYRAMID C	2753	812	3.3	29.5	97	292	3.5	10.6	102	196	3.0	7.1	88	1086	3.4	39.4	100
WHEEL OF FORTUNE N	4388	1385	5.6	31.6	104	515	6.1	11.7	113	320	4.9	7.3	90	1639	5.1	37.4	94
YOUNG AND THE RESTLESS C	5695	1866	7.6	32.8	108	688	8.2	12.1	116	503	7.7	8.8	109	2169	6.8	38.1	96
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	520	2.1	29.5	97	130	1.5	7.4	71	153	2.3	8.7	107	692	2.2	39.3	99
NBA PLAYOFF GAME -1 C	1136	342	1.4	30.1	99	*104	1.2	9.2	88	*101	1.5	8.9	110	527	1.6	46.4	117
NBC MAJOR LEAGUE PRE-GAME N	953	*239	1.0	25.1	83	**79	0.9	8.3	80	**40	0.6	4.2	52	286	0.9	30.0	76
SPORTSWORLD - SUN N	1233	404	1.6	32.8	108	*155	1.8	12.6	121	*104	1.6	8.4	104	519	1.6	42.1	106
SUNDAY MORNING C	1611	487	2.0	30.2	100	*179	2.1	11.1	107	*117	1.8	7.3	90	591	1.8	36.7	93

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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DRY CAKE MIXES (NOT CAKE FLOUR): BRANDS
(FEMALE HOMEMAKERS)

0059
P-19

		TOTAL U.S. '000	BETTY CROCKER LAYER CAKES A '000	B % DOWN	C % ACROSS	D INDX	BETTY CROCKER SNACKIN' CAKE A '000	B % DOWN	C % ACROSS	D INDX	BETTY CROCKER STIR-N-FROST A '000	B % DOWN	C % ACROSS	D INDX	DUNCAN HINES LAYER CAKES A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	24591	100.0	30.4	100	8422	100.0	10.4	100	6554	100.0	8.1	100	32036	100.0	39.6	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	7792	31.7	29.9	98	2451	29.1	9.4	90	1771	27.0	6.8	84	10170	31.7	39.0	99
NETWORK AFFILIATES - LATE		20261	6147	25.0	30.3	100	2055	24.4	10.1	98	1690	25.8	8.3	103	8220	25.7	40.6	103
INDEPENDENTS - LATE		2076	547	2.2	26.3	87	195	2.3	9.4	90	126	1.9	6.1	75	816	2.5	39.3	99
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	3079	12.5	29.5	97	1175	14.0	11.2	108	1020	15.6	9.8	121	4438	13.9	42.5	107
ABC MONDAY NIGHT MOVIE	A	6412	2114	8.6	33.0	109	699	8.3	10.9	105	469	7.2	7.3	90	2811	8.8	43.8	111
ABC SUNDAY NIGHT MOVIE	A	12407	3808	15.5	30.7	101	1237	14.7	10.0	96	835	12.7	6.7	83	5093	15.9	41.0	104
ABC WORLD NEWS TONIGHT	A	6176	1849	7.5	29.9	99	545	6.5	8.8	85	382	5.8	6.2	76	2384	7.4	38.6	98
AFTERMASH	C	5863	1819	7.4	31.0	102	732	8.7	12.5	120	451	6.9	7.7	95	2181	6.8	37.2	94
ALICE	C	9594	2812	11.4	29.3	97	1109	13.2	11.6	111	796	12.1	8.3	103	3738	11.7	39.0	98
AMERICAN PARADE	C	6622	2125	8.6	32.1	106	697	8.3	10.5	101	533	8.1	8.0	99	2462	7.7	37.2	94
BENSON	A	10886	3057	12.4	28.1	92	1136	13.5	10.4	100	873	13.3	8.0	99	4106	12.8	37.7	95
BLUE THUNDER	A	5036	1564	6.4	31.1	102	575	6.8	11.4	110	494	7.5	9.8	121	2113	6.6	42.0	106
CAGNEY & LACEY	C	9965	2963	12.0	29.7	98	971	11.5	9.7	94	635	9.7	6.4	79	4021	12.6	40.4	102
CBS EVENING NEWS-DEAN	C	3491	1016	4.1	29.1	96	356	4.2	10.2	98	*240	3.7	6.9	85	1148	3.6	32.9	83
CBS EVENING NEWS-RATHER	C	7123	2162	8.8	30.4	100	666	7.9	9.3	90	547	8.3	7.7	95	2663	8.3	37.4	95
CBS SAT. NEWS-SCHIEFFER	C	3621	965	3.9	26.7	88	412	4.9	11.4	109	283	4.3	7.8	97	1283	4.0	35.4	90
CBS SATURDAY NIGHT MOVIE	C	5436	1474	6.0	27.1	89	542	6.4	10.0	96	490	7.5	9.0	111	2219	6.9	40.8	103
CBS WEDNESDAY NIGHT MOVIE	C	6100	1854	7.5	30.4	100	648	7.7	10.6	102	416	6.3	6.8	84	2351	7.3	38.5	97
CHEERS	N	8889	2867	11.7	32.3	106	1015	12.1	11.4	110	824	12.6	9.3	115	3614	11.3	40.7	103
DALLAS	C	22109	6843	27.8	31.0	102	2487	29.5	11.2	108	1571	24.0	7.1	88	8996	28.1	40.7	103
DIFF'RENT STROKES	N	6940	2112	8.6	30.4	100	817	9.7	11.8	113	492	7.5	7.1	88	2786	8.7	40.1	101
DOUBLE TROUBLE	N	7223	2333	9.5	32.3	106	881	10.5	12.2	117	655	10.0	9.1	112	3105	9.7	43.0	109
DUCK FACTORY	N	5595	1636	6.7	29.2	96	578	6.9	10.3	99	473	7.2	8.5	104	2180	6.8	39.0	98
DUKES OF HAZZARD	C	5768	1915	7.8	33.2	109	664	7.9	11.5	111	325	5.0	5.6	70	2178	6.8	37.8	95
DYNASTY	A	20053	5914	24.0	29.5	97	2083	24.7	10.4	100	1737	26.5	8.7	107	7932	24.8	39.6	100
FACTS OF LIFE	N	8087	2642	10.7	32.7	108	954	11.3	11.8	113	625	9.5	7.7	95	3181	9.9	39.3	99
FALCON CREST	C	20046	6031	24.5	30.1	99	2109	25.0	10.5	101	1373	20.9	6.8	85	8045	25.1	40.1	101
FALL GUY	A	9084	2727	11.1	30.0	99	969	11.5	10.7	103	748	11.4	8.2	102	3836	12.0	42.2	107
FAMILY TIES	N	7964	2374	9.7	29.8	98	795	9.4	10.0	96	603	9.2	7.6	94	3449	10.8	43.3	109
FANTASY ISLAND	A	7687	2400	9.8	31.2	103	805	9.6	10.5	101	523	8.0	6.8	84	2813	8.8	36.6	93
FOULUPS,BLEEPS & BLUNDERS	A	8861	2723	11.1	30.7	101	1027	12.2	11.6	111	680	10.4	7.7	95	3365	10.5	38.0	96
FOUR SEASONS	C	5095	1533	6.2	30.1	99	702	8.3	13.8	132	469	7.2	9.2	114	2008	6.3	39.4	100
GIMME A BREAK	N	8838	2391	9.7	27.1	89	884	10.5	10.0	96	605	9.2	6.8	85	3561	11.1	40.3	102
HART TO HART	A	8978	2614	10.6	29.1	96	1092	13.0	12.2	117	685	10.5	7.6	94	3409	10.6	38.0	96
HILL STREET BLUES	N	8590	2639	10.7	30.7	101	1057	12.6	12.3	118	838	12.8	9.8	121	3539	11.0	41.2	104
HOTEL	A	14085	4152	16.9	29.5	97	1399	16.6	9.9	96	1290	19.7	9.2	113	5830	18.2	41.4	105
JEFFERSONS	C	9360	2833	11.5	30.3	100	1025	12.2	11.0	105	765	11.7	8.2	101	3774	11.8	40.3	102
JENNIFER SLEPT HERE	N	5841	1915	7.8	32.8	108	682	8.1	11.7	112	457	7.0	7.8	97	2230	7.0	38.2	97
KATE & ALLIE	C	9206	2684	10.9	29.2	96	970	11.5	10.5	101	630	9.6	6.8	85	3575	11.2	38.8	98
KNIGHT RIDER	N	7076	2089	8.5	29.5	97	698	8.3	9.9	95	543	8.3	7.7	95	2724	8.5	38.5	97
LOVE BOAT	A	12219	3721	15.1	30.5	100	1127	13.4	9.2	89	820	12.5	6.7	83	4613	14.4	37.8	95
MAGNUM PI	C	11199	3525	14.3	31.5	104	1226	14.6	10.9	105	1027	15.7	9.2	113	4567	14.3	40.8	103
MAMA'S FAMILY	N	6057	1801	7.3	29.7	98	879	10.4	14.5	140	434	6.6	7.2	89	2424	7.6	40.0	101
MASTER, THE	N	3598	1076	4.4	29.9	98	409	4.9	11.4	109	344	5.2	9.6	118	1470	4.6	40.9	103
MATT HOUSTON	A	6344	2000	8.1	31.5	104	664	7.9	10.5	101	571	8.7	9.0	111	2677	8.4	42.2	107
NBC MONDAY NIGHT MOVIE	N	11994	3672	14.9	30.6	101	1278	15.2	10.7	102	1086	16.6	9.1	112	4741	14.8	39.5	100
NBC NIGHTLY NEWS	N	5132	1426	5.8	27.8	92	496	5.9	9.7	93	344	5.2	6.7	83	1946	6.1	37.9	96
NBC NIGHTLY NEWS-SAT	N	3375	952	3.9	28.2	93	284	3.4	8.4	81	*220	3.4	6.5	81	1258	3.9	37.3	94
NBC NIGHTLY NEWS-SUN	N	3130	833	3.4	26.6	88	240	2.8	7.7	74	*181	2.8	5.8	71	1131	3.5	36.1	91
NBC SUNDAY NIGHT MOVIE	N	8284	2200	8.9	26.6	87	941	11.2	11.4	109	904	13.8	10.9	135	3140	9.8	37.9	96
NEWHART	C	9240	2688	10.9	29.1	96	933	11.1	10.1	97	659	10.1	7.1	88	3580	11.2	38.7	98
ONE DAY AT A TIME	C	7288	2334	9.5	32.0	105	700	8.3	9.6	92	594	9.1	8.2	101	2975	9.3	40.8	103
PEOPLE ARE FUNNY	N	4855	1495	6.1	30.8	101	716	8.5	14.7	142	382	5.8	7.9	97	2006	6.3	41.3	104
REAL PEOPLE	N	8869	2856	11.6	32.2	106	1092	13.0	12.3	118	704	10.7	7.9	98	3511	11.0	39.6	100
REMINGTON STEELE	N	7743	2139	8.7	27.6	91	834	9.9	10.8	104	635	9.7	8.2	101	3143	9.8	40.6	103
RIPLEY'S BELIEVE IT - NOT	A	5345	1659	6.7	31.0	102	713	8.5	13.3	128	536	8.2	10.0	124	2272	7.1	42.5	107
RIPTIDE	N	6988	2178	8.9	31.2	103	778	9.2	11.1	107	616	9.4	8.8	109	2891	9.0	41.4	105
SCARECROW & MRS. KING	C	10002	2993	12.2	29.9	99	931	11.1	9.3	90	726	11.1	7.3	90	3951	12.3	39.5	100
SIMON & SIMON	C	10638	3263	13.3	30.7	101	1189	14.1	11.2	107	993	15.2	9.3	115	4453	13.9	41.9	106
60 MINUTES	C	13293	4027	16.4	30.3	100	1259	14.9	9.5	91	915	14.0	6.9	85	5165	16.1	38.9	98
ST. ELSEWHERE	N	7017	2343	9.5	33.4	110	859	10.2	12.2	118	562	8.6	8.0	99	2980	9.3	42.5	107
THREE'S COMPANY	A	10917	3292	13.4	30.2	99	1294	15.4	11.9	114	904	13.8	8.3	102	4317	13.5	39.5	100
T.J. HOOKER	A	9204	2820	11.5	30.6	101	926	11.0	10.1	97	709	10.8	7.7	95	3597	11.2	39.1	99
TONIGHT SHOW	N	2372	657	2.7	27.7	91	239	2.8	10.1	97	205	3.1	8.6	107	982	3.1	41.4	105
TRAPPER JOHN, M.D.	C	9846	3154	12.8	32.0	105	941	11.2	9.6	92	710	10.8	7.2	89	3834	12.0	38.9	98
TV BLOOPERS & PRAC. JOKES	N	9105	2689	10.9	29.5	97	941	11.2	10.3	99	718	11.0	7.9	97	3527	11.0	38.7	98
20/20	A	9387	2828	11.5	30.1	99	920	10.9	9.8	94	672	10.3	7.2	88	3901	12.2	41.6	105
WEBSTER	A	11067	3114	12.7	28.1	93	1165	13.8	10.5	101	910	13.9	8.2	102	4231	13.2	38.2	97
WORLD NEWS - SUN	A	3062	843	3.4	27.5	91	328	3.9	10.7	103	*228	3.5	7.4	92	1252	3.9	40.9	103
YELLOW ROSE	N	4978	1568	6.4	31.5	104	627	7.4	12.6	121	429	6.5	8.6	106	2006	6.3	40.3	102
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	2748	11.2	31.0	102	1032	12.3	11.6	112	636	9.7	7.2	89	3864	12.1	43.5	110
BASKETBALL - COLLEGE GAMES		4080	1484	6.0	36.4	120	454	5.4	11.1	107	*308	4.7	7.5	93	1847	5.8	45.3	114
BASKETBALL - PRO GAMES		3607	1187	4.8	32.9	108	*394	4.7	10.9	105	*215	3.3	6.0	74	1404	4.4	38.9	98
BOWLING		3883	1347	5.5	34.7	114	556	6.6	14.3	138	*370	5.6	9.5	118	1695	5.3	43.7	110
BOXING		3928	1182	4.8	30.1	99	*495	5.9	12.6	121	*350	5.3	8.9	110	1583	4.9	40.3	102
FOOTBALL - COLLEGE GAMES		6366	2223	9.0	34.9	115	791	9.4	12.4	119	626	9.6	9.8	122	2946	9.2	46.3	117
FOOTBALL - PRO GAMES		11300	4153	16.9	36.8	121	1400	16.6	12.4	119	1030	15.7	9.1	113	5409	16.9	47.9	121
GOLF		3378	969	3.9	28.7	94	*393	4.7	11.6	112	**137	2.1	4.1	50	1604	5.0	47.5	120
POST-SEASON COLL. FOOTBALL		4906	1679	6.8	34.2	113	538	6.4	11.0	105	*396	6.0	8.1	100	2386	7.4	48.6	123
POST-SEASON PRO FOOTBALL		6120	2371	9.6	38.7	128	792	9.4	12.9	124	663	10.1	10.8	134	2923	9.1	47.8	121
TENNIS		3033	895	3.6	29.5	97	*278	3.3	9.2	88	*271	4.1	8.9	110	1174	3.7	38.7	98
WRESTLING - PROFESSIONAL		3344	1051	4.3	31.4	104	633	7.5	18.9	182	*462	7.0	13.8	171	1533	4.8	45.8	116

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DRY CAKE MIXES (NOT CAKE FLOUR): BRANDS
(FEMALE HOMEMAKERS)

0060
P-19

	TOTAL U.S. '000	OTHER DUNCAN HINES CAKES A '000	B % DOWN	C % ACROSS	D INDX	JIFFY A '000	B % DOWN	C % ACROSS	D INDX	MOIST 'N EASY A '000	B % DOWN	C % ACROSS	D INDX	PILLSBURY PLUS LAYER CAKES A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	12093	100.0	14.9	100	9475	100.0	11.7	100	5126	100.0	6.3	100	20486	100.0	25.3	100
18 - 24	9282	1258	10.4	13.6	91	930	9.8	10.0	86	666	13.0	7.2	113	2166	10.6	23.3	92
25 - 34	19072	2603	21.5	13.6	91	2229	23.5	11.7	100	1719	33.5	9.0	142	5757	28.1	30.2	119
35 - 44	14591	2188	18.1	15.0	100	1809	19.1	12.4	106	822	16.0	5.6	89	4216	20.6	28.9	114
45 - 54	11345	1874	15.5	16.5	111	1215	12.8	10.7	92	757	14.8	6.7	105	2977	14.5	26.2	104
55 - 64	11635	2032	16.8	17.5	117	1333	14.1	11.5	98	*610	11.9	5.2	83	2640	12.9	22.7	90
65 OR OLDER	15061	2139	17.7	14.2	95	1960	20.7	13.0	111	551	10.7	3.7	59	2730	13.3	18.1	72
18 - 34	28354	3860	31.9	13.6	91	3159	33.3	11.1	95	2386	46.5	8.4	133	7924	38.7	27.9	110
18 - 49	48339	6933	57.3	14.3	96	5618	59.3	11.6	99	3638	71.0	7.5	119	13915	67.9	28.8	114
25 - 54	45008	6665	55.1	14.8	99	5253	55.4	11.7	100	3299	64.4	7.3	116	12950	63.2	28.8	114
35 - 49	19985	3073	25.4	15.4	103	2459	26.0	12.3	105	1252	24.4	6.3	99	5991	29.2	30.0	119
50 OR OLDER	32647	5160	42.7	15.8	106	3858	40.7	11.8	101	1489	29.0	4.6	72	6571	32.1	20.1	80
GRADUATED COLLEGE	11155	1434	11.9	12.9	86	1189	12.5	10.7	91	621	12.1	5.6	88	2849	13.9	25.5	101
ATTENDED COLLEGE	13682	2086	17.2	15.2	102	1866	19.7	13.6	117	1011	19.7	7.4	117	4227	20.6	30.9	122
GRADUATED HIGH SCHOOL	33880	5365	44.4	15.8	106	4203	44.4	12.4	106	2145	41.8	6.3	100	9541	46.6	28.2	111
DID NOT GRADUATE HIGH SCHOOL	22270	3208	26.5	14.4	96	2218	23.4	10.0	85	1349	26.3	6.1	96	3869	18.9	17.4	69
EMPLOYED	40306	5972	49.4	14.8	99	4519	47.7	11.2	96	2717	53.0	6.7	107	10716	52.3	26.6	105
EMPLOYED FULL-TIME	32850	4927	40.7	15.0	100	3526	37.2	10.7	92	2110	41.2	6.4	101	8333	40.7	25.4	100
EMPLOYED PART-TIME	7456	1045	8.6	14.0	94	993	10.5	13.3	114	*607	11.8	8.1	129	2384	11.6	32.0	126
NOT EMPLOYED	40680	6121	50.6	15.0	101	4956	52.3	12.2	104	2410	47.0	5.9	94	9770	47.7	24.0	95
PROFESSIONAL/MANAGER	10392	1426	11.8	13.7	92	1190	12.6	11.5	98	824	16.1	7.9	125	2851	13.9	27.4	108
TECH/CLERICAL/SALES	17574	2653	21.9	15.1	101	2101	22.2	12.0	102	971	18.9	5.5	87	4876	23.8	27.7	110
PRECISION/CRAFT	985	**139	1.1	14.1	95	**75	0.8	7.6	65	**34	0.7	3.5	55	*317	1.5	32.2	127
OTHER EMPLOYED	11354	1755	14.5	15.5	104	1153	12.2	10.2	87	888	17.3	7.8	124	2673	13.0	23.5	93
SINGLE	9863	1322	10.9	13.4	90	828	8.7	8.4	72	427	8.3	4.3	68	1801	8.8	18.3	72
MARRIED	51375	7648	63.2	14.9	100	6385	67.4	12.4	106	3591	70.1	7.0	110	15031	73.4	29.3	116
DIVORCED/SEPARATED/WIDOWED	19748	3123	25.8	15.8	106	2263	23.9	11.5	98	1108	21.6	5.6	89	3655	17.8	18.5	73
PARENTS	32590	4803	39.7	14.7	99	4068	42.9	12.5	107	2687	52.4	8.2	130	10621	51.8	32.6	129
WHITE	70416	10646	88.0	15.1	101	8379	88.4	11.9	102	4431	86.4	6.3	99	18481	90.2	26.2	104
BLACK	8778	1136	9.4	12.9	87	806	8.5	9.2	78	673	13.1	7.7	121	1591	7.8	18.1	72
OTHER	1791	**311	2.6	17.4	116	**290	3.1	16.2	138	**22	0.4	1.2	19	**414	2.0	23.1	91
NORTHEAST-CENSUS	17786	2889	23.9	16.2	109	1985	20.9	11.2	95	938	18.3	5.3	83	4435	21.6	24.9	99
NORTH CENTRAL	20741	3481	28.8	16.8	112	3338	35.2	16.1	138	1268	24.7	6.1	97	7274	35.5	35.1	139
SOUTH	27775	3725	30.8	13.4	90	2245	23.7	8.1	69	1904	37.1	6.9	108	5642	27.5	20.3	80
WEST	14683	1998	16.5	13.6	91	1907	20.1	13.0	111	1016	19.8	6.9	109	3135	15.3	21.4	84
NORTHEAST-MKTG.	17961	2758	22.8	15.4	103	1803	19.0	10.0	86	947	18.5	5.3	83	4196	20.5	23.4	92
EAST CENTRAL	11885	2023	16.7	17.0	114	1855	19.6	15.6	133	879	17.1	7.4	117	3609	17.6	30.4	120
WEST CENTRAL	14090	2334	19.3	16.6	111	2193	23.1	15.6	133	712	13.9	5.1	80	4968	24.3	35.3	139
SOUTH	24081	3272	27.1	13.6	91	1928	20.3	8.0	68	1641	32.0	6.8	108	4963	24.2	20.6	81
PACIFIC	12969	1707	14.1	13.2	88	1696	17.9	13.1	112	949	18.5	7.3	116	2751	13.4	21.2	84
COUNTY SIZE A	32439	4461	36.9	13.8	92	3246	34.3	10.0	86	1627	31.7	5.0	79	7399	36.1	22.8	90
COUNTY SIZE B	24915	3956	32.7	15.9	106	3003	31.7	12.1	103	1784	34.8	7.2	113	6746	32.9	27.1	107
COUNTY SIZE C	12930	2007	16.6	15.5	104	1817	19.2	14.1	120	833	16.3	6.4	102	3153	15.4	24.4	96
COUNTY SIZE D	10703	1670	13.8	15.6	104	1410	14.9	13.2	113	884	17.2	8.3	130	3188	15.6	29.8	118
METRO CENTRAL CITY	24518	3215	26.6	13.1	88	2418	25.5	9.9	84	1394	27.2	5.7	90	5450	26.6	22.2	88
METRO SUBURBAN	35919	5752	47.6	16.0	107	4173	44.0	11.6	99	2126	41.5	5.9	94	9334	45.6	26.0	103
NON METRO	20549	3126	25.8	15.2	102	2885	30.4	14.0	120	1607	31.3	7.8	124	5702	27.8	27.7	110
TOP 5 ADI'S	18341	2525	20.9	13.8	92	1867	19.7	10.2	87	863	16.8	4.7	74	4161	20.3	22.7	90
TOP 10 ADI'S	25378	3534	29.2	13.9	93	2372	25.0	9.3	80	1198	23.4	4.7	75	5461	26.7	21.5	85
TOP 20 ADI'S	36488	5081	42.0	13.9	93	3763	39.7	10.3	88	1944	37.9	5.3	84	8258	40.3	22.6	89
HSHLD INC. $50,000 OR MORE	6612	1117	9.2	16.9	113	727	7.7	11.0	94	*384	7.5	5.8	92	2082	10.2	31.5	124
$40,000 OR MORE	12659	2069	17.1	16.3	109	1365	14.4	10.8	92	756	14.7	6.0	94	3692	18.0	29.2	115
$30,000 OR MORE	24698	3937	32.6	15.9	107	2994	31.6	12.1	104	1474	28.8	6.0	94	7273	35.5	29.4	116
$25,000 OR MORE	32077	5002	41.4	15.6	104	3888	41.0	12.1	104	1981	38.6	6.2	98	9582	46.8	29.9	118
$20,000 - $24,999	9144	1578	13.0	17.3	116	1216	12.8	13.3	114	*599	11.7	6.6	103	2532	12.4	27.7	109
$15,000 - $19,999	8728	1129	9.3	12.9	87	1068	11.3	12.2	105	*617	12.0	7.1	112	2396	11.7	27.5	109
$10,000 - $14,999	12562	1940	16.0	15.4	103	1428	15.1	11.4	97	735	14.3	5.9	92	3090	15.1	24.6	97
UNDER $10,000	18475	2445	20.2	13.2	89	1876	19.8	10.2	87	1196	23.3	6.5	102	2887	14.1	15.6	62
HOUSEHOLD OF 1 PERSON	11987	1615	13.4	13.5	90	1281	13.5	10.7	91	409	8.0	3.4	54	1814	8.9	15.1	60
2 PEOPLE	26577	3910	32.3	14.7	99	3107	32.8	11.7	100	1596	31.1	6.0	95	5716	27.9	21.5	85
3 OR 4 PEOPLE	30617	5083	42.0	16.6	111	3511	37.1	11.5	98	2388	46.6	7.8	123	9043	44.1	29.5	117
5 OR MORE PEOPLE	11804	1486	12.3	12.6	84	1577	16.6	13.4	114	734	14.3	6.2	98	3913	19.1	33.1	131
NO CHILD IN HSHLD	46165	6961	57.6	15.1	101	5228	55.2	11.3	97	2232	43.5	4.8	76	9409	45.9	20.4	81
CHILD(REN) UNDER 2 YRS	5325	839	6.9	15.8	106	716	7.6	13.4	115	*423	8.3	7.9	126	1664	8.1	31.2	124
2 - 5 YEARS	14221	2007	16.6	14.1	95	1665	17.6	11.7	100	1157	22.6	8.1	129	4617	22.5	32.5	128
6 - 11 YEARS	15117	2264	18.7	15.0	100	1905	20.1	12.6	108	1341	26.2	8.9	140	4736	23.1	31.3	124
12 - 17 YEARS	16611	2337	19.3	14.1	94	2056	21.7	12.4	106	1379	26.9	8.3	131	5254	25.6	31.6	125
RESIDENCE OWNED	55884	8510	70.4	15.2	102	7204	76.0	12.9	110	3386	66.1	6.1	96	15366	75.0	27.5	109
VALUE: $50,000 OR MORE	31744	5092	42.1	16.0	107	3865	40.8	12.2	104	1747	34.1	5.5	87	9180	44.8	28.9	114
VALUE: UNDER $50,000	24140	3418	28.3	14.2	95	3340	35.3	13.8	118	1639	32.0	6.8	107	6186	30.2	25.6	101

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DRY CAKE MIXES (NOT CAKE FLOUR): BRANDS
(FEMALE HOMEMAKERS)

0061
P-19

		TOTAL U.S. '000	OTHER DUNCAN HINES CAKES A '000	B % DOWN	C % ACROSS	D INDX	JIFFY A '000	B % DOWN	C % ACROSS	D INDX	MOIST 'N EASY A '000	B % DOWN	C % ACROSS	D INDX	PILLSBURY PLUS LAYER CAKES A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	12093	100.0	14.9	100	9475	100.0	11.7	100	5126	100.0	6.3	100	20486	100.0	25.3	100
MAGAZINES	QUINTILE 1	15799	2653	21.9	16.8	112	2213	23.4	14.0	120	1306	25.4	8.3	130	4632	22.6	29.3	116
	QUINTILE 2	17259	2770	22.9	16.0	107	2268	23.9	13.1	112	1207	23.5	7.0	110	4787	23.4	27.7	110
	QUINTILE 3	13545	1999	16.5	14.8	99	1326	14.0	9.8	84	689	13.4	5.1	80	3638	17.8	26.9	106
	QUINTILE 4	15133	2137	17.7	14.1	95	1715	18.1	11.3	97	901	17.6	6.0	94	3938	19.2	26.0	103
	QUINTILE 5	19250	2535	21.0	13.2	88	1954	20.6	10.2	87	1026	20.0	5.3	84	3492	17.0	18.1	72
NEWSPAPERS	QUINTILE 1	12413	1798	14.9	14.5	97	1566	16.5	12.6	108	632	12.3	5.1	80	3467	16.9	27.9	110
	QUINTILE 2	24116	3687	30.5	15.3	102	2969	31.3	12.3	105	1463	28.5	6.1	96	6632	32.4	27.5	109
	QUINTILE 3	11261	1701	14.1	15.1	101	1282	13.5	11.4	97	892	17.4	7.9	125	2766	13.5	24.6	97
	QUINTILE 4	20255	3070	25.4	15.2	102	2353	24.8	11.6	99	1221	23.8	6.0	95	5183	25.3	25.6	101
	QUINTILE 5	12940	1837	15.2	14.2	95	1305	13.8	10.1	86	918	17.9	7.1	112	2438	11.9	18.8	74
OUTDOOR	QUINTILE 1	14852	2058	17.0	13.9	93	1981	20.9	13.3	114	946	18.5	6.4	101	4189	20.4	28.2	112
	QUINTILE 2	15725	2505	20.7	15.9	107	2042	21.6	13.0	111	1018	19.9	6.5	102	4368	21.3	27.8	110
	QUINTILE 3	16330	2392	19.8	14.6	98	2007	21.2	12.3	105	1139	22.2	7.0	110	4100	20.0	25.1	99
	QUINTILE 4	16744	2588	21.4	15.5	104	1526	16.1	9.1	78	934	18.2	5.6	88	3872	18.9	23.1	91
	QUINTILE 5	17334	2552	21.1	14.7	99	1920	20.3	11.1	95	1089	21.2	6.3	99	3957	19.3	22.8	90
RADIO-DRIVE TIME	QUINTILE 1	15911	2769	22.9	17.4	117	2055	21.7	12.9	110	1171	22.8	7.4	116	4234	20.7	26.6	105
	QUINTILE 2	14837	2403	19.9	16.2	108	1676	17.7	11.3	97	1106	21.6	7.5	118	4360	21.3	29.4	116
	QUINTILE 3	15339	2284	18.9	14.9	100	1895	20.0	12.4	106	829	16.2	5.4	85	4010	19.6	26.1	103
	QUINTILE 4	16723	2205	18.2	13.2	88	1786	18.8	10.7	91	1199	23.4	7.2	113	4067	19.9	24.3	96
	QUINTILE 5	18176	2433	20.1	13.4	90	2064	21.8	11.4	97	822	16.0	4.5	71	3815	18.6	21.0	83
RADIO-MID-DAY	TERCILE 1	21020	3345	27.7	15.9	107	2622	27.7	12.5	107	1589	31.0	7.6	119	5407	26.4	25.7	102
	TERCILE 2	21610	3709	30.7	17.2	115	2517	26.6	11.6	100	1517	29.6	7.0	111	6165	30.1	28.5	113
	TERCILE 3	38355	5039	41.7	13.1	88	4336	45.8	11.3	97	2020	39.4	5.3	83	8914	43.5	23.2	92
RADIO-TOTAL	QUINTILE 1	15988	2707	22.4	16.9	113	1966	20.7	12.3	105	1342	26.2	8.4	133	4230	20.6	26.5	105
	QUINTILE 2	15626	2528	20.9	16.2	108	1905	20.1	12.2	104	973	19.0	6.2	98	4216	20.6	27.0	107
	QUINTILE 3	16723	2661	22.0	15.9	107	1855	19.6	11.1	95	1127	22.0	6.7	106	4620	22.6	27.6	109
	QUINTILE 4	16342	2203	18.2	13.5	90	1919	20.3	11.7	100	1094	21.3	6.7	106	4027	19.7	24.6	97
	QUINTILE 5	16306	1994	16.5	12.2	82	1830	19.3	11.2	96	590	11.5	3.6	57	3393	16.6	20.8	82
TV-PRIME TIME	QUINTILE 1	15953	2762	22.8	17.3	116	1949	20.6	12.2	104	1083	21.1	6.8	107	3806	18.6	23.9	94
	QUINTILE 2	16137	2404	19.9	14.9	100	2131	22.5	13.2	113	1052	20.5	6.5	103	4466	21.8	27.7	109
	QUINTILE 3	16420	2419	20.0	14.7	99	1843	19.5	11.2	96	1210	23.6	7.4	116	4065	19.8	24.8	98
	QUINTILE 4	16687	2338	19.3	14.0	94	1689	17.8	10.1	87	917	17.9	5.5	87	4421	21.6	26.5	105
	QUINTILE 5	15789	2170	17.9	13.7	92	1864	19.7	11.8	101	865	16.9	5.5	87	3728	18.2	23.6	93
TV-DAYTIME	TERCILE 1	27736	4076	33.7	14.7	98	3221	34.0	11.6	99	2049	40.0	7.4	117	7045	34.4	25.4	100
	TERCILE 2	26489	4135	34.2	15.6	105	3280	34.6	12.4	106	1761	34.4	6.6	105	6994	34.1	26.4	104
	TERCILE 3	26761	3882	32.1	14.5	97	2975	31.4	11.1	95	1316	25.7	4.9	78	6447	31.5	24.1	95
TV-TOTAL	QUINTILE 1	16345	2428	20.1	14.9	99	1859	19.6	11.4	97	1268	24.7	7.8	123	3922	19.1	24.0	95
	QUINTILE 2	16447	2844	23.5	17.3	116	2142	22.6	13.0	111	1036	20.2	6.3	100	4357	21.3	26.5	105
	QUINTILE 3	15980	2369	19.6	14.8	99	1820	19.2	11.4	97	962	18.8	6.0	95	3937	19.2	24.6	97
	QUINTILE 4	15887	2277	18.8	14.3	96	1845	19.5	11.6	99	981	19.1	6.2	98	4421	21.6	27.8	110
	QUINTILE 5	16326	2176	18.0	13.3	89	1809	19.1	11.1	95	879	17.1	5.4	85	3850	18.8	23.6	93
MAGAZINES-NEWSPAPERS: DUAL		20721	3247	26.9	15.7	105	2840	30.0	13.7	117	1388	27.1	6.7	106	5952	29.1	28.7	114
MAGAZINE IMPERATIVE		19186	3228	26.7	16.8	113	2318	24.5	12.1	103	1547	30.2	8.1	127	5222	25.5	27.2	108
NEWSPAPER IMPERATIVE		21899	3080	25.5	14.1	94	2372	25.0	10.8	93	1114	21.7	5.1	80	5493	26.8	25.1	99
MAGAZINES-OUTDOOR: DUAL		15451	2545	21.0	16.5	110	2217	23.4	14.3	123	1128	22.0	7.3	115	4636	22.6	30.0	119
MAGAZINE IMPERATIVE		25953	4121	34.1	15.9	106	2943	31.1	11.3	97	1792	35.0	6.9	109	6768	33.0	26.1	103
OUTDOOR IMPERATIVE		24400	3188	26.4	13.1	87	2864	30.2	11.7	100	1434	28.0	5.9	93	6092	29.7	25.0	99
MAGAZINES-RADIO: DUAL		18049	3148	26.0	17.4	117	2309	24.4	12.8	109	1332	26.0	7.4	117	5143	25.1	28.5	113
MAGAZINE IMPERATIVE		23571	3527	29.2	15.0	100	2861	30.2	12.1	104	1514	29.5	6.4	101	6459	31.5	27.4	108
RADIO IMPERATIVE		23278	3624	30.0	15.6	104	2481	26.2	10.7	91	1508	29.4	6.5	102	5801	28.3	24.9	99
MAGAZINES-TELEVISION: DUAL		15459	2791	23.1	18.1	121	2049	21.6	13.3	113	1251	24.4	8.1	128	4222	20.6	27.3	108
MAGAZINE IMPERATIVE		25829	3746	31.0	14.5	97	3162	33.4	12.2	105	1716	33.5	6.6	105	7396	36.1	28.6	113
TELEVISION IMPERATIVE		26039	3731	30.9	14.3	96	2905	30.7	11.2	95	1496	29.2	5.7	91	5991	29.2	23.0	91
NEWSPAPERS-OUTDOOR: DUAL		16605	2780	23.0	16.7	112	2135	22.5	12.9	110	950	18.5	5.7	90	5045	24.6	30.4	120
NEWSPAPER IMPERATIVE		26834	3859	31.9	14.4	96	3050	32.2	11.4	97	1677	32.7	6.2	99	6736	32.9	25.1	99
OUTDOOR IMPERATIVE		23346	3221	26.6	13.8	92	2979	31.4	12.8	109	1659	32.4	7.1	112	5751	28.1	24.6	97
NEWSPAPERS-RADIO: DUAL		17133	2855	23.6	16.7	112	2157	22.8	12.6	108	1123	21.9	6.6	104	4793	23.4	28.0	111
NEWSPAPER IMPERATIVE		25892	3457	28.6	13.4	89	3043	32.1	11.8	100	1424	27.8	5.5	87	6861	33.5	26.5	105
RADIO IMPERATIVE		23167	3869	32.0	16.7	112	2704	28.5	11.7	100	1885	36.8	8.1	129	5778	28.2	24.9	99
NEWSPAPERS-TELEVISION: DUAL		17159	2860	23.7	16.7	112	2160	22.8	12.6	108	1377	26.9	8.0	127	4908	24.0	28.6	113
NEWSPAPER IMPERATIVE		26214	3605	29.8	13.8	92	3091	32.6	11.8	101	1296	25.3	4.9	78	6968	34.0	26.6	105
TELEVISION IMPERATIVE		23412	3606	29.8	15.4	103	2679	28.3	11.4	98	1538	30.0	6.6	104	5226	25.5	22.3	88
OUTDOOR-RADIO: DUAL		15303	2629	21.7	17.2	115	2467	26.0	16.1	138	1301	25.4	8.5	134	4161	20.3	27.2	107
OUTDOOR IMPERATIVE		24901	3340	27.6	13.4	90	2825	29.8	11.3	97	1280	25.0	5.1	81	6478	31.6	26.0	103
RADIO IMPERATIVE		26492	4197	34.7	15.8	106	2718	28.7	10.3	88	1824	35.6	6.9	109	6779	33.1	25.6	101
OUTDOOR-TELEVISION: DUAL		14794	2445	20.2	16.5	111	2012	21.2	13.6	116	1110	21.7	7.5	119	4037	19.7	27.3	108
OUTDOOR IMPERATIVE		25437	3541	29.3	13.9	93	3143	33.2	12.4	106	1488	29.0	5.8	92	6978	34.1	27.4	108
TELEVISION IMPERATIVE		27877	4274	35.3	15.3	103	3067	32.4	11.0	94	1811	35.3	6.5	103	6654	32.5	23.9	94
RADIO-TELEVISION: DUAL		15996	2846	23.5	17.8	119	1866	19.7	11.7	100	1180	23.0	7.4	117	4233	20.7	26.5	105
RADIO IMPERATIVE		25478	3928	32.5	15.4	103	2868	30.3	11.3	96	1678	32.7	6.6	104	6899	33.7	27.1	107
TELEVISION IMPERATIVE		26573	3785	31.3	14.2	95	3343	35.3	12.6	108	1672	32.6	6.3	99	6488	31.7	24.4	97

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DRY CAKE MIXES (NOT CAKE FLOUR): BRANDS
(FEMALE HOMEMAKERS)

0062
P-19

	TOTAL U.S. '000	OTHER DUNCAN HINES CAKES A '000	B % DOWN	C % ACROSS	D INDX	JIFFY A '000	B % DOWN	C % ACROSS	D INDX	MOIST 'N EASY A '000	B % DOWN	C % ACROSS	D INDX	PILLSBURY PLUS LAYER CAKES A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	12093	100.0	14.9	100	9475	100.0	11.7	100	5126	100.0	6.3	100	20486	100.0	25.3	100
ATLANTIC MONTHLY	415	**80	0.7	19.3	129	**85	0.9	20.5	175	**35	0.7	8.4	133	**43	0.2	10.4	41
BARRON'S	453	**115	1.0	25.4	170	**91	1.0	20.1	172	**51	1.0	11.3	178	**135	0.7	29.8	118
BETTER HOMES & GARDENS	16256	2675	22.1	16.5	110	2302	24.3	14.2	121	1004	19.6	6.2	98	5085	24.8	31.3	124
BON APPETIT	2535	344	2.8	13.6	91	257	2.7	10.1	87	*161	3.1	6.4	100	682	3.3	26.9	106
BUSINESS WEEK	1278	*172	1.4	13.5	90	**108	1.1	8.5	72	**41	0.8	3.2	51	278	1.4	21.8	86
CAR AND DRIVER	378	**34	0.3	9.0	60	**18	0.2	4.8	41	**21	0.4	5.6	88	**89	0.4	23.5	93
CBS MAGAZINE NETWORK (GROSS)	1498	*226	1.9	15.1	101	*245	2.6	16.4	140	**231	4.5	15.4	244	392	1.9	26.2	103
CHANGING TIMES	1505	249	2.1	16.5	111	*171	1.8	11.4	97	**144	2.8	9.6	151	488	2.4	32.4	128
COLONIAL HOMES	1231	223	1.8	18.1	121	*141	1.5	11.5	98	**129	2.5	10.5	166	365	1.8	29.7	117
CONDE NAST MAG. PKG. (GROSS)	14146	2370	19.6	16.8	112	1785	18.8	12.6	108	982	19.2	6.9	110	4063	19.8	28.7	114
CONSUMERS DIGEST	1323	*217	1.8	16.4	110	*235	2.5	17.8	152	**121	2.4	9.1	144	348	1.7	26.3	104
COSMOPOLITAN	7102	1102	9.1	15.5	104	921	9.7	13.0	111	575	11.2	8.1	128	1919	9.4	27.0	107
COUNTRY LIVING	2481	432	3.6	17.4	117	311	3.3	12.5	107	*151	2.9	6.1	96	859	4.2	34.6	137
CUISINE	1472	*250	2.1	17.0	114	*112	1.2	7.6	65	**92	1.8	6.3	99	349	1.7	23.7	94
CYCLE WORLD	425	**65	0.5	15.3	102	**68	0.7	16.0	137	**76	1.5	17.9	283	**142	0.7	33.4	132
DCI:CREATIVE IDEAS FOR LIV	2510	638	5.3	25.4	170	397	4.2	15.8	135	*155	3.0	6.2	98	891	4.3	35.5	140
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	1390	11.5	20.8	139	785	8.3	11.7	100	432	8.4	6.5	102	1972	9.6	29.5	116
DISCOVER	894	*162	1.3	18.1	121	**59	0.6	6.6	56	**88	1.7	9.8	156	247	1.2	27.6	109
EBONY	3507	476	3.9	13.6	91	428	4.5	12.2	104	318	6.2	9.1	143	775	3.8	22.1	87
ESQUIRE	1083	*161	1.3	14.9	100	**143	1.5	13.2	113	**54	1.1	5.0	79	*200	1.0	18.5	73
ESSENCE	1830	220	1.8	12.0	81	253	2.7	13.8	118	*127	2.5	6.9	110	404	2.0	22.1	87
FAMILY CIRCLE	15930	2573	21.3	16.2	108	2241	23.7	14.1	120	1171	22.8	7.4	116	4969	24.3	31.2	123
THE FAMILY HANDYMAN	1126	*281	2.3	25.0	167	*180	1.9	16.0	137	**122	2.4	10.8	171	375	1.8	33.3	132
FAMILY WEEKLY	11468	1945	16.1	17.0	114	1525	16.1	13.3	114	733	14.3	6.4	101	3202	15.6	27.9	110
FIELD & STREAM	2234	360	3.0	16.1	108	*201	2.1	9.0	77	*234	4.6	10.5	165	600	2.9	26.9	106
FOOD & WINE	579	**107	0.9	18.5	124	**55	0.6	9.5	81	**32	0.6	5.5	87	*106	0.5	18.3	72
FORBES	728	*151	1.2	20.7	139	**148	1.6	20.3	174	**40	0.8	5.5	87	*175	0.9	24.0	95
FORTUNE	906	*154	1.3	17.0	114	**182	1.9	20.1	172	**52	1.0	5.7	91	*229	1.1	25.3	100
GENTLEMEN'S QUARTERLY	791	*161	1.3	20.4	136	**79	0.8	10.0	85	**66	1.3	8.3	132	*186	0.9	23.5	93
GLAMOUR	5265	954	7.9	18.1	121	733	7.7	13.9	119	418	8.2	7.9	125	1663	8.1	31.6	125
GOLF DIGEST	636	*171	1.4	26.9	180	**39	0.4	6.1	52	**17	0.3	2.7	42	*169	0.8	26.6	105
GOLF DIGEST/TENNIS (GROSS)	1186	284	2.3	23.9	160	**83	0.9	7.0	60	**52	1.0	4.4	69	311	1.5	26.2	104
GOLF MAGAZINE	441	**78	0.6	17.7	118	**23	0.2	5.2	45	**7	0.1	1.6	25	**120	0.6	27.2	108
GOLF MAGAZINE/SKI (GROSS)	922	*155	1.3	16.8	113	**29	0.3	3.1	27	**31	0.6	3.4	53	*250	1.2	27.1	107
GOOD HOUSEKEEPING	16487	2907	24.0	17.6	118	2022	21.3	12.3	105	1067	20.8	6.5	102	5056	24.7	30.7	121
HARPER'S BAZAAR	2423	342	2.8	14.1	95	*290	3.1	12.0	102	*123	2.4	5.1	80	722	3.5	29.8	118
HEALTH	1994	364	3.0	18.3	122	298	3.1	14.9	128	*257	5.0	12.9	204	473	2.3	23.7	94
HEARST MAG CORP. BUY (GROSS)	44101	7536	62.3	17.1	114	5657	59.7	12.8	110	3161	61.7	7.2	113	13290	64.9	30.1	119
HEARST MAN POWER (GROSS)	1993	337	2.8	16.9	113	355	3.7	17.8	152	*130	2.5	6.5	103	689	3.4	34.6	137
HEARST WOMAN POWER (GROSS)	31274	5298	43.8	16.9	113	4009	42.3	12.8	110	2325	45.4	7.4	117	9283	45.3	29.7	117
HOUSE BEAUTIFUL	3623	702	5.8	19.4	130	469	4.9	12.9	111	*199	3.9	5.5	87	1104	5.4	30.5	120
INC.	283	**81	0.7	28.6	192	**42	0.4	14.8	127	**33	0.6	11.7	184	**100	0.5	35.3	140
JET	2928	439	3.6	15.0	100	359	3.8	12.3	105	275	5.4	9.4	148	611	3.0	20.9	82
LADIES' HOME JOURNAL	11918	1946	16.1	16.3	109	1712	18.1	14.4	123	838	16.3	7.0	111	3552	17.3	29.8	118
LHJ FAMILY GRP COMBO(GROSS)	16764	2950	24.4	17.6	118	2459	26.0	14.7	125	1333	26.0	8.0	126	4985	24.3	29.7	118
LIFE	4254	561	4.6	13.2	88	484	5.1	11.4	97	319	6.2	7.5	118	1123	5.5	26.4	104
L.A. TIMES HOME MAGAZINE	1145	**124	1.0	10.8	73	**144	1.5	12.6	107	**17	0.3	1.5	23	*196	1.0	17.1	68
MADEMOISELLE	2884	522	4.3	18.1	121	333	3.5	11.5	99	*141	2.8	4.9	77	877	4.3	30.4	120
MC CALL'S	13460	2339	19.3	17.4	116	1922	20.3	14.3	122	785	15.3	5.8	92	4219	20.6	31.3	124
MC CALL'S/WRK MOTHER (GROSS)	14606	2542	21.0	17.4	117	2115	22.3	14.5	124	905	17.7	6.2	98	4617	22.5	31.6	125
MECHANIX ILLUSTRATED	772	**128	1.1	16.6	111	**154	1.6	19.9	171	**55	1.1	7.1	113	*205	1.0	26.6	105
METROPOLITAN HOME	967	*134	1.1	13.9	93	**97	1.0	10.0	86	**109	2.1	11.3	178	257	1.3	26.6	105
MONEY	1588	313	2.6	19.7	132	*200	2.1	12.6	108	**114	2.2	7.2	113	411	2.0	25.9	102
MOTHER EARTH NEWS	1002	*183	1.5	18.3	122	**99	1.0	9.9	84	**31	0.6	3.1	49	342	1.7	34.1	135
MS.	825	*146	1.2	17.7	119	*156	1.6	18.9	162	**46	0.9	5.6	88	242	1.2	29.3	116
NATIONAL ENQUIRER	10336	1597	13.2	15.5	103	1316	13.9	12.7	109	823	16.1	8.0	126	2388	11.7	23.1	91
NATIONAL GEOGRAPHIC	9597	1519	12.6	15.8	106	1165	12.3	12.1	104	592	11.5	6.2	97	2604	12.7	27.1	107
NATIONAL SUNDAY MAGAZINE PKG	49558	7625	63.1	15.4	103	6008	63.4	12.1	104	2993	58.4	6.0	95	13493	65.9	27.2	108
NATURAL HISTORY	573	**97	0.8	16.9	113	**29	0.3	5.1	43	**74	1.4	12.9	204	**136	0.7	23.7	94
NEW WOMAN	1699	249	2.1	14.7	98	*224	2.4	13.2	113	*172	3.4	10.1	160	417	2.0	24.5	97
NEW YORK INCLUDING CUE	443	**65	0.5	14.7	98	**23	0.2	5.2	44	**28	0.5	6.3	100	**107	0.5	24.2	95
THE NEW YORKER	1270	*168	1.4	13.2	89	**88	0.9	6.9	59	**42	0.8	3.3	52	255	1.2	20.1	79
NEWSWEEK	6277	801	6.6	12.8	85	706	7.5	11.2	96	384	7.5	6.1	97	1734	8.5	27.6	109
THE N.Y. TIMES DAILY EDITION	1205	163	1.3	13.5	91	**106	1.1	8.8	75	**80	1.6	6.6	105	*213	1.0	17.7	70
THE N.Y. TIMES MAGAZINE	2081	315	2.6	15.1	101	*180	1.9	8.6	74	**124	2.4	6.0	94	436	2.1	21.0	83
OMNI	788	*108	0.9	13.7	92	**94	1.0	11.9	102	**68	1.3	8.6	136	*250	1.2	31.7	125
ON CABLE	1158	**102	0.8	8.8	59	*240	2.5	20.7	177	**79	1.5	6.8	108	355	1.7	30.7	121
1001 HOME IDEAS	2852	640	5.3	22.4	150	450	4.7	15.8	135	*238	4.6	8.3	132	960	4.7	33.7	133
ORGANIC GARDENING	1658	288	2.4	17.4	116	262	2.8	15.8	135	**134	2.6	8.1	128	576	2.8	34.7	137
OUTDOOR LIFE	896	*164	1.4	18.3	123	**50	0.5	5.6	48	**62	1.2	6.9	109	282	1.4	31.5	124
PARADE MAGAZINE	24275	3447	28.5	14.2	95	2914	30.8	12.0	103	1568	30.6	6.5	102	6563	32.0	27.0	107

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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DRY CAKE MIXES (NOT CAKE FLOUR): BRANDS
(FEMALE HOMEMAKERS)

0063
P-19

	TOTAL U.S. '000	OTHER DUNCAN HINES CAKES A '000	B % DOWN	C % ACROSS	D INDX	JIFFY A '000	B % DOWN	C % ACROSS	D INDX	MOIST 'N EASY A '000	B % DOWN	C % ACROSS	D INDX	PILLSBURY PLUS LAYER CAKES A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	12093	100.0	14.9	100	9475	100.0	11.7	100	5126	100.0	6.3	100	20486	100.0	25.3	100
PARENTS	3845	559	4.6	14.5	97	412	4.3	10.7	92	266	5.2	6.9	109	1531	7.5	39.8	157
PENTHOUSE	831	*144	1.2	17.3	116	**66	0.7	7.9	68	**52	1.0	6.3	99	*223	1.1	26.8	106
PEOPLE	11645	1793	14.8	15.4	103	1386	14.6	11.9	102	776	15.1	6.7	105	3248	15.9	27.9	110
PLAYBOY	2006	330	2.7	16.5	110	*140	1.5	7.0	60	*172	3.4	8.6	135	572	2.8	28.5	113
POPULAR HOT RODDING	297	**64	0.5	21.5	144	**53	0.6	17.8	153	**73	1.4	24.6	388	**89	0.4	30.0	118
POPULAR MECHANICS	1018	*178	1.5	17.5	117	**256	2.7	25.1	215	**47	0.9	4.6	73	*352	1.7	34.6	137
POPULAR SCIENCE	878	*244	2.0	27.8	186	**72	0.8	8.2	70	**49	1.0	5.6	88	258	1.3	29.4	116
PREVENTION	3913	797	6.6	20.4	136	544	5.7	13.9	119	*197	3.8	5.0	80	1174	5.7	30.0	119
PSYCHOLOGY TODAY	1710	209	1.7	12.2	82	*242	2.6	14.2	121	*127	2.5	7.4	117	545	2.7	31.9	126
READER'S DIGEST	22204	3604	29.8	16.2	109	2938	31.0	13.2	113	1393	27.2	6.3	99	6327	30.9	28.5	113
REDBOOK	7684	1288	10.7	16.8	112	1066	11.3	13.9	119	682	13.3	8.9	140	2307	11.3	30.0	119
ROAD & TRACK	410	**69	0.6	16.8	113	**40	0.4	9.8	83	**38	0.7	9.3	146	**102	0.5	24.9	98
ROLLING STONE	969	*171	1.4	17.6	118	*133	1.4	13.7	117	**52	1.0	5.4	85	313	1.5	32.3	128
RUNNER'S WORLD	298	**105	0.9	35.2	236	**36	0.4	12.1	103	**53	1.0	17.8	281	**96	0.5	32.2	127
SATURDAY EVENING POST	1169	236	2.0	20.2	135	*163	1.7	13.9	119	**70	1.4	6.0	95	415	2.0	35.5	140
SCIENCE 84	587	**79	0.7	13.5	90	**122	1.3	20.8	178	**30	0.6	5.1	81	*135	0.7	23.0	91
SCIENCE DIGEST	482	**61	0.5	12.7	85	**47	0.5	9.8	83	**34	0.7	7.1	111	*198	1.0	41.1	162
SCIENTIFIC AMERICAN	594	**80	0.7	13.5	90	**35	0.4	5.9	50	**29	0.6	4.9	77	*96	0.5	16.2	64
SELF	2089	327	2.7	15.7	105	*298	3.1	14.3	122	*130	2.5	6.2	98	584	2.9	28.0	111
SEVENTEEN	2411	340	2.8	14.1	94	284	3.0	11.8	101	*158	3.1	6.6	104	698	3.4	29.0	114
SKI	480	**77	0.6	16.0	107	**7	0.1	1.5	12	**24	0.5	5.0	79	*130	0.6	27.1	107
SMITHSONIAN	2760	475	3.9	17.2	115	294	3.1	10.7	91	*153	3.0	5.5	88	633	3.1	22.9	91
SOAP OPERA DIGEST	3013	487	4.0	16.2	108	387	4.1	12.8	110	284	5.5	9.4	149	841	4.1	27.9	110
SOUTHERN LIVING	4184	753	6.2	18.0	121	388	4.1	9.3	79	*276	5.4	6.6	104	1082	5.3	25.9	102
SPORT	559	**111	0.9	19.9	133	**97	1.0	17.4	148	**29	0.6	5.2	82	*203	1.0	36.3	144
THE SPORTING NEWS	436	**83	0.7	19.0	127	**42	0.4	9.6	82	**14	0.3	3.2	51	**175	0.9	40.1	159
SPORTS AFIELD	493	**98	0.8	19.9	133	**52	0.5	10.5	90	**49	1.0	9.9	157	*139	0.7	28.2	111
SPORTS ILLUSTRATED	2758	487	4.0	17.7	118	326	3.4	11.8	101	*229	4.5	8.3	131	926	4.5	33.6	133
STAR	7456	1267	10.5	17.0	114	945	10.0	12.7	108	598	11.7	8.0	127	1841	9.0	24.7	98
SUNDAY	24936	3906	32.3	15.7	105	2892	30.5	11.6	99	1497	29.2	6.0	95	6936	33.9	27.8	110
SUNSET	2124	274	2.3	12.9	86	*299	3.2	14.1	120	**123	2.4	5.8	91	656	3.2	30.9	122
TV GUIDE	21661	3577	29.6	16.5	111	2759	29.1	12.7	109	1824	35.6	8.4	133	5713	27.9	26.4	104
TENNIS	550	**113	0.9	20.5	138	**45	0.5	8.2	70	**35	0.7	6.4	101	*142	0.7	25.8	102
TIME	8880	1476	12.2	16.6	111	910	9.6	10.2	88	660	12.9	7.4	117	2405	11.7	27.1	107
TOWN & COUNTRY	917	*195	1.6	21.3	142	**78	0.8	8.5	73	**78	1.5	8.5	134	247	1.2	26.9	106
TRAVEL & LEISURE	972	*219	1.8	22.5	151	*129	1.4	13.3	113	**72	1.4	7.4	117	317	1.5	32.6	129
TRUE STORY	3356	559	4.6	16.7	112	447	4.7	13.3	114	325	6.3	9.7	153	827	4.0	24.6	97
U.S.NEWS & WORLD REPORT	3410	514	4.3	15.1	101	471	5.0	13.8	118	*131	2.6	3.8	61	977	4.8	28.7	113
USA TODAY	1759	284	2.3	16.1	108	292	3.1	16.6	142	**82	1.6	4.7	74	473	2.3	26.9	106
US	1873	346	2.9	18.5	124	*263	2.8	14.0	120	*197	3.8	10.5	166	606	3.0	32.4	128
VOGUE	3909	567	4.7	14.5	97	421	4.4	10.8	92	292	5.7	7.5	118	940	4.6	24.0	95
WALL STREET JOURNAL	1886	277	2.3	14.7	98	*209	2.2	11.1	95	**121	2.4	6.4	101	468	2.3	24.8	98
WEIGHT WATCHERS	2120	445	3.7	21.0	141	257	2.7	12.1	104	*127	2.5	6.0	95	635	3.1	30.0	118
WOMAN'S DAY	14172	2414	20.0	17.0	114	1854	19.6	13.1	112	970	18.9	6.8	108	4517	22.0	31.9	126
WORKING MOTHER	1146	*203	1.7	17.7	119	*193	2.0	16.8	144	**120	2.3	10.5	165	398	1.9	34.7	137
WORKING WOMAN	1322	*190	1.6	14.4	96	*189	2.0	14.3	122	*107	2.1	8.1	128	410	2.0	31.0	123
WORLD TENNIS	*163	**47	0.4	28.8	193	**19	0.2	11.7	100	**13	0.3	8.0	126	**57	0.3	35.0	138
ZIFF-DAVIS MAG NETWK (GROSS)	2532	404	3.3	16.0	107	305	3.2	12.0	103	*212	4.1	8.4	132	707	3.5	27.9	110
BLAIR INSERTS	43657	6556	54.2	15.0	101	5254	55.5	12.0	103	2765	53.9	6.3	100	11865	57.9	27.2	107
DAILY NEWSPAPERS																	
READ ANY	51633	7625	63.1	14.8	99	6279	66.3	12.2	104	3128	61.0	6.1	96	13834	67.5	26.8	106
READ ONE	43463	6526	54.0	15.0	101	5203	54.9	12.0	102	2648	51.7	6.1	96	11673	57.0	26.9	106
READ TWO OR MORE	8170	1099	9.1	13.5	90	1076	11.4	13.2	113	480	9.4	5.9	93	2161	10.5	26.5	105
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	8000	66.2	15.2	102	6401	67.6	12.2	104	3218	62.8	6.1	97	14228	69.5	27.0	107
READ ONE	46126	6969	57.6	15.1	101	5623	59.3	12.2	104	2913	56.8	6.3	100	12277	59.9	26.6	105
READ TWO OR MORE	6552	1031	8.5	15.7	105	778	8.2	11.9	101	305	6.0	4.7	74	1951	9.5	29.8	118
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.15				29.81				28.81				29.37			
30 DAY REACH	71455	10656	88.1	14.9	100	8414	88.8	11.8	101	4458	87.0	6.2	99	18282	89.2	25.6	101
50 SHWG - 30 DAY AV FREQ	14.56	14.21				15.82				15.19				15.45			
30 DAY REACH	67742	10185	84.2	15.0	101	7961	84.0	11.8	100	4228	82.5	6.2	99	17449	85.2	25.8	102
25 SHWG - 30 DAY AV FREQ	7.94	7.81				8.46				8.08				8.37			
30 DAY REACH	62117	9259	76.6	14.9	100	7446	78.6	12.0	102	3988	77.8	6.4	101	16102	78.6	25.9	102
CABLE TV: HOME WIRED	32077	5394	44.6	16.8	113	4255	44.9	13.3	113	2179	42.5	6.8	107	9034	44.1	28.2	111
HOME NOT WIRED	48909	6700	55.4	13.7	92	5221	55.1	10.7	91	2947	57.5	6.0	95	11452	55.9	23.4	93
HAVE PAY CABLE	15935	2673	22.1	16.8	112	2261	23.9	14.2	121	1252	24.4	7.9	124	4929	24.1	30.9	122

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO S[illegible] ALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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DRY CAKE MIXES (NOT CAKE FLOUR): BRANDS
(FEMALE HOMEMAKERS)

0064
P-19

	TOTAL U.S. '000	OTHER DUNCAN HINES CAKES A '000	B % DOWN	C ACROSS %	D INDX	JIFFY A '000	B % DOWN	C ACROSS %	D INDX	MOIST 'N EASY A '000	B % DOWN	C ACROSS %	D INDX	PILLSBURY PLUS LAYER CAKES A '000	B % DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEMAKERS	80986	12093	100.0	14.9	100	9475	100.0	11.7	100	5126	100.0	6.3	100	20486	100.0	25.3	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	7073	58.5	16.1	108	5283	55.8	12.0	103	2955	57.6	6.7	106	11854	57.9	27.0	107
10:00 AM - 3:00 PM	30659	5114	42.3	16.7	112	3760	39.7	12.3	105	2244	43.8	7.3	116	8405	41.0	27.4	108
3:00 PM - 7:00 PM	31045	4847	40.1	15.6	105	3714	39.2	12.0	102	2154	42.0	6.9	110	8581	41.9	27.6	109
7:00 PM - MIDNIGHT	15767	2530	20.9	16.0	107	1843	19.5	11.7	100	1092	21.3	6.9	109	4169	20.4	26.4	105
MIDNIGHT - 6:00 AM	9120	1505	12.4	16.5	111	1076	11.4	11.8	101	609	11.9	6.7	106	2394	11.7	26.3	104
6:00 AM - MIDNIGHT	58527	9219	76.2	15.8	105	6859	72.4	11.7	100	4026	78.5	6.9	109	15696	76.6	26.8	106
ENTIRE DAY	59311	9335	77.2	15.7	105	6925	73.1	11.7	100	4098	79.9	6.9	109	15894	77.6	26.8	106
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	2584	21.4	16.0	107	2293	24.2	14.2	121	1304	25.4	8.1	127	4868	23.8	30.1	119
ALL NEWS	2256	428	3.5	19.0	127	*201	2.1	8.9	76	**127	2.5	5.6	89	536	2.6	23.8	94
AOR/PROGRESSIVE	3874	739	6.1	19.1	128	409	4.3	10.6	90	346	6.7	8.9	141	1053	5.1	27.2	107
BEAUTIFUL MUSIC	5660	834	6.9	14.7	99	484	5.1	8.6	73	351	6.8	6.2	98	1336	6.5	23.6	93
BLACK	2204	374	3.1	17.0	114	*253	2.7	11.5	98	*260	5.1	11.8	186	570	2.8	25.9	102
CLASSICAL	1418	*166	1.4	11.7	78	**161	1.7	11.4	97	**38	0.7	2.7	42	365	1.8	25.7	102
CHR/ROCK	9538	1357	11.2	14.2	95	1181	12.5	12.4	106	823	16.1	8.6	136	2812	13.7	29.5	117
COUNTRY	12648	2067	17.1	16.3	109	1341	14.2	10.6	91	806	15.7	6.4	101	3493	17.1	27.6	109
GOLDEN OLDIES	1191	*213	1.8	17.9	120	*161	1.7	13.5	116	**134	2.6	11.3	178	*291	1.4	24.4	97
MOR/NOSTALGIA	4757	826	6.8	17.4	116	566	6.0	11.9	102	*239	4.7	5.0	79	1274	6.2	26.8	106
NEWS/TALK	3863	553	4.6	14.3	96	599	6.3	15.5	133	*130	2.5	3.4	53	909	4.4	23.5	93
RELIGIOUS	3084	453	3.7	14.7	98	349	3.7	11.3	97	*209	4.1	6.8	107	858	4.2	27.8	110
SOFT ROCK	521	**81	0.7	15.5	104	**94	1.0	18.0	154	**76	1.5	14.6	230	**119	0.6	22.8	90
URBAN CONTEMPORARY	1585	257	2.1	16.2	109	*148	1.6	9.3	80	*158	3.1	10.0	157	382	1.9	24.1	95
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	372	3.1	11.4	76	360	3.8	11.0	94	373	7.3	11.4	181	877	4.3	26.9	106
ABC DIRECTION	2316	405	3.3	17.5	117	451	4.8	19.5	166	*175	3.4	7.6	119	726	3.5	31.3	124
ABC ENTERTAINMENT	4834	792	6.5	16.4	110	591	6.2	12.2	104	259	5.1	5.4	85	1409	6.9	29.1	115
ABC FM	2202	413	3.4	18.8	126	217	2.3	9.9	84	*179	3.5	8.1	128	616	3.0	28.0	111
ABC INFORMATION	5425	888	7.3	16.4	110	834	8.8	15.4	131	339	6.6	6.2	99	1457	7.1	26.9	106
ABC ROCK	1677	340	2.8	20.3	136	*168	1.8	10.0	86	*116	2.3	6.9	109	523	2.6	31.2	123
CBS	4430	821	6.8	18.5	124	607	6.4	13.7	117	*251	4.9	5.7	90	1345	6.6	30.4	120
MUTUAL	4992	875	7.2	17.5	117	643	6.8	12.9	110	425	8.3	8.5	135	1458	7.1	29.2	115
NBC	4679	788	6.5	16.8	113	722	7.6	15.4	132	278	5.4	5.9	94	1376	6.7	29.4	116
RADIORADIO	1994	*246	2.0	12.3	83	345	3.6	17.3	148	**123	2.4	6.2	97	533	2.6	26.7	106
RKO ONE	2298	343	2.8	14.9	100	273	2.9	11.9	102	*194	3.8	8.4	133	531	2.6	23.1	91
RKO TWO	3311	530	4.4	16.0	107	303	3.2	9.2	78	*231	4.5	7.0	110	927	4.5	28.0	111
THE SOURCE	2114	343	2.8	16.2	109	*265	2.8	12.5	107	**102	2.0	4.8	76	648	3.2	30.7	121
NON-WIRED : BLAIR	8654	1226	10.1	14.2	95	1155	12.2	13.3	114	607	11.8	7.0	111	2520	12.3	29.1	115
INTERNET	12025	1949	16.1	16.2	109	1439	15.2	12.0	102	1069	20.9	8.9	140	3154	15.4	26.2	104
KATZ RADIO GROUP	15359	2365	19.6	15.4	103	1715	18.1	11.2	95	883	17.2	5.7	91	4164	20.3	27.1	107
SUPERNET	10628	1880	15.5	17.7	118	1325	14.0	12.5	107	677	13.2	6.4	101	3126	15.3	29.4	116
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	1219	10.1	14.1	94	874	9.2	10.1	86	596	11.6	6.9	109	2015	9.8	23.3	92
MKDAY 9:00 AM - 1:00 PM	12163	1780	14.7	14.6	98	1368	14.4	11.2	96	913	17.8	7.5	119	3082	15.0	25.3	100
MKDAY 1:00 PM - 4:30 PM	16150	2471	20.4	15.3	102	1878	19.8	11.6	99	1248	24.3	7.7	122	4111	20.1	25.5	101
MKDAY 4:30 PM - 7:30 PM	22463	3339	27.6	14.9	100	2587	27.3	11.5	98	1553	30.3	6.9	109	5396	26.3	24.0	95
MKDAY 7:30 PM - 8:00 PM	31795	4770	39.4	15.0	100	3656	38.6	11.5	98	2130	41.6	6.7	106	7744	37.8	24.4	96
MKDAY 11:00 PM - 11:30 PM	23977	3851	31.8	16.1	108	3151	33.3	13.1	112	1588	31.0	6.6	105	6408	31.3	26.7	106
MKDAY 11:30 PM - 1:00 AM	7703	1264	10.5	16.4	110	995	10.5	12.9	110	621	12.1	8.1	127	2207	10.8	28.7	113
M-SAT 8-11 PM+SUN 7-11 PM	33800	5266	43.5	15.6	104	4082	43.1	12.1	103	2231	43.5	6.6	104	8586	41.9	25.4	100
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	1097	9.1	16.8	112	699	7.4	10.7	91	469	9.1	7.2	113	1763	8.6	27.0	107
ANOTHER WORLD N	4620	667	5.5	14.4	97	419	4.4	9.1	78	391	7.6	8.5	134	1226	6.0	26.5	105
AS THE WORLD TURNS C	5614	769	6.4	13.7	92	682	7.2	12.1	104	381	7.4	6.8	107	1332	6.5	23.7	94
CAPITOL C	3396	479	4.0	14.1	94	475	5.0	14.0	120	257	5.0	7.6	120	793	3.9	23.4	92
CBS MORN. NEWS 1 C	1446	198	1.6	13.7	92	95	1.0	6.6	56	*48	0.9	3.3	52	287	1.4	19.8	78
CBS MORN. NEWS 2 C	1207	172	1.4	14.3	95	111	1.2	9.2	79	*59	1.2	4.9	77	256	1.2	21.2	84
DAYS OF OUR LIVES N	5877	955	7.9	16.2	109	732	7.7	12.5	106	516	10.1	8.8	139	1719	8.4	29.2	116
FACTS OF LIFE - DAYTIME N	2290	268	2.2	11.7	78	255	2.7	11.1	95	154	3.0	6.7	106	582	2.8	25.4	100
FAMILY FEUD A	3023	418	3.5	13.8	93	277	2.9	9.2	78	194	3.8	6.4	101	595	2.9	19.7	78
GENERAL HOSPITAL A	6097	981	8.1	16.1	108	714	7.5	11.7	100	419	8.2	6.9	109	1525	7.4	25.0	99
GOOD MORNING, AMERICA-730 A	3515	559	4.6	15.9	107	309	3.3	8.8	75	253	4.9	7.2	114	954	4.7	27.1	107
GOOD MORNING, AMERICA-830 A	2818	401	3.3	14.2	95	296	3.1	10.5	90	241	4.7	8.6	135	866	4.2	30.7	121
GUIDING LIGHT C	5339	811	6.7	15.2	102	697	7.4	13.1	112	400	7.8	7.5	118	1153	5.6	21.6	85
ONE LIFE TO LIVE A	4478	712	5.9	15.9	106	542	5.7	12.1	103	282	5.5	6.3	99	1104	5.4	24.7	97
PRESS YOUR LUCK C	2244	344	2.8	15.3	103	296	3.1	13.2	113	147	2.9	6.6	103	588	2.9	26.2	104
PRICE IS RIGHT 1 C	4348	618	5.1	14.2	95	519	5.5	11.9	102	276	5.4	6.3	100	1121	5.5	25.8	102
PRICE IS RIGHT 2 C	5014	773	6.4	15.4	103	564	6.0	11.2	96	353	6.9	7.0	111	1248	6.1	24.9	98
RYAN'S HOPE A	3150	503	4.2	16.0	107	393	4.1	12.5	107	258	5.0	8.2	129	888	4.3	28.2	111
SALE OF THE CENTURY N	2695	342	2.8	12.7	85	295	3.1	10.9	94	163	3.2	6.0	96	651	3.2	24.2	95
SEARCH FOR TOMORROW N	2319	351	2.9	15.1	101	154	1.6	6.6	57	176	3.4	7.6	120	550	2.7	23.7	94
TODAY SHOW 1 N	2693	395	3.3	14.7	98	311	3.3	11.5	99	180	3.5	6.7	106	524	2.6	19.5	77
TODAY SHOW 2 N	2498	378	3.1	15.1	101	307	3.2	12.3	105	156	3.0	6.2	99	443	2.2	17.7	70
$25,000 PYRAMID C	2753	466	3.9	16.9	113	340	3.6	12.4	106	225	4.4	8.2	129	647	3.2	23.5	93
WHEEL OF FORTUNE N	4388	722	6.0	16.5	110	518	5.5	11.8	101	326	6.4	7.4	117	1052	5.1	24.0	95
YOUNG AND THE RESTLESS C	5695	806	6.7	14.2	95	703	7.4	12.3	106	429	8.4	7.5	119	1454	7.1	25.5	101
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	268	2.2	15.2	102	203	2.1	11.5	99	*133	2.6	7.6	119	446	2.2	25.3	100
NBA PLAYOFF GAME -1 C	1136	*204	1.7	18.0	120	*114	1.2	10.0	86	*114	2.2	10.0	159	303	1.5	26.7	105
NBC MAJOR LEAGUE PRE-GAME N	953	**85	0.7	8.9	60	**108	1.1	11.3	97	**66	1.3	6.9	109	*213	1.0	22.4	88
SPORTSWORLD - SUN N	1233	203	1.7	16.5	110	*157	1.7	12.7	109	**111	2.2	9.0	142	368	1.8	29.8	118
SUNDAY MORNING C	1611	259	2.1	16.1	108	*141	1.5	8.8	75	**96	1.9	6.0	94	449	2.2	27.9	110

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DRY CAKE MIXES (NOT CAKE FLOUR): BRANDS
(FEMALE HOMEMAKERS)

0065
P-19

		TOTAL U.S.	OTHER DUNCAN HINES CAKES A	B	C	D	JIFFY A	B	C	D	MOIST 'N EASY A	B	C	D	PILLSBURY PLUS LAYER CAKES A	B	C	D
				% ACROSS				% ACROSS				% ACROSS				% ACROSS		
		'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL FEMALE HOMEMAKERS		80986	12093	100.0	14.9	100	9475	100.0	11.7	100	5126	100.0	6.3	100	20486	100.0	25.3	100
MKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	3849	31.8	14.8	99	2988	31.5	11.5	98	1620	31.6	6.2	98	6194	30.2	23.8	94
NETWORK AFFILIATES - LATE		20261	3311	27.4	16.3	109	2637	27.8	13.0	111	1357	26.5	6.7	106	5383	26.3	26.6	105
INDEPENDENTS - LATE		2076	317	2.6	15.3	102	256	2.7	12.3	105	114	2.2	5.5	87	471	2.3	22.7	90
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	1762	14.6	16.9	113	1256	13.3	12.0	103	834	16.3	8.0	126	2628	12.8	25.1	99
ABC MONDAY NIGHT MOVIE	A	6412	1018	8.4	15.9	106	730	7.7	11.4	97	430	8.4	6.7	106	1607	7.8	25.1	99
ABC SUNDAY NIGHT MOVIE	A	12407	1823	15.1	14.7	98	1441	15.2	11.6	99	817	15.9	6.6	104	3207	15.7	25.8	102
ABC WORLD NEWS TONIGHT	A	6176	913	7.5	14.8	99	664	7.0	10.8	92	375	7.3	6.1	96	1553	7.6	25.1	99
AFTERMASH	C	5863	862	7.1	14.7	98	847	8.9	14.4	123	454	8.9	7.7	122	1492	7.3	25.4	101
ALICE	C	9594	1562	12.9	16.3	109	1175	12.4	12.2	105	658	12.8	6.9	108	2322	11.3	24.2	96
AMERICAN PARADE	C	6622	1039	8.6	15.7	105	787	8.3	11.9	102	408	8.0	6.2	97	1417	6.9	21.4	85
BENSON	A	10886	1529	12.6	14.0	94	1154	12.2	10.6	91	648	12.6	6.0	94	2680	13.1	24.6	97
BLUE THUNDER	A	5036	884	7.3	17.6	118	593	6.3	11.8	101	342	6.7	6.8	107	1422	6.9	28.2	112
CAGNEY & LACEY	C	9965	1614	13.3	16.2	108	1252	13.2	12.6	107	571	11.1	5.7	91	2628	12.8	26.4	104
CBS EVENING NEWS-DEAN	C	3491	518	4.3	14.8	99	439	4.6	12.6	107	*194	3.8	5.6	88	780	3.8	22.3	88
CBS EVENING NEWS-RATHER	C	7123	1109	9.2	15.6	104	897	9.5	12.6	108	453	8.8	6.4	100	1683	8.2	23.6	93
CBS SAT. NEWS-SCHIEFFER	C	3621	539	4.5	14.9	100	428	4.5	11.8	101	225	4.4	6.2	98	750	3.7	20.7	82
CBS SATURDAY NIGHT MOVIE	C	5436	799	6.6	14.7	98	625	6.6	11.5	98	425	8.3	7.8	124	1332	6.5	24.5	97
CBS WEDNESDAY NIGHT MOVIE	C	6100	834	6.9	13.7	92	838	8.8	13.7	117	404	7.9	6.6	105	1369	6.7	22.4	89
CHEERS	N	8889	1516	12.5	17.1	114	1249	13.2	14.1	120	629	12.3	7.1	112	2514	12.3	28.3	112
DALLAS	C	22109	3890	32.2	17.6	118	2797	29.5	12.7	108	1404	27.4	6.4	100	5134	25.1	23.2	92
DIFF'RENT STROKES	N	6940	1141	9.4	16.4	110	802	8.5	11.6	99	469	9.1	6.8	107	1730	8.4	24.9	99
DOUBLE TROUBLE	N	7223	1197	9.9	16.6	111	978	10.3	13.5	116	462	9.0	6.4	101	1897	9.3	26.3	104
DUCK FACTORY	N	5595	1042	8.6	18.6	125	695	7.3	12.4	106	325	6.3	5.8	92	1489	7.3	26.6	105
DUKES OF HAZZARD	C	5768	925	7.6	16.0	107	686	7.2	11.9	102	330	6.4	5.7	90	1236	6.0	21.4	85
DYNASTY	A	20053	3381	28.0	16.9	113	2207	23.3	11.0	94	1312	25.6	6.5	103	4794	23.4	23.9	95
FACTS OF LIFE	N	8087	1279	10.6	15.8	106	960	10.1	11.9	101	561	10.9	6.9	110	2124	10.4	26.3	104
FALCON CREST	C	20046	3736	30.9	18.6	125	2627	27.7	13.1	112	1107	21.6	5.5	87	4825	23.6	24.1	95
FALL GUY	A	9084	1525	12.6	16.8	112	1101	11.6	12.1	104	745	14.5	8.2	130	2247	11.0	24.7	98
FAMILY TIES	N	7964	1409	11.7	17.7	118	971	10.2	12.2	104	495	9.7	6.2	98	2091	10.2	26.3	104
FANTASY ISLAND	A	7687	1243	10.3	16.2	108	758	8.0	9.9	84	438	8.5	5.7	90	1829	8.9	23.8	94
FOULUPS, BLEEPS & BLUNDERS	A	8861	1409	11.7	15.9	106	1166	12.3	13.2	112	457	8.9	5.2	81	2346	11.5	26.5	105
FOUR SEASONS	C	5095	753	6.2	14.8	99	702	7.4	13.8	118	440	8.6	8.6	136	1375	6.7	27.0	107
GIMME A BREAK	N	8838	1442	11.9	16.3	109	977	10.3	11.1	94	556	10.8	6.3	99	2085	10.2	23.6	93
HART TO HART	A	8978	1350	11.2	15.0	101	1010	10.7	11.2	96	621	12.1	6.9	109	2378	11.6	26.5	105
HILL STREET BLUES	N	8590	1532	12.7	17.8	119	1171	12.4	13.6	117	522	10.2	6.1	96	2409	11.8	28.0	111
HOTEL	A	14085	2359	19.5	16.7	112	1669	17.6	11.8	101	935	18.2	6.6	105	3587	17.5	25.5	101
JEFFERSONS	C	9360	1414	11.7	15.1	101	1138	12.0	12.2	104	694	13.5	7.4	117	2475	12.1	26.4	105
JENNIFER SLEPT HERE	N	5841	968	8.0	16.6	111	764	8.1	13.1	112	444	8.7	7.6	120	1459	7.1	25.0	99
KATE & ALLIE	C	9206	1493	12.3	16.2	109	1188	12.5	12.9	110	559	10.9	6.1	96	2267	11.1	24.6	97
KNIGHT RIDER	N	7076	1160	9.6	16.4	110	786	8.3	11.1	95	485	9.5	6.9	108	1789	8.7	25.3	100
LOVE BOAT	A	12219	1961	16.2	16.0	107	1354	14.3	11.1	95	764	14.9	6.3	99	2763	13.5	22.6	89
MAGNUM PI	C	11199	1695	14.0	15.1	101	1461	15.4	13.0	112	699	13.6	6.2	99	2695	13.2	24.1	95
MAMA'S FAMILY	N	6057	1039	8.6	17.2	115	765	8.1	12.6	108	385	7.5	6.4	100	1546	7.5	25.5	101
MASTER, THE	N	3598	614	5.1	17.1	114	395	4.2	11.0	94	274	5.3	7.6	120	1095	5.3	30.4	120
MATT HOUSTON	A	6344	941	7.8	14.8	99	807	8.5	12.7	109	539	10.5	8.5	134	1728	8.4	27.2	108
NBC MONDAY NIGHT MOVIE	N	11994	1846	15.3	15.4	103	1556	16.4	13.0	111	903	17.6	7.5	119	3183	15.5	26.5	105
NBC NIGHTLY NEWS	N	5132	767	6.3	14.9	100	604	6.4	11.8	101	366	7.1	7.1	113	1201	5.9	23.4	93
NBC NIGHTLY NEWS-SAT	N	3375	518	4.3	15.3	103	401	4.2	11.9	102	*265	5.2	7.9	124	845	4.1	25.0	99
NBC NIGHTLY NEWS-SUN	N	3130	475	3.9	15.2	102	364	3.8	11.6	99	*181	3.5	5.8	91	701	3.4	22.4	89
NBC SUNDAY NIGHT MOVIE	N	8284	1335	11.0	16.1	108	945	10.0	11.4	98	535	10.4	6.5	102	2243	10.9	27.1	107
NEWHART	C	9240	1608	13.3	17.4	117	1257	13.3	13.6	116	565	11.0	6.1	97	2456	12.0	26.6	105
ONE DAY AT A TIME	C	7288	1060	8.8	14.5	97	872	9.2	12.0	102	327	6.4	4.5	71	1696	8.3	23.3	92
PEOPLE ARE FUNNY	N	4855	865	7.2	17.8	119	626	6.6	12.9	110	337	6.6	6.9	110	1377	6.7	28.4	112
REAL PEOPLE	N	8869	1415	11.7	16.0	107	1083	11.4	12.2	104	623	12.2	7.0	111	2337	11.4	26.4	104
REMINGTON STEELE	N	7743	1205	10.0	15.6	104	1014	10.7	13.1	112	358	7.0	4.6	73	1849	9.0	23.9	94
RIPLEY'S BELIEVE IT - NOT	A	5345	792	6.5	14.8	99	677	7.1	12.7	108	349	6.8	6.5	103	1460	7.1	27.3	108
RIPTIDE	N	6988	1101	9.1	15.8	106	994	10.5	14.2	122	466	9.1	6.7	105	2027	9.9	29.0	115
SCARECROW & MRS. KING	C	10002	1431	11.8	14.3	96	1232	13.0	12.3	105	634	12.4	6.3	100	2276	11.1	22.8	90
SIMON & SIMON	C	10638	1671	13.8	15.7	105	1362	14.4	12.8	109	861	16.8	8.1	128	2517	12.3	23.7	94
60 MINUTES	C	13293	2006	16.6	15.1	101	1463	15.4	11.0	94	661	12.9	5.0	79	3197	15.6	24.1	95
ST. ELSEWHERE	N	7017	1131	9.4	16.1	108	1026	10.8	14.6	125	468	9.1	6.7	105	1875	9.2	26.7	106
THREE'S COMPANY	A	10917	1809	15.0	16.6	111	1396	14.7	12.8	109	734	14.3	6.7	106	2937	14.3	26.9	106
T.J. HOOKER	A	9204	1542	12.8	16.8	112	933	9.8	10.1	87	674	13.1	7.3	116	2215	10.8	24.1	95
TONIGHT SHOW	N	2372	467	3.9	19.7	132	329	3.5	13.9	119	164	3.2	6.9	109	582	2.8	24.5	97
TRAPPER JOHN, M.D.	C	9846	1442	11.9	14.6	98	1202	12.7	12.2	104	728	14.2	7.4	117	2391	11.7	24.3	96
TV BLOOPERS & PRAC. JOKES	N	9105	1402	11.6	15.4	103	1193	12.6	13.1	112	588	11.5	6.5	102	2430	11.9	26.7	106
20/20	A	9387	1458	12.1	15.5	104	1059	11.2	11.3	96	651	12.7	6.9	110	2329	11.4	24.8	98
WEBSTER	A	11067	1687	14.0	15.2	102	1235	13.0	11.2	95	636	12.4	5.7	91	2632	12.8	23.8	94
WORLD NEWS - SUN	A	3062	469	3.9	15.3	103	316	3.3	10.3	88	*143	2.8	4.7	74	645	3.1	21.1	83
YELLOW ROSE	N	4978	801	6.6	16.1	108	741	7.8	14.9	127	260	5.1	5.2	83	1311	6.4	26.3	104
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	1369	11.3	15.4	103	1161	12.3	13.1	112	*422	8.2	4.8	75	2700	13.2	30.4	120
BASKETBALL - COLLEGE GAMES		4080	724	6.0	17.7	119	550	5.8	13.5	115	**164	3.2	4.0	64	1181	5.8	28.9	114
BASKETBALL - PRO GAMES		3607	637	5.3	17.7	118	*477	5.0	13.2	113	**179	3.5	5.0	78	979	4.8	27.1	107
BOWLING		3883	623	5.2	16.0	107	626	6.6	16.1	138	*332	6.5	8.6	135	1285	6.3	33.1	131
BOXING		3928	625	5.2	15.9	107	616	6.5	15.7	134	*376	7.3	9.6	151	1154	5.6	29.4	116
FOOTBALL - COLLEGE GAMES		6366	1121	9.3	17.6	118	886	9.4	13.9	119	*337	6.6	5.3	84	2026	9.9	31.8	126
FOOTBALL - PRO GAMES		11300	1831	15.1	16.2	109	1605	16.9	14.2	121	857	16.7	7.6	120	3829	18.7	33.9	134
GOLF		3378	621	5.1	18.4	123	*470	5.0	13.9	119	**235	4.6	7.0	110	1061	5.2	31.4	124
POST-SEASON COLL. FOOTBALL		4906	861	7.1	17.5	118	574	6.1	11.7	100	*387	7.5	7.9	125	1668	8.1	34.0	134
POST-SEASON PRO FOOTBALL		6120	960	7.9	15.7	105	836	8.8	13.7	117	*470	9.2	7.7	121	2173	10.6	35.5	140
TENNIS		3033	624	5.2	20.6	138	*363	3.8	12.0	102	**222	4.3	7.3	116	914	4.5	30.1	119
WRESTLING - PROFESSIONAL		3344	*486	4.0	14.5	97	*387	4.1	11.6	99	*474	9.2	14.2	224	877	4.3	26.2	104

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DRY CAKE MIXES (NOT CAKE FLOUR): BRANDS
(FEMALE HOMEMAKERS)

0066
P-19

	TOTAL U.S. '000	OTHER PILLSBURY CAKES A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	9682	100.0	12.0	100												
18 - 24	9282	1060	10.9	11.4	96												
25 - 34	19072	2616	27.0	13.7	115												
35 - 44	14591	1797	18.6	12.3	103												
45 - 54	11345	1454	15.0	12.8	107												
55 - 64	11635	1638	16.9	14.1	118												
65 OR OLDER	15061	1117	11.5	7.4	62												
18 - 34	28354	3676	38.0	13.0	108												
18 - 49	48339	6261	64.7	13.0	108												
25 - 54	45008	5867	60.6	13.0	109												
35 - 49	19985	2584	26.7	12.9	108												
50 OR OLDER	32647	3422	35.3	10.5	88												
GRADUATED COLLEGE	11155	1508	15.6	13.5	113												
ATTENDED COLLEGE	13682	1964	20.3	14.4	120												
GRADUATED HIGH SCHOOL	33880	4349	44.9	12.8	107												
DID NOT GRADUATE HIGH SCHOOL	22270	1862	19.2	8.4	70												
EMPLOYED	40306	5559	57.4	13.8	115												
EMPLOYED FULL-TIME	32850	4430	45.8	13.5	113												
EMPLOYED PART-TIME	7456	1129	11.7	15.1	127												
NOT EMPLOYED	40680	4123	42.6	10.1	85												
PROFESSIONAL/MANAGER	10392	1599	16.5	15.4	129												
TECH/CLERICAL/SALES	17574	2450	25.3	13.9	117												
PRECISION/CRAFT	985	**98	1.0	9.9	83												
OTHER EMPLOYED	11354	1413	14.6	12.4	104												
SINGLE	9863	914	9.4	9.3	78												
MARRIED	51375	7115	73.5	13.8	116												
DIVORCED/SEPARATED/WIDOWED	19748	1653	17.1	8.4	70												
PARENTS	32590	4365	45.1	13.4	112												
WHITE	70416	8881	91.7	12.6	105												
BLACK	8778	594	6.1	6.8	57												
OTHER	1791	**206	2.1	11.5	96												
NORTHEAST-CENSUS	17786	2282	23.6	12.8	107												
NORTH CENTRAL	20741	2905	30.0	14.0	117												
SOUTH	27775	2790	28.8	10.0	84												
WEST	14683	1705	17.6	11.6	97												
NORTHEAST-MKTG.	17961	2291	23.7	12.8	107												
EAST CENTRAL	11885	1506	15.6	12.7	106												
WEST CENTRAL	14090	1983	20.5	14.1	118												
SOUTH	24081	2402	24.8	10.0	83												
PACIFIC	12969	1500	15.5	11.6	97												
COUNTY SIZE A	32439	3780	39.0	11.7	97												
COUNTY SIZE B	24915	3310	34.2	13.3	111												
COUNTY SIZE C	12930	1464	15.1	11.3	95												
COUNTY SIZE D	10703	1128	11.7	10.5	88												
METRO CENTRAL CITY	24518	2794	28.9	11.4	95												
METRO SUBURBAN	35919	4675	48.3	13.0	109												
NON METRO	20549	2213	22.9	10.8	90												
TOP 5 ADI'S	18341	2309	23.8	12.6	105												
TOP 10 ADI'S	25378	2920	30.2	11.5	96												
TOP 20 ADI'S	36488	4206	43.4	11.5	96												
HSHLD INC. $50,000 OR MORE	6612	1265	13.1	19.1	160												
$40,000 OR MORE	12659	2025	20.9	16.0	134												
$30,000 OR MORE	24698	3746	38.7	15.2	127												
$25,000 OR MORE	32077	4815	49.7	15.0	126												
$20,000 - $24,999	9144	1082	11.2	11.8	99												
$15,000 - $19,999	8728	1133	11.7	13.0	109												
$10,000 - $14,999	12562	1312	13.6	10.4	87												
UNDER $10,000	18475	1341	13.9	7.3	61												
HOUSEHOLD OF 1 PERSON	11987	877	9.1	7.3	61												
2 PEOPLE	26577	3048	31.5	11.5	96												
3 OR 4 PEOPLE	30617	4279	44.2	14.0	117												
5 OR MORE PEOPLE	11804	1479	15.3	12.5	105												
NO CHILD IN HSHLD	46165	5135	53.0	11.1	93												
CHILD(REN) UNDER 2 YRS	5325	704	7.3	13.2	111												
2 - 5 YEARS	14221	1656	17.1	11.6	97												
6 - 11 YEARS	15117	2039	21.1	13.5	113												
12 - 17 YEARS	16611	2091	21.6	12.6	105												
RESIDENCE OWNED	55884	7399	76.4	13.2	111												
VALUE: $50,000 OR MORE	31744	4484	46.3	14.1	118												
VALUE: UNDER $50,000	24140	2915	30.1	12.1	101												

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DRY CAKE MIXES (NOT CAKE FLOUR): BRANDS
(FEMALE HOMEMAKERS)

0067
P-19

		TOTAL U.S. '000	OTHER PILLSBURY CAKES A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	9682	100.0	12.0	100
MAGAZINES	QUINTILE 1	15799	2658	27.5	16.8	141
	QUINTILE 2	17259	2145	22.2	12.4	104
	QUINTILE 3	13545	1648	17.0	12.2	102
	QUINTILE 4	15133	1637	16.9	10.8	90
	QUINTILE 5	19250	1594	16.5	8.3	69
NEWSPAPERS	QUINTILE 1	12413	1678	17.3	13.5	113
	QUINTILE 2	24116	3113	32.2	12.9	108
	QUINTILE 3	11261	1645	17.0	14.6	122
	QUINTILE 4	20255	2277	23.5	11.2	94
	QUINTILE 5	12940	970	10.0	7.5	63
OUTDOOR	QUINTILE 1	14852	1812	18.7	12.2	102
	QUINTILE 2	15725	1966	20.3	12.5	105
	QUINTILE 3	16330	2356	24.3	14.4	121
	QUINTILE 4	16744	1844	19.0	11.0	92
	QUINTILE 5	17334	1705	17.6	9.8	82
RADIO-DRIVE TIME	QUINTILE 1	15911	2295	23.7	14.4	121
	QUINTILE 2	14837	1852	19.1	12.5	104
	QUINTILE 3	15339	1982	20.5	12.9	108
	QUINTILE 4	16723	1832	18.9	11.0	92
	QUINTILE 5	18176	1722	17.8	9.5	79
RADIO-MID-DAY	TERCILE 1	21020	2839	29.3	13.5	113
	TERCILE 2	21610	2466	25.5	11.4	95
	TERCILE 3	38355	4377	45.2	11.4	95
RADIO-TOTAL	QUINTILE 1	15988	2226	23.0	13.9	116
	QUINTILE 2	15626	2022	20.9	12.9	108
	QUINTILE 3	16723	1917	19.8	11.5	96
	QUINTILE 4	16342	1926	19.9	11.8	99
	QUINTILE 5	16306	1592	16.4	9.8	82
TV-PRIME TIME	QUINTILE 1	15953	1991	20.6	12.5	104
	QUINTILE 2	16137	1878	19.4	11.6	97
	QUINTILE 3	16420	2035	21.0	12.4	104
	QUINTILE 4	16687	1850	19.1	11.1	93
	QUINTILE 5	15789	1929	19.9	12.2	102
TV-DAYTIME	TERCILE 1	27736	3211	33.2	11.6	97
	TERCILE 2	26489	3381	34.9	12.8	107
	TERCILE 3	26761	3091	31.9	11.6	97
TV-TOTAL	QUINTILE 1	16345	1992	20.6	12.2	102
	QUINTILE 2	16447	1980	20.5	12.0	101
	QUINTILE 3	15980	1920	19.8	12.0	101
	QUINTILE 4	15887	1908	19.7	12.0	100
	QUINTILE 5	16326	1883	19.4	11.5	96
MAGAZINES-NEWSPAPERS: DUAL		20721	3119	32.2	15.1	126
MAGAZINE IMPERATIVE		19186	2525	26.1	13.2	110
NEWSPAPER IMPERATIVE		21899	2547	26.3	11.6	97
MAGAZINES-OUTDOOR: DUAL		15451	2158	22.3	14.0	117
MAGAZINE IMPERATIVE		25953	3557	36.7	13.7	115
OUTDOOR IMPERATIVE		24400	2695	27.8	11.0	92
MAGAZINES-RADIO: DUAL		18049	2536	26.2	14.1	118
MAGAZINE IMPERATIVE		23571	3199	33.0	13.6	114
RADIO IMPERATIVE		23278	2644	27.3	11.4	95
MAGAZINES-TELEVISION: DUAL		15459	2338	24.1	15.1	127
MAGAZINE IMPERATIVE		25829	3429	35.4	13.3	111
TELEVISION IMPERATIVE		26039	2431	25.1	9.3	78
NEWSPAPERS-OUTDOOR: DUAL		16605	2454	25.3	14.8	124
NEWSPAPER IMPERATIVE		26834	3438	35.5	12.8	107
OUTDOOR IMPERATIVE		23346	2791	28.8	12.0	100
NEWSPAPERS-RADIO: DUAL		17133	2386	24.6	13.9	116
NEWSPAPER IMPERATIVE		25892	3288	34.0	12.7	106
RADIO IMPERATIVE		23167	2787	28.8	12.0	101
NEWSPAPERS-TELEVISION: DUAL		17159	2413	24.9	14.1	118
NEWSPAPER IMPERATIVE		26214	3378	34.9	12.9	108
TELEVISION IMPERATIVE		23412	2318	23.9	9.9	83
OUTDOOR-RADIO: DUAL		15303	2096	21.6	13.7	115
OUTDOOR IMPERATIVE		24901	2938	30.3	11.8	99
RADIO IMPERATIVE		26492	3329	34.4	12.6	105
OUTDOOR-TELEVISION: DUAL		14794	2036	21.0	13.8	115
OUTDOOR IMPERATIVE		25437	3212	33.2	12.6	106
TELEVISION IMPERATIVE		27877	3209	33.1	11.5	96
RADIO-TELEVISION: DUAL		15996	2000	20.7	12.5	105
RADIO IMPERATIVE		25478	3233	33.4	12.7	106
TELEVISION IMPERATIVE		26573	3125	32.3	11.8	98

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DRY CAKE MIXES (NOT CAKE FLOUR): BRANDS
(FEMALE HOMEMAKERS)

0068
P-19

	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
		OTHER PILLSBURY CAKES															
TOTAL FEMALE HOMEMAKERS	80986	9682	100.0	12.0	100												
ATLANTIC MONTHLY	415	**50	0.5	12.0	101												
BARRON'S	453	**79	0.8	17.4	146												
BETTER HOMES & GARDENS	16256	2454	25.3	15.1	126												
BON APPETIT	2535	261	2.7	10.3	86												
BUSINESS WEEK	1278	*200	2.1	15.6	131												
CAR AND DRIVER	378	**45	0.5	11.9	100												
CBS MAGAZINE NETWORK (GROSS)	1498	*256	2.6	17.1	143												
CHANGING TIMES	1505	*216	2.2	14.4	120												
COLONIAL HOMES	1231	*170	1.8	13.8	116												
CONDE NAST MAG. PKG. (GROSS)	14146	2127	22.0	15.0	126												
CONSUMERS DIGEST	1323	*200	2.1	15.1	126												
COSMOPOLITAN	7102	1053	10.9	14.8	124												
COUNTRY LIVING	2481	492	5.1	19.8	166												
CUISINE	1472	*229	2.4	15.6	130												
CYCLE WORLD	425	**81	0.8	19.1	159												
DCI:CREATIVE IDEAS FOR LIV	2510	430	4.4	17.1	143												
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	1025	10.6	15.3	128												
DISCOVER	894	*122	1.3	13.6	114												
ESQUIRE	3507	312	3.2	8.9	74												
ESSENCE	1830	*137	1.4	7.5	63												
FAMILY CIRCLE	15930	2683	27.7	16.8	141												
THE FAMILY HANDYMAN	1126	*221	2.3	19.6	164												
FAMILY WEEKLY	11468	1983	20.5	17.3	145												
FIELD & STREAM	2234	*332	3.4	14.9	124												
FOOD & WINE	579	**86	0.9	14.9	124												
FORBES	728	**148	1.5	20.3	170												
FORTUNE	906	*210	2.2	23.2	194												
GENTLEMEN'S QUARTERLY	791	**104	1.1	13.1	110												
GLAMOUR	5265	772	8.0	14.7	123												
GOLF DIGEST	636	**95	1.0	14.9	125												
GOLF DIGEST/TENNIS (GROSS)	1186	*196	2.0	16.5	138												
GOLF MAGAZINE	441	**69	0.7	15.6	131												
GOLF MAGAZINE/SKI (GROSS)	922	*152	1.6	16.5	138												
GOOD HOUSEKEEPING	16487	2647	27.3	16.1	134												
HARPER'S BAZAAR	2423	422	4.4	17.4	146												
HEALTH	1994	*353	3.6	17.7	148												
HEARST MAG CORP. BUY (GROSS)	44101	7346	75.9	16.7	139												
HEARST MAN POWER (GROSS)	1993	418	4.3	21.0	175												
HEARST WOMAN POWER (GROSS)	31274	5053	52.2	16.2	135												
HOUSE BEAUTIFUL	3623	604	6.2	16.7	139												
INC.	283	**54	0.6	19.1	160												
JET	2928	254	2.6	8.7	73												
LADIES' HOME JOURNAL	11918	1760	18.2	14.8	124												
LHJ FAMILY GRP COMBO(GROSS)	16764	2531	26.1	15.1	126												
LIFE	4254	643	6.6	15.1	126												
L.A. TIMES HOME MAGAZINE	1145	*206	2.1	18.0	150												
MADEMOISELLE	2884	465	4.8	16.1	135												
MC CALL'S	13460	2229	23.0	16.6	139												
MC CALL'S/WRK MOTHER (GROSS)	14606	2488	25.7	17.0	142												
MECHANIX ILLUSTRATED	772	**142	1.5	18.4	154												
METROPOLITAN HOME	967	*136	1.4	14.1	118												
MONEY	1588	*313	3.2	19.7	165												
MOTHER EARTH NEWS	1002	**104	1.1	10.4	87												
MS.	825	*90	0.9	10.9	91												
NATIONAL ENQUIRER	10336	1451	15.0	14.0	117												
NATIONAL GEOGRAPHIC	9597	1484	15.3	15.5	129												
NATIONAL SUNDAY MAGAZINE PKG	49558	6608	68.3	13.3	112												
NATURAL HISTORY	573	**97	1.0	16.9	142												
NEW WOMAN	1699	*202	2.1	11.9	99												
NEW YORK INCLUDING CUE	443	**83	0.9	18.7	157												
THE NEW YORKER	1270	*177	1.8	13.9	117												
NEWSWEEK	6277	961	9.9	15.3	128												
THE N.Y. TIMES DAILY EDITION	1205	*141	1.5	11.7	98												
THE N.Y. TIMES MAGAZINE	2081	*292	3.0	14.0	117												
OMNI	788	**134	1.4	17.0	142												
ON CABLE	1158	*186	1.9	16.1	134												
1001 HOME IDEAS	2852	417	4.3	14.6	122												
ORGANIC GARDENING	1658	*164	1.7	9.9	83												
OUTDOOR LIFE	896	**81	0.8	9.0	76												
PARADE MAGAZINE	24275	2804	29.0	11.6	97												

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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DRY CAKE MIXES (NOT CAKE FLOUR): BRANDS
(FEMALE HOMEMAKERS)

0069
P-19

	TOTAL U.S. '000	OTHER PILLSBURY CAKES A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	9682	100.0	12.0	100												
PARENTS	3845	566	5.8	14.7	123												
PENTHOUSE	831	**159	1.6	19.1	160												
PEOPLE	11645	1555	16.1	13.4	112												
PLAYBOY	2006	292	3.0	14.6	122												
POPULAR HOT RODDING	297	**23	0.2	7.7	65												
POPULAR MECHANICS	1018	*284	2.9	27.9	233												
POPULAR SCIENCE	878	**163	1.7	18.6	155												
PREVENTION	3913	412	4.3	10.5	88												
PSYCHOLOGY TODAY	1710	*273	2.8	16.0	134												
READER'S DIGEST	22204	2907	30.0	13.1	110												
REDBOOK	7684	1353	14.0	17.6	147												
ROAD & TRACK	410	**47	0.5	11.5	96												
ROLLING STONE	969	*113	1.2	11.7	98												
RUNNER'S WORLD	298	**82	0.8	27.5	230												
SATURDAY EVENING POST	1169	*145	1.5	12.4	104												
SCIENCE 84	587	**59	0.6	10.1	84												
SCIENCE DIGEST	482	**69	0.7	14.3	120												
SCIENTIFIC AMERICAN	594	**115	1.2	19.4	162												
SELF	2089	327	3.4	15.7	131												
SEVENTEEN	2411	282	2.9	11.7	98												
SKI	480	**83	0.9	17.3	145												
SMITHSONIAN	2760	363	3.7	13.2	110												
SOAP OPERA DIGEST	3013	349	3.6	11.6	97												
SOUTHERN LIVING	4184	595	6.1	14.2	119												
SPORT	559	**76	0.8	13.6	114												
THE SPORTING NEWS	436	**73	0.8	16.7	140												
SPORTS AFIELD	493	**65	0.7	13.2	110												
SPORTS ILLUSTRATED	2758	528	5.5	19.1	160												
STAR	7456	875	9.0	11.7	98												
SUNDAY	24936	3229	33.4	12.9	108												
SUNSET	2124	*279	2.9	13.1	110												
TV GUIDE	21661	2757	28.5	12.7	106												
TENNIS	550	**101	1.0	18.4	154												
TIME	8880	1193	12.3	13.4	112												
TOWN & COUNTRY	917	*162	1.7	17.7	148												
TRAVEL & LEISURE	972	*158	1.6	16.3	136												
TRUE STORY	3356	375	3.9	11.2	93												
U.S.NEWS & WORLD REPORT	3410	492	5.1	14.4	121												
USA TODAY	1759	253	2.6	14.4	120												
US	1873	*313	3.2	16.7	140												
VOGUE	3909	563	5.8	14.4	120												
WALL STREET JOURNAL	1886	314	3.2	16.6	139												
WEIGHT WATCHERS	2120	308	3.2	14.5	122												
WOMAN'S DAY	14172	2117	21.9	14.9	125												
WORKING MOTHER	1146	*259	2.7	22.6	189												
WORKING WOMAN	1322	*259	2.7	19.6	164												
WORLD TENNIS	*163	**39	0.4	23.9	200												
ZIFF-DAVIS MAG NETWK (GROSS)	2532	391	4.0	15.4	129												
BLAIR INSERTS	43657	5679	58.7	13.0	109												
DAILY NEWSPAPERS																	
READ ANY	51633	6763	69.9	13.1	110												
READ ONE	43463	5762	59.5	13.3	111												
READ TWO OR MORE	8170	1001	10.3	12.3	102												
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	6875	71.0	13.1	109												
READ ONE	46126	5875	60.7	12.7	107												
READ TWO OR MORE	6552	1000	10.3	15.3	128												
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.10															
30 DAY REACH	71455	8709	90.0	12.2	102												
50 SHWG - 30 DAY AV FREQ	14.56	14.04															
30 DAY REACH	67742	8414	86.9	12.4	104												
25 SHWG - 30 DAY AV FREQ	7.94	7.51															
30 DAY REACH	62117	7816	80.7	12.6	105												
CABLE TV: HOME WIRED	32077	4363	45.1	13.6	114												
HOME NOT WIRED	48909	5319	54.9	10.9	91												
HAVE PAY CABLE	15935	2133	22.0	13.4	112												

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DRY CAKE MIXES (NOT CAKE FLOUR): BRANDS
(FEMALE HOMEMAKERS)

0070
P-19

	TOTAL U.S. '000	OTHER PILLSBURY CAKES A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	9682	100.0	12.0	100												
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	5928	61.2	13.5	113												
10:00 AM - 3:00 PM	30659	3864	39.9	12.6	105												
3:00 PM - 7:00 PM	31045	4123	42.6	13.3	111												
7:00 PM - MIDNIGHT	15767	2006	20.7	12.7	106												
MIDNIGHT - 6:00 AM	9120	1131	11.7	12.4	104												
6:00 AM - MIDNIGHT	58527	7476	77.2	12.8	107												
ENTIRE DAY	59311	7568	78.2	12.8	107												
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	2469	25.5	15.3	128												
ALL NEWS	2256	313	3.2	13.9	116												
AOR/PROGRESSIVE	3874	438	4.5	11.3	95												
BEAUTIFUL MUSIC	5660	739	7.6	13.1	109												
BLACK	2204	*159	1.6	7.2	60												
CLASSICAL	1418	**99	1.0	7.0	58												
CHR/ROCK	9538	1258	13.0	13.2	110												
COUNTRY	12648	1667	17.2	13.2	110												
GOLDEN OLDIES	1191	*202	2.1	17.0	142												
MOR/NOSTALGIA	4757	717	7.4	15.1	126												
NEWS/TALK	3863	484	5.0	12.5	105												
RELIGIOUS	3084	322	3.3	10.4	87												
SOFT ROCK	521	**39	0.4	7.5	63												
URBAN CONTEMPORARY	1585	*215	2.2	13.6	113												
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	404	4.2	12.4	104												
ABC DIRECTION	2316	400	4.1	17.3	144												
ABC ENTERTAINMENT	4834	634	6.5	13.1	110												
ABC FM	2202	320	3.3	14.5	122												
ABC INFORMATION	5425	617	6.4	11.4	95												
ABC ROCK	1677	*216	2.2	12.9	108												
CBS	4430	585	6.0	13.2	110												
MUTUAL	4992	761	7.9	15.2	128												
NBC	4679	660	6.8	14.1	118												
RADIORADIO	1994	*224	2.3	11.2	94												
RKO ONE	2298	254	2.6	11.1	92												
RKO TWO	3311	483	5.0	14.6	122												
THE SOURCE	2114	*198	2.0	9.4	78												
NON-WIRED : BLAIR	8654	1208	12.5	14.0	117												
INTERNET	12025	1696	17.5	14.1	118												
KATZ RADIO GROUP	15259	2026	20.9	13.2	110												
SUPERNET	10628	1463	15.1	13.8	115												
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	1033	10.7	11.9	100												
MKDAY 9:00 AM - 1:00 PM	12163	1403	14.5	11.5	96												
MKDAY 1:00 PM - 4:30 PM	16150	1895	19.6	11.7	98												
MKDAY 4:30 PM - 7:30 PM	22463	2589	26.7	11.5	96												
MKDAY 7:30 PM - 8:00 PM	31795	3769	38.9	11.9	99												
MKDAY 11:00 PM - 11:30 PM	23977	3136	32.4	13.1	109												
MKDAY 11:30 PM - 1:00 AM	7703	1031	10.6	13.4	112												
M-SAT 8-11 PM+SUN 7-11 PM	33800	4071	42.0	12.0	101												
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	799	8.3	12.2	102												
ANOTHER WORLD N	4620	535	5.5	11.6	97												
AS THE WORLD TURNS C	5614	602	6.2	10.7	90												
CAPITOL C	3396	427	4.4	12.6	105												
CBS MORN. NEWS 1 C	1446	119	1.2	8.2	69												
CBS MORN. NEWS 2 C	1207	128	1.3	10.6	89												
DAYS OF OUR LIVES N	5877	723	7.5	12.3	103												
FACTS OF LIFE - DAYTIME N	2290	191	2.0	8.3	70												
FAMILY FEUD A	3023	392	4.0	13.0	108												
GENERAL HOSPITAL A	6097	657	6.8	10.8	90												
GOOD MORNING, AMERICA-730 A	3515	521	5.4	14.8	124												
GOOD MORNING, AMERICA-830 A	2818	399	4.1	14.2	118												
GUIDING LIGHT C	5339	640	6.6	12.0	100												
ONE LIFE TO LIVE A	4478	523	5.4	11.7	98												
PRESS YOUR LUCK C	2244	314	3.2	14.0	117												
PRICE IS RIGHT 1 C	4348	495	5.1	11.4	95												
PRICE IS RIGHT 2 C	5014	595	6.1	11.9	99												
RYAN'S HOPE A	3150	386	4.0	12.3	102												
SALE OF THE CENTURY N	2695	307	3.2	11.4	95												
SEARCH FOR TOMORROW N	2319	307	3.2	13.2	111												
TODAY SHOW 1 N	2693	295	3.0	11.0	92												
TODAY SHOW 2 N	2498	286	3.0	11.4	96												
$25,000 PYRAMID C	2753	351	3.6	12.7	107												
WHEEL OF FORTUNE N	4388	517	5.3	11.8	99												
YOUNG AND THE RESTLESS C	5695	559	5.8	9.8	82												
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	215	2.2	12.2	102												
NBA PLAYOFF GAME -1 C	1136	*149	1.5	13.1	110												
NBC MAJOR LEAGUE PRE-GAME N	953	**86	0.9	9.0	75												
SPORTSWORLD - SUN N	1233	*177	1.8	14.4	120												
SUNDAY MORNING C	1611	257	2.7	16.0	133												

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(FEMALE HOMEMAKERS)

0071
P-19

	TOTAL U.S. '000	OTHER PILLSBURY CAKES A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	9682	100.0	12.0	100												
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	3023	31.2	11.6	97												
NETWORK AFFILIATES - LATE	20261	2678	27.7	13.2	111												
INDEPENDENTS - LATE	2076	253	2.6	12.2	102												
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM N	10453	1146	11.8	11.0	92												
ABC MONDAY NIGHT MOVIE A	6412	789	8.1	12.3	103												
ABC SUNDAY NIGHT MOVIE A	12407	1678	17.3	13.5	113												
ABC WORLD NEWS TONIGHT A	6176	612	6.3	9.9	83												
AFTERMASH C	5863	720	7.4	12.3	103												
ALICE C	9594	1299	13.4	13.5	113												
AMERICAN PARADE C	6622	802	8.3	12.1	101												
BENSON A	10886	1160	12.0	10.7	89												
BLUE THUNDER A	5036	601	6.2	11.9	100												
CAGNEY & LACEY C	9965	1135	11.7	11.4	95												
CBS EVENING NEWS-DEAN C	3491	435	4.5	12.5	104												
CBS EVENING NEWS-RATHER C	7123	866	8.9	12.2	102												
CBS SAT. NEWS-SCHIEFFER C	3621	442	4.6	12.2	102												
CBS SATURDAY NIGHT MOVIE C	5436	612	6.3	11.3	94												
CBS WEDNESDAY NIGHT MOVIE C	6100	699	7.2	11.5	96												
CHEERS N	8889	1152	11.9	13.0	108												
DALLAS C	22109	2667	27.5	12.1	101												
DIFF'RENT STROKES N	6940	814	8.4	11.7	98												
DOUBLE TROUBLE N	7223	976	10.1	13.5	113												
DUCK FACTORY N	5595	604	6.2	10.8	90												
DUKES OF HAZZARD C	5768	551	5.7	9.6	80												
DYNASTY A	20053	2381	24.6	11.9	99												
FACTS OF LIFE N	8087	983	10.2	12.2	102												
FALCON CREST C	20046	2419	25.0	12.1	101												
FALL GUY A	9084	1134	11.7	12.5	104												
FAMILY TIES N	7964	933	9.6	11.7	98												
FANTASY ISLAND A	7687	961	9.9	12.5	105												
FOULUPS,BLEEPS & BLUNDERS A	8861	1114	11.5	12.6	105												
FOUR SEASONS C	5095	660	6.8	13.0	108												
GIMME A BREAK N	8838	922	9.5	10.4	87												
HART TO HART A	8978	1151	11.9	12.8	107												
HILL STREET BLUES N	8590	1090	11.3	12.7	106												
HOTEL A	14085	1845	19.1	13.1	110												
JEFFERSONS C	9360	1188	12.3	12.7	106												
JENNIFER SLEPT HERE N	5841	719	7.4	12.3	103												
KATE & ALLIE C	9206	1008	10.4	10.9	92												
KNIGHT RIDER N	7076	869	9.0	12.3	103												
LOVE BOAT A	12219	1357	14.0	11.1	93												
MAGNUM PI C	11199	1389	14.3	12.4	104												
MAMA'S FAMILY N	6057	872	9.0	14.4	120												
MASTER, THE N	3598	410	4.2	11.4	95												
MATT HOUSTON A	6344	948	9.8	14.9	125												
NBC MONDAY NIGHT MOVIE N	11994	1266	13.1	10.6	88												
NBC NIGHTLY NEWS N	5132	656	6.8	12.8	107												
NBC NIGHTLY NEWS-SAT N	3375	313	3.2	9.3	78												
NBC NIGHTLY NEWS-SUN N	3130	408	4.2	13.0	109												
NBC SUNDAY NIGHT MOVIE N	8284	999	10.3	12.1	101												
NEWHART C	9240	1060	10.9	11.5	96												
ONE DAY AT A TIME C	7288	836	8.6	11.5	96												
PEOPLE ARE FUNNY N	4855	726	7.5	15.0	125												
REAL PEOPLE N	8869	1072	11.1	12.1	101												
REMINGTON STEELE N	7743	880	9.1	11.4	95												
RIPLEY'S BELIEVE IT - NOT A	5345	850	8.8	15.9	133												
RIPTIDE N	6988	830	8.6	11.9	99												
SCARECROW & MRS. KING C	10002	1019	10.5	10.2	85												
SIMON & SIMON C	10638	1269	13.1	11.9	100												
60 MINUTES C	13293	1450	15.0	10.9	91												
ST. ELSEWHERE N	7017	959	9.9	13.7	114												
THREE'S COMPANY A	10917	1332	13.8	12.2	102												
T.J. HOOKER A	9204	1169	12.1	12.7	106												
TONIGHT SHOW N	2372	335	3.5	14.1	118												
TRAPPER JOHN, M.D. C	9846	1124	11.6	11.4	95												
TV BLOOPERS & PRAC. JOKES N	9105	1093	11.3	12.0	100												
20/20 A	9387	1220	12.6	13.0	109												
WEBSTER A	11067	1244	12.8	11.2	94												
WORLD NEWS - SUN A	3062	318	3.3	10.4	87												
YELLOW ROSE N	4978	542	5.6	10.9	91												
TV VIEWING SPORTS EVENTS																	
BASEBALL	8878	1193	12.3	13.4	112												
BASKETBALL - COLLEGE GAMES	4080	680	7.0	16.7	139												
BASKETBALL - PRO GAMES	3607	537	5.5	14.9	125												
BOWLING	3883	575	5.9	14.8	124												
BOXING	3928	*508	5.2	12.9	108												
FOOTBALL - COLLEGE GAMES	6366	929	9.6	14.6	122												
FOOTBALL - PRO GAMES	11300	1746	18.0	15.5	129												
GOLF	3378	*427	4.4	12.6	106												
POST-SEASON COLL. FOOTBALL	4906	852	8.8	17.4	145												
POST-SEASON PRO FOOTBALL	6120	997	10.3	16.3	136												
TENNIS	3033	*384	4.0	12.7	106												
WRESTLING - PROFESSIONAL	3344	*541	5.6	16.2	135												

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		'000	%	UNWEIGHTED
3A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE THEM?				
	YES	15848	19.6	1813
	NO	65138	80.4	7622

IF YES

	ALL		SOLE		PRIMARY		SECONDARY		
3B. WHICH BRANDS ARE USED BY YOUR HOUSEHOLD?	'000	%	'000	%	'000	%	'000	%	UNWEIGHTED
BETTY CROCKER BIG BATCH	6909	8.5	3161	3.9	3108	3.8	640	.8	787
DUNCAN HINES	7472	9.2	3876	4.8	2722	3.4	874	1.1	844
GHIRADELLI	444	.5	188	.2	177	.2	80	.1	60
NESTLE	3952	4.9	1590	2.0	1737	2.1	626	.8	438
QUAKER OATS	1919	2.4	602	.7	972	1.2	345	.4	213
OTHER BRANDS	2067	2.6	872	1.1	723	.9	472	.6	222
DO NOT KNOW	221	.3							22

		'000	%	UNWEIGHTED
3C. ABOUT HOW MANY PACKAGES OF DRY COOKIE MIX WERE USED BY YOUR ENTIRE HOUSEHOLD IN THE LAST 30 DAYS?				
7 OR MORE	H	120	.1	20
4 - 6	H	465	.6	60
3	H	701	.9	87
2	H	1960	2.4	236
1	H	4816	5.9	528
LESS THAN 1	L	1869	2.3	220
NONE	L	5916	7.3	662

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DRY COOKIE MIXES: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0074
P-19

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY TWO OR MORE A '000	HEAVY TWO OR MORE B % DOWN	HEAVY TWO OR MORE C % ACROSS	HEAVY TWO OR MORE D INDX	MEDIUM ONE A '000	MEDIUM ONE B % DOWN	MEDIUM ONE C % ACROSS	MEDIUM ONE D INDX	LIGHT LESS THAN ONE A '000	LIGHT LESS THAN ONE B % DOWN	LIGHT LESS THAN ONE C % ACROSS	LIGHT LESS THAN ONE D INDX
TOTAL FEMALE HOMEMAKERS	80986	15848	100.0	19.6	100	3247	100.0	4.0	100	4816	100.0	5.9	100	7785	100.0	9.6	100
18 - 24	9282	1941	12.2	20.9	107	*421	13.0	4.5	113	*529	11.0	5.7	96	991	12.7	10.7	111
25 - 34	19072	4220	26.6	22.1	113	654	20.1	3.4	86	1074	22.3	5.6	95	2493	32.0	13.1	136
35 - 44	14591	3591	22.7	24.6	126	709	21.8	4.9	121	1396	29.0	9.6	161	1487	19.1	10.2	106
45 - 54	11345	2052	12.9	18.1	92	*431	13.3	3.8	95	577	12.0	5.1	86	1043	13.4	9.2	96
55 - 64	11635	1725	10.9	14.8	76	*413	12.7	3.5	89	*513	10.7	4.4	74	799	10.3	6.9	71
65 OR OLDER	15061	2319	14.6	15.4	79	619	19.1	4.1	103	727	15.1	4.8	81	972	12.5	6.5	67
18 - 34	28354	6161	38.9	21.7	111	1074	33.1	3.8	94	1603	33.3	5.7	95	3484	44.8	12.3	128
18 - 49	48339	10816	68.2	22.4	114	2000	61.6	4.1	103	3374	70.1	7.0	117	5442	69.9	11.3	117
25 - 54	45008	9863	62.2	21.9	112	1794	55.3	4.0	99	3047	63.3	6.8	114	5023	64.5	11.2	116
35 - 49	19985	4655	29.4	23.3	119	925	28.5	4.6	115	1771	36.8	8.9	149	1958	25.2	9.8	102
50 OR OLDER	32647	5032	31.8	15.4	79	1247	38.4	3.8	95	1442	29.9	4.4	74	2343	30.1	7.2	75
GRADUATED COLLEGE	11155	1909	12.0	17.1	87	*409	12.6	3.7	91	463	9.6	4.2	70	1037	13.3	9.3	97
ATTENDED COLLEGE	13682	2532	16.0	18.5	95	*336	10.3	2.5	61	856	17.8	6.3	105	1341	17.2	9.8	102
GRADUATED HIGH SCHOOL	33880	7472	47.1	22.1	113	1452	44.7	4.3	107	2092	43.4	6.2	104	3928	50.5	11.6	121
DID NOT GRADUATE HIGH SCHOOL	22270	3935	24.8	17.7	90	1050	32.3	4.7	118	1406	29.2	6.3	106	1479	19.0	6.6	69
EMPLOYED	40306	8221	51.9	20.4	104	1530	47.1	3.8	95	2339	48.6	5.8	98	4352	55.9	10.8	112
EMPLOYED FULL-TIME	32850	6684	42.2	20.3	104	1335	41.1	4.1	101	1830	38.0	5.6	94	3520	45.2	10.7	111
EMPLOYED PART-TIME	7456	1537	9.7	20.6	105	**196	6.0	2.6	66	*509	10.6	6.8	115	833	10.7	11.2	116
NOT EMPLOYED	40680	7626	48.1	18.7	96	1716	52.8	4.2	105	2477	51.4	6.1	102	3433	44.1	8.4	88
PROFESSIONAL/MANAGER	10392	1891	11.9	18.2	93	*348	10.7	3.3	84	*531	11.0	5.1	86	1013	13.0	9.7	101
TECH/CLERICAL/SALES	17574	3747	23.6	21.3	109	536	16.5	3.0	76	974	20.2	5.5	93	2237	28.7	12.7	132
PRECISION/CRAFT	985	**103	0.6	10.5	53	**29	0.9	2.9	73	**21	0.4	2.1	36	**52	0.7	5.3	55
OTHER EMPLOYED	11354	2481	15.7	21.9	112	617	19.0	5.4	136	813	16.9	7.2	120	1051	13.5	9.3	96
SINGLE	9863	1900	12.0	19.3	98	396	12.2	4.0	100	589	12.2	6.0	100	915	11.8	9.3	97
MARRIED	51375	10219	64.5	19.9	102	1915	59.0	3.7	93	2877	59.7	5.6	94	5427	69.7	10.6	110
DIVORCED/SEPARATED/WIDOWED	19748	3729	23.5	18.9	96	936	28.8	4.7	118	1350	28.0	6.8	115	1443	18.5	7.3	76
PARENTS	32590	8039	50.7	24.7	126	1698	52.3	5.2	130	2285	47.4	7.0	118	4055	52.1	12.4	129
WHITE	70416	13569	85.6	19.3	98	2621	80.7	3.7	93	4168	86.5	5.9	100	6781	87.1	9.6	100
BLACK	8778	1935	12.2	22.0	113	574	17.7	6.5	163	568	11.8	6.5	109	793	10.2	9.0	94
OTHER	1791	**344	2.2	19.2	98	**52	1.6	2.9	72	**80	1.7	4.5	75	**212	2.7	11.8	123
NORTHEAST-CENSUS	17786	3472	21.9	19.5	100	880	27.1	4.9	123	907	18.8	5.1	86	1685	21.6	9.5	99
NORTH CENTRAL	20741	3163	20.0	15.2	78	545	16.8	2.6	66	809	16.8	3.9	66	1809	23.2	8.7	91
SOUTH	27775	6542	41.3	23.6	120	1440	44.3	5.2	129	2170	45.1	7.8	131	2932	37.7	10.6	110
WEST	14683	2671	16.9	18.2	93	*382	11.8	2.6	65	930	19.3	6.3	107	1360	17.5	9.3	96
NORTHEAST-MKTG.	17961	3792	23.9	21.1	108	1017	31.3	5.7	141	1112	23.1	6.2	104	1663	21.4	9.3	96
EAST CENTRAL	11885	2108	13.3	17.7	91	420	12.9	3.5	88	531	11.0	4.5	75	1157	14.9	9.7	101
WEST CENTRAL	14090	1960	12.4	13.9	71	*306	9.4	2.2	54	*506	10.5	3.6	60	1149	14.8	8.2	85
SOUTH	24081	5668	35.8	23.5	120	1203	37.0	5.0	125	1863	38.7	7.7	130	2602	33.4	10.8	112
PACIFIC	12969	2320	14.6	17.9	91	**302	9.3	2.3	58	805	16.7	6.2	104	1214	15.6	9.4	97
COUNTY SIZE A	32439	6338	40.0	19.5	100	1369	42.2	4.2	105	1962	40.7	6.0	102	3008	38.6	9.3	96
COUNTY SIZE B	24915	5148	32.5	20.7	106	928	28.6	3.7	93	1513	31.4	6.1	102	2707	34.8	10.9	113
COUNTY SIZE C	12930	2573	16.2	19.9	102	*520	16.0	4.0	100	697	14.5	5.4	91	1356	17.4	10.5	109
COUNTY SIZE D	10703	1789	11.3	16.7	85	430	13.2	4.0	100	644	13.4	6.0	101	715	9.2	6.7	69
METRO CENTRAL CITY	24518	4737	29.9	19.3	99	994	30.6	4.1	101	1237	25.7	5.0	85	2506	32.2	10.2	106
METRO SUBURBAN	35919	7342	46.3	20.4	104	1351	41.6	3.8	94	2399	49.8	6.7	112	3592	46.1	10.0	104
NON METRO	20549	3769	23.8	18.3	94	902	27.8	4.4	109	1180	24.5	5.7	97	1687	21.7	8.2	85
TOP 5 ADI'S	18341	3928	24.8	21.4	109	800	24.6	4.4	109	1212	25.2	6.6	111	1916	24.6	10.4	109
TOP 10 ADI'S	25378	5349	33.8	21.1	108	1187	36.6	4.7	117	1608	33.4	6.3	107	2553	32.8	10.1	105
TOP 20 ADI'S	36488	7279	45.9	19.9	102	1606	49.5	4.4	110	2216	46.0	6.1	102	3457	44.4	9.5	99
HSHLD INC. $50,000 OR MORE	6612	1307	8.2	19.8	101	**282	8.7	4.3	106	**333	6.9	5.0	85	693	8.9	10.5	109
$40,000 OR MORE	12659	2584	16.3	20.4	104	*544	16.8	4.3	107	738	15.3	5.8	98	1301	16.7	10.3	107
$30,000 OR MORE	24698	5430	34.3	22.0	112	954	29.4	3.9	96	1673	34.7	6.8	114	2803	36.0	11.3	118
$25,000 OR MORE	32077	6870	43.3	21.4	109	1209	37.2	3.8	94	2076	43.1	6.5	109	3585	46.1	11.2	116
$20,000 - $24,999	9144	1593	10.1	17.4	89	**247	7.6	2.7	67	*544	11.3	5.9	100	802	10.3	8.8	91
$15,000 - $19,999	8728	1784	11.3	20.4	104	*340	10.5	3.9	97	*510	10.6	5.8	98	934	12.0	10.7	111
$10,000 - $14,999	12562	2253	14.2	17.9	92	537	16.5	4.3	107	589	12.2	4.7	79	1127	14.5	9.0	93
UNDER $10,000	18475	3349	21.1	18.1	93	914	28.1	4.9	123	1097	22.8	5.9	100	1338	17.2	7.2	75
HOUSEHOLD OF 1 PERSON	11987	1665	10.5	13.9	71	430	13.2	3.6	89	487	10.1	4.1	68	748	9.6	6.2	65
2 PEOPLE	26577	4274	27.0	16.1	82	780	24.0	2.9	73	1382	28.7	5.2	87	2112	27.1	7.9	83
3 OR 4 PEOPLE	30617	6919	43.7	22.6	115	1319	40.6	4.3	107	2006	41.7	6.6	110	3594	46.2	11.7	122
5 OR MORE PEOPLE	11804	2990	18.9	25.3	129	718	22.1	6.1	152	941	19.5	8.0	134	1332	17.1	11.3	117
NO CHILD IN HSHLD	46165	7260	45.8	15.7	80	1397	43.0	3.0	75	2328	48.3	5.0	85	3536	45.4	7.7	80
CHILD(REN) UNDER 2 YRS	5325	1122	7.1	21.1	108	**265	8.2	5.0	124	**171	3.6	3.2	54	686	8.8	12.9	134
2 - 5 YEARS	14221	2945	18.6	20.7	106	685	21.1	4.8	120	826	17.2	5.8	98	1434	18.4	10.1	105
6 - 11 YEARS	15117	3727	23.5	24.7	126	738	22.7	4.9	122	1135	23.6	7.5	126	1853	23.8	12.3	128
12 - 17 YEARS	16611	4352	27.5	26.2	134	1045	32.2	6.3	157	1461	30.3	8.8	148	1845	23.7	11.1	116
RESIDENCE OWNED	55884	10759	67.9	19.3	98	2029	62.5	3.6	91	3406	70.7	6.1	102	5325	68.4	9.5	99
VALUE: $50,000 OR MORE	31744	6284	39.7	19.8	101	1150	35.4	3.6	90	1993	41.4	6.3	106	3141	40.3	9.9	103
VALUE: UNDER $50,000	24140	4475	28.2	18.5	95	879	27.1	3.6	91	1412	29.3	5.8	98	2184	28.1	9.0	94

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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DRY COOKIE MIXES: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0075
P-19

		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY TWO OR MORE A '000	HEAVY TWO OR MORE B % DOWN	HEAVY TWO OR MORE C % ACROSS	HEAVY TWO OR MORE D INDX	MEDIUM ONE A '000	MEDIUM ONE B % DOWN	MEDIUM ONE C % ACROSS	MEDIUM ONE D INDX	LIGHT LESS THAN ONE A '000	LIGHT LESS THAN ONE B % DOWN	LIGHT LESS THAN ONE C % ACROSS	LIGHT LESS THAN ONE D INDX
TOTAL FEMALE HOMEMAKERS		80986	15848	100.0	19.6	100	3247	100.0	4.0	100	4816	100.0	5.9	100	7785	100.0	9.6	100
MAGAZINES	QUINTILE 1	15799	3234	20.4	20.5	105	698	21.5	4.4	110	1007	20.9	6.4	107	1529	19.6	9.7	101
	QUINTILE 2	17259	3617	22.8	21.0	107	598	18.4	3.5	86	953	19.8	5.5	93	2066	26.5	12.0	125
	QUINTILE 3	13545	2379	15.0	17.6	90	*477	14.7	3.5	88	543	11.3	4.0	67	1360	17.5	10.0	104
	QUINTILE 4	15133	2910	18.4	19.2	98	608	18.7	4.0	100	865	18.0	5.7	96	1437	18.5	9.5	99
	QUINTILE 5	19250	3707	23.4	19.3	98	866	26.7	4.5	112	1448	30.1	7.5	126	1393	17.9	7.2	75
NEWSPAPERS	QUINTILE 1	12413	2538	16.0	20.4	104	512	15.8	4.1	103	818	17.0	6.6	111	1208	15.5	9.7	101
	QUINTILE 2	24116	4721	29.8	19.6	100	869	26.8	3.6	90	1437	29.8	6.0	100	2415	31.0	10.0	104
	QUINTILE 3	11261	2194	13.8	19.5	100	613	18.9	5.4	136	490	10.2	4.4	73	1091	14.0	9.7	101
	QUINTILE 4	20255	4171	26.3	20.6	105	844	26.0	4.2	104	1286	26.7	6.3	107	2041	26.2	10.1	105
	QUINTILE 5	12940	2224	14.0	17.2	88	*409	12.6	3.2	79	785	16.3	6.1	102	1030	13.2	8.0	83
OUTDOOR	QUINTILE 1	14852	3210	20.3	21.6	110	559	17.2	3.8	94	917	19.0	6.2	104	1735	22.3	11.7	122
	QUINTILE 2	15725	3094	19.5	19.7	101	609	18.8	3.9	97	974	20.2	6.2	104	1511	19.4	9.6	100
	QUINTILE 3	16330	3170	20.0	19.4	99	732	22.5	4.5	112	891	18.5	5.5	92	1547	19.9	9.5	99
	QUINTILE 4	16744	3172	20.0	18.9	97	714	22.0	4.3	106	976	20.3	5.8	98	1482	19.0	8.9	92
	QUINTILE 5	17334	3202	20.2	18.5	94	633	19.5	3.7	91	1059	22.0	6.1	103	1510	19.4	8.7	91
RADIO-DRIVE TIME	QUINTILE 1	15911	3439	21.7	21.6	110	766	23.6	4.8	120	1051	21.8	6.6	111	1622	20.8	10.2	106
	QUINTILE 2	14837	2822	17.8	19.0	97	484	14.9	3.3	81	789	16.4	5.3	89	1550	19.9	10.4	109
	QUINTILE 3	15339	3045	19.2	19.9	101	694	21.4	4.5	113	829	17.2	5.4	91	1522	19.6	9.9	103
	QUINTILE 4	16723	3237	20.4	19.4	99	569	17.5	3.4	85	1119	23.2	6.7	113	1549	19.9	9.3	96
	QUINTILE 5	18176	3305	20.9	18.2	93	735	22.6	4.0	101	1028	21.3	5.7	95	1542	19.8	8.5	88
RADIO-MID-DAY	TERCILE 1	21020	4131	26.1	19.7	100	883	27.2	4.2	105	1198	24.9	5.7	96	2049	26.3	9.7	101
	TERCILE 2	21610	4265	26.9	19.7	101	849	26.1	3.9	98	1258	26.1	5.8	98	2159	27.7	10.0	104
	TERCILE 3	38355	7452	47.0	19.4	99	1515	46.7	3.9	99	2360	49.0	6.2	103	3577	45.9	9.3	97
RADIO-TOTAL	QUINTILE 1	15988	3454	21.8	21.6	110	806	24.8	5.0	126	992	20.6	6.2	104	1656	21.3	10.4	108
	QUINTILE 2	15626	2947	18.6	18.9	96	519	16.0	3.3	83	869	18.0	5.6	94	1559	20.0	10.0	104
	QUINTILE 3	16723	3355	21.2	20.1	103	703	21.7	4.2	105	1020	21.2	6.1	103	1632	21.0	9.8	102
	QUINTILE 4	16342	3165	20.0	19.4	99	565	17.4	3.5	86	992	20.6	6.1	102	1609	20.7	9.8	102
	QUINTILE 5	16306	2927	18.5	18.0	92	655	20.2	4.0	100	945	19.6	5.8	97	1328	17.1	8.1	85
TV-PRIME TIME	QUINTILE 1	15953	3136	19.8	19.7	100	730	22.5	4.6	114	861	17.9	5.4	91	1544	19.8	9.7	101
	QUINTILE 2	16137	3456	21.8	21.4	109	728	22.4	4.5	113	945	19.6	5.9	98	1783	22.9	11.0	115
	QUINTILE 3	16420	3280	20.7	20.0	102	494	15.2	3.0	75	1108	23.0	6.7	113	1679	21.6	10.2	106
	QUINTILE 4	16687	3191	20.1	19.1	98	766	23.6	4.6	114	1070	22.2	6.4	108	1355	17.4	8.1	84
	QUINTILE 5	15789	2785	17.6	17.6	90	529	16.3	3.4	84	832	17.3	5.3	89	1425	18.3	9.0	94
TV-DAYTIME	TERCILE 1	27736	5652	35.7	20.4	104	1313	40.4	4.7	118	1658	34.4	6.0	101	2681	34.4	9.7	101
	TERCILE 2	26489	5342	33.7	20.2	103	1013	31.2	3.8	95	1603	33.3	6.1	102	2726	35.0	10.3	107
	TERCILE 3	26761	4853	30.6	18.1	93	921	28.4	3.4	86	1555	32.3	5.8	98	2378	30.5	8.9	92
TV-TOTAL	QUINTILE 1	16345	3410	21.5	20.9	107	881	27.1	5.4	134	990	20.6	6.1	102	1539	19.8	9.4	98
	QUINTILE 2	16447	3176	20.0	19.3	99	579	17.8	3.5	88	945	19.6	5.7	97	1652	21.2	10.0	104
	QUINTILE 3	15980	3148	19.9	19.7	101	531	16.4	3.3	83	948	19.7	5.9	100	1668	21.4	10.4	109
	QUINTILE 4	15887	3193	20.1	20.1	103	686	21.1	4.3	108	998	20.7	6.3	106	1509	19.4	9.5	99
	QUINTILE 5	16326	2921	18.4	17.9	91	569	17.5	3.5	87	935	19.4	5.7	96	1416	18.2	8.7	90
MAGAZINES-NEWSPAPERS: DUAL		20721	4196	26.5	20.2	103	846	26.1	4.1	102	1232	25.6	5.9	100	2117	27.2	10.2	106
MAGAZINE IMPERATIVE		19186	3727	23.5	19.4	99	695	21.4	3.6	90	954	19.8	5.0	84	2078	26.7	10.8	113
NEWSPAPER IMPERATIVE		21899	4320	27.3	19.7	101	937	28.9	4.3	107	1287	26.7	5.9	99	2096	26.9	9.6	100
MAGAZINES-OUTDOOR: DUAL		15451	2985	18.8	19.3	99	540	16.6	3.5	87	883	18.3	5.7	96	1562	20.1	10.1	105
MAGAZINE IMPERATIVE		25953	5191	32.8	20.0	102	1049	32.3	4.0	101	1415	29.4	5.5	92	2727	35.0	10.5	109
OUTDOOR IMPERATIVE		24400	4951	31.2	20.3	104	1055	32.5	4.3	108	1458	30.3	6.0	100	2439	31.3	10.0	104
MAGAZINES-RADIO: DUAL		18049	3676	23.2	20.4	104	571	17.6	3.2	79	1107	23.0	6.1	103	1998	25.7	11.1	115
MAGAZINE IMPERATIVE		23571	4610	29.1	19.6	100	919	28.3	3.9	97	1215	25.2	5.2	87	2476	31.8	10.5	109
RADIO IMPERATIVE		23278	4537	28.6	19.5	100	1095	33.7	4.7	117	1357	28.2	5.8	98	2086	26.8	9.0	93
MAGAZINES-TELEVISION: DUAL		15459	3028	19.1	19.6	100	659	20.3	4.3	106	743	15.4	4.8	81	1626	20.9	10.5	109
MAGAZINE IMPERATIVE		25829	5137	32.4	19.9	102	887	27.3	3.4	86	1492	31.0	5.8	97	2758	35.4	10.7	111
TELEVISION IMPERATIVE		26039	5068	32.0	19.5	99	1129	34.8	4.3	108	1614	33.5	6.2	104	2324	29.9	8.9	93
NEWSPAPERS-OUTDOOR: DUAL		16605	3386	21.4	20.4	104	564	17.4	3.4	85	967	20.1	5.8	98	1854	23.8	11.2	116
NEWSPAPER IMPERATIVE		26834	5141	32.4	19.2	98	1171	36.1	4.4	109	1525	31.7	5.7	96	2445	31.4	9.1	95
OUTDOOR IMPERATIVE		23346	4694	29.6	20.1	103	976	30.1	4.2	104	1422	29.5	6.1	102	2297	29.5	9.8	102
NEWSPAPERS-RADIO: DUAL		17133	3497	22.1	20.4	104	715	22.0	4.2	104	970	20.1	5.7	95	1811	23.3	10.6	110
NEWSPAPER IMPERATIVE		25892	4987	31.5	19.3	98	1016	31.3	3.9	98	1533	31.8	5.9	100	2438	31.3	9.4	98
RADIO IMPERATIVE		23167	4656	29.4	20.1	103	985	30.3	4.3	106	1428	29.7	6.2	104	2243	28.8	9.7	101
NEWSPAPERS-TELEVISION: DUAL		17159	3570	22.5	20.8	106	687	21.2	4.0	100	1112	23.1	6.5	109	1772	22.8	10.3	107
NEWSPAPER IMPERATIVE		26214	4972	31.4	19.0	97	942	29.0	3.6	90	1516	31.5	5.8	97	2513	32.3	9.6	100
TELEVISION IMPERATIVE		23412	4706	29.7	20.1	103	1081	33.3	4.6	115	1317	27.3	5.6	95	2308	29.6	9.9	103
OUTDOOR-RADIO: DUAL		15303	3286	20.7	21.5	110	701	21.6	4.6	114	988	20.5	6.5	109	1597	20.5	10.4	109
OUTDOOR IMPERATIVE		24901	4860	30.7	19.5	100	918	28.3	3.7	92	1486	30.9	6.0	100	2456	31.5	9.9	103
RADIO IMPERATIVE		26492	4997	31.5	18.9	96	1039	32.0	3.9	98	1492	31.0	5.6	95	2467	31.7	9.3	97
OUTDOOR-TELEVISION: DUAL		14794	3273	20.7	22.1	113	600	18.5	4.1	101	883	18.3	6.0	100	1791	23.0	12.1	126
OUTDOOR IMPERATIVE		25437	5011	31.6	19.7	101	997	30.7	3.9	98	1565	32.5	6.2	103	2449	31.5	9.6	100
TELEVISION IMPERATIVE		27877	5271	33.3	18.9	97	1246	38.4	4.5	111	1618	33.6	5.8	98	2408	30.9	8.6	90
RADIO-TELEVISION: DUAL		15996	3277	20.7	20.5	105	718	22.1	4.5	112	892	18.5	5.6	94	1667	21.4	10.4	108
RADIO IMPERATIVE		25478	4997	31.5	19.6	100	986	30.4	3.9	97	1571	32.6	6.2	104	2440	31.3	9.6	100
TELEVISION IMPERATIVE		26573	5233	33.0	19.7	101	1097	33.8	4.1	103	1615	33.5	6.1	102	2522	32.4	9.5	99

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^NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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DRY COOKIE MIXES: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0076
P-19

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY TWO OR MORE A '000	HEAVY TWO OR MORE B % DOWN	HEAVY TWO OR MORE C % ACROSS	HEAVY TWO OR MORE D INDX	MEDIUM ONE A '000	MEDIUM ONE B % DOWN	MEDIUM ONE C % ACROSS	MEDIUM ONE D INDX	LIGHT LESS THAN ONE A '000	LIGHT LESS THAN ONE B % DOWN	LIGHT LESS THAN ONE C % ACROSS	LIGHT LESS THAN ONE D INDX
TOTAL FEMALE HOMEMAKERS	80986	15848	100.0	19.6	100	3247	100.0	4.0	100	4816	100.0	5.9	100	7785	100.0	9.6	100
ATLANTIC MONTHLY	415	**83	0.5	20.0	102	**20	0.6	4.8	120	**33	0.7	8.0	134	**30	0.4	7.2	75
BARRON'S	453	**140	0.9	30.9	158	**34	1.0	7.5	187	**22	0.5	4.9	82	**85	1.1	18.8	195
BETTER HOMES & GARDENS	16256	3113	19.6	19.1	98	529	16.3	3.3	81	904	18.8	5.6	94	1681	21.6	10.3	108
BON APPETIT	2535	343	2.2	13.5	69	**34	1.0	1.3	33	**90	1.9	3.6	60	219	2.8	8.6	90
BUSINESS WEEK	1278	323	2.0	25.3	129	**80	2.5	6.3	156	**71	1.5	5.6	93	*172	2.2	13.5	140
CAR AND DRIVER	378	**103	0.6	27.2	139	**11	0.3	2.9	73	**20	0.4	5.3	89	**72	0.9	19.0	198
CBS MAGAZINE NETWORK (GROSS)	1498	382	2.4	25.5	130	**55	1.7	3.7	92	**46	1.0	3.1	52	*281	3.6	18.8	195
CHANGING TIMES	1505	267	1.7	17.7	91	**35	1.1	2.3	58	**60	1.2	4.0	67	*172	2.2	11.4	119
COLONIAL HOMES	1231	273	1.7	22.2	113	**52	1.6	4.2	105	**54	1.1	4.4	74	*166	2.1	13.5	140
CONDE NAST MAG. PKG. (GROSS)	14146	2949	18.6	20.8	107	679	20.9	4.8	120	763	15.8	5.4	91	1507	19.4	10.7	111
CONSUMERS DIGEST	1323	*276	1.7	20.9	107	**58	1.8	4.4	109	**52	1.1	3.9	66	*166	2.1	12.5	131
COSMOPOLITAN	7102	1541	9.7	21.7	111	273	8.4	3.8	96	413	8.6	5.8	98	855	11.0	12.0	125
COUNTRY LIVING	2481	491	3.1	19.8	101	**83	2.6	3.3	83	*202	4.2	8.1	137	*206	2.6	8.3	86
CUISINE	1472	*236	1.5	16.0	82	**57	1.8	3.9	97	**78	1.6	5.3	89	**101	1.3	6.9	71
CYCLE WORLD	425	**117	0.7	27.5	141	**23	0.7	5.4	135	**25	0.5	5.9	99	**69	0.9	16.2	169
DCI:CREATIVE IDEAS FOR LIV	2510	485	3.1	19.3	99	**82	2.5	3.3	81	*199	4.1	7.9	133	*204	2.6	8.1	85
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	1458	9.2	21.8	111	278	8.6	4.2	104	554	11.5	8.3	139	626	8.0	9.4	97
DISCOVER	894	*151	1.0	16.9	86	**50	1.5	5.6	139	**32	0.7	3.6	60	**69	0.9	7.7	80
EBONY	3507	770	4.9	22.0	112	237	7.3	6.8	169	273	5.7	7.8	131	260	3.3	7.4	77
ESQUIRE	1083	270	1.7	24.9	127	**73	2.2	6.7	168	**70	1.5	6.5	109	**126	1.6	11.6	121
ESSENCE	1830	345	2.2	18.9	96	*96	3.0	5.2	131	*134	2.8	7.3	123	*115	1.5	6.3	65
FAMILY CIRCLE	15930	3166	20.0	19.9	102	524	16.1	3.3	82	1005	20.9	6.3	106	1638	21.0	10.3	107
THE FAMILY HANDYMAN	1126	258	1.6	22.9	117	**49	1.5	4.4	109	**28	0.6	2.5	42	*182	2.3	16.2	168
FAMILY WEEKLY	11468	2629	16.6	22.9	117	470	14.5	4.1	102	848	17.6	7.4	124	1310	16.8	11.4	119
FIELD & STREAM	2234	438	2.8	19.6	100	**68	2.1	3.0	76	**132	2.7	5.9	99	*238	3.1	10.7	111
FOOD & WINE	579	*89	0.6	15.4	79	**24	0.7	4.1	103	**20	0.4	3.5	58	**45	0.6	7.8	81
FORBES	728	*189	1.2	26.0	133	**40	1.2	5.5	137	**30	0.6	4.1	69	**119	1.5	16.3	170
FORTUNE	906	*197	1.2	21.7	111	**37	1.1	4.1	102	**59	1.2	6.5	110	**102	1.3	11.3	117
GENTLEMEN'S QUARTERLY	791	*153	1.0	19.3	99	**90	2.8	11.4	284	**32	0.7	4.0	68	**32	0.4	4.0	42
GLAMOUR	5265	1212	7.6	23.0	118	275	8.5	5.2	130	373	7.7	7.1	119	564	7.2	10.7	111
GOLF DIGEST	636	*119	0.8	18.7	96	**35	1.1	5.5	137	**18	0.4	2.8	48	**66	0.8	10.4	108
GOLF DIGEST/TENNIS (GROSS)	1186	*210	1.3	17.7	90	**47	1.4	4.0	99	**32	0.7	2.7	45	*131	1.7	11.0	115
GOLF MAGAZINE	441	**50	0.3	11.3	58	**5	0.2	1.1	28	**28	0.6	6.3	107	**17	0.2	3.9	40
GOLF MAGAZINE/SKI (GROSS)	922	*137	0.9	14.9	76	**14	0.4	1.5	38	**74	1.5	8.0	135	**50	0.6	5.4	56
GOOD HOUSEKEEPING	16487	3185	20.1	19.3	99	604	18.6	3.7	91	935	19.4	5.7	95	1646	21.1	10.0	104
HARPER'S BAZAAR	2423	514	3.2	21.2	108	*148	4.6	6.1	152	*126	2.6	5.2	87	*240	3.1	9.9	103
HEALTH	1994	417	2.6	20.9	107	*89	2.7	4.5	111	**148	3.1	7.4	125	*179	2.3	9.0	93
HEARST MAG CORP. BUY (GROSS)	44101	8724	55.0	19.8	101	1642	50.6	3.7	93	2511	52.1	5.7	96	4571	58.7	10.4	108
HEARST MAN POWER (GROSS)	1993	417	2.6	20.9	107	**84	2.6	4.2	105	**114	2.4	5.7	96	*219	2.8	11.0	114
HEARST WOMAN POWER (GROSS)	31274	6277	39.6	20.1	103	1136	35.0	3.6	91	1799	37.4	5.8	97	3342	42.9	10.7	111
HOUSE BEAUTIFUL	3623	598	3.8	16.5	84	*113	3.5	3.1	78	*151	3.1	4.2	70	334	4.3	9.2	96
INC.	283	**91	0.6	32.2	164	**5	0.2	1.8	44	**26	0.5	9.2	154	**59	0.8	20.8	217
JET	2928	646	4.1	22.1	113	238	7.3	8.1	203	213	4.4	7.3	122	194	2.5	6.6	69
LADIES' HOME JOURNAL	11918	2363	14.9	19.8	101	455	14.0	3.8	95	607	12.6	5.1	86	1301	16.7	10.9	114
LHJ FAMILY GRP COMBO(GROSS)	16764	3345	21.1	20.0	102	624	19.2	3.7	93	904	18.8	5.4	91	1817	23.3	10.8	113
LIFE	4254	963	6.1	22.6	116	*241	7.4	5.7	141	224	4.7	5.3	89	498	6.4	11.7	122
L.A. TIMES HOME MAGAZINE	1145	289	1.8	25.2	129	**40	1.2	3.5	87	**53	1.1	4.6	78	*196	2.5	17.1	178
MADEMOISELLE	2884	614	3.9	21.3	109	*157	4.8	5.4	136	*134	2.8	4.6	78	323	4.1	11.2	117
MC CALL'S	13460	2448	15.4	18.2	93	480	14.8	3.6	89	715	14.8	5.3	89	1253	16.1	9.3	97
MC CALL'S/WRK MOTHER (GROSS)	14606	2716	17.1	18.6	95	516	15.9	3.5	88	768	15.9	5.3	88	1432	18.4	9.8	102
MECHANIX ILLUSTRATED	772	**157	1.0	20.3	104	**0	0.0	0.0	0	**27	0.6	3.5	59	**130	1.7	16.8	175
METROPOLITAN HOME	967	*150	0.9	15.5	79	**38	1.2	3.9	98	**29	0.6	3.0	50	**83	1.1	8.6	89
MONEY	1588	303	1.9	19.1	98	**49	1.5	3.1	77	**76	1.6	4.8	80	*178	2.3	11.2	117
MOTHER EARTH NEWS	1002	*197	1.2	19.7	100	**37	1.1	3.7	92	**64	1.3	6.4	107	**96	1.2	9.6	100
MS.	825	*92	0.6	11.2	57	**10	0.3	1.2	30	**19	0.4	2.3	39	**63	0.8	7.6	79
NATIONAL ENQUIRER	10336	2069	13.1	20.0	102	489	15.1	4.7	118	560	11.6	5.4	91	1020	13.1	9.9	103
NATIONAL GEOGRAPHIC	9597	1927	12.2	20.1	103	320	9.9	3.3	83	477	9.9	5.0	84	1130	14.5	11.8	122
NATIONAL SUNDAY MAGAZINE PKG	49558	10041	63.4	20.3	104	1977	60.9	4.0	99	2975	61.8	6.0	101	5089	65.4	10.3	107
NATURAL HISTORY	573	**99	0.6	17.3	88	**14	0.4	2.4	61	**10	0.2	1.7	29	**76	1.0	13.3	138
NEW WOMAN	1699	251	1.6	14.8	75	**34	1.0	2.0	50	**66	1.4	3.9	65	*151	1.9	8.9	92
NEW YORK INCLUDING CUE	443	**55	0.3	12.4	63	**15	0.5	3.4	84	**18	0.4	4.1	68	**22	0.3	5.0	52
THE NEW YORKER	1270	220	1.4	17.3	89	**66	2.0	5.2	130	**48	1.0	3.8	64	*106	1.4	8.3	87
NEWSWEEK	6277	1229	7.8	19.6	100	259	8.0	4.1	103	297	6.2	4.7	80	673	8.6	10.7	112
THE N.Y. TIMES DAILY EDITION	1205	212	1.3	17.6	90	**68	2.1	5.6	141	**33	0.7	2.7	46	*111	1.4	9.2	96
THE N.Y. TIMES MAGAZINE	2081	306	1.9	14.7	75	**62	1.9	3.0	74	**59	1.2	2.8	48	*185	2.4	8.9	92
OMNI	788	*192	1.2	24.4	125	**37	1.1	4.7	117	**36	0.7	4.6	77	**119	1.5	15.1	157
ON CABLE	1158	*135	0.9	11.7	60	**59	1.8	5.1	127	**16	0.3	1.4	23	**60	0.8	5.2	54
1001 HOME IDEAS	2852	565	3.6	19.8	101	**79	2.4	2.8	69	*149	3.1	5.2	88	337	4.3	11.8	123
ORGANIC GARDENING	1658	302	1.9	18.2	93	**83	2.6	5.0	125	**35	0.7	2.1	35	*184	2.4	11.1	115
OUTDOOR LIFE	896	*180	1.1	20.1	103	**30	0.9	3.3	84	**72	1.5	8.0	135	**79	1.0	8.8	92
PARADE MAGAZINE	24275	4894	30.9	20.2	103	1010	31.1	4.2	104	1384	28.7	5.7	96	2500	32.1	10.3	107

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DRY COOKIE MIXES: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0077
P-19

	TOTAL U.S. '000	ALL USERS A '000	B % DOWN	C % ACROSS	D INDX	HEAVY TWO OR MORE A '000	B % DOWN	C % ACROSS	D INDX	MEDIUM ONE A '000	B % DOWN	C % ACROSS	D INDX	LIGHT LESS THAN ONE A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	15848	100.0	19.6	100	3247	100.0	4.0	100	4816	100.0	5.9	100	7785	100.0	9.6	100
PARENTS	3845	736	4.6	19.1	98	*140	4.3	3.6	91	*143	3.0	3.7	63	452	5.8	11.8	122
PENTHOUSE	831	*177	1.1	21.3	109	**10	0.3	1.2	30	**29	0.6	3.5	59	**138	1.8	16.6	173
PEOPLE	11645	2524	15.9	21.7	111	475	14.6	4.1	102	681	14.1	5.8	98	1367	17.6	11.7	122
PLAYBOY	2006	401	2.5	20.0	102	**47	1.4	2.3	58	*107	2.2	5.3	90	*246	3.2	12.3	128
POPULAR HOT RODDING	297	**53	0.3	17.8	91	**4	0.1	1.3	34	**17	0.4	5.7	96	**32	0.4	10.8	112
POPULAR MECHANICS	1018	*201	1.3	19.7	101	**19	0.6	1.9	47	**76	1.6	7.5	126	**106	1.4	10.4	108
POPULAR SCIENCE	878	*166	1.0	18.9	97	**31	1.0	3.5	88	**51	1.1	5.8	98	**84	1.1	9.6	100
PREVENTION	3913	655	4.1	16.7	86	*84	2.6	2.1	54	*131	2.7	3.3	56	439	5.6	11.2	117
PSYCHOLOGY TODAY	1710	375	2.4	21.9	112	**47	1.4	2.7	69	**101	2.1	5.9	99	*227	2.9	13.3	138
READER'S DIGEST	22204	4153	26.2	18.7	96	607	18.7	2.7	68	1260	26.2	5.7	95	2288	29.4	10.3	107
REDBOOK	7684	1550	9.8	20.2	103	259	8.0	3.4	84	451	9.4	5.9	99	840	10.8	10.9	114
ROAD & TRACK	410	**111	0.7	27.1	138	**22	0.7	5.4	134	**4	0.1	1.0	16	**85	1.1	20.7	216
ROLLING STONE	969	218	1.4	22.5	115	**48	1.5	5.0	124	**55	1.1	5.7	95	*115	1.5	11.9	123
RUNNER'S WORLD	298	**66	0.4	22.1	113	**8	0.2	2.7	67	**16	0.3	5.4	90	**41	0.5	13.8	143
SATURDAY EVENING POST	1169	*238	1.5	20.4	104	**52	1.6	4.4	111	**39	0.8	3.3	56	*147	1.9	12.6	131
SCIENCE 84	587	*141	0.9	24.0	123	**9	0.3	1.5	38	**15	0.3	2.6	43	**117	1.5	19.9	207
SCIENCE DIGEST	482	**108	0.7	22.4	115	**35	1.1	7.3	181	**6	0.1	1.2	21	**66	0.8	13.7	142
SCIENTIFIC AMERICAN	594	**85	0.5	14.3	73	**10	0.3	1.7	42	**13	0.3	2.2	37	**62	0.8	10.4	109
SELF	2089	425	2.7	20.3	104	**54	1.7	2.6	64	**57	1.2	2.7	46	314	4.0	15.0	156
SEVENTEEN	2411	560	3.5	23.2	119	*178	5.5	7.4	184	*137	2.8	5.7	96	*245	3.1	10.2	106
SKI	480	**87	0.5	18.1	93	**9	0.3	1.9	47	**45	0.9	9.4	158	**33	0.4	6.9	72
SMITHSONIAN	2760	446	2.8	16.2	83	**103	3.2	3.7	93	**77	1.6	2.8	47	266	3.4	9.6	100
SOAP OPERA DIGEST	3013	800	5.0	26.6	136	*154	4.7	5.1	127	*191	4.0	6.3	107	455	5.8	15.1	157
SOUTHERN LIVING	4184	973	6.1	23.3	119	*196	6.0	4.7	117	356	7.4	8.5	143	422	5.4	10.1	105
SPORT	559	*142	0.9	25.4	130	**43	1.3	7.7	192	**50	1.0	8.9	150	**50	0.6	8.9	93
THE SPORTING NEWS	436	**124	0.8	28.4	145	**55	1.7	12.6	315	**28	0.6	6.4	108	**41	0.5	9.4	98
SPORTS AFIELD	493	*109	0.7	22.1	113	**30	0.9	6.1	152	**32	0.7	6.5	109	**48	0.6	9.7	101
SPORTS ILLUSTRATED	2758	679	4.3	24.6	126	*105	3.2	3.8	95	*214	4.4	7.8	130	360	4.6	13.1	136
STAR	7456	1604	10.1	21.5	110	401	12.3	5.4	134	421	8.7	5.6	95	782	10.0	10.5	109
SUNDAY	24936	4751	30.0	19.1	97	1076	33.1	4.3	108	1467	30.5	5.9	99	2208	28.4	8.9	92
SUNSET	2124	325	2.1	15.3	78	**44	1.4	2.1	52	**124	2.6	5.8	98	*157	2.0	7.4	77
TV GUIDE	21661	4778	30.1	22.1	113	1012	31.2	4.7	117	1357	28.2	6.3	105	2410	31.0	11.1	116
TENNIS	550	**91	0.6	16.5	85	**12	0.4	2.2	54	**14	0.3	2.5	43	**65	0.8	11.8	123
TIME	8880	1877	11.8	21.1	108	329	10.1	3.7	92	503	10.4	5.7	95	1045	13.4	11.8	122
TOWN & COUNTRY	917	*121	0.8	13.2	67	**28	0.9	3.1	76	**41	0.9	4.5	75	**52	0.7	5.7	59
TRAVEL & LEISURE	972	*168	1.1	17.3	88	**29	0.9	3.0	74	**24	0.5	2.5	42	**115	1.5	11.8	123
TRUE STORY	3356	797	5.0	23.7	121	*180	5.5	5.4	134	*238	4.9	7.1	119	378	4.9	11.3	117
U.S.NEWS & WORLD REPORT	3410	635	4.0	18.6	95	**73	2.2	2.1	53	*129	2.7	3.8	64	433	5.6	12.7	132
USA TODAY	1759	356	2.2	20.2	103	**108	3.3	6.1	153	**106	2.2	6.0	101	*143	1.8	8.1	85
US	1873	432	2.7	23.1	118	**119	3.7	6.4	158	**82	1.7	4.4	74	*231	3.0	12.3	128
VOGUE	3909	699	4.4	17.9	91	*194	6.0	5.0	124	*200	4.2	5.1	86	305	3.9	7.8	81
WALL STREET JOURNAL	1886	355	2.2	18.8	96	**58	1.8	3.1	77	**90	1.9	4.8	80	*207	2.7	11.0	114
WEIGHT WATCHERS	2120	454	2.9	21.4	109	*101	3.1	4.8	119	**122	2.5	5.8	97	*232	3.0	10.9	114
WOMAN'S DAY	14172	2616	16.9	19.0	97	474	14.6	3.3	83	933	19.4	6.6	111	1280	16.4	9.0	94
WORKING MOTHER	1146	*268	1.7	23.4	120	**36	1.1	3.1	78	**53	1.1	4.6	78	*179	2.3	15.6	162
WORKING WOMAN	1322	302	1.9	22.8	117	**65	2.0	4.9	123	**76	1.6	5.7	97	*162	2.1	12.3	127
WORLD TENNIS	*163	**33	0.2	20.2	103	**6	0.2	3.7	92	**6	0.1	3.7	62	**21	0.3	12.9	134
ZIFF-DAVIS MAG NETWK (GROSS)	2532	447	2.8	17.7	90	**43	1.3	1.7	42	*139	2.9	5.5	92	265	3.4	10.5	109
BLAIR INSERTS	43657	8576	54.1	19.6	100	1756	54.1	4.0	100	2518	52.3	5.8	97	4302	55.3	9.9	103
DAILY NEWSPAPERS																	
READ ANY	51633	10270	64.8	19.9	102	2155	66.4	4.2	104	3115	64.7	6.0	101	5000	64.2	9.7	101
READ ONE	43463	8547	53.9	19.7	100	1830	56.4	4.2	105	2613	54.3	6.0	101	4105	52.7	9.4	98
READ TWO OR MORE	8170	1722	10.9	21.1	108	325	10.0	4.0	99	502	10.4	6.1	103	895	11.5	11.0	114
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	10582	66.8	20.1	103	2101	64.7	4.0	99	3154	65.5	6.0	101	5327	68.4	10.1	105
READ ONE	46126	9296	58.7	20.2	103	1881	57.9	4.1	102	2736	56.8	5.9	100	4679	60.1	10.1	106
READ TWO OR MORE	6552	1286	8.1	19.6	100	*220	6.8	3.4	84	418	8.7	6.4	107	648	8.3	9.9	103
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	30.00				25.86				29.25				30.90			
30 DAY REACH	71455	14181	89.5	19.8	101	2821	86.9	3.9	98	4253	88.3	6.0	100	7106	91.3	9.9	103
50 SHWG - 30 DAY AV FREQ	14.56	15.89				15.22				15.50				16.40			
30 DAY REACH	67742	13410	84.6	19.8	101	2680	82.5	4.0	99	4022	83.5	5.9	100	6708	86.2	9.9	103
25 SHWG - 30 DAY AV FREQ	7.94	8.61				7.93				8.45				8.99			
30 DAY REACH	62117	12359	78.0	19.9	102	2582	79.5	4.2	104	3689	76.6	5.9	100	6088	78.2	9.8	102
CABLE TV: HOME WIRED	32077	6903	43.6	21.5	110	1309	40.3	4.1	102	2109	43.8	6.6	111	3485	44.8	10.9	113
HOME NOT WIRED	48909	8944	56.4	18.3	93	1938	59.7	4.0	99	2707	56.2	5.5	93	4300	55.2	8.8	91
HAVE PAY CABLE	15935	3752	23.7	23.5	120	723	22.3	4.5	113	1147	23.8	7.2	121	1882	24.2	11.8	123

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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DRY COOKIE MIXES: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY TWO OR MORE A '000	HEAVY TWO OR MORE B % DOWN	HEAVY TWO OR MORE C % ACROSS	HEAVY TWO OR MORE D INDX	MEDIUM ONE A '000	MEDIUM ONE B % DOWN	MEDIUM ONE C % ACROSS	MEDIUM ONE D INDX	LIGHT LESS THAN ONE A '000	LIGHT LESS THAN ONE B % DOWN	LIGHT LESS THAN ONE C % ACROSS	LIGHT LESS THAN ONE D INDX
TOTAL FEMALE HOMEMAKERS	80986	15848	100.0	19.6	100	3247	100.0	4.0	100	4816	100.0	5.9	100	7785	100.0	9.6	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	8791	55.5	20.0	102	1789	55.1	4.1	102	2726	56.6	6.2	104	4277	54.9	9.7	101
10:00 AM - 3:00 PM	30659	6011	37.9	19.6	100	1269	39.1	4.1	103	1751	36.4	5.7	96	2991	38.4	9.8	101
3:00 PM - 7:00 PM	31045	6463	40.8	20.8	106	1353	41.7	4.4	109	1749	36.3	5.6	95	3360	43.2	10.8	113
7:00 PM - MIDNIGHT	15767	3172	20.0	20.1	103	598	18.4	3.8	95	1004	20.8	6.4	107	1570	20.2	10.0	104
MIDNIGHT - 6:00 AM	9120	1972	12.4	21.6	110	383	11.8	4.2	105	556	11.5	6.1	103	1034	13.3	11.3	118
6:00 AM - MIDNIGHT	58527	11738	74.1	20.1	102	2337	72.0	4.0	100	3475	72.2	5.9	100	5925	76.1	10.1	105
ENTIRE DAY	59311	11928	75.3	20.1	103	2372	73.1	4.0	100	3544	73.6	6.0	100	6012	77.2	10.1	105
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	3166	20.0	19.6	100	546	16.8	3.4	84	913	19.0	5.6	95	1706	21.9	10.5	110
ALL NEWS	2256	480	3.0	21.3	109	*133	4.1	5.9	147	**99	2.1	4.4	74	*249	3.2	11.0	115
AOR/PROGRESSIVE	3874	841	5.3	21.7	111	*174	5.4	4.5	112	*189	3.9	4.9	82	478	6.1	12.3	128
BEAUTIFUL MUSIC	5660	1096	6.9	19.4	99	*202	6.2	3.6	89	362	7.5	6.4	108	532	6.8	9.4	98
BLACK	2204	518	3.3	23.5	120	*176	5.4	8.0	199	**113	2.3	5.1	86	228	2.9	10.3	108
CLASSICAL	1418	*219	1.4	15.4	79	**36	1.1	2.5	63	**86	1.8	6.1	102	**96	1.2	6.8	70
CHR/ROCK	9538	2182	13.8	22.9	117	428	13.2	4.5	112	649	13.5	6.8	114	1105	14.2	11.6	121
COUNTRY	12648	2579	16.3	20.4	104	469	14.4	3.7	92	790	16.4	6.2	105	1320	17.0	10.4	109
GOLDEN OLDIES	1191	*328	2.1	27.5	141	**50	1.5	4.2	105	**161	3.3	13.5	227	**117	1.5	9.8	102
MOR/NOSTALGIA	4757	867	5.5	18.2	93	*163	5.0	3.4	85	*193	4.0	4.1	68	511	6.6	10.7	112
NEWS/TALK	3863	586	3.7	15.2	78	*111	3.4	2.9	72	*227	4.7	5.9	99	249	3.2	6.4	67
RELIGIOUS	3084	455	2.9	14.8	75	**49	1.5	1.6	40	**114	2.4	3.7	62	293	3.8	9.5	99
SOFT ROCK	521	**95	0.6	18.2	93	**8	0.2	1.5	38	**70	1.5	13.4	226	**17	0.2	3.3	34
URBAN CONTEMPORARY	1585	369	2.3	23.3	119	*142	4.4	9.0	223	**119	2.5	7.5	126	*109	1.4	6.9	72
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	720	4.5	22.1	113	*114	3.5	3.5	87	*258	5.4	7.9	133	348	4.5	10.7	111
ABC DIRECTION	2316	408	2.6	17.6	90	*122	3.8	5.3	131	**64	1.3	2.8	46	*222	2.9	9.6	100
ABC ENTERTAINMENT	4834	969	6.1	20.0	102	*181	5.6	3.7	93	*290	6.0	6.0	101	498	6.4	10.3	107
ABC FM	2202	509	3.2	23.1	118	*153	4.7	6.9	173	**110	2.3	5.0	84	247	3.2	11.2	117
ABC INFORMATION	5425	1023	6.5	18.9	96	*208	6.4	3.8	96	287	6.0	5.3	89	528	6.8	9.7	101
ABC ROCK	1677	438	2.8	26.1	133	**120	3.7	7.2	178	**100	2.1	6.0	100	*218	2.8	13.0	135
CBS	4430	780	4.9	17.6	90	*147	4.5	3.3	83	*202	4.2	4.6	77	430	5.5	9.7	101
MUTUAL	4992	1068	6.7	21.4	109	234	7.2	4.7	117	300	6.2	6.0	101	533	6.8	10.7	111
NBC	4679	716	4.5	15.3	78	*134	4.1	2.9	71	*136	2.8	2.9	49	446	5.7	9.5	99
RADIORADIO	1994	412	2.6	20.7	106	**82	2.5	4.1	103	**109	2.3	5.5	92	*220	2.8	11.0	115
RKO ONE	2298	410	2.6	17.8	91	**104	3.2	4.5	113	*179	3.7	7.8	131	*127	1.6	5.5	57
RKO TWO	3311	699	4.4	21.1	108	*109	3.4	3.3	82	*214	4.4	6.5	109	376	4.8	11.4	118
THE SOURCE	2114	485	3.1	22.9	117	**139	4.3	6.6	164	*136	2.8	6.4	108	*209	2.7	9.9	103
NON-WIRED : BLAIR	8654	1859	11.7	21.5	110	296	9.1	3.4	85	749	15.6	8.7	146	814	10.5	9.4	98
INTERNET	12025	2706	17.1	22.5	115	533	16.4	4.4	111	725	15.1	6.0	101	1448	18.6	12.0	125
KATZ RADIO GROUP	15359	2920	18.4	19.0	97	524	16.1	3.4	85	806	16.7	5.2	88	1589	20.4	10.3	108
SUPERNET	10628	2158	13.6	20.3	104	486	15.0	4.6	114	609	12.6	5.7	96	1062	13.6	10.0	104
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	1673	10.6	19.3	99	375	11.5	4.3	108	462	9.6	5.3	90	835	10.7	9.6	100
MKDAY 9:00 AM - 1:00 PM	12163	2417	15.3	19.9	102	553	17.0	4.5	113	754	15.7	6.2	104	1110	14.3	9.1	95
MKDAY 1:00 PM - 4:30 PM	16150	3269	20.6	20.2	103	709	21.8	4.4	109	1045	21.7	6.5	109	1514	19.4	9.4	98
MKDAY 4:30 PM - 7:30 PM	22463	4327	27.3	19.3	98	941	29.0	4.2	104	1349	28.0	6.0	101	2037	26.2	9.1	94
MKDAY 7:30 PM - 8:00 PM	31795	6265	39.5	19.7	101	1329	40.9	4.2	104	1863	38.7	5.9	99	3073	39.5	9.7	101
MKDAY 11:00 PM - 11:30 PM	23977	4516	28.5	18.8	96	1049	32.3	4.4	109	1271	26.4	5.3	89	2197	28.2	9.2	95
MKDAY 11:30 PM - 1:00 AM	7703	1541	9.7	20.0	102	352	10.8	4.6	114	437	9.1	5.7	95	752	9.7	9.8	102
M-SAT 8-11 PM+SUN 7-11 PM	33800	6807	43.0	20.1	103	1422	43.8	4.2	105	2008	41.7	5.9	100	3377	43.4	10.0	104
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	1326	8.4	20.3	104	272	8.4	4.2	104	411	8.5	6.3	106	644	8.3	9.9	102
ANOTHER WORLD N	4620	870	5.5	18.8	96	177	5.5	3.8	96	219	4.5	4.7	80	474	6.1	10.3	107
AS THE WORLD TURNS C	5614	1286	8.1	22.9	117	282	8.7	5.0	125	481	10.0	8.6	144	522	6.7	9.3	97
CAPITOL C	3396	739	4.7	21.8	111	179	5.5	5.3	131	239	5.0	7.0	118	321	4.1	9.5	98
CBS MORN. NEWS 1 C	1446	282	1.8	19.5	100	*54	1.7	3.7	93	*85	1.8	5.9	99	143	1.8	9.9	103
CBS MORN. NEWS 2 C	1207	240	1.5	19.9	102	**31	1.0	2.6	64	*67	1.4	5.6	93	142	1.8	11.8	122
DAYS OF OUR LIVES N	5877	1101	6.9	18.7	96	260	8.0	4.4	110	294	6.1	5.0	84	547	7.0	9.3	97
FACTS OF LIFE - DAYTIME N	2290	489	3.1	21.4	109	*99	3.0	4.3	108	172	3.6	7.5	126	219	2.8	9.6	99
FAMILY FEUD A	3023	605	3.8	20.0	102	108	3.3	3.6	89	241	5.0	8.0	134	255	3.3	8.4	88
GENERAL HOSPITAL A	6097	1232	7.8	20.2	103	250	7.7	4.1	102	436	9.1	7.2	120	546	7.0	9.0	93
GOOD MORNING, AMERICA-730 A	3515	559	3.5	15.9	81	130	4.0	3.7	92	176	3.7	5.0	84	254	3.3	7.2	75
GOOD MORNING, AMERICA-830 A	2818	505	3.2	17.9	92	116	3.6	4.1	103	169	3.5	6.0	101	220	2.8	7.8	81
GUIDING LIGHT C	5339	1210	7.6	22.7	116	290	8.9	5.4	135	372	7.7	7.0	117	548	7.0	10.3	107
ONE LIFE TO LIVE A	4478	868	5.5	19.4	99	183	5.6	4.1	102	290	6.0	6.5	109	395	5.1	8.8	92
PRESS YOUR LUCK C	2244	407	2.6	18.1	93	*66	2.0	2.9	73	138	2.9	6.1	103	203	2.6	9.0	94
PRICE IS RIGHT 1 C	4348	846	5.3	19.5	99	193	5.9	4.4	111	286	5.9	6.6	111	367	4.7	8.4	88
PRICE IS RIGHT 2 C	5014	959	6.1	19.1	98	219	6.7	4.4	109	298	6.2	5.9	100	441	5.7	8.8	91
RYAN'S HOPE A	3150	669	4.2	21.2	109	203	6.3	6.4	161	180	3.7	5.7	96	286	3.7	9.1	94
SALE OF THE CENTURY N	2695	509	3.2	18.9	97	119	3.7	4.4	110	180	3.7	6.7	112	210	2.7	7.8	81
SEARCH FOR TOMORROW N	2319	510	3.2	22.0	112	*111	3.4	4.8	119	*113	2.3	4.9	82	286	3.7	12.3	128
TODAY SHOW 1 N	2693	504	3.2	18.7	96	*95	2.9	3.5	88	136	2.8	5.1	85	273	3.5	10.1	105
TODAY SHOW 2 N	2498	405	2.6	16.2	83	*69	2.1	2.8	69	110	2.3	4.4	74	226	2.9	9.0	94
$25,000 PYRAMID C	2753	552	3.5	20.1	102	148	4.6	5.4	134	210	4.4	7.6	128	193	2.5	7.0	73
WHEEL OF FORTUNE N	4388	867	5.5	19.8	101	224	6.9	5.1	127	259	5.4	5.9	99	384	4.9	8.8	91
YOUNG AND THE RESTLESS C	5695	1272	8.0	22.3	114	313	9.6	5.5	137	394	8.2	6.9	116	565	7.3	9.9	103
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	378	2.4	21.5	110	*89	2.7	5.1	126	*97	2.0	5.5	93	191	2.5	10.9	113
NBA PLAYOFF GAME -1 C	1136	180	1.1	15.8	81	**44	1.4	3.9	97	*58	1.2	5.1	86	*78	1.0	6.9	71
NBC MAJOR LEAGUE PRE-GAME N	953	*138	0.9	14.5	74	**44	1.4	4.6	115	**62	1.3	6.5	109	**32	0.4	3.4	35
SPORTSWORLD - SUN N	1233	297	1.9	24.1	123	**69	2.1	5.6	140	*74	1.5	6.0	101	*153	2.0	12.4	129
SUNDAY MORNING C	1611	290	1.8	18.0	92	**66	2.0	4.1	102	*71	1.5	4.4	74	*152	2.0	9.4	98

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DRY COOKIE MIXES: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0079
P-19

		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY TWO OR MORE A '000	HEAVY TWO OR MORE B % DOWN	HEAVY TWO OR MORE C % ACROSS	HEAVY TWO OR MORE D INDX	MEDIUM ONE A '000	MEDIUM ONE B % DOWN	MEDIUM ONE C % ACROSS	MEDIUM ONE D INDX	LIGHT LESS THAN ONE A '000	LIGHT LESS THAN ONE B % DOWN	LIGHT LESS THAN ONE C % ACROSS	LIGHT LESS THAN ONE D INDX
TOTAL FEMALE HOMEMAKERS		80986	15848	100.0	19.6	100	3247	100.0	4.0	100	4816	100.0	5.9	100	7785	100.0	9.6	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	4873	30.7	18.7	96	1011	31.1	3.9	97	1528	31.7	5.9	99	2334	30.0	9.0	93
NETWORK AFFILIATES - LATE		20261	3719	23.5	18.4	94	827	25.5	4.1	102	1050	21.8	5.2	87	1842	23.7	9.1	95
INDEPENDENTS - LATE		2076	398	2.5	19.2	98	*77	2.4	3.7	93	133	2.8	6.4	108	188	2.4	9.1	94
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	2279	14.4	21.8	111	522	16.1	5.0	125	576	12.0	5.5	93	1182	15.2	11.3	118
ABC MONDAY NIGHT MOVIE	A	6412	1381	8.7	21.5	110	203	6.3	3.2	79	486	10.1	7.6	127	692	8.9	10.8	112
ABC SUNDAY NIGHT MOVIE	A	12407	2468	15.6	19.9	102	511	15.7	4.1	103	719	14.9	5.8	97	1237	15.9	10.0	104
ABC WORLD NEWS TONIGHT	A	6176	965	6.1	15.6	80	165	5.1	2.7	67	350	7.3	5.7	95	450	5.8	7.3	76
AFTERMASH	C	5863	1310	8.3	22.3	114	*256	7.9	4.4	109	*395	8.2	6.7	113	659	8.5	11.2	117
ALICE	C	9594	2163	13.6	22.5	115	428	13.2	4.5	111	681	14.1	7.1	119	1054	13.5	11.0	114
AMERICAN PARADE	C	6622	1398	8.8	21.1	108	285	8.8	4.3	107	480	10.0	7.2	122	633	8.1	9.6	99
BENSON	A	10886	1909	12.0	17.5	90	381	11.7	3.5	87	540	11.2	5.0	83	988	12.7	9.1	94
BLUE THUNDER	A	5036	842	5.3	16.7	85	*201	6.2	4.0	100	251	5.2	5.0	84	389	5.0	7.7	80
CAGNEY & LACEY	C	9965	1806	11.4	18.1	93	365	11.2	3.7	91	504	10.5	5.1	85	937	12.0	9.4	98
CBS EVENING NEWS-DEAN	C	3491	611	3.9	17.5	89	*109	3.4	3.1	78	*218	4.5	6.2	105	284	3.6	8.1	85
CBS EVENING NEWS-RATHER	C	7123	1483	9.4	20.8	106	304	9.4	4.3	106	432	9.0	6.1	102	747	9.6	10.5	109
CBS SAT. NEWS-SCHIEFFER	C	3621	716	4.5	19.8	101	162	5.0	4.5	112	209	4.3	5.8	97	345	4.4	9.5	99
CBS SATURDAY NIGHT MOVIE	C	5436	1100	6.9	20.2	103	246	7.6	4.5	113	352	7.3	6.5	109	502	6.4	9.2	96
CBS WEDNESDAY NIGHT MOVIE	C	6100	1099	6.9	18.0	92	142	4.4	2.3	58	314	6.5	5.1	87	644	8.3	10.6	110
CHEERS	N	8889	1798	11.3	20.2	103	308	9.5	3.5	86	441	9.2	5.0	83	1049	13.5	11.8	123
DALLAS	C	22109	4699	29.7	21.3	109	968	29.8	4.4	109	1513	31.4	6.8	115	2218	28.5	10.0	104
DIFF'RENT STROKES	N	6940	1508	9.5	21.7	111	239	7.4	3.4	86	564	11.7	8.1	137	705	9.1	10.2	106
DOUBLE TROUBLE	N	7223	1628	10.3	22.5	115	311	9.6	4.3	107	438	9.1	6.1	102	879	11.3	12.2	127
DUCK FACTORY	N	5595	1085	6.8	19.4	99	*192	5.9	3.4	86	266	5.5	4.8	80	627	8.1	11.2	117
DUKES OF HAZZARD	C	5768	1160	7.3	20.1	103	284	8.7	4.9	123	350	7.3	6.1	102	526	6.8	9.1	95
DYNASTY	A	20053	3973	25.1	19.8	101	959	29.5	4.8	119	1242	25.8	6.2	104	1772	22.8	8.8	92
FACTS OF LIFE	N	8087	1768	11.2	21.9	112	354	10.9	4.4	109	527	10.9	6.5	110	887	11.4	11.0	114
FALCON CREST	C	20046	4214	26.6	21.0	107	821	25.3	4.1	102	1298	27.0	6.5	109	2096	26.9	10.5	109
FALL GUY	A	9084	1830	11.5	20.1	103	490	15.1	5.4	135	474	9.8	5.2	88	865	11.1	9.5	99
FAMILY TIES	N	7964	1550	9.8	19.5	99	307	9.5	3.9	96	450	9.3	5.7	95	794	10.2	10.0	104
FANTASY ISLAND	A	7687	1656	10.4	21.5	110	292	9.0	3.8	95	544	11.3	7.1	119	820	10.5	10.7	111
FOULUPS,BLEEPS & BLUNDERS	A	8861	1720	10.9	19.4	99	334	10.3	3.8	94	584	12.1	6.6	111	802	10.3	9.1	94
FOUR SEASONS	C	5095	1125	7.1	22.1	113	*294	9.1	5.8	144	*331	6.9	6.5	109	500	6.4	9.8	102
GIMME A BREAK	N	8838	1701	10.7	19.2	98	332	10.2	3.8	94	498	10.3	5.6	95	871	11.2	9.9	103
HART TO HART	A	8978	1750	11.0	19.5	100	276	8.5	3.1	77	546	11.3	6.1	102	927	11.9	10.3	107
HILL STREET BLUES	N	8590	1698	10.7	19.8	101	282	8.7	3.3	82	424	8.8	4.9	83	991	12.7	11.5	120
HOTEL	A	14085	2569	16.2	18.2	93	588	18.1	4.2	104	724	15.0	5.1	86	1256	16.1	8.9	93
JEFFERSONS	C	9360	2060	13.0	22.0	112	474	14.6	5.1	126	596	12.4	6.4	107	991	12.7	10.6	110
JENNIFER SLEPT HERE	N	5841	1295	8.2	22.2	113	*216	6.7	3.7	92	355	7.4	6.1	102	724	9.3	12.4	129
KATE & ALLIE	C	9206	1736	11.0	18.9	96	318	9.8	3.5	86	503	10.4	5.5	92	915	11.8	9.9	103
KNIGHT RIDER	N	7076	1456	9.2	20.6	105	284	8.7	4.0	100	439	9.1	6.2	104	733	9.4	10.4	108
LOVE BOAT	A	12219	2528	16.0	20.7	106	385	11.9	3.2	79	890	18.5	7.3	122	1253	16.1	10.3	107
MAGNUM PI	C	11199	2211	14.0	19.7	101	495	15.2	4.4	110	626	13.0	5.6	94	1090	14.0	9.7	101
MAMA'S FAMILY	N	6057	1335	8.4	22.0	113	268	8.3	4.4	110	369	7.7	6.1	102	699	9.0	11.5	120
MASTER, THE	N	3598	815	5.1	22.7	116	*181	5.6	5.0	125	*207	4.3	5.8	97	427	5.5	11.9	123
MATT HOUSTON	A	6344	1234	7.8	19.5	99	268	8.3	4.2	105	364	7.6	5.7	96	601	7.7	9.5	99
NBC MONDAY NIGHT MOVIE	N	11994	2509	15.8	20.9	107	528	16.3	4.4	110	803	16.7	6.7	113	1178	15.1	9.8	102
NBC NIGHTLY NEWS	N	5132	998	6.3	19.4	99	234	7.2	4.6	114	274	5.7	5.3	90	490	6.3	9.5	99
NBC NIGHTLY NEWS-SAT	N	3375	637	4.0	18.9	96	*131	4.0	3.9	97	*246	5.1	7.3	123	*260	3.3	7.7	80
NBC NIGHTLY NEWS-SUN	N	3130	743	4.7	23.7	121	*145	4.5	4.6	116	*204	4.2	6.5	110	394	5.1	12.6	131
NBC SUNDAY NIGHT MOVIE	N	8284	1768	11.2	21.3	109	392	12.1	4.7	118	474	9.8	5.7	96	901	11.6	10.9	113
NEWHART	C	9240	1779	11.2	19.3	98	298	9.2	3.2	80	481	10.0	5.2	88	1001	12.9	10.8	113
ONE DAY AT A TIME	C	7288	1602	10.1	22.0	112	267	8.2	3.7	91	520	10.8	7.1	120	815	10.5	11.2	116
PEOPLE ARE FUNNY	N	4855	1034	6.5	21.3	109	*212	6.5	4.4	109	*281	5.8	5.8	97	541	6.9	11.1	116
REAL PEOPLE	N	8869	1778	11.2	20.0	102	327	10.1	3.7	92	552	11.5	6.2	105	899	11.5	10.1	105
REMINGTON STEELE	N	7743	1455	9.2	18.8	96	356	11.0	4.6	115	406	8.4	5.2	88	694	8.9	9.0	93
RIPLEY'S BELIEVE IT - NOT	A	5345	1028	6.5	19.2	98	218	6.7	4.1	102	323	6.7	6.0	102	487	6.3	9.1	95
RIPTIDE	N	6988	1480	9.3	21.2	108	373	11.5	5.3	133	315	6.5	4.5	76	792	10.2	11.3	118
SCARECROW & MRS. KING	C	10002	1877	11.8	18.8	96	381	11.7	3.8	95	501	10.4	5.0	84	995	12.8	9.9	103
SIMON & SIMON	C	10638	2125	13.4	20.0	102	441	13.6	4.1	103	588	12.2	5.5	93	1096	14.1	10.3	107
60 MINUTES	C	13293	2506	15.8	18.9	96	530	16.3	4.0	99	773	16.1	5.8	98	1203	15.5	9.0	94
ST. ELSEWHERE	N	7017	1427	9.0	20.3	104	304	9.4	4.3	108	343	7.1	4.9	82	780	10.0	11.1	116
THREE'S COMPANY	A	10917	2262	14.3	20.7	106	495	15.2	4.5	113	664	13.8	6.1	102	1104	14.2	10.1	105
T.J. HOOKER	A	9204	1721	10.9	18.7	96	368	11.3	4.0	100	520	10.8	5.6	95	833	10.7	9.1	94
TONIGHT SHOW	N	2372	449	2.8	18.9	97	67	2.1	2.8	70	151	3.1	6.4	107	231	3.0	9.7	101
TRAPPER JOHN, M.D.	C	9846	2060	13.0	20.9	107	432	13.3	4.4	109	625	13.0	6.3	107	1004	12.9	10.2	106
TV BLOOPERS & PRAC. JOKES	N	9105	1781	11.2	19.6	100	304	9.4	3.3	83	513	10.7	5.6	95	964	12.4	10.6	110
20/20	A	9387	1802	11.4	19.2	98	328	10.1	3.5	87	557	11.6	5.9	100	917	11.8	9.8	102
WEBSTER	A	11067	1976	12.5	17.9	91	374	11.5	3.4	84	565	11.7	5.1	86	1037	13.3	9.4	97
WORLD NEWS - SUN	A	3062	484	3.1	15.8	81	*96	3.0	3.1	78	*193	4.0	6.3	106	*195	2.5	6.4	66
YELLOW ROSE	N	4978	870	5.5	17.5	89	*170	5.2	3.4	85	266	5.5	5.3	90	434	5.6	8.7	91
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	1772	11.2	20.0	102	535	16.5	6.0	150	*442	9.2	5.0	84	795	10.2	9.0	93
BASKETBALL - COLLEGE GAMES		4080	1067	6.7	26.2	134	*292	9.0	7.2	179	*325	6.7	8.0	134	*450	5.8	11.0	115
BASKETBALL - PRO GAMES		3607	854	5.4	23.7	121	*258	7.9	7.2	178	*323	6.7	9.0	151	*274	3.5	7.6	79
BOWLING		3883	941	5.9	24.2	124	*308	9.5	7.9	198	*329	6.8	8.5	142	*304	3.9	7.8	81
BOXING		3928	1065	6.7	27.1	139	*309	9.5	7.9	196	*381	7.9	9.7	163	*374	4.8	9.5	99
FOOTBALL - COLLEGE GAMES		6366	1633	10.3	25.7	131	*425	13.1	6.7	167	*470	9.8	7.4	124	738	9.5	11.6	121
FOOTBALL - PRO GAMES		11300	2603	16.4	23.0	118	582	17.9	5.2	128	779	16.2	6.9	116	1242	16.0	11.0	114
GOLF		3378	750	4.7	22.2	113	**145	4.5	4.3	107	*341	7.1	10.1	170	**264	3.4	7.8	81
POST-SEASON COLL. FOOTBALL		4906	1141	7.2	23.3	119	*252	7.8	5.1	128	*310	6.4	6.3	106	579	7.4	11.8	123
POST-SEASON PRO FOOTBALL		6120	1444	9.1	23.6	121	*406	12.5	6.6	165	*400	8.3	6.5	110	638	8.2	10.4	108
TENNIS		3033	760	4.8	25.1	128	**202	6.2	6.7	166	**265	5.5	8.7	147	*294	3.8	9.7	101
WRESTLING - PROFESSIONAL		3344	1115	7.0	33.3	170	*382	11.8	11.4	285	*279	5.8	8.3	140	*454	5.8	13.6	141

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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DRY COOKIE MIXES: BRANDS
(FEMALE HOMEMAKERS)

0080
P-19

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS %	ALL USERS D INDX	BETTY CROCKER BIG BATCH A '000	BETTY CROCKER BIG BATCH B % DOWN	BETTY CROCKER BIG BATCH C % ACROSS %	BETTY CROCKER BIG BATCH D INDX	DUNCAN HINES A '000	DUNCAN HINES B % DOWN	DUNCAN HINES C % ACROSS %	DUNCAN HINES D INDX	NESTLE A '000	NESTLE B % DOWN	NESTLE C % ACROSS %	NESTLE D INDX
TOTAL FEMALE HOMEMAKERS	80986	15848	100.0	19.6	100	6909	100.0	8.5	100	7472	100.0	9.2	100	3952	100.0	4.9	100
18 - 24	9282	1941	12.2	20.9	107	1062	15.4	11.4	134	799	10.7	8.6	93	*638	16.1	6.9	141
25 - 34	19072	4220	26.6	22.1	113	2059	29.8	10.8	127	2023	27.1	10.6	115	1238	31.3	6.5	133
35 - 44	14591	3591	22.7	24.6	126	1592	23.0	10.9	128	1757	23.5	12.0	131	753	19.1	5.2	106
45 - 54	11345	2052	12.9	18.1	92	776	11.2	6.8	80	913	12.2	8.0	87	*489	12.4	4.3	88
55 - 64	11635	1725	10.9	14.8	76	738	10.7	6.3	74	870	11.6	7.5	81	*373	9.4	3.2	66
65 OR OLDER	15061	2319	14.6	15.4	79	661	9.9	4.5	53	1109	14.8	7.4	80	461	11.7	3.1	63
18 - 34	28354	6161	38.9	21.7	111	3121	45.2	11.0	129	2822	37.8	10.0	108	1877	47.5	6.6	136
18 - 49	48339	10816	68.2	22.4	114	5221	75.6	10.8	127	5007	67.0	10.4	112	2898	73.3	6.0	123
25 - 54	45008	9863	62.2	21.9	112	4428	64.1	9.8	115	4694	62.8	10.4	113	2479	62.7	5.5	113
35 - 49	19985	4655	29.4	23.3	119	2100	30.4	10.5	123	2185	29.2	10.9	119	1021	25.8	5.1	105
50 OR OLDER	32647	5032	31.8	15.4	79	1688	24.4	5.2	61	2464	33.0	7.5	82	1054	26.7	3.2	66
GRADUATED COLLEGE	11155	1909	12.0	17.1	87	856	12.4	7.7	90	931	12.5	8.3	90	*476	12.0	4.3	87
ATTENDED COLLEGE	13682	2532	16.0	18.5	95	1235	17.9	9.0	106	1312	17.6	9.6	104	*545	13.8	4.0	82
GRADUATED HIGH SCHOOL	33880	7472	47.1	22.1	113	3355	48.6	9.9	116	3357	44.9	9.9	107	1930	48.8	5.7	117
DID NOT GRADUATE HIGH SCHOOL	22270	3935	24.8	17.7	90	1463	21.2	6.6	77	1871	25.0	8.4	91	1000	25.3	4.5	92
EMPLOYED	40306	8221	51.9	20.4	104	4033	58.4	10.0	117	3753	50.2	9.3	101	1999	50.6	5.0	102
EMPLOYED FULL-TIME	32850	6684	42.2	20.3	104	3256	47.1	9.9	116	3053	40.9	9.3	101	1654	41.9	5.0	103
EMPLOYED PART-TIME	7456	1537	9.7	20.6	105	777	11.2	10.4	122	700	9.4	9.4	102	*345	8.7	4.6	95
NOT EMPLOYED	40680	7626	48.1	18.7	96	2876	41.6	7.1	83	3719	49.8	9.1	99	1953	49.4	4.8	98
PROFESSIONAL/MANAGER	10392	1891	11.9	18.2	93	896	13.0	8.6	101	942	12.6	9.1	98	*367	9.3	3.5	72
TECH/CLERICAL/SALES	17574	3747	23.6	21.3	109	1708	24.7	9.7	114	1719	23.0	9.8	106	980	24.8	5.6	114
PRECISION/CRAFT	985	**103	0.6	10.5	53	**29	0.4	2.9	35	**39	0.5	4.0	43	**51	1.3	5.2	106
OTHER EMPLOYED	11354	2481	15.7	21.9	112	1401	20.3	12.3	145	1053	14.1	9.3	101	601	15.2	5.3	108
SINGLE	9863	1900	12.0	19.3	98	832	12.0	8.4	99	687	9.2	7.0	75	497	12.6	5.0	103
MARRIED	51375	10219	64.5	19.9	102	4378	63.4	8.5	100	5137	68.8	10.0	108	2620	66.3	5.1	105
DIVORCED/SEPARATED/WIDOWED	19748	3729	23.5	18.9	96	1699	24.6	8.6	101	1648	22.1	8.3	90	835	21.1	4.2	87
PARENTS	32590	8039	50.7	24.7	126	3906	56.5	12.0	140	4034	54.0	12.4	134	2032	51.4	6.2	128
WHITE	70416	13569	85.6	19.3	98	5985	86.6	8.5	100	6395	85.6	9.1	98	3365	85.1	4.8	98
BLACK	8778	1935	12.2	22.0	113	800	11.6	9.1	107	892	11.9	10.2	110	471	11.9	5.4	110
OTHER	1791	**344	2.2	19.2	98	**124	1.8	6.9	81	**185	2.5	10.3	112	**116	2.9	6.5	133
NORTHEAST-CENSUS	17786	3472	21.9	19.5	100	1259	18.2	7.1	83	1649	22.1	9.3	100	888	22.5	5.0	102
NORTH CENTRAL	20741	3163	20.0	15.2	78	1769	25.6	8.5	100	1406	18.8	6.8	73	928	23.5	4.5	92
SOUTH	27775	6542	41.3	23.6	120	2526	36.6	9.1	107	3223	43.1	11.6	126	1444	36.5	5.2	107
WEST	14683	2671	16.9	18.2	93	1356	19.6	9.2	108	1194	16.0	8.1	88	692	17.5	4.7	97
NORTHEAST-MKTG.	17961	3792	23.9	21.1	108	1308	18.9	7.3	85	1534	20.5	8.5	93	1094	27.7	6.1	125
EAST CENTRAL	11885	2108	13.3	17.7	91	981	14.2	8.3	97	1188	15.9	10.0	108	554	14.0	4.7	96
WEST CENTRAL	14090	1960	12.4	13.9	71	1173	17.0	8.3	98	811	10.9	5.8	62	*538	13.6	3.8	78
SOUTH	24081	5668	35.8	23.5	120	2322	33.6	9.6	113	2912	39.0	12.1	131	1142	28.9	4.7	97
PACIFIC	12969	2320	14.6	17.9	91	1125	16.3	8.7	102	1027	13.7	7.9	86	*624	15.8	4.8	99
COUNTY SIZE A	32439	6338	40.0	19.5	100	2800	40.5	8.6	101	2809	37.6	8.7	94	1616	40.9	5.0	102
COUNTY SIZE B	24915	5148	32.5	20.7	106	2337	33.8	9.4	110	2376	31.8	9.5	103	1313	33.2	5.3	108
COUNTY SIZE C	12930	2573	16.2	19.9	102	1089	15.8	8.4	99	1465	19.6	11.3	123	*601	15.2	4.6	95
COUNTY SIZE D	10703	1789	11.3	16.7	85	682	9.9	6.4	75	822	11.0	7.7	83	*422	10.7	3.9	81
METRO CENTRAL CITY	24518	4737	29.9	19.3	99	2295	33.2	9.4	110	1905	25.5	7.8	84	1403	35.5	5.7	117
METRO SUBURBAN	35919	7342	46.3	20.4	104	3050	44.1	8.5	100	3647	48.8	10.2	110	1679	42.5	4.7	96
NON METRO	20549	3769	23.8	18.3	94	1565	22.7	7.6	89	1919	25.7	9.3	101	870	22.0	4.2	87
TOP 5 ADI'S	18341	3928	24.8	21.4	109	1616	23.4	8.8	103	1687	22.6	9.2	100	982	24.8	5.4	110
TOP 10 ADI'S	25378	5349	33.8	21.1	108	2177	31.5	8.6	101	2167	29.0	8.5	93	1359	34.4	5.4	110
TOP 20 ADI'S	36488	7279	45.9	19.9	102	3082	44.6	8.4	99	3142	42.1	8.6	93	1865	47.2	5.1	105
HSHLD INC. $50,000 OR MORE	6612	1307	8.2	19.8	101	*584	8.5	8.8	104	*674	9.0	10.2	110	**298	7.5	4.5	92
$40,000 OR MORE	12659	2584	16.3	20.4	104	1099	15.9	8.7	102	1328	17.8	10.5	114	*652	16.5	5.2	106
$30,000 OR MORE	24698	5430	34.3	22.0	112	2371	34.3	9.6	113	2714	36.3	11.0	119	1378	34.9	5.6	114
$25,000 OR MORE	32077	6870	43.3	21.4	109	3077	44.5	9.6	112	3326	44.5	10.4	112	1644	41.6	5.1	105
$20,000 - $24,999	9144	1593	10.1	17.4	89	669	9.7	7.3	86	711	9.5	7.8	84	*520	13.2	5.7	117
$15,000 - $19,999	8728	1784	11.3	20.4	104	787	11.4	9.0	106	730	9.8	8.4	91	*427	10.8	4.9	100
$10,000 - $14,999	12562	2253	14.2	17.9	92	1037	15.0	8.3	97	1213	16.2	9.7	105	*548	13.9	4.4	89
UNDER $10,000	18475	3349	21.1	18.1	93	1340	19.4	7.3	85	1493	20.0	8.1	88	813	20.6	4.4	90
HOUSEHOLD OF 1 PERSON	11987	1665	10.5	13.9	71	574	8.3	4.8	56	699	9.4	5.8	63	286	7.2	2.4	49
2 PEOPLE	26577	4274	27.0	16.1	82	1722	24.9	6.5	76	2042	27.3	7.7	83	1069	27.0	4.0	82
3 OR 4 PEOPLE	30617	6919	43.7	22.6	115	3279	47.5	10.7	126	3315	44.4	10.8	117	1856	47.0	6.1	124
5 OR MORE PEOPLE	11804	2990	18.9	25.3	129	1334	19.3	11.3	132	1416	19.0	12.0	130	*741	18.8	6.3	129
NO CHILD IN HSHLD	46165	7260	45.8	15.7	80	2756	39.9	6.0	70	3166	42.4	6.9	74	1762	44.6	3.8	78
CHILD(REN) UNDER 2 YRS	5325	1122	7.1	21.1	108	*498	7.2	9.4	110	*481	6.4	9.0	98	*393	9.9	7.4	151
2 - 5 YEARS	14221	2945	18.6	20.7	106	1478	21.4	10.4	122	1521	20.4	10.7	116	803	20.3	5.6	116
6 - 11 YEARS	15117	3727	23.5	24.7	126	1837	26.6	12.2	142	1908	25.5	12.6	137	996	25.2	6.6	135
12 - 17 YEARS	16611	4352	27.5	26.2	134	1993	28.8	12.0	141	2128	28.5	12.8	139	965	24.4	5.8	119
RESIDENCE OWNED	55884	10759	67.9	19.3	98	4449	64.4	8.0	93	5377	72.0	9.6	104	2552	64.6	4.6	94
VALUE: $50,000 OR MORE	31744	6284	39.7	19.8	101	2444	35.4	7.7	90	3113	41.7	9.8	106	1494	37.8	4.7	96
VALUE: UNDER $50,000	24140	4475	28.2	18.5	95	2004	29.0	8.3	97	2263	30.3	9.4	102	1058	26.8	4.4	90

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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DRY COOKIE MIXES: BRANDS
(FEMALE HOMEMAKERS)

0081
P-19

		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	BETTY CROCKER BIG BATCH A '000	BETTY CROCKER BIG BATCH B % DOWN	BETTY CROCKER BIG BATCH C % ACROSS	BETTY CROCKER BIG BATCH D INDX	DUNCAN HINES A '000	DUNCAN HINES B % DOWN	DUNCAN HINES C % ACROSS	DUNCAN HINES D INDX	NESTLE A '000	NESTLE B % DOWN	NESTLE C % ACROSS	NESTLE D INDX
TOTAL FEMALE HOMEMAKERS		80986	15848	100.0	19.6	100	6909	100.0	8.5	100	7472	100.0	9.2	100	3952	100.0	4.9	100
MAGAZINES	QUINTILE 1	15799	3234	20.4	20.5	105	1702	24.6	10.8	126	1547	20.7	9.8	106	776	19.6	4.9	101
	QUINTILE 2	17259	3617	22.8	21.0	107	1505	21.8	8.7	102	1777	23.8	10.3	112	808	20.4	4.7	96
	QUINTILE 3	13545	2379	15.0	17.6	90	1137	16.5	8.4	98	1118	15.0	8.3	89	630	15.9	4.7	95
	QUINTILE 4	15133	2910	18.4	19.2	98	1214	17.6	8.0	94	1278	17.1	8.4	92	771	19.5	5.1	104
	QUINTILE 5	19250	3707	23.4	19.3	98	1351	19.6	7.0	82	1752	23.4	9.1	99	967	24.5	5.0	103
NEWSPAPERS	QUINTILE 1	12413	2538	16.0	20.4	104	1023	14.8	8.2	97	1207	16.2	9.7	105	570	14.4	4.6	94
	QUINTILE 2	24116	4721	29.8	19.6	100	2225	32.2	9.2	108	1970	26.4	8.2	89	1046	26.5	4.3	89
	QUINTILE 3	11261	2194	13.8	19.5	100	1006	14.6	8.9	105	1074	14.4	9.5	103	646	16.3	5.7	118
	QUINTILE 4	20255	4171	26.3	20.6	105	1735	25.1	8.6	100	2162	28.9	10.7	116	1086	27.5	5.4	110
	QUINTILE 5	12940	2224	14.0	17.2	88	921	13.3	7.1	83	1059	14.2	8.2	89	604	15.3	4.7	96
OUTDOOR	QUINTILE 1	14852	3210	20.3	21.6	110	1540	22.3	10.4	122	1430	19.1	9.6	104	758	19.2	5.1	105
	QUINTILE 2	15725	3094	19.5	19.7	101	1469	21.3	9.3	110	1565	20.9	10.0	108	815	20.6	5.2	106
	QUINTILE 3	16330	3170	20.0	19.4	99	1452	21.0	8.9	104	1453	19.4	8.9	96	743	18.8	4.5	93
	QUINTILE 4	16744	3172	20.0	18.9	97	1203	17.4	7.2	84	1480	19.8	8.8	96	892	22.6	5.3	109
	QUINTILE 5	17334	3202	20.2	18.5	94	1247	18.0	7.2	84	1544	20.7	8.9	97	746	18.9	4.3	88
RADIO-DRIVE TIME	QUINTILE 1	15911	3439	21.7	21.6	110	1545	22.4	9.7	114	1632	21.8	10.3	111	806	20.4	5.1	104
	QUINTILE 2	14837	2822	17.8	19.0	97	1279	18.5	8.6	101	1378	18.4	9.3	101	716	18.1	4.8	99
	QUINTILE 3	15339	3045	19.2	19.9	101	1340	19.4	8.7	102	1399	18.7	9.1	99	781	19.8	5.1	104
	QUINTILE 4	16723	3237	20.4	19.4	99	1374	19.9	8.2	96	1529	20.5	9.1	99	830	21.0	5.0	102
	QUINTILE 5	18176	3305	20.9	18.2	93	1372	19.9	7.5	88	1534	20.5	8.4	91	819	20.7	4.5	92
RADIO-MID-DAY	TERCILE 1	21020	4131	26.1	19.7	100	1957	28.3	9.3	109	1957	26.2	9.3	101	1061	26.8	5.0	103
	TERCILE 2	21610	4265	26.9	19.7	101	1838	26.6	8.5	100	1938	25.9	9.0	97	1240	31.4	5.7	118
	TERCILE 3	38355	7452	47.0	19.4	99	3115	45.1	8.1	95	3577	47.9	9.3	101	1652	41.8	4.3	88
RADIO-TOTAL	QUINTILE 1	15988	3454	21.8	21.6	110	1594	23.1	10.0	117	1659	22.2	10.4	112	855	21.6	5.3	110
	QUINTILE 2	15626	2947	18.6	18.9	96	1419	20.5	9.1	106	1327	17.8	8.5	92	781	19.8	5.0	102
	QUINTILE 3	16723	3355	21.2	20.1	103	1479	21.4	8.8	104	1583	21.2	9.5	103	822	20.8	4.9	101
	QUINTILE 4	16342	3165	20.0	19.4	99	1312	19.0	8.0	94	1476	19.8	9.0	98	807	20.4	4.9	101
	QUINTILE 5	16306	2927	18.5	18.0	92	1106	16.0	6.8	80	1427	19.1	8.8	95	688	17.4	4.2	86
TV-PRIME TIME	QUINTILE 1	15953	3136	19.8	19.7	100	1254	18.2	7.9	92	1372	18.4	8.6	93	782	19.8	4.9	100
	QUINTILE 2	16137	3456	21.8	21.4	109	1650	23.9	10.2	120	1553	20.8	9.6	104	1033	26.1	6.4	131
	QUINTILE 3	16420	3280	20.7	20.0	102	1544	22.3	9.4	110	1583	21.2	9.6	104	654	16.5	4.0	82
	QUINTILE 4	16687	3191	20.1	19.1	98	1264	18.3	7.6	89	1594	21.3	9.6	104	743	18.8	4.5	91
	QUINTILE 5	15789	2785	17.6	17.6	90	1198	17.3	7.6	89	1371	18.3	8.7	94	740	18.7	4.7	96
TV-DAYTIME	TERCILE 1	27736	5652	35.7	20.4	104	2483	35.9	9.0	105	2741	36.7	9.9	107	1351	34.2	4.9	100
	TERCILE 2	26489	5342	33.7	20.2	103	2371	34.3	9.0	105	2489	33.3	9.4	102	1472	37.2	5.6	114
	TERCILE 3	26761	4853	30.6	18.1	93	2055	29.7	7.7	90	2242	30.0	8.4	91	1130	28.6	4.2	87
TV-TOTAL	QUINTILE 1	16345	3410	21.5	20.9	107	1508	21.8	9.2	108	1549	20.7	9.5	103	861	21.8	5.3	108
	QUINTILE 2	16447	3176	20.0	19.3	99	1438	20.8	8.7	102	1463	19.6	8.9	96	775	19.6	4.7	97
	QUINTILE 3	15980	3148	19.9	19.7	101	1442	20.9	9.0	106	1503	20.1	9.4	102	810	20.5	5.1	104
	QUINTILE 4	15887	3193	20.1	20.1	103	1301	18.8	8.2	96	1469	19.7	9.2	100	688	17.4	4.3	89
	QUINTILE 5	16326	2921	18.4	17.9	91	1221	17.7	7.5	88	1488	19.9	9.1	99	819	20.7	5.0	103
MAGAZINES-NEWSPAPERS: DUAL		20721	4196	26.5	20.2	103	2086	30.2	10.1	118	1829	24.5	8.8	96	896	22.7	4.3	89
MAGAZINE IMPERATIVE		19186	3727	23.5	19.4	99	1658	24.0	8.6	101	2018	27.0	10.5	114	1011	25.6	5.3	108
NEWSPAPER IMPERATIVE		21899	4320	27.3	19.7	101	1710	24.8	7.8	92	1940	26.0	8.9	96	1118	28.3	5.1	105
MAGAZINES-OUTDOOR: DUAL		15451	2985	18.8	19.3	99	1508	21.8	9.8	114	1389	18.6	9.0	97	840	21.3	5.4	111
MAGAZINE IMPERATIVE		25953	5191	32.8	20.0	102	2339	33.9	9.0	106	2519	33.7	9.7	105	1088	27.5	4.2	86
OUTDOOR IMPERATIVE		24400	4951	31.2	20.3	104	2187	31.7	9.0	105	2263	30.3	9.3	101	1177	29.8	4.8	99
MAGAZINES-RADIO: DUAL		18049	3676	23.2	20.4	104	1920	27.8	10.6	125	1709	22.9	9.5	103	831	21.0	4.6	94
MAGAZINE IMPERATIVE		23571	4610	29.1	19.6	100	1936	28.0	8.2	96	2252	30.1	9.6	104	1151	29.1	4.9	100
RADIO IMPERATIVE		23278	4537	28.6	19.5	100	1943	28.1	8.3	98	2140	28.6	9.2	100	1284	32.5	5.5	113
MAGAZINES-TELEVISION: DUAL		15459	3028	19.1	19.6	100	1424	20.6	9.2	108	1500	20.1	9.7	105	658	16.6	4.3	87
MAGAZINE IMPERATIVE		25829	5137	32.4	19.9	102	2353	34.1	9.1	107	2452	32.8	9.5	103	1299	32.9	5.0	103
TELEVISION IMPERATIVE		26039	5068	32.0	19.5	99	2161	31.3	8.3	97	2271	30.4	8.7	95	1330	33.7	5.1	105
NEWSPAPERS-OUTDOOR: DUAL		16605	3386	21.4	20.4	104	1632	23.6	9.8	115	1418	19.0	8.5	93	854	21.6	5.1	105
NEWSPAPER IMPERATIVE		26834	5141	32.4	19.2	98	2180	31.6	8.1	95	2319	31.0	8.6	94	1148	29.0	4.3	88
OUTDOOR IMPERATIVE		23346	4694	29.6	20.1	103	2198	31.8	9.4	110	2359	31.6	10.1	110	1235	31.3	5.3	108
NEWSPAPERS-RADIO: DUAL		17133	3497	22.1	20.4	104	1739	25.2	10.2	119	1519	20.3	8.9	96	822	20.8	4.8	98
NEWSPAPER IMPERATIVE		25892	4987	31.5	19.3	98	2070	30.0	8.0	94	2259	30.2	8.7	95	1164	29.5	4.5	92
RADIO IMPERATIVE		23167	4656	29.4	20.1	103	2049	29.7	8.8	104	2354	31.5	10.2	110	1324	33.5	5.7	117
NEWSPAPERS-TELEVISION: DUAL		17159	3570	22.5	20.8	106	1536	22.2	9.0	105	1706	22.8	9.9	108	870	22.0	5.1	104
NEWSPAPER IMPERATIVE		26214	4972	31.4	19.0	97	2290	33.1	8.7	102	2113	28.3	8.1	87	1122	28.4	4.3	88
TELEVISION IMPERATIVE		23412	4706	29.7	20.1	103	2094	30.3	8.9	105	2267	30.3	9.7	105	1267	32.1	5.4	111
OUTDOOR-RADIO: DUAL		15303	3286	20.7	21.5	110	1555	22.5	10.2	119	1640	21.9	10.7	116	783	19.8	5.1	105
OUTDOOR IMPERATIVE		24901	4860	30.7	19.5	100	2207	31.9	8.9	104	2255	30.2	9.1	98	1224	31.0	4.9	101
RADIO IMPERATIVE		26492	4997	31.5	18.9	96	2180	31.6	8.2	96	2241	30.0	8.5	92	1299	32.9	4.9	100
OUTDOOR-TELEVISION: DUAL		14794	3273	20.7	22.1	113	1693	24.5	11.4	134	1494	20.0	10.1	109	881	22.3	6.0	122
OUTDOOR IMPERATIVE		25437	5011	31.6	19.7	101	2237	32.4	8.8	103	2406	32.2	9.5	103	1229	31.1	4.8	99
TELEVISION IMPERATIVE		27877	5271	33.3	18.9	97	2142	31.0	7.7	90	2463	33.0	8.8	96	1262	31.9	4.5	93
RADIO-TELEVISION: DUAL		15996	3277	20.7	20.5	105	1584	22.9	9.9	116	1613	21.6	10.1	109	803	20.3	5.0	103
RADIO IMPERATIVE		25478	4997	31.5	19.6	100	2212	32.0	8.7	102	2344	31.4	9.2	100	1268	32.1	5.0	102
TELEVISION IMPERATIVE		26573	5233	33.0	19.7	101	2192	31.7	8.2	97	2395	32.1	9.0	98	1294	32.7	4.9	100

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DRY COOKIE MIXES: BRANDS
(FEMALE HOMEMAKERS)

0082
P-19

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	BETTY CROCKER BIG BATCH A '000	BETTY CROCKER BIG BATCH B % DOWN	BETTY CROCKER BIG BATCH C % ACROSS	BETTY CROCKER BIG BATCH D INDX	DUNCAN HINES A '000	DUNCAN HINES B % DOWN	DUNCAN HINES C % ACROSS	DUNCAN HINES D INDX	NESTLE A '000	NESTLE B % DOWN	NESTLE C % ACROSS	NESTLE D INDX
TOTAL FEMALE HOMEMAKERS	80986	15848	100.0	19.6	100	6909	100.0	8.5	100	7472	100.0	9.2	100	3952	100.0	4.9	100
ATLANTIC MONTHLY	415	**83	0.5	20.0	102	**34	0.5	8.2	96	**42	0.6	10.1	110	**19	0.5	4.6	94
BARRON'S	453	**140	0.9	30.9	158	**104	1.5	23.0	269	**76	1.0	16.8	182	**47	1.2	10.4	213
BETTER HOMES & GARDENS	16256	3113	19.6	19.1	98	1600	23.2	9.8	115	1409	18.9	8.7	94	761	19.3	4.7	96
BON APPETIT	2535	343	2.2	13.5	69	*147	2.1	5.8	68	*118	1.6	4.7	50	**94	2.4	3.7	76
BUSINESS WEEK	1278	323	2.0	25.3	129	*145	2.1	11.3	133	*128	1.7	10.0	109	**36	0.9	2.8	58
CAR AND DRIVER	378	**103	0.6	27.2	139	**20	0.3	5.3	62	**78	1.0	20.6	224	**15	0.4	4.0	81
CBS MAGAZINE NETWORK (GROSS)	1498	382	2.4	25.5	130	**124	1.8	8.3	97	**221	3.0	14.8	160	**71	1.8	4.7	97
CHANGING TIMES	1505	267	1.7	17.7	91	*146	2.1	9.7	114	**106	1.4	7.0	76	**85	2.2	5.6	116
COLONIAL HOMES	1231	273	1.7	22.2	113	*100	1.4	8.1	95	*198	2.6	16.1	174	**90	2.3	7.3	150
CONDE NAST MAG. PKG. (GROSS)	14146	2949	18.6	20.8	107	1377	19.9	9.7	114	1327	17.8	9.4	102	711	18.0	5.0	103
CONSUMERS DIGEST	1323	*276	1.7	20.9	107	**104	1.5	7.9	92	**112	1.5	8.5	92	**63	1.6	4.8	98
COSMOPOLITAN	7102	1541	9.7	21.7	111	729	10.6	10.3	120	628	8.4	8.8	96	376	9.5	5.3	108
COUNTRY LIVING	2481	491	3.1	19.8	101	*207	3.0	8.3	98	*220	2.9	8.9	96	*126	3.2	5.1	104
CUISINE	1472	*236	1.5	16.0	82	**68	1.0	4.6	54	**83	1.1	5.6	61	**92	2.3	6.3	128
CYCLE WORLD	425	**117	0.7	27.5	141	**78	1.1	18.4	215	**58	0.8	13.6	148	**38	1.0	8.9	183
DCI:CREATIVE IDEAS FOR LIV	2510	485	3.1	19.3	99	*232	3.4	9.2	108	*239	3.2	9.5	103	*167	4.2	6.7	136
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	1458	9.2	21.8	111	609	8.8	9.1	107	783	10.5	11.7	127	343	8.7	5.1	105
DISCOVER	894	*151	1.0	16.9	86	**97	1.4	10.9	127	**51	0.7	5.7	62	**13	0.3	1.5	30
EBONY	3507	770	4.9	22.0	112	369	5.3	10.5	123	415	5.6	11.8	128	196	5.0	5.6	115
ESQUIRE	1083	270	1.7	24.9	127	**125	1.8	11.5	135	*195	2.6	18.0	195	**63	1.6	5.8	119
ESSENCE	1830	345	2.2	18.9	96	*163	2.4	8.9	104	206	2.8	11.3	122	*73	1.8	4.0	82
FAMILY CIRCLE	15930	3166	20.0	19.9	102	1485	21.5	9.3	109	1417	19.0	8.9	96	754	19.1	4.7	97
THE FAMILY HANDYMAN	1126	258	1.6	22.9	117	*160	2.3	14.2	167	*114	1.5	10.1	110	**47	1.2	4.2	86
FAMILY WEEKLY	11468	2629	16.6	22.9	117	1267	18.3	11.0	130	1246	16.7	10.9	118	610	15.4	5.3	109
FIELD & STREAM	2234	438	2.8	19.6	100	*231	3.3	10.3	121	*223	3.0	10.0	108	**68	1.7	3.0	62
FOOD & WINE	579	*89	0.6	15.4	79	**38	0.6	6.6	77	**29	0.4	5.0	54	**33	0.8	5.7	117
FORBES	728	*189	1.2	26.0	133	**98	1.4	13.5	158	**109	1.5	15.0	162	**55	1.4	7.6	155
FORTUNE	906	*197	1.2	21.7	111	**113	1.6	12.5	146	**100	1.3	11.0	120	**67	1.7	7.4	152
GENTLEMEN'S QUARTERLY	791	*153	1.0	19.3	99	**101	1.5	12.8	150	**130	1.7	16.4	178	**52	1.3	6.6	135
GLAMOUR	5265	1212	7.6	23.0	118	609	8.8	11.6	136	568	7.6	10.8	117	322	8.1	6.1	125
GOLF DIGEST	636	*119	0.8	18.7	96	**56	0.8	8.8	103	**51	0.7	8.0	87	**36	0.9	5.7	116
GOLF DIGEST/TENNIS (GROSS)	1186	*210	1.3	17.7	90	**86	1.2	7.3	85	**83	1.1	7.0	76	**70	1.8	5.9	121
GOLF MAGAZINE	441	**50	0.3	11.3	58	**10	0.1	2.3	27	**35	0.5	7.9	86	**5	0.1	1.1	23
GOLF MAGAZINE/SKI (GROSS)	922	*137	0.9	14.9	76	**72	1.0	7.8	92	**75	1.0	8.1	88	**19	0.5	2.1	42
GOOD HOUSEKEEPING	16487	3185	20.1	19.3	99	1426	20.6	8.6	101	1545	20.7	9.4	102	828	21.0	5.0	103
HARPER'S BAZAAR	2423	514	3.2	21.2	108	*258	3.7	10.6	125	281	3.8	11.6	126	*156	3.9	6.4	132
HEALTH	1994	417	2.6	20.9	107	*220	3.2	11.0	129	*203	2.7	10.2	110	*159	4.0	8.0	163
HEARST MAG CORP. BUY (GROSS)	44101	8724	55.0	19.8	101	4019	58.2	9.1	107	4209	56.3	9.5	103	2187	55.3	5.0	102
HEARST MAN POWER (GROSS)	1993	417	2.6	20.9	107	*248	3.6	12.4	146	*229	3.1	11.5	125	**142	3.6	7.1	146
HEARST WOMAN POWER (GROSS)	31274	6277	39.6	20.1	103	2923	42.3	9.3	110	2912	39.0	9.3	101	1520	38.5	4.9	100
HOUSE BEAUTIFUL	3623	598	3.8	16.5	84	244	3.5	6.7	79	273	3.7	7.5	82	*130	3.3	3.6	74
INC.	283	**91	0.6	32.2	164	**56	0.8	19.8	232	**75	1.0	26.5	287	**28	0.7	9.9	203
JET	2928	646	4.1	22.1	113	326	4.7	11.1	131	374	5.0	12.8	138	*176	4.5	6.0	123
LADIES' HOME JOURNAL	11918	2363	14.9	19.8	101	1171	16.9	9.8	115	1065	14.3	8.9	97	544	13.8	4.6	94
LHJ FAMILY GRP COMBO(GROSS)	16764	3345	21.1	20.0	102	1646	23.8	9.8	115	1555	20.8	9.3	101	838	21.2	5.0	102
LIFE	4254	963	6.1	22.6	116	459	6.6	10.8	126	338	4.5	7.9	86	*229	5.8	5.4	110
L.A. TIMES HOME MAGAZINE	1145	289	1.8	25.2	129	*177	2.6	15.5	181	*172	2.3	15.0	163	**97	2.5	8.5	174
MADEMOISELLE	2884	614	3.9	21.3	109	280	4.1	9.7	114	311	4.2	10.8	117	*147	3.7	5.1	104
MC CALL'S	13460	2448	15.4	18.2	93	1272	18.4	9.5	111	1214	16.2	9.0	98	574	14.5	4.3	87
MC CALL'S/WRK MOTHER (GROSS)	14606	2716	17.1	18.6	95	1410	20.4	9.7	113	1386	18.5	9.5	103	617	15.6	4.2	87
MECHANIX ILLUSTRATED	772	**157	1.0	20.3	104	**90	1.3	11.7	137	**35	0.5	4.5	49	**42	1.1	5.4	111
METROPOLITAN HOME	967	*150	0.9	15.5	79	**71	1.0	7.3	86	**81	1.1	8.4	91	**15	0.4	1.6	32
MONEY	1588	303	1.9	19.1	98	**183	2.6	11.5	135	*176	2.4	11.1	120	**85	2.2	5.4	110
MOTHER EARTH NEWS	1002	*197	1.2	19.7	100	**96	1.4	9.6	112	**86	1.2	8.6	93	**36	0.9	3.6	74
MS.	825	*92	0.6	11.2	57	**43	0.6	5.2	61	**38	0.5	4.6	50	**24	0.6	2.9	60
NATIONAL ENQUIRER	10336	2069	13.1	20.0	102	996	14.4	9.6	113	945	12.6	9.1	99	495	12.5	4.8	98
NATIONAL GEOGRAPHIC	9597	1927	12.2	20.1	103	982	14.2	10.2	120	855	11.4	8.9	97	358	9.1	3.7	76
NATIONAL SUNDAY MAGAZINE PKG	49558	10041	63.4	20.3	104	4579	66.3	9.2	108	4591	61.4	9.3	100	2478	62.7	5.0	102
NATURAL HISTORY	573	**99	0.6	17.3	88	**78	1.1	13.6	160	**78	1.0	13.6	148	**7	0.2	1.2	25
NEW WOMAN	1699	251	1.6	14.8	75	*167	2.4	9.8	115	**78	1.0	4.6	50	**53	1.3	3.1	64
NEW YORK INCLUDING CUE	443	**55	0.3	12.4	63	**23	0.3	5.2	61	**30	0.4	6.8	73	**17	0.4	3.8	79
THE NEW YORKER	1270	220	1.4	17.3	89	**85	1.2	6.7	78	*87	1.2	6.9	74	**76	1.9	6.0	123
NEWSWEEK	6277	1229	7.8	19.6	100	550	8.0	8.8	103	529	7.1	8.4	91	405	10.2	6.5	132
THE N.Y. TIMES DAILY EDITION	1205	212	1.3	17.6	90	**83	1.2	6.9	81	**86	1.2	7.1	77	**44	1.1	3.7	75
THE N.Y. TIMES MAGAZINE	2081	306	1.9	14.7	75	**125	1.8	6.0	70	*136	1.8	6.5	71	**51	1.3	2.5	50
OMNI	788	*194	1.2	24.4	125	**141	2.0	17.9	210	**70	0.9	8.9	96	**42	1.1	5.3	109
ON CABLE	1158	*135	0.9	11.7	60	**60	0.9	5.2	61	**87	1.2	7.5	81	**15	0.4	1.3	27
1001 HOME IDEAS	2852	565	3.6	19.8	101	*255	3.7	8.9	105	286	3.8	10.0	109	*135	3.4	4.7	97
ORGANIC GARDENING	1658	302	1.9	18.2	93	*145	2.1	8.7	103	*116	1.6	7.0	76	**90	2.3	5.4	111
OUTDOOR LIFE	896	*180	1.1	20.1	103	**84	1.2	9.4	110	**64	0.9	7.1	77	**55	1.4	6.1	126
PARADE MAGAZINE	24275	4894	30.9	20.2	103	2006	29.0	8.3	97	2100	28.1	8.7	94	1250	31.6	5.1	106

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DRY COOKIE MIXES: BRANDS
(FEMALE HOMEMAKERS)

0083
P-19

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	BETTY CROCKER BIG BATCH A '000	BETTY CROCKER BIG BATCH B % DOWN	BETTY CROCKER BIG BATCH C % ACROSS	BETTY CROCKER BIG BATCH D INDX	DUNCAN HINES A '000	DUNCAN HINES B % DOWN	DUNCAN HINES C % ACROSS	DUNCAN HINES D INDX	NESTLE A '000	NESTLE B % DOWN	NESTLE C % ACROSS	NESTLE D INDX
TOTAL FEMALE HOMEMAKERS	80986	15848	100.0	19.6	100	6909	100.0	8.5	100	7472	100.0	9.2	100	3952	100.0	4.9	100
PARENTS	3845	736	4.6	19.1	98	326	4.7	8.5	99	410	5.5	10.7	116	*229	5.8	6.0	122
PENTHOUSE	831	*177	1.1	21.3	109	**77	1.1	9.3	109	**63	0.8	7.6	82	**62	1.6	7.5	153
PEOPLE	11645	2524	15.9	21.7	111	1199	17.4	10.3	121	1241	16.6	10.7	116	643	16.3	5.5	113
PLAYBOY	2006	401	2.5	20.0	102	*182	2.6	9.1	106	*201	2.7	10.0	109	**77	1.9	3.8	79
POPULAR HOT RODDING	297	**53	0.3	17.8	91	**44	0.6	14.8	174	**26	0.3	8.8	95	**28	0.7	9.4	193
POPULAR MECHANICS	1018	*201	1.3	19.7	101	**131	1.9	12.9	151	**115	1.5	11.3	122	**95	2.4	9.3	191
POPULAR SCIENCE	878	*166	1.0	18.9	97	**69	1.0	7.9	92	**73	1.0	8.3	90	**73	1.8	8.3	170
PREVENTION	3913	655	4.1	16.7	86	251	3.6	6.4	75	295	3.9	7.5	82	*136	3.4	3.5	71
PSYCHOLOGY TODAY	1710	375	2.4	21.9	112	*120	1.7	7.0	82	*157	2.1	9.2	100	**99	2.5	5.8	119
READER'S DIGEST	22204	4155	26.2	18.7	96	1883	27.3	8.5	99	1950	26.1	8.8	95	1008	25.5	4.5	93
REDBOOK	7684	1550	9.8	20.2	103	768	11.1	10.0	117	738	9.9	9.6	104	316	8.0	4.1	84
ROAD & TRACK	410	**111	0.7	27.1	138	**22	0.3	5.4	63	**38	0.5	9.3	100	**23	0.6	5.6	115
ROLLING STONE	969	218	1.4	22.5	115	**109	1.6	11.2	132	*88	1.2	9.1	98	**55	1.4	5.7	116
RUNNER'S WORLD	298	**66	0.4	22.1	113	**18	0.3	6.0	71	**14	0.2	4.7	51	**5	0.1	1.7	34
SATURDAY EVENING POST	1169	*238	1.5	20.4	104	**56	0.8	4.8	56	**81	1.1	6.9	75	**22	0.6	1.9	39
SCIENCE 84	587	*141	0.9	24.0	123	**105	1.5	17.9	210	**27	0.4	4.6	50	**33	0.8	5.6	115
SCIENCE DIGEST	482	**108	0.7	22.4	115	**58	0.8	12.0	141	**59	0.8	12.2	133	**15	0.4	3.1	64
SCIENTIFIC AMERICAN	594	**85	0.5	14.3	73	**43	0.6	7.2	85	**39	0.5	6.6	71	**15	0.4	2.5	52
SELF	2089	425	2.7	20.3	104	*235	3.4	11.2	132	*139	1.9	6.7	72	**81	2.0	3.9	79
SEVENTEEN	2411	560	3.5	23.2	119	*201	2.9	8.3	98	255	3.4	10.6	115	*223	5.6	9.2	190
SKI	480	**87	0.5	18.1	93	**63	0.9	13.1	154	**40	0.5	8.3	90	**14	0.4	2.9	60
SMITHSONIAN	2760	446	2.8	16.2	83	*197	2.9	7.1	84	*205	2.7	7.4	81	*112	2.8	4.1	83
SOAP OPERA DIGEST	3013	800	5.0	26.6	136	350	5.1	11.6	136	336	4.5	11.2	121	*193	4.9	6.4	131
SOUTHERN LIVING	4184	973	6.1	23.3	119	377	5.5	9.0	106	543	7.3	13.0	141	*176	4.5	4.2	86
SPORT	559	*142	0.9	25.4	130	**39	0.6	7.0	82	**93	1.2	16.6	180	**17	0.4	3.0	62
THE SPORTING NEWS	436	**124	0.8	28.4	145	**30	0.4	6.9	81	**84	1.1	19.3	209	**42	1.1	9.6	197
SPORTS AFIELD	493	*109	0.7	22.1	113	**59	0.9	12.0	140	**55	0.7	11.2	121	**32	0.8	6.5	133
SPORTS ILLUSTRATED	2758	679	4.3	24.6	126	363	5.3	13.2	154	311	4.2	11.3	122	*119	3.0	4.3	88
STAR	7456	1604	10.1	21.5	110	714	10.3	9.6	112	704	9.4	9.4	102	538	13.6	7.2	148
SUNDAY	24936	4751	30.0	19.1	97	2267	32.8	9.1	107	2076	27.8	8.3	90	1256	31.8	5.0	103
SUNSET	2124	325	2.1	15.3	78	*178	2.6	8.4	98	*148	2.0	7.0	76	**121	3.1	5.7	117
TV GUIDE	21661	4778	30.1	22.1	113	2140	31.0	9.9	116	2418	32.4	11.2	121	1242	31.4	5.7	117
TENNIS	550	**91	0.6	16.5	85	**31	0.4	5.6	66	**32	0.4	5.8	63	**34	0.9	6.2	127
TIME	8880	1877	11.8	21.1	108	947	13.7	10.7	125	745	10.0	8.4	91	474	12.0	5.3	109
TOWN & COUNTRY	917	*121	0.8	13.2	67	**38	0.6	4.1	49	**80	1.1	8.7	95	**16	0.4	1.7	36
TRAVEL & LEISURE	972	*168	1.1	17.3	88	**82	1.2	8.4	99	**59	0.8	6.1	66	**33	0.8	3.4	70
TRUE STORY	3356	797	5.0	23.7	121	352	5.1	10.5	123	368	4.9	11.0	119	*277	7.0	8.3	169
U.S.NEWS & WORLD REPORT	3410	635	4.0	18.6	95	302	4.4	8.9	104	237	3.2	7.0	75	*144	3.6	4.2	87
USA TODAY	1759	356	2.2	20.2	103	*167	2.4	9.5	111	*162	2.2	9.2	100	**60	1.5	3.4	70
US	1873	432	2.7	23.1	118	*191	2.8	10.2	120	*226	3.0	12.1	131	**65	1.6	3.5	71
VOGUE	3909	699	4.4	17.9	91	252	3.6	6.4	76	309	4.1	7.9	86	*161	4.1	4.1	84
WALL STREET JOURNAL	1886	355	2.2	18.8	96	*145	2.1	7.7	90	*175	2.3	9.3	101	**86	2.2	4.6	93
WEIGHT WATCHERS	2120	454	2.9	21.4	109	*176	2.5	8.3	97	277	3.7	13.1	142	**91	2.3	4.3	88
WOMAN'S DAY	14172	2686	16.9	19.0	97	1249	18.1	8.8	103	1258	16.8	8.9	96	682	17.3	4.8	99
WORKING MOTHER	1146	*268	1.7	23.4	120	**138	2.0	12.0	141	*172	2.3	15.0	163	**43	1.1	3.8	77
WORKING WOMAN	1322	302	1.9	22.8	117	**145	2.1	11.0	129	*173	2.3	13.1	142	**72	1.8	5.4	112
WORLD TENNIS	*163	**33	0.2	20.2	103	**6	0.1	3.7	43	**22	0.3	13.5	146	**2	0.1	1.2	25
ZIFF-DAVIS MAG NETWK (GROSS)	2532	447	2.8	17.7	90	*175	2.5	6.9	81	*240	3.2	9.5	103	**92	2.3	3.6	74
BLAIR INSERTS	43657	8576	54.1	19.6	100	3824	55.3	8.8	103	3869	51.8	8.9	96	2142	54.2	4.9	101
DAILY NEWSPAPERS																	
READ ANY	51633	10270	64.8	19.9	102	4487	64.9	8.7	102	4617	61.8	8.9	97	2444	61.8	4.7	97
READ ONE	43463	8547	53.9	19.7	100	3770	54.6	8.7	102	3809	51.0	8.8	95	2076	52.5	4.8	98
READ TWO OR MORE	8170	1722	10.9	21.1	108	717	10.4	8.8	103	809	10.8	9.9	107	368	9.3	4.5	92
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	10582	66.8	20.1	103	4751	68.8	9.0	106	4894	65.5	9.3	101	2595	65.7	4.9	101
READ ONE	46126	9296	58.7	20.2	103	4209	60.9	9.1	107	4318	57.8	9.4	101	2293	58.0	5.0	102
READ TWO OR MORE	6552	1286	8.1	19.6	100	542	7.8	8.3	97	577	7.7	8.8	95	302	7.6	4.6	94
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	30.00				31.45				29.01				28.99			
30 DAY REACH	71455	14181	89.5	19.8	101	6336	91.7	8.9	104	6553	87.7	9.2	99	3550	89.8	5.0	102
50 SHWG - 30 DAY AV FREQ	14.56	15.89				16.54				15.31				15.20			
30 DAY REACH	67742	13410	84.6	19.8	101	6054	87.6	8.9	105	6228	83.4	9.2	100	3401	86.1	5.0	103
25 SHWG - 30 DAY AV FREQ	7.94	8.61				9.04				8.18				8.11			
30 DAY REACH	o2117	12359	78.0	19.9	102	5536	80.1	8.9	104	5836	78.1	9.4	102	3148	79.7	5.1	104
CABLE TV: HOME WIRED	32077	6903	43.6	21.5	110	3004	43.5	9.4	110	3684	49.3	11.5	124	1469	37.2	4.6	94
HOME NOT WIRED	48909	8944	56.4	18.3	93	3906	56.5	8.0	94	3787	50.7	7.7	84	2483	62.8	5.1	104
HAVE PAY CABLE	15935	3752	23.7	23.5	120	1740	25.2	10.9	128	1976	26.4	12.4	134	926	23.4	5.8	119

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DRY COOKIE MIXES: BRANDS
(FEMALE HOMEMAKERS)

0084
P-19

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	BETTY CROCKER BIG BATCH A '000	BETTY CROCKER BIG BATCH B % DOWN	BETTY CROCKER BIG BATCH C % ACROSS	BETTY CROCKER BIG BATCH D INDX	DUNCAN HINES A '000	DUNCAN HINES B % DOWN	DUNCAN HINES C % ACROSS	DUNCAN HINES D INDX	NESTLE A '000	NESTLE B % DOWN	NESTLE C % ACROSS	NESTLE D INDX
TOTAL FEMALE HOMEMAKERS	80936	15048	100.0	19.6	100	6909	100.0	8.5	100	7472	100.0	9.2	100	3952	100.0	4.9	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	8791	55.5	20.0	102	3829	55.4	8.7	102	4183	56.0	9.5	103	2157	54.6	4.9	101
10:00 AM - 3:00 PM	30659	6011	37.9	19.6	100	2722	39.4	8.9	104	2847	38.1	9.3	101	1661	42.0	5.4	111
3:00 PM - 7:00 PM	31045	6463	40.8	20.8	106	2872	41.6	9.3	108	3014	40.3	9.7	105	1567	39.7	5.0	103
7:00 PM - MIDNIGHT	15767	3172	20.0	20.1	103	1490	21.6	9.5	111	1533	20.5	9.7	105	836	21.2	5.3	109
MIDNIGHT - 6:00 AM	9120	1972	12.4	21.6	110	985	14.3	10.8	127	932	12.5	10.2	111	447	11.3	4.9	100
6:00 AM - MIDNIGHT	58527	11738	74.1	20.1	102	5236	75.8	8.9	105	5598	74.9	9.6	104	2988	75.6	5.1	105
ENTIRE DAY	59311	11928	75.3	20.1	103	5307	76.8	8.9	105	5701	76.3	9.6	104	3036	76.8	5.1	105
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	3166	20.0	19.6	100	1493	21.6	9.2	108	1577	21.1	9.8	106	989	25.0	6.1	125
ALL NEWS	2256	480	3.0	21.3	109	*225	3.3	10.0	117	*216	2.9	9.6	104	*187	4.7	8.3	170
AOR/PROGRESSIVE	3874	841	5.3	21.7	111	459	6.6	11.8	139	372	5.0	9.6	104	*193	4.9	5.0	102
BEAUTIFUL MUSIC	5660	1096	6.9	19.4	99	457	6.6	8.1	95	545	7.3	9.6	104	*236	6.0	4.2	85
BLACK	2204	518	3.3	23.5	120	205	3.0	9.3	109	318	4.3	14.4	156	*107	2.7	4.9	99
CLASSICAL	1418	*219	1.4	15.4	79	**70	1.0	4.9	58	**81	1.1	5.7	62	**61	1.5	4.3	88
CHR/ROCK	9538	2182	13.8	22.9	117	997	14.4	10.5	123	990	13.2	10.4	112	484	12.2	5.1	104
COUNTRY	12648	2579	16.3	20.4	104	1113	16.1	8.8	103	1271	17.0	10.0	109	552	14.0	4.4	89
GOLDEN OLDIES	1191	*328	2.1	27.5	141	**159	2.3	13.4	156	*199	2.7	16.7	181	**48	1.2	4.0	83
MOR/NOSTALGIA	4757	867	5.5	18.2	93	398	5.8	8.4	98	368	4.9	7.7	84	*176	4.5	3.7	76
NEWS/TALK	3863	586	3.7	15.2	78	*201	2.9	5.2	61	*258	3.5	6.7	72	*161	4.1	4.2	85
RELIGIOUS	3084	455	2.9	14.8	75	*195	2.8	6.3	74	*201	2.7	6.5	71	**87	2.2	2.8	58
SOFT ROCK	521	**95	0.6	18.2	93	**30	0.4	5.8	67	**9	0.1	1.7	19	**4	0.1	0.8	16
URBAN CONTEMPORARY	1585	369	2.3	23.3	119	*215	3.1	13.6	159	*195	2.6	12.3	133	**93	2.4	5.9	120
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	720	4.5	22.1	113	241	3.5	7.4	87	325	4.3	10.0	108	*185	4.7	5.7	116
ABC DIRECTION	2316	408	2.6	17.6	90	*156	2.3	6.7	79	*223	3.0	9.6	104	*154	3.9	6.6	136
ABC ENTERTAINMENT	4834	969	6.1	20.0	102	392	5.7	8.1	95	584	7.8	12.1	131	*233	5.9	4.8	99
ABC FM	2202	509	3.2	23.1	118	266	3.9	12.1	142	*243	3.3	11.0	120	*124	3.1	5.6	115
ABC INFORMATION	5425	1023	6.5	18.9	96	412	6.0	7.6	89	533	7.1	9.8	106	*221	5.6	4.1	83
ABC ROCK	1677	438	2.8	26.1	133	*260	3.8	15.5	182	*167	2.2	10.0	108	**105	2.7	6.3	128
CBS	4430	780	4.9	17.6	90	393	5.7	8.9	104	364	4.9	8.2	89	*212	5.4	4.8	98
MUTUAL	4992	1068	6.7	21.4	109	506	7.3	10.1	119	500	6.7	10.0	109	*198	5.0	4.0	81
NBC	4679	716	4.5	15.3	78	331	4.8	7.1	83	317	4.2	6.8	73	*233	5.9	5.0	102
RADIORADIO	1994	412	2.6	20.7	106	*189	2.7	9.5	111	*210	2.8	10.5	114	**100	2.5	5.0	103
RKO ONE	2298	410	2.6	17.8	91	*192	2.8	8.4	98	*182	2.4	7.9	86	**85	2.2	3.7	76
RKO TWO	3311	699	4.4	21.1	108	294	4.3	8.9	104	400	5.4	12.1	131	*155	3.9	4.7	96
THE SOURCE	2114	485	3.1	22.9	117	*219	3.2	10.4	121	*295	3.9	14.0	151	**57	1.4	2.7	55
NON-WIRED : BLAIR	8654	1859	11.7	21.5	110	736	10.7	8.5	100	890	11.9	10.3	111	525	13.3	6.1	124
INTERNET	12025	2706	17.1	22.5	115	1290	18.7	10.7	126	1295	17.3	10.8	117	623	15.8	5.2	106
KATZ RADIO GROUP	15359	2920	18.4	19.0	97	1304	18.9	8.5	100	1422	19.0	9.3	100	661	16.7	4.3	88
SUPERNET	10628	2158	13.6	20.3	104	1045	15.1	9.8	115	879	11.8	8.3	90	626	15.8	5.9	121
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	1673	10.6	19.3	99	780	11.3	9.0	106	743	9.9	8.6	93	428	10.8	4.9	101
MKDAY 9:00 AM - 1:00 PM	12163	2417	15.3	19.9	102	1061	15.4	8.7	102	1130	15.1	9.3	101	614	15.5	5.0	103
MKDAY 1:00 PM - 4:30 PM	16150	3269	20.6	20.2	103	1476	21.4	9.1	107	1564	20.9	9.7	105	798	20.2	4.9	101
MKDAY 4:30 PM - 7:30 PM	22463	4327	27.3	19.3	98	1879	27.2	8.4	98	1977	26.5	8.8	95	1076	27.2	4.8	98
MKDAY 7:30 PM - 8:00 PM	31795	6265	39.5	19.7	101	2697	39.0	8.5	99	2822	37.8	8.9	96	1555	39.3	4.9	100
MKDAY 11:00 PM - 11:30 PM	23977	4516	28.5	18.8	96	2074	30.0	8.6	101	2081	27.9	8.7	94	1137	28.8	4.7	97
MKDAY 11:30 PM - 1:00 AM	7703	1541	9.7	20.0	102	697	10.1	9.0	106	738	9.9	9.6	104	366	9.3	4.8	97
M-SAT 8-11 PM+SUN 7-11 PM	33800	6807	43.0	20.1	103	3002	43.5	8.9	104	3129	41.9	9.3	100	1698	43.0	5.0	103
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	1326	8.4	20.3	104	694	10.0	10.6	124	554	7.4	8.5	92	320	8.1	4.9	100
ANOTHER WORLD N	4620	870	5.5	18.8	96	394	5.7	8.5	100	476	6.4	10.3	112	239	6.0	5.2	106
AS THE WORLD TURNS C	5614	1286	8.1	22.9	117	506	7.3	9.0	106	626	8.4	11.2	121	248	6.3	4.4	91
CAPITOL C	3396	739	4.7	21.8	111	314	4.5	9.2	108	362	4.8	10.7	116	181	4.6	5.3	109
CBS MORN. NEWS 1 C	1446	282	1.8	19.5	100	114	1.7	7.9	92	139	1.9	9.6	104	*44	1.1	3.0	62
CBS MORN. NEWS 2 C	1207	240	1.5	19.9	102	111	1.6	9.2	108	132	1.8	10.9	119	**51	1.3	4.2	87
DAYS OF OUR LIVES N	5877	1101	6.9	18.7	96	459	6.6	7.8	92	569	7.6	9.7	105	312	7.9	5.3	109
FACTS OF LIFE - DAYTIME N	2290	489	3.1	21.4	109	172	2.5	7.5	88	215	2.9	9.4	102	141	3.6	6.2	126
FAMILY FEUD A	3023	605	3.8	20.0	102	301	4.4	10.0	117	270	3.6	8.9	97	166	4.2	5.5	113
GENERAL HOSPITAL A	6097	1232	7.8	20.2	103	540	7.8	8.9	104	560	7.5	9.2	100	322	8.1	5.3	108
GOOD MORNING, AMERICA-730 A	3515	559	3.5	15.9	81	261	3.8	7.4	87	250	3.3	7.1	77	166	4.2	4.7	97
GOOD MORNING, AMERICA-830 A	2818	505	3.2	17.9	92	235	3.4	8.3	98	222	3.0	7.9	85	119	3.0	4.2	87
GUIDING LIGHT C	5339	1210	7.6	22.7	116	525	7.6	9.8	115	594	7.9	11.1	121	315	8.0	5.9	121
ONE LIFE TO LIVE A	4478	868	5.5	19.4	99	400	5.8	8.9	105	365	4.9	8.2	88	213	5.4	4.8	97
PRESS YOUR LUCK C	2244	407	2.6	18.1	93	154	2.2	6.9	80	232	3.1	10.3	112	*123	3.1	5.5	112
PRICE IS RIGHT 1 C	4348	846	5.3	19.5	99	355	5.1	8.2	96	409	5.5	9.4	102	153	3.9	3.5	72
PRICE IS RIGHT 2 C	5014	959	6.1	19.1	98	378	5.5	7.5	88	468	6.3	9.3	101	183	4.6	3.6	75
RYAN'S HOPE A	3150	669	4.2	21.2	109	287	4.2	9.1	107	262	3.5	8.3	90	156	3.9	5.0	101
SALE OF THE CENTURY N	2695	509	3.2	18.9	97	188	2.7	7.0	82	207	2.8	7.7	83	*110	2.8	4.1	84
SEARCH FOR TOMORROW N	2319	510	3.2	22.0	112	203	2.9	8.8	103	335	4.5	14.4	157	**127	3.2	5.5	112
TODAY SHOW 1 N	2693	504	3.2	18.7	96	185	2.7	6.9	81	198	2.6	7.4	80	148	3.7	5.5	113
TODAY SHOW 2 N	2498	405	2.6	16.2	83	153	2.2	6.1	72	170	2.3	6.8	74	*98	2.5	3.9	80
$25,000 PYRAMID C	2753	552	3.5	20.1	102	178	2.6	6.5	76	270	3.6	9.8	106	164	4.1	6.0	122
WHEEL OF FORTUNE N	4388	867	5.5	19.8	101	375	5.4	8.5	100	411	5.5	9.4	102	272	6.9	6.2	127
YOUNG AND THE RESTLESS C	5695	1272	8.0	22.3	114	531	7.7	9.3	109	697	9.3	12.2	133	260	6.6	4.6	94
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	378	2.4	21.5	110	168	2.4	9.5	112	143	1.9	8.1	88	*98	2.5	5.6	114
NBA PLAYOFF GAME -1 C	1136	180	1.1	15.8	81	**56	0.8	4.9	58	*103	1.4	9.1	98	**28	0.7	2.5	51
NBC MAJOR LEAGUE PRE-GAME N	953	*138	0.9	14.5	74	**48	0.7	5.0	59	**66	0.9	6.9	75	**39	1.0	4.1	84
SPORTSWORLD - SUN N	1233	297	1.9	24.1	123	*148	2.1	12.0	141	*93	1.2	7.5	82	**123	3.1	10.0	204
SUNDAY MORNING C	1611	290	1.8	18.0	92	*115	1.7	7.1	84	*123	1.6	7.6	83	**62	1.6	3.8	79

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DRY COOKIE MIXES: BRANDS
(FEMALE HOMEMAKERS)

0085
P-19

		TOTAL U.S. '000	ALL USERS A '000	B % DOWN	C % ACROSS	D INDX	BETTY CROCKER BIG BATCH A '000	B % DOWN	C % ACROSS	D INDX	DUNCAN HINES A '000	B % DOWN	C % ACROSS	D INDX	NESTLE A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	15848	100.0	19.6	100	6909	100.0	8.5	100	7472	100.0	9.2	100	3952	100.0	4.9	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	4873	30.7	18.7	96	2043	29.6	7.8	92	2319	31.0	8.9	96	1097	27.8	4.2	86
NETWORK AFFILIATES - LATE		20261	3719	23.5	18.4	94	1702	24.6	8.4	98	1682	22.5	8.3	90	934	23.6	4.6	94
INDEPENDENTS - LATE		2076	398	2.5	19.2	98	150	2.2	7.2	85	214	2.9	10.3	112	101	2.6	4.9	100
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	2279	14.4	21.8	111	1063	15.4	10.2	119	1209	16.2	11.6	125	493	12.5	4.7	97
ABC MONDAY NIGHT MOVIE	A	6412	1381	8.7	21.5	110	628	9.1	9.8	115	587	7.9	9.2	99	385	9.7	6.0	123
ABC SUNDAY NIGHT MOVIE	A	12407	2468	15.6	19.9	102	1055	15.3	8.5	100	1087	14.5	8.8	95	706	17.9	5.7	117
ABC WORLD NEWS TONIGHT	A	6176	965	6.1	15.6	80	335	4.8	5.4	64	396	5.3	6.4	69	189	4.8	3.1	63
AFTERMASH	C	5863	1310	8.3	22.3	114	649	9.4	11.1	130	555	7.4	9.5	103	*263	6.7	4.5	92
ALICE	C	9594	2163	13.6	22.5	115	991	14.3	10.3	121	948	12.7	9.9	107	521	13.2	5.4	111
AMERICAN PARADE	C	6622	1398	8.8	21.1	108	593	8.6	9.0	105	583	7.8	8.8	95	399	10.1	6.0	123
BENSON	A	10886	1909	12.0	17.5	90	746	10.8	6.9	80	820	11.0	7.5	82	649	16.4	6.0	122
BLUE THUNDER	A	5036	842	5.3	16.7	85	394	5.7	7.8	92	370	5.0	7.3	80	*241	6.1	4.8	98
CAGNEY & LACEY	C	9965	1806	11.4	18.1	93	855	12.4	8.6	101	792	10.6	7.9	86	457	11.6	4.6	94
CBS EVENING NEWS-DEAN	C	3491	611	3.9	17.5	89	*242	3.5	6.9	81	312	4.2	8.9	97	*124	3.1	3.6	73
CBS EVENING NEWS-RATHER	C	7123	1483	9.4	20.8	106	660	9.6	9.3	109	753	10.1	10.6	115	305	7.7	4.3	88
CBS SAT. NEWS-SCHIEFFER	C	3621	716	4.5	19.8	101	336	4.9	9.3	109	379	5.1	10.5	113	190	4.8	5.2	108
CBS SATURDAY NIGHT MOVIE	C	5436	1100	6.9	20.2	103	483	7.0	8.9	104	477	6.4	8.8	95	324	8.2	6.0	122
CBS WEDNESDAY NIGHT MOVIE	C	6100	1099	6.9	18.0	92	452	6.5	7.4	87	447	6.0	7.3	79	233	5.9	3.8	78
CHEERS	N	8889	1798	11.3	20.2	103	890	12.9	10.0	117	844	11.3	9.5	103	412	10.4	4.6	95
DALLAS	C	22109	4699	29.7	21.3	109	1948	28.2	8.8	103	2271	30.4	10.3	111	1198	30.3	5.4	111
DIFF'RENT STROKES	N	6940	1508	9.5	21.7	111	667	9.7	9.6	113	767	10.3	11.1	120	344	8.7	5.0	102
DOUBLE TROUBLE	N	7223	1628	10.3	22.5	115	778	11.3	10.8	126	808	10.8	11.2	121	368	9.3	5.1	104
DUCK FACTORY	N	5595	1085	6.8	19.4	99	461	6.7	8.2	97	532	7.1	9.5	103	*233	5.9	4.2	85
DUKES OF HAZZARD	C	5768	1160	7.3	20.1	103	565	8.2	9.8	115	546	7.3	9.5	103	*252	6.4	4.4	90
DYNASTY	A	20053	3973	25.1	19.8	101	1627	23.5	8.1	95	1708	22.9	8.5	92	956	24.2	4.8	98
FACTS OF LIFE	N	8087	1768	11.2	21.9	112	787	11.4	9.7	114	906	12.1	11.2	121	469	11.9	5.8	119
FALCON CREST	C	20046	4214	26.6	21.0	107	1959	28.4	9.8	115	1940	26.0	9.7	105	1003	25.4	5.0	103
FALL GUY	A	9084	1830	11.5	20.1	103	842	12.2	9.3	109	848	11.3	9.3	101	404	10.2	4.4	91
FAMILY TIES	N	7964	1550	9.8	19.5	99	670	9.7	8.4	99	718	9.6	9.0	98	*254	6.4	3.2	65
FANTASY ISLAND	A	7687	1656	10.4	21.5	110	696	10.1	9.1	106	705	9.4	9.2	99	461	11.7	6.0	123
FOULUPS,BLEEPS & BLUNDERS	A	8861	1720	10.9	19.4	99	741	10.7	8.4	98	779	10.4	8.8	95	503	12.7	5.7	116
FOUR SEASONS	C	5095	1125	7.1	22.1	113	511	7.4	10.0	118	501	6.7	9.8	107	*319	8.1	6.3	128
GIMME A BREAK	N	8838	1701	10.7	19.2	98	711	10.3	8.0	94	781	10.5	8.8	96	340	8.6	3.8	79
HART TO HART	A	8978	1750	11.0	19.5	100	815	11.8	9.1	106	753	10.1	8.4	91	419	10.6	4.7	96
HILL STREET BLUES	N	8590	1698	10.7	19.8	101	818	11.8	9.5	112	777	10.4	9.0	98	512	13.0	6.0	122
HOTEL	A	14085	2569	16.2	18.2	93	1087	15.7	7.7	90	1165	15.6	8.3	90	652	16.5	4.6	95
JEFFERSONS	C	9360	2060	13.0	22.0	112	917	13.3	9.8	115	862	11.5	9.2	100	565	14.3	6.0	124
JENNIFER SLEPT HERE	N	5841	1295	8.2	22.2	113	574	8.3	9.8	115	641	8.6	11.0	119	*361	9.1	6.2	127
KATE & ALLIE	C	9206	1736	11.0	18.9	96	666	9.6	7.2	85	843	11.3	9.2	99	356	9.0	3.9	79
KNIGHT RIDER	N	7076	1456	9.2	20.6	105	645	9.3	9.1	107	745	10.0	10.5	114	320	8.1	4.5	93
LOVE BOAT	A	12219	2528	16.0	20.7	106	1026	14.9	8.4	98	990	13.2	8.1	88	722	18.3	5.9	121
MAGNUM PI	C	11199	2211	14.0	19.7	101	980	14.2	8.8	103	1027	13.7	9.2	99	522	13.2	4.7	96
MAMA'S FAMILY	N	6057	1335	8.4	22.0	113	641	9.3	10.6	124	598	8.0	9.9	107	*284	7.2	4.7	96
MASTER, THE	N	3698	815	5.1	22.7	116	413	6.0	11.5	135	455	6.1	12.6	137	*199	5.0	5.5	113
MATT HOUSTON	A	6344	1234	7.8	19.5	99	522	7.6	8.2	96	536	7.2	8.4	92	296	7.5	4.7	96
NBC MONDAY NIGHT MOVIE	N	11994	2509	15.8	20.9	107	1048	15.2	8.7	102	1211	16.2	10.1	109	544	13.8	4.5	93
NBC NIGHTLY NEWS	N	5132	998	6.3	19.4	99	365	5.3	7.1	83	466	6.2	9.1	98	291	7.4	5.7	116
NBC NIGHTLY NEWS-SAT	N	3375	637	4.0	18.9	96	*218	3.2	6.5	76	291	3.9	8.6	93	**100	2.5	3.0	61
NBC NIGHTLY NEWS-SUN	N	3130	743	4.7	23.7	121	*265	3.8	8.5	99	383	5.1	12.2	133	*198	5.0	6.3	130
NBC SUNDAY NIGHT MOVIE	N	8284	1768	11.2	21.3	109	768	11.1	9.3	109	995	13.3	12.0	130	354	9.0	4.3	88
NEWHART	C	9240	1779	11.2	19.3	98	712	10.3	7.7	90	788	10.5	8.5	92	427	10.8	4.6	95
ONE DAY AT A TIME	C	7288	1602	10.1	22.0	112	734	10.6	10.1	118	696	9.3	9.5	104	320	8.1	4.4	90
PEOPLE ARE FUNNY	N	4855	1034	6.5	21.3	109	464	6.7	9.6	112	540	7.2	11.1	121	*296	7.5	6.1	125
REAL PEOPLE	N	8869	1778	11.2	20.0	102	667	9.7	7.5	88	828	11.1	9.3	101	479	12.1	5.4	111
REMINGTON STEELE	N	7743	1455	9.2	18.8	96	726	10.5	9.4	110	703	9.4	9.1	98	385	9.7	5.0	102
RIPLEY'S BELIEVE IT - NOT	A	5345	1028	6.5	19.2	98	551	8.0	10.3	121	518	6.9	9.7	105	*225	5.7	4.2	86
RIPTIDE	N	6988	1480	9.3	21.2	108	697	10.1	10.0	117	735	9.8	10.5	114	351	8.9	5.0	103
SCARECROW & MRS. KING	C	10002	1877	11.8	18.8	96	739	10.7	7.4	87	972	13.0	9.7	105	428	10.8	4.3	88
SIMON & SIMON	C	10638	2125	13.4	20.0	102	1057	15.3	9.9	116	931	12.5	8.8	95	429	10.9	4.0	83
60 MINUTES	C	13293	2506	15.8	18.9	96	1027	14.9	7.7	91	1103	14.8	8.3	90	608	15.4	4.6	94
ST. ELSEWHERE	N	7017	1427	9.0	20.3	104	689	10.0	9.8	115	690	9.2	9.8	107	475	12.0	6.8	139
THREE'S COMPANY	A	10917	2262	14.3	20.7	106	1029	14.9	9.4	110	889	11.9	8.1	88	651	16.5	6.0	122
T.J. HOOKER	A	9204	1721	10.9	18.7	96	698	10.1	7.6	89	593	7.9	6.4	70	479	12.1	5.2	107
TONIGHT SHOW	N	2372	449	2.8	18.9	97	178	2.6	7.5	88	215	2.9	9.1	98	130	3.3	5.5	112
TRAPPER JOHN, M.D.	C	9846	2060	13.0	20.9	107	965	14.0	9.8	115	961	12.9	9.8	106	461	11.7	4.7	96
TV BLOOPERS & PRAC. JOKES	N	9105	1781	11.2	19.6	100	789	11.4	8.7	102	813	10.9	8.9	97	557	14.1	6.1	125
20/20	A	9387	1802	11.4	19.2	98	784	11.3	8.4	98	835	11.2	8.9	96	435	11.0	4.6	95
WEBSTER	A	11067	1976	12.5	17.9	91	830	12.0	7.5	88	888	11.9	8.0	87	551	13.9	5.0	102
WORLD NEWS - SUN	A	3062	484	3.1	15.8	81	*235	3.4	7.7	90	*220	2.9	7.2	78	**108	2.7	3.5	72
YELLOW ROSE	N	4978	870	5.5	17.5	89	425	6.2	8.5	100	463	6.2	9.3	101	*153	3.9	3.1	63
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	1772	11.2	20.0	102	659	9.5	7.4	87	900	12.0	10.1	110	*524	13.3	5.9	121
BASKETBALL - COLLEGE GAMES		4080	1067	6.7	26.2	134	*501	7.3	12.3	144	649	8.7	15.9	172	*297	7.5	7.3	149
BASKETBALL - PRO GAMES		3607	854	5.4	23.7	121	*348	5.0	9.6	113	473	6.3	13.1	142	*190	4.8	5.3	108
BOWLING		3883	941	5.9	24.2	124	*441	6.4	11.4	133	479	6.4	12.3	134	*310	7.8	8.0	164
BOXING		3928	1065	6.7	27.1	139	*484	7.0	12.3	144	*401	5.4	10.2	111	*385	9.7	9.8	201
FOOTBALL - COLLEGE GAMES		6366	1633	10.3	25.7	131	851	12.3	13.4	157	899	12.0	14.1	153	*309	7.8	4.9	99
FOOTBALL - PRO GAMES		11300	2603	16.4	23.0	118	1232	17.8	10.9	128	1440	19.3	12.7	138	*531	13.4	4.7	96
GOLF		3378	750	4.7	22.2	113	**265	3.8	7.8	92	*484	6.5	14.3	155	**93	2.4	2.8	56
POST-SEASON COLL. FOOTBALL		4906	1141	7.2	23.3	119	564	8.2	11.5	135	643	8.6	13.1	142	*227	5.7	4.6	95
POST-SEASON PRO FOOTBALL		6120	1444	9.1	23.6	121	603	8.7	9.9	115	753	10.1	12.3	133	*272	6.9	4.4	91
TENNIS		3033	760	4.8	25.1	128	*336	4.9	11.1	130	*369	4.9	12.2	132	**201	5.1	6.6	136
WRESTLING - PROFESSIONAL		3344	1115	7.0	33.3	170	*410	5.9	12.3	144	571	7.6	17.1	185	*352	8.9	10.5	216

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		'000	%	UNWEIGHTED
5A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE THEM?				
	YES	33930	41.9	3759
	NO	47056	58.1	5676

	ALL		SOLE		PRIMARY		SECONDARY		
	'000	%	'000	%	'000	%	'000	%	UNWEIGHTED
IF YES									
5B. WHAT TYPES ARE USED BY YOUR HOUSEHOLD?									
BISCUIT	21815	26.9	7403	9.1	12733	15.7	1680	2.1	2343
BROWNIE	4125	5.1	348	.4	2766	3.4	1011	1.2	461
ROLL	8924	11.0	1573	1.9	5401	6.7	1950	2.4	1021
BREAD	13871	17.1	4483	5.5	7188	8.9	2201	2.7	1537
PASTRY	4996	6.2	685	.8	2759	3.4	1552	1.9	568
COOKIE	9839	12.1	956	1.2	5673	7.0	3211	4.0	1041
DO NOT KNOW	169	.2							22

		REFRIGERATED PRODUCTS			FROZEN PRODUCTS		
		'000	%	UNWEIGHTED	'000	%	UNWEIGHTED
5C. ABOUT HOW MANY CANS, CONTAINERS OR PACKAGES OF REFRIGERATED AND FROZEN BISCUIT, ROLL, BREAD, PASTRY OR COOKIE DOUGH PRODUCTS WERE USED BY YOUR ENTIRE HOUSEHOLD IN THE LAST 30 DAYS?							
10 OR MORE	H	1395	1.7	138	205	.3	27
7 - 9	H	771	1.0	92	312	.4	40
4 - 6	H	4542	5.6	469	1297	1.6	137
3	M	4022	5.0	452	1607	2.0	172
2	M	6535	8.1	722	2548	3.1	281
1	L	5383	6.6	627	2708	3.3	308
LESS THAN 1	L	2292	2.8	260	1711	2.1	204
NONE		8990	11.1	999	23541	29.1	2590

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REFRIGERATED & FROZEN DOUGH PRODUCTS - TYPES
(FEMALE HOMEMAKERS)

0088
P-19

	TOTAL U.S. '000	ALL USERS A '000	B % DOWN	C % ACROSS	D INDX	BISCUITS A '000	B % DOWN	C % ACROSS	D INDX	BREAD A '000	B % DOWN	C % ACROSS	D INDX	ROLL A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	33930	100.0	41.9	100	21815	100.0	26.9	100	13871	100.0	17.1	100	8924	100.0	11.0	100
18 - 24	9282	3437	10.1	37.0	88	2198	10.1	23.7	88	1270	9.2	13.7	80	843	9.4	9.1	82
25 - 34	19072	9018	26.6	47.3	113	5858	26.9	30.7	114	3595	25.9	18.8	110	2628	29.4	13.8	125
35 - 44	14591	6970	20.5	47.8	114	4704	21.6	32.2	120	3025	21.8	20.7	121	1601	17.9	11.0	100
45 - 54	11345	5157	15.2	45.5	108	3306	15.2	29.1	108	2136	15.4	18.8	110	1284	14.4	11.3	103
55 - 64	11635	4449	13.1	38.2	91	2933	13.4	25.2	94	1775	12.8	15.3	89	1214	13.6	10.4	95
65 OR OLDER	15061	4899	14.4	32.5	78	2817	12.9	18.7	69	2071	14.9	13.8	80	1354	15.2	9.0	82
18 - 34	28354	12455	36.7	43.9	105	8055	36.9	28.4	105	4865	35.1	17.2	100	3471	38.9	12.2	111
18 - 49	48339	21900	64.5	45.3	108	14275	65.4	29.5	110	9012	65.0	18.6	109	5680	63.6	11.8	107
25 - 54	45008	21145	62.3	47.0	112	13868	63.6	30.8	114	8756	63.1	19.5	114	5513	61.8	12.2	111
35 - 49	19985	9445	27.8	47.3	113	6220	28.5	31.1	116	4146	29.9	20.7	121	2209	24.8	11.1	100
50 OR OLDER	32647	12030	35.5	36.8	88	7540	34.6	23.1	86	4860	35.0	14.9	87	3244	36.4	9.9	90
GRADUATED COLLEGE	11155	4551	13.4	40.8	97	2796	12.8	25.1	93	1872	13.5	16.8	98	1358	15.2	12.2	110
ATTENDED COLLEGE	13682	6404	18.9	46.8	112	4102	18.8	30.0	111	2720	19.6	19.9	116	1542	17.3	11.3	102
GRADUATED HIGH SCHOOL	33880	15439	45.5	45.6	109	9818	45.0	29.0	108	6538	47.1	19.3	113	4003	44.9	11.8	107
DID NOT GRADUATE HIGH SCHOOL	22270	7536	22.2	33.8	81	5100	23.4	22.9	85	2741	19.8	12.3	72	2021	22.6	9.1	82
EMPLOYED	40306	17564	51.8	43.6	104	11476	52.6	28.5	106	7139	51.5	17.7	103	4667	52.3	11.6	105
EMPLOYED FULL-TIME	32850	14403	42.4	43.8	105	9289	42.6	28.3	105	5839	42.1	17.8	104	3842	43.1	11.7	106
EMPLOYED PART-TIME	7456	3160	9.3	42.4	101	2187	10.0	29.3	109	1299	9.4	17.4	102	824	9.2	11.1	100
NOT EMPLOYED	40680	16366	48.2	40.2	96	10340	47.4	25.4	94	6733	48.5	16.6	97	4257	47.7	10.5	95
PROFESSIONAL/MANAGER	10392	4426	13.0	42.6	102	2884	13.2	27.8	103	1750	12.6	16.8	98	1214	13.6	11.7	106
TECH/CLERICAL/SALES	17574	8321	24.5	47.3	113	5306	24.3	30.2	112	3575	25.8	20.3	119	2309	25.9	13.1	119
PRECISION/CRAFT	985	*333	1.0	33.8	81	**209	1.0	21.2	79	**124	0.9	12.6	74	**120	1.3	12.2	111
OTHER EMPLOYED	11354	4484	13.2	39.5	94	3077	14.1	27.1	101	1690	12.2	14.9	87	1024	11.5	9.0	82
SINGLE	9863	3527	10.4	35.8	85	2249	10.3	22.8	85	1246	9.0	12.6	74	1124	12.6	11.4	103
MARRIED	51375	23471	69.2	45.7	109	15278	70.0	29.7	110	9935	71.6	19.3	113	5880	65.9	11.4	104
DIVORCED/SEPARATED/WIDOWED	19748	6932	20.4	35.1	84	4288	19.7	21.7	81	2691	19.4	13.6	80	1920	21.5	9.7	88
PARENTS	32590	15700	46.3	48.2	115	10378	47.6	31.8	118	6619	47.7	20.3	119	3947	44.2	12.1	110
WHITE	70416	29716	87.6	42.2	101	18778	86.1	26.7	99	12742	91.9	18.1	106	7587	85.0	10.8	98
BLACK	8778	3506	10.3	39.9	95	2594	11.9	29.6	110	875	6.3	10.0	58	1155	12.9	13.2	119
OTHER	1791	*708	2.1	39.5	94	**443	2.0	24.7	92	**255	1.8	14.2	83	**182	2.0	10.2	92
NORTHEAST-CENSUS	17786	6487	19.1	36.5	87	3719	17.0	20.9	78	3204	23.1	18.0	105	1653	18.5	9.3	84
NORTH CENTRAL	20741	9843	29.0	47.5	113	6095	27.9	29.4	109	5333	38.4	25.7	150	2317	26.0	11.2	101
SOUTH	27775	12092	35.6	43.5	104	8850	40.6	31.9	118	2797	20.2	10.1	59	3460	38.8	12.5	113
WEST	14683	5509	16.2	37.5	90	3152	14.4	21.5	80	2537	18.3	17.3	101	1495	16.8	10.2	92
NORTHEAST-MKTG.	17961	6853	20.2	38.2	91	3837	17.6	21.4	79	2969	21.4	16.5	97	1968	22.1	11.0	99
EAST CENTRAL	11885	5352	15.8	45.0	107	3220	14.8	27.1	101	2737	19.7	23.0	134	1401	15.7	11.8	107
WEST CENTRAL	14090	6793	20.0	48.2	115	4111	18.8	29.2	108	3850	27.8	27.3	160	1641	18.4	11.6	106
SOUTH	24081	10162	29.9	42.2	101	7881	36.1	32.7	121	2128	15.3	8.8	52	2717	30.4	11.3	102
PACIFIC	12969	4770	14.1	36.8	88	2768	12.7	21.3	79	2187	15.8	16.9	98	1196	13.4	9.2	84
COUNTY SIZE A	32439	12429	36.6	38.3	91	7898	36.2	24.3	90	4902	35.3	15.1	88	3420	38.3	10.5	96
COUNTY SIZE B	24915	10944	32.3	43.9	105	7062	32.4	28.3	105	4308	31.1	17.3	101	2961	33.2	11.9	108
COUNTY SIZE C	12930	5774	17.0	44.7	107	3707	17.0	28.7	106	2383	17.2	18.4	108	1329	14.9	10.3	93
COUNTY SIZE D	10703	4784	14.1	44.7	107	3149	14.4	29.4	109	2279	16.4	21.3	124	1214	13.6	11.3	103
METRO CENTRAL CITY	24518	9255	27.3	37.7	90	6396	29.3	26.1	97	3310	23.9	13.5	79	2373	26.6	9.7	88
METRO SUBURBAN	35919	15534	45.8	43.2	103	9532	43.7	26.5	99	6404	46.2	17.8	104	4177	46.8	11.6	106
NON METRO	20549	9141	26.9	44.5	106	5887	27.0	28.6	106	4157	30.0	20.2	118	2374	26.6	11.6	105
TOP 5 ADI'S	18341	6825	20.1	37.2	89	4619	21.2	25.2	93	2483	17.9	13.5	79	1737	19.5	9.5	86
TOP 10 ADI'S	25378	9498	28.0	37.4	89	6086	27.9	24.0	89	3346	24.1	13.2	77	2500	28.0	9.9	89
TOP 20 ADI'S	36488	14351	42.3	39.3	94	8841	40.5	24.2	90	5892	42.5	16.1	94	3784	42.4	10.4	94
HSHLD INC. $50,000 OR MORE	6612	3094	9.1	46.8	112	1979	9.1	29.9	111	1258	9.1	19.0	111	736	8.2	11.1	101
$40,000 OR MORE	12659	6244	18.4	49.3	118	3821	17.5	30.2	112	2704	19.5	21.4	125	1697	19.0	13.4	122
$30,000 OR MORE	24698	11656	34.4	47.2	113	7185	32.9	29.1	108	5126	37.0	20.8	121	3038	34.0	12.3	112
$25,000 OR MORE	32077	15089	44.5	47.0	112	9368	42.9	29.2	108	6584	47.5	20.5	120	3899	43.7	12.2	110
$20,000 - $24,999	9144	4122	12.1	45.1	108	2658	12.2	29.1	108	1666	12.0	18.2	106	1110	12.4	12.1	110
$15,000 - $19,999	8728	3310	9.8	37.9	91	2066	9.5	23.7	88	1353	9.8	15.5	91	948	10.6	10.9	99
$10,000 - $14,999	12562	5373	15.8	42.8	102	3595	16.5	28.6	106	2073	14.9	16.5	96	1373	15.4	10.9	99
UNDER $10,000	18475	6036	17.8	32.7	78	4128	18.9	22.3	83	2195	15.8	11.9	69	1595	17.9	8.6	78
HOUSEHOLD OF 1 PERSON	11987	3335	9.8	27.8	66	1878	8.6	15.7	58	1320	9.5	11.0	64	937	10.5	7.8	71
2 PEOPLE	26577	10496	30.9	39.5	94	6617	30.3	24.9	92	4110	29.6	15.5	90	3052	34.2	11.5	104
3 OR 4 PEOPLE	30617	14340	42.3	46.8	112	9441	43.3	30.8	114	5774	41.6	18.9	110	3545	39.7	11.6	105
5 OR MORE PEOPLE	11804	5759	17.0	48.8	116	3880	17.8	32.9	122	2667	19.2	22.6	132	1391	15.6	11.8	107
NO CHILD IN HSHLD	46165	17312	51.0	37.5	90	10727	49.2	23.2	86	6983	50.3	15.1	88	4756	53.3	10.3	93
CHILD(REN) UNDER 2 YRS	5325	2428	7.2	45.6	109	1456	6.7	27.3	102	994	7.2	18.7	109	568	6.4	10.7	97
2 - 5 YEARS	14221	6413	18.9	45.1	108	4145	19.0	29.1	108	2514	18.1	17.7	103	1761	19.7	12.4	112
6 - 11 YEARS	15117	7306	21.5	48.3	115	5133	23.5	34.0	126	3039	21.9	20.1	117	1983	22.2	13.1	119
12 - 17 YEARS	16611	8310	24.5	50.0	119	5684	26.1	34.2	127	3599	25.9	21.7	126	1856	20.8	11.2	101
RESIDENCE OWNED	55884	25021	73.7	44.8	107	15974	73.2	28.6	106	10596	76.4	19.0	111	6505	72.9	11.6	106
VALUE: $50,000 OR MORE	31744	14481	42.7	45.6	109	8858	40.6	27.9	104	6342	45.7	20.0	117	3938	44.1	12.4	113
VALUE: UNDER $50,000	24140	10540	31.1	43.7	104	7117	32.6	29.5	109	4254	30.7	17.6	103	2567	28.8	10.6	97

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REFRIGERATED & FROZEN DOUGH PRODUCTS - TYPES
(FEMALE HOMEMAKERS)

0089
P-19

		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	BISCUITS A '000	BISCUITS B % DOWN	BISCUITS C % ACROSS	BISCUITS D INDX	BREAD A '000	BREAD B % DOWN	BREAD C % ACROSS	BREAD D INDX	ROLL A '000	ROLL B % DOWN	ROLL C % ACROSS	ROLL D INDX
TOTAL FEMALE HOMEMAKERS		80986	33930	100.0	41.9	100	21815	100.0	26.9	100	13871	100.0	17.1	100	8924	100.0	11.0	100
MAGAZINES	QUINTILE 1	15799	7824	23.1	49.5	118	5202	23.8	32.9	122	3468	25.0	22.0	128	2066	23.2	13.1	119
	QUINTILE 2	17259	7676	22.6	44.5	106	4887	22.4	28.3	105	3267	23.6	18.9	111	2131	23.9	12.3	112
	QUINTILE 3	13545	5384	15.9	39.7	95	3339	15.3	24.7	92	2094	15.1	15.5	90	1329	14.9	9.8	89
	QUINTILE 4	15133	6032	17.8	39.9	95	3877	17.8	25.6	95	2482	17.9	16.4	96	1658	18.6	11.0	99
	QUINTILE 5	19250	7014	20.7	36.4	87	4511	20.7	23.4	87	2561	18.5	13.3	78	1740	19.5	9.0	82
NEWSPAPERS	QUINTILE 1	12413	5210	15.4	42.0	100	3270	15.0	26.3	98	2245	16.2	18.1	106	1207	13.5	9.7	88
	QUINTILE 2	24116	10605	31.3	44.0	105	7161	32.8	29.7	110	4369	31.5	18.1	106	2669	29.9	11.1	100
	QUINTILE 3	11261	5015	14.8	44.5	106	3183	14.6	28.3	105	2253	16.2	20.0	117	1331	14.9	11.8	107
	QUINTILE 4	20255	8385	24.7	41.4	99	5080	23.3	25.1	93	3357	24.2	16.6	97	2178	24.4	10.8	98
	QUINTILE 5	12940	4715	13.9	36.4	87	3121	14.3	24.1	90	1648	11.9	12.7	74	1538	17.2	11.9	108
OUTDOOR	QUINTILE 1	14852	6616	19.5	44.5	106	4254	19.5	28.6	106	2688	19.4	18.1	106	1890	21.2	12.7	115
	QUINTILE 2	15725	6816	20.1	43.3	103	4477	20.5	28.5	106	2827	20.4	18.0	105	1786	20.0	11.4	103
	QUINTILE 3	16330	6811	20.1	41.7	100	4461	20.4	27.3	101	2689	19.4	16.5	96	1679	18.8	10.3	93
	QUINTILE 4	16744	6551	19.3	39.1	93	4333	19.9	25.9	96	2784	20.1	16.6	97	1711	19.2	10.2	93
	QUINTILE 5	17334	7136	21.0	41.2	98	4291	19.7	24.8	92	2885	20.8	16.6	97	1858	20.8	10.7	97
RADIO-DRIVE TIME	QUINTILE 1	15911	7324	21.6	46.0	110	4762	21.8	29.9	111	3190	23.0	20.0	117	1915	21.5	12.0	109
	QUINTILE 2	14837	6499	19.2	43.8	105	4100	18.8	27.6	103	2721	19.6	18.3	107	1561	17.5	10.5	95
	QUINTILE 3	15339	6437	19.0	42.0	100	4211	19.3	27.5	102	2460	17.7	16.0	94	1752	19.6	11.4	104
	QUINTILE 4	16723	7193	21.2	43.0	103	4582	21.0	27.4	102	2846	20.5	17.0	99	2006	22.5	12.0	109
	QUINTILE 5	18176	6478	19.1	35.6	85	4161	19.1	22.9	85	2656	19.1	14.6	85	1691	18.9	9.3	84
RADIO-MID-DAY	TERCILE 1	21020	9302	27.4	44.3	106	6086	27.9	29.0	107	4133	29.8	19.7	115	2231	25.0	10.6	96
	TERCILE 2	21610	9746	28.7	45.1	108	6086	27.9	28.2	105	4020	29.0	18.6	109	2676	30.0	12.4	112
	TERCILE 3	38355	14881	43.9	38.8	93	9644	44.2	25.1	93	5718	41.2	14.9	87	4017	45.0	10.5	95
RADIO-TOTAL	QUINTILE 1	15988	7252	21.4	45.4	108	4739	21.7	29.6	110	3158	22.8	19.8	115	1842	20.6	11.5	105
	QUINTILE 2	15626	6780	20.0	43.4	104	4364	20.0	27.9	104	2818	20.3	18.0	105	1821	20.4	11.7	106
	QUINTILE 3	16723	7086	20.9	42.4	101	4558	20.9	27.3	101	3009	21.7	18.0	105	1634	18.3	9.8	89
	QUINTILE 4	16342	7058	20.8	43.2	103	4324	19.8	26.5	98	2646	19.1	16.2	95	2202	24.7	13.5	122
	QUINTILE 5	16306	5753	17.0	35.3	84	3831	17.6	23.5	87	2241	16.2	13.7	80	1425	16.0	8.7	79
TV-PRIME TIME	QUINTILE 1	15953	6519	19.2	40.9	98	4271	19.6	26.8	99	2562	18.5	16.1	94	1642	18.4	10.3	93
	QUINTILE 2	16137	7073	20.8	43.8	105	4546	20.8	28.2	105	3117	22.5	19.3	113	1825	20.5	11.3	103
	QUINTILE 3	16420	7259	21.4	44.2	106	4484	20.6	27.3	101	3197	23.0	19.5	114	2072	23.2	12.6	115
	QUINTILE 4	16687	7075	20.9	42.4	101	4718	21.6	28.3	105	2647	19.1	15.9	93	1675	18.8	10.0	91
	QUINTILE 5	15789	6004	17.7	38.0	91	3797	17.4	24.0	89	2350	16.9	14.9	87	1711	19.2	10.8	98
TV-DAYTIME	TERCILE 1	27736	11503	33.9	41.5	99	7686	35.2	27.7	103	4776	34.4	17.2	101	3049	34.2	11.0	100
	TERCILE 2	26489	11171	32.9	42.2	101	6852	31.4	25.9	96	4750	34.2	17.9	105	2841	31.8	10.7	97
	TERCILE 3	26761	11256	33.2	42.1	100	7277	33.4	27.2	101	4346	31.3	16.2	95	3035	34.0	11.3	103
TV-TOTAL	QUINTILE 1	16345	6626	19.5	40.5	97	4309	19.8	26.4	98	2776	20.0	17.0	99	1740	19.5	10.6	97
	QUINTILE 2	16447	6985	20.6	42.5	101	4777	21.9	29.0	108	2926	21.1	17.8	104	1759	19.7	10.7	97
	QUINTILE 3	15980	6985	20.6	43.7	104	4463	20.5	27.9	104	3110	22.4	19.5	114	1897	21.3	11.9	108
	QUINTILE 4	15887	6986	20.6	44.0	105	4322	19.8	27.2	101	2672	19.3	16.8	98	1861	20.9	11.7	106
	QUINTILE 5	16326	6349	18.7	38.9	93	3945	18.1	24.2	90	2387	17.2	14.6	85	1667	18.7	10.2	93
MAGAZINES-NEWSPAPERS: DUAL		20721	9649	28.4	46.6	111	6252	28.7	30.2	112	4254	30.7	20.5	120	2563	28.7	12.4	112
MAGAZINE IMPERATIVE		19186	8606	25.4	44.9	107	5521	25.3	28.8	107	3512	25.3	18.3	107	2322	26.0	12.1	110
NEWSPAPER IMPERATIVE		21899	8832	26.0	40.3	96	5862	26.9	26.8	99	3517	25.4	16.1	94	2008	22.5	9.2	83
MAGAZINES-OUTDOOR: DUAL		15451	7343	21.6	47.5	113	4634	21.2	30.0	111	3177	22.9	20.6	120	2106	23.6	13.6	124
MAGAZINE IMPERATIVE		25953	11282	33.3	43.5	104	7327	33.6	28.2	105	4640	33.5	17.9	104	2875	32.2	11.1	101
OUTDOOR IMPERATIVE		24400	9598	28.3	39.3	94	6278	28.8	25.7	96	3699	26.7	15.2	89	2455	27.5	10.1	91
MAGAZINES-RADIO: DUAL		18049	8417	24.8	46.6	111	5317	24.4	29.5	109	3599	25.9	19.9	116	2233	25.0	12.4	112
MAGAZINE IMPERATIVE		23571	10386	30.6	44.1	105	6795	31.1	28.8	107	4314	31.1	18.3	107	2856	32.0	12.1	110
RADIO IMPERATIVE		23278	9420	27.8	40.5	97	6100	28.0	26.2	97	3948	28.5	17.0	99	2301	25.8	9.9	90
MAGAZINES-TELEVISION: DUAL		15459	7078	20.9	45.8	109	4775	21.9	30.9	115	3095	22.3	20.0	117	1910	21.4	12.4	112
MAGAZINE IMPERATIVE		25829	11711	34.5	45.3	108	7428	34.0	28.8	107	4863	35.1	18.8	110	3103	34.8	12.0	109
TELEVISION IMPERATIVE		26039	9884	29.1	38.0	91	6424	29.4	24.7	92	4034	29.1	15.5	90	2448	27.4	9.4	85
NEWSPAPERS-OUTDOOR: DUAL		16605	7389	21.8	44.5	106	4976	22.8	30.0	111	3191	23.0	19.2	112	1924	21.6	11.6	105
NEWSPAPER IMPERATIVE		26834	11382	33.5	42.4	101	7302	33.5	27.2	101	4783	34.5	17.8	104	2766	31.0	10.3	94
OUTDOOR IMPERATIVE		23346	9735	28.7	41.7	100	6204	28.4	26.6	99	3763	27.1	16.1	94	2667	29.9	11.4	104
NEWSPAPERS-RADIO: DUAL		17133	7838	23.1	45.7	109	5250	24.1	30.6	114	3305	23.8	19.3	113	1981	22.2	11.6	105
NEWSPAPER IMPERATIVE		25892	10819	31.9	41.8	100	6984	32.0	27.0	100	4533	32.7	17.5	102	2717	30.4	10.5	95
RADIO IMPERATIVE		23167	9740	28.7	42.0	100	6132	28.1	26.5	98	4169	30.1	18.0	105	2582	28.9	11.1	101
NEWSPAPERS-TELEVISION: DUAL		17159	7512	22.1	43.8	104	5015	23.0	29.2	109	3345	24.1	19.5	114	1847	20.7	10.8	98
NEWSPAPER IMPERATIVE		26214	11327	33.4	43.2	103	7380	33.8	28.2	105	4609	33.2	17.6	103	2904	32.5	11.1	101
TELEVISION IMPERATIVE		23412	9495	28.0	40.6	97	6242	28.6	26.7	99	3770	27.2	16.1	94	2653	29.7	11.3	103
OUTDOOR-RADIO: DUAL		15303	7163	21.1	46.8	112	4738	21.7	31.0	115	2968	21.4	19.4	113	1847	20.7	12.1	110
OUTDOOR IMPERATIVE		24901	10313	30.4	41.4	99	6705	30.7	26.9	100	4064	29.3	16.3	95	2740	30.7	11.0	100
RADIO IMPERATIVE		26492	11087	32.7	41.9	100	7188	32.9	27.1	101	4737	34.2	17.9	104	2777	31.1	10.5	95
OUTDOOR-TELEVISION: DUAL		14794	6646	19.6	44.9	107	4515	20.7	30.5	113	2809	20.3	19.0	111	1902	21.3	12.9	117
OUTDOOR IMPERATIVE		25437	10958	32.3	43.1	103	6904	31.6	27.1	101	4261	30.7	16.8	98	2960	33.2	11.6	106
TELEVISION IMPERATIVE		27877	11259	33.2	40.4	96	7405	33.9	26.6	99	4770	34.4	17.1	100	2756	30.9	9.9	90
RADIO-TELEVISION: DUAL		15996	7025	20.7	43.9	105	4792	22.0	30.0	111	2941	21.2	18.4	107	1795	20.1	11.2	102
RADIO IMPERATIVE		25478	11198	33.0	44.0	105	6978	32.0	27.4	102	4781	34.5	18.8	110	2845	31.9	11.2	101
TELEVISION IMPERATIVE		26573	10700	31.5	40.3	96	6838	31.3	25.7	96	4560	32.9	17.2	100	2802	31.4	10.5	96

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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REFRIGERATED & FROZEN DOUGH PRODUCTS - TYPES
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	ALL USERS A '000	B % DOWN	C % ACROSS	D INDX	BISCUITS A '000	B % DOWN	C % ACROSS	D INDX	BREAD A '000	B % DOWN	C % ACROSS	D INDX	ROLL A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	33930	100.0	41.9	100	21815	100.0	26.9	100	13871	100.0	17.1	100	8924	100.0	11.0	100
ATLANTIC MONTHLY	415	**136	0.4	32.8	78	**61	0.3	14.7	55	**53	0.4	12.8	75	**78	0.9	18.8	171
BARRON'S	453	*194	0.6	42.8	102	**133	0.6	29.4	109	**86	0.6	19.0	111	**79	0.9	17.4	158
BETTER HOMES & GARDENS	16256	7812	23.0	48.1	115	5109	23.4	31.4	117	3503	25.3	21.5	126	2125	23.8	13.1	119
BON APPETIT	2535	1174	3.5	46.3	111	664	3.0	26.2	97	537	3.9	21.2	124	327	3.7	12.9	117
BUSINESS WEEK	1278	631	1.9	49.4	118	360	1.7	28.2	105	*235	1.7	18.4	107	*244	2.7	19.1	173
CAR AND DRIVER	378	*168	0.5	44.4	106	**111	0.5	29.4	109	**45	0.3	11.9	70	**75	0.8	19.8	180
CBS MAGAZINE NETWORK (GROSS)	1498	843	2.5	56.3	134	689	3.2	46.0	171	412	3.0	27.5	161	*258	2.9	17.2	156
CHANGING TIMES	1505	613	1.8	40.7	97	370	1.7	24.6	91	293	2.1	19.5	114	*187	2.1	12.4	113
COLONIAL HOMES	1231	587	1.7	47.7	114	397	1.8	32.3	120	263	1.9	21.4	125	*265	3.0	21.5	195
CONDE NAST MAG. PKG. (GROSS)	14146	6526	19.2	46.1	110	4435	20.3	31.4	116	2747	19.8	19.4	113	1782	20.0	12.6	114
CONSUMERS DIGEST	1323	706	2.1	53.4	127	451	2.1	34.1	127	320	2.3	24.2	141	*221	2.5	16.7	152
COSMOPOLITAN	7102	3121	9.2	43.9	105	2038	9.3	28.7	107	1305	9.4	18.4	107	780	8.7	11.0	100
COUNTRY LIVING	2481	1219	3.6	49.1	117	854	3.9	34.4	128	631	4.5	25.4	148	389	4.4	15.7	142
CUISINE	1472	607	1.8	41.2	98	383	1.8	26.0	97	278	2.0	18.9	110	*156	1.7	10.6	96
CYCLE WORLD	425	*231	0.7	54.4	130	*201	0.9	47.3	176	**121	0.9	28.5	166	**97	1.1	22.8	207
DCI:CREATIVE IDEAS FOR LIV	2510	1334	3.9	53.1	127	845	3.9	33.7	125	655	4.7	26.1	152	384	4.3	15.3	139
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	3597	10.6	53.7	128	2538	11.6	37.9	141	1221	8.8	18.2	106	1069	12.0	16.0	145
DISCOVER	894	348	1.0	38.9	93	*250	1.1	28.0	104	*165	1.2	18.5	108	**95	1.1	10.6	96
EBONY	3507	1521	4.5	43.4	104	1138	5.2	32.4	120	440	3.2	12.5	73	435	4.9	12.4	113
ESQUIRE	1083	444	1.3	41.0	98	326	1.5	30.1	112	*183	1.3	16.9	99	*135	1.5	12.5	113
ESSENCE	1830	875	2.6	47.8	114	660	3.0	36.1	134	*215	1.5	11.7	69	259	2.9	14.2	128
FAMILY CIRCLE	15930	7407	21.8	46.5	111	4835	22.2	30.4	113	3495	25.2	21.9	128	1964	22.0	12.3	112
THE FAMILY HANDYMAN	1126	556	1.6	49.4	118	386	1.8	34.3	127	*229	1.7	20.3	119	*158	1.8	14.0	127
FAMILY WEEKLY	11468	4984	14.7	43.5	104	3125	14.3	27.2	101	2158	15.6	18.8	110	1215	13.6	10.6	96
FIELD & STREAM	2234	968	2.9	43.3	103	612	2.8	27.4	102	481	3.5	21.5	126	*262	2.9	11.7	106
FOOD & WINE	579	*260	0.8	44.9	107	*145	0.7	25.0	93	**90	0.6	15.5	91	**61	0.7	10.5	96
FORBES	728	335	1.0	46.0	110	*234	1.1	32.1	119	**127	0.9	17.4	102	**167	1.9	22.9	208
FORTUNE	906	432	1.3	47.7	114	332	1.5	36.6	136	**147	1.1	16.2	95	**138	1.5	15.2	138
GENTLEMEN'S QUARTERLY	791	414	1.2	52.3	125	313	1.4	39.6	147	*167	1.2	21.1	123	**144	1.6	18.2	165
GLAMOUR	5265	2551	7.5	48.5	116	1680	7.7	31.9	118	1028	7.4	19.5	114	722	8.1	13.7	124
GOLF DIGEST	636	318	0.9	50.0	119	*218	1.0	34.3	127	**113	0.8	17.8	104	**88	1.0	13.8	126
GOLF DIGEST/TENNIS (GROSS)	1186	633	1.9	53.4	127	427	2.0	36.0	134	*183	1.3	15.4	90	*209	2.3	17.6	160
GOLF MAGAZINE	441	*187	0.6	42.4	101	**129	0.6	29.3	109	**47	0.3	10.7	62	**56	0.6	12.7	115
GOLF MAGAZINE/SKI (GROSS)	922	357	1.1	38.7	92	*228	1.0	24.7	92	*126	0.9	13.7	80	**114	1.3	12.4	112
GOOD HOUSEKEEPING	16487	7665	22.6	46.5	111	5143	23.6	31.2	116	3591	25.9	21.8	127	2158	24.2	13.1	119
HARPER'S BAZAAR	2423	1063	3.1	43.9	105	786	3.6	32.4	120	348	2.5	14.4	84	335	3.8	13.8	125
HEALTH	1994	902	2.7	45.2	108	647	3.0	32.4	120	416	3.0	20.9	122	*224	2.5	11.2	102
HEARST MAG CORP. BUY (GROSS)	44101	20536	60.5	46.6	111	13742	63.0	31.2	116	9126	65.8	20.7	121	5633	63.1	12.8	116
HEARST MAN POWER (GROSS)	1993	1065	3.1	53.4	128	657	3.0	33.0	122	547	3.9	27.4	160	*314	3.5	15.8	143
HEARST WOMAN POWER (GROSS)	31274	14410	42.5	46.1	110	9628	44.1	30.8	114	6491	46.8	20.8	121	3824	42.9	12.2	111
HOUSE BEAUTIFUL	3623	1733	5.1	47.8	114	1134	5.2	31.3	116	700	5.0	19.3	113	346	3.9	9.6	87
INC.	283	**121	0.4	42.8	102	**111	0.5	39.2	146	**57	0.4	20.1	118	**50	0.6	17.7	160
JET	2928	1228	3.6	41.9	100	904	4.1	30.9	115	394	2.8	13.5	79	359	4.0	12.3	111
LADIES' HOME JOURNAL	11918	5716	16.8	48.0	114	3933	18.0	33.0	123	2346	16.9	19.7	115	1455	16.3	12.2	111
LHJ FAMILY GRP COMBO(GROSS)	16764	8115	23.9	48.4	116	5644	25.9	33.7	125	3540	25.5	21.1	123	2069	23.2	12.3	112
LIFE	4254	2063	6.1	48.5	116	1404	6.4	33.0	123	858	6.2	20.2	118	544	6.1	12.8	116
L.A. TIMES HOME MAGAZINE	1145	534	1.6	46.6	111	320	1.5	27.9	104	*276	2.0	24.1	141	*150	1.7	13.1	119
MADEMOISELLE	2884	1390	4.1	48.2	115	947	4.3	32.8	122	599	4.3	20.8	121	379	4.2	13.1	119
MC CALL'S	13460	6387	18.8	47.5	113	4327	19.8	32.1	119	2818	20.3	20.9	122	1831	20.5	13.6	123
MC CALL'S/WRK MOTHER (GROSS)	14606	6978	20.6	47.8	114	4773	21.9	32.7	121	3053	22.0	20.9	122	1988	22.3	13.6	124
MECHANIX ILLUSTRATED	772	448	1.3	58.0	139	*301	1.4	39.0	145	*203	1.5	26.3	154	**121	1.4	15.7	142
METROPOLITAN HOME	967	420	1.2	43.4	104	258	1.2	26.7	99	*164	1.2	17.0	99	**107	1.2	11.1	100
MONEY	1588	759	2.2	47.8	114	539	2.5	33.9	126	*289	2.1	18.2	106	259	2.9	16.3	148
MOTHER EARTH NEWS	1002	538	1.6	53.7	128	310	1.4	30.9	115	276	2.0	27.5	161	**127	1.4	12.7	115
MS.	825	355	1.0	43.0	103	223	1.0	27.0	100	*172	1.2	20.8	122	**98	1.1	11.9	108
NATIONAL ENQUIRER	10336	4731	13.9	45.8	109	3243	14.9	31.4	116	1613	11.6	15.6	91	992	11.1	9.6	87
NATIONAL GEOGRAPHIC	9597	4237	12.5	44.1	105	2675	12.3	27.9	103	1862	13.4	19.4	113	1298	14.5	13.5	123
NATIONAL SUNDAY MAGAZINE PKG	49558	21627	63.7	43.6	104	13867	63.6	28.0	104	9029	65.1	18.2	106	5572	62.4	11.2	102
NATURAL HISTORY	573	*216	0.6	37.7	90	*154	0.7	26.9	100	**118	0.9	20.6	120	**64	0.7	11.2	101
NEW WOMAN	1699	703	2.1	41.4	99	435	2.0	25.6	95	306	2.2	18.0	105	*234	2.6	13.8	125
NEW YORK INCLUDING CUE	443	*104	0.3	23.5	56	**68	0.3	15.3	57	**31	0.2	7.0	41	**19	0.2	4.3	39
THE NEW YORKER	1270	569	1.7	44.8	107	372	1.7	29.3	109	*245	1.8	19.3	113	*174	1.9	13.7	124
NEWSWEEK	6277	2889	8.5	46.0	110	1951	8.9	31.1	115	1265	9.1	20.2	118	887	9.9	14.1	128
THE N.Y. TIMES DAILY EDITION	1205	448	1.3	37.2	89	311	1.4	25.8	96	**104	0.7	8.6	50	**86	1.0	7.1	65
THE N.Y. TIMES MAGAZINE	2081	654	1.9	31.4	75	454	2.1	21.8	81	*173	1.2	8.3	49	**117	1.3	5.6	51
OMNI	788	334	1.0	42.4	101	*236	1.1	29.9	111	*153	1.1	19.4	113	**107	1.2	13.6	123
ON CABLE	1158	588	1.7	50.8	121	460	2.1	39.7	147	*292	2.1	25.2	147	**114	1.3	9.8	89
1001 HOME IDEAS	2852	1497	4.4	52.5	125	1064	4.9	37.3	138	778	5.6	27.3	159	390	4.4	13.7	124
ORGANIC GARDENING	1658	695	2.0	41.9	100	372	1.7	22.4	83	419	3.0	25.3	148	*136	1.5	8.2	74
OUTDOOR LIFE	896	391	1.2	43.6	104	*213	1.0	23.8	88	252	1.8	28.1	164	**78	0.9	8.7	79
PARADE MAGAZINE	24275	10844	32.0	44.7	107	6868	31.5	28.3	105	4224	30.5	17.4	102	2943	33.0	12.1	110

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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REFRIGERATED & FROZEN DOUGH PRODUCTS - TYPES
(FEMALE HOMEMAKERS)

0091
P-19

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	BISCUITS A '000	BISCUITS B % DOWN	BISCUITS C % ACROSS	BISCUITS D INDX	BREAD A '000	BREAD B % DOWN	BREAD C % ACROSS	BREAD D INDX	ROLL A '000	ROLL B % DOWN	ROLL C % ACROSS	ROLL D INDX
TOTAL FEMALE HOMEMAKERS	80986	33930	100.0	41.9	100	21815	100.0	26.9	100	13871	100.0	17.1	100	8924	100.0	11.0	100
PARENTS	3845	1834	5.4	47.7	114	1188	5.4	30.9	115	805	5.8	20.9	122	498	5.6	13.0	118
PENTHOUSE	831	446	1.3	53.7	128	*252	1.2	30.3	113	*185	1.3	22.3	130	**127	1.4	15.3	139
PEOPLE	11645	5316	15.7	45.7	109	3292	15.1	28.3	105	2385	17.2	20.5	120	1308	14.7	11.2	102
PLAYBOY	2006	863	2.5	43.0	103	602	2.8	30.0	111	349	2.5	17.4	102	*208	2.3	10.4	94
POPULAR HOT RODDING	297	*178	0.5	59.9	143	*140	0.6	47.1	175	**60	0.4	20.2	118	**51	0.6	17.2	156
POPULAR MECHANICS	1018	569	1.7	55.9	133	*328	1.5	32.2	120	*259	1.9	25.4	149	**184	2.1	18.1	164
POPULAR SCIENCE	878	386	1.1	44.0	105	*261	1.2	29.7	110	*145	1.0	16.5	96	**128	1.4	14.6	132
PREVENTION	3913	1574	4.6	40.2	96	1028	4.7	26.3	98	726	5.2	18.6	108	341	3.8	8.7	79
PSYCHOLOGY TODAY	1710	798	2.4	46.7	111	500	2.3	29.2	109	280	2.0	16.4	96	254	2.8	14.9	135
READER'S DIGEST	22204	10290	30.3	46.3	111	6632	30.4	29.9	111	4329	31.2	19.5	114	2849	31.9	12.8	116
REDBOOK	7684	3623	10.7	47.1	113	2447	11.2	31.8	118	1595	11.5	20.8	121	886	9.9	11.5	105
ROAD & TRACK	410	*282	0.8	68.8	164	*221	1.0	53.9	200	**130	0.9	31.7	185	**69	0.8	16.8	153
ROLLING STONE	969	550	1.6	56.8	135	377	1.7	38.9	144	289	2.1	29.8	174	*133	1.5	13.7	125
RUNNER'S WORLD	298	*116	0.3	38.9	93	**81	0.4	27.2	101	**66	0.5	22.1	129	**25	0.3	8.4	76
SATURDAY EVENING POST	1169	618	1.8	52.9	126	318	1.5	27.2	101	336	2.4	28.7	168	*163	1.8	13.9	127
SCIENCE 84	587	298	0.9	50.8	121	*145	0.7	24.7	92	*116	0.8	19.8	115	**91	1.0	15.5	141
SCIENCE DIGEST	482	262	0.8	54.4	130	*186	0.9	38.6	143	**132	1.0	27.4	160	**57	0.6	11.8	107
SCIENTIFIC AMERICAN	594	*247	0.7	41.6	99	*129	0.6	21.7	81	**142	1.0	23.9	140	**90	1.0	15.2	138
SELF	2089	1012	3.0	48.4	116	714	3.3	34.2	127	534	3.8	25.6	149	247	2.8	11.8	107
SEVENTEEN	2411	1106	3.3	45.9	109	807	3.7	33.5	124	451	3.3	18.7	109	304	3.4	12.6	114
SKI	480	*169	0.5	35.2	84	**99	0.5	20.6	77	**79	0.6	16.5	96	**57	0.6	11.9	108
SMITHSONIAN	2760	1159	3.4	42.0	100	681	3.1	24.7	92	475	3.4	17.2	100	*218	2.4	7.9	72
SOAP OPERA DIGEST	3013	1556	4.6	51.6	123	1052	4.8	34.9	130	584	4.2	19.4	113	386	4.3	12.8	116
SOUTHERN LIVING	4184	2263	6.7	54.1	129	1693	7.8	40.5	150	566	4.1	13.5	79	684	7.7	16.3	148
SPORT	559	297	0.9	53.1	127	*227	1.0	40.6	151	**83	0.6	14.8	87	**85	1.0	15.2	138
THE SPORTING NEWS	436	*190	0.6	43.6	104	**110	0.5	25.2	94	**75	0.5	17.2	100	**42	0.5	9.6	87
SPORTS AFIELD	493	*234	0.7	47.5	113	*144	0.7	29.2	108	*156	1.1	31.6	185	**73	0.8	14.8	134
SPORTS ILLUSTRATED	2758	1392	4.1	50.5	120	1004	4.6	36.4	135	580	4.2	21.0	123	296	3.3	10.7	97
STAR	7456	3276	9.7	43.9	105	2241	10.3	30.1	112	1201	8.7	16.1	94	860	9.6	11.5	105
SUNDAY	24936	10490	30.9	42.1	100	6402	29.3	25.7	95	4754	34.3	19.1	111	2980	33.4	12.0	108
SUNSET	2124	990	2.9	46.6	111	524	2.4	24.7	92	464	3.3	21.8	128	*256	2.9	12.1	109
TV GUIDE	21661	9785	28.8	45.2	108	6432	29.5	29.7	110	3982	28.7	18.4	107	2510	28.1	11.6	105
TENNIS	550	315	0.9	57.3	137	*209	1.0	38.0	141	**70	0.5	12.7	74	**121	1.4	22.0	200
TIME	8880	3927	11.6	44.2	106	2607	12.0	29.4	109	1551	11.2	17.5	102	1229	13.8	13.8	126
TOWN & COUNTRY	917	399	1.2	43.5	104	*242	1.1	26.4	98	*118	0.9	12.9	75	**144	1.6	15.7	143
TRAVEL & LEISURE	972	441	1.3	45.4	108	347	1.6	35.7	133	*143	1.0	14.7	86	*119	1.3	12.2	111
TRUE STORY	3356	1762	5.2	52.5	125	1075	4.9	32.0	119	779	5.6	23.2	136	434	4.9	12.9	117
U.S.NEWS & WORLD REPORT	3410	1508	4.4	44.2	106	1007	4.6	29.5	110	677	4.9	19.9	116	405	4.5	11.9	108
USA TODAY	1759	898	2.6	51.1	122	539	2.5	30.6	114	418	3.0	23.8	139	*205	2.3	11.7	106
US	1873	878	2.6	46.9	112	576	2.6	30.8	114	408	2.9	21.8	127	*191	2.1	10.2	93
VOGUE	3909	1573	4.6	40.2	96	1093	5.0	28.0	104	586	4.2	15.0	88	434	4.9	11.1	101
WALL STREET JOURNAL	1886	837	2.5	44.4	106	548	2.5	29.1	108	352	2.5	18.7	109	*248	2.8	13.1	119
WEIGHT WATCHERS	2120	947	2.8	44.7	107	662	3.0	31.2	116	442	3.2	20.8	122	286	3.2	13.5	122
WOMAN'S DAY	14172	6508	19.2	45.9	110	4211	19.3	29.7	110	2882	20.8	20.3	119	1804	20.2	12.7	116
WORKING MOTHER	1146	591	1.7	51.6	123	447	2.0	39.0	145	*236	1.7	20.6	120	*158	1.8	13.8	125
WORKING WOMAN	1322	613	1.8	46.4	111	456	2.1	34.5	128	*242	1.7	18.3	107	*163	1.8	12.3	112
WORLD TENNIS	*163	**60	0.2	36.8	88	**44	0.2	27.0	100	**19	0.1	11.7	68	**34	0.4	20.9	189
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1074	3.2	42.4	101	705	3.2	27.8	103	437	3.2	17.3	101	361	4.0	14.3	129
BLAIR INSERTS	43657	18839	55.5	43.2	103	12049	55.2	27.6	102	7776	56.1	17.8	104	5108	57.2	11.7	106
DAILY NEWSPAPERS																	
READ ANY	51633	22126	65.2	42.9	102	14399	66.0	27.9	104	9406	67.8	18.2	106	5355	60.0	10.4	94
READ ONE	43463	18588	54.8	42.8	102	12116	55.5	27.9	103	7926	57.1	18.2	106	4537	50.8	10.4	95
READ TWO OR MORE	8170	3537	10.4	43.3	103	2283	10.5	27.9	104	1480	10.7	18.1	106	818	9.2	10.0	91
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	22888	67.5	43.4	104	14700	67.4	27.9	104	9534	68.7	18.1	106	5878	65.9	11.2	101
READ ONE	46126	20013	59.0	43.4	104	12919	59.2	28.0	104	8267	59.6	17.9	105	5164	57.9	11.2	102
READ TWO OR MORE	6552	2875	8.5	43.9	105	1782	8.2	27.2	101	1267	9.1	19.3	113	714	8.0	10.9	99
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	29.38				29.25				28.93				31.41			
30 DAY REACH	71455	29706	87.6	41.6	99	19230	88.2	26.9	100	12126	87.4	17.0	99	7849	88.0	11.0	100
50 SHWG - 30 DAY AV FREQ	14.56	15.46				15.34				15.31				16.49			
30 DAY REACH	67742	28290	83.4	41.8	100	18379	84.2	27.1	101	11471	82.7	16.9	99	7501	84.1	11.1	100
25 SHWG - 30 DAY AV FREQ	7.94	8.32				8.19				8.18				8.91			
30 DAY REACH	62117	26286	77.5	42.3	101	17230	79.0	27.7	103	10731	77.4	17.3	101	6945	77.8	11.2	101
CABLE TV: HOME WIRED	32077	14693	43.3	45.8	109	9444	43.3	29.4	109	6258	45.1	19.5	114	3831	42.9	11.9	108
HOME NOT WIRED	48909	19237	56.7	39.3	94	12372	56.7	25.3	94	7614	54.9	15.6	91	5093	57.1	10.4	95
HAVE PAY CABLE	15935	7958	23.5	49.9	119	5099	23.4	32.0	119	3395	24.5	21.3	124	2133	23.9	13.4	121

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REFRIGERATED & FROZEN DOUGH PRODUCTS - TYPES
(FEMALE HOMEMAKERS)

0092
P-19

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	BISCUITS A '000	BISCUITS B % DOWN	BISCUITS C % ACROSS	BISCUITS D INDX	BREAD A '000	BREAD B % DOWN	BREAD C % ACROSS	BREAD D INDX	ROLL A '000	ROLL B % DOWN	ROLL C % ACROSS	ROLL D INDX
TOTAL FEMALE HOMEMAKERS	80986	33930	100.0	41.9	100	21815	100.0	26.9	100	13871	100.0	17.1	100	8924	100.0	11.0	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	19493	57.5	44.4	106	12522	57.4	28.5	106	8070	58.2	18.4	107	5080	56.9	11.6	105
10:00 AM - 3:00 PM	30659	13773	40.6	44.9	107	8764	40.2	28.6	106	6040	43.5	19.7	115	3542	39.7	11.6	105
3:00 PM - 7:00 PM	31045	13884	40.9	44.7	107	9010	41.3	29.0	108	5736	41.4	18.5	108	3766	42.2	12.1	110
7:00 PM - MIDNIGHT	15767	6708	19.8	42.5	102	4176	19.1	26.5	98	2918	21.0	18.5	108	1840	20.6	11.7	106
MIDNIGHT - 6:00 AM	9120	3980	11.7	43.6	104	2568	11.8	28.2	105	1697	12.2	18.6	109	977	10.9	10.7	97
6:00 AM - MIDNIGHT	58527	25747	75.9	44.0	105	16497	75.6	28.2	105	10617	76.5	18.1	106	6780	76.0	11.6	105
ENTIRE DAY	59311	26097	76.9	44.0	105	16725	76.7	28.2	105	10786	77.8	18.2	106	6874	77.0	11.6	105
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	7308	21.5	45.2	108	4384	20.1	27.1	101	3776	27.2	23.3	136	1903	21.3	11.8	107
ALL NEWS	2256	948	2.8	42.0	100	588	2.7	26.1	97	347	2.5	15.4	90	301	3.4	13.3	121
AOR/PROGRESSIVE	3874	1666	4.9	43.0	103	1147	5.3	29.6	110	653	4.7	16.9	98	435	4.9	11.2	102
BEAUTIFUL MUSIC	5660	2481	7.3	43.8	105	1522	7.0	26.9	100	905	6.5	16.0	93	715	8.0	12.6	115
BLACK	2204	1003	3.0	45.5	109	754	3.5	34.2	127	272	2.0	12.3	72	225	2.5	10.2	93
CLASSICAL	1418	653	1.9	46.1	110	324	1.5	22.8	85	*270	1.9	19.0	111	*239	2.7	16.9	153
CHR/ROCK	9538	4345	12.8	45.6	109	2900	13.3	30.4	113	1619	11.7	17.0	99	1133	12.7	11.9	108
COUNTRY	12648	6252	18.4	49.4	118	4240	19.4	33.5	124	2323	16.7	18.4	107	1665	18.7	13.2	119
GOLDEN OLDIES	1191	447	1.3	37.5	90	*286	1.3	24.0	89	*180	1.3	15.1	88	**57	0.6	4.8	43
MOR/NOSTALGIA	4757	2143	6.3	45.0	108	1188	5.4	25.0	93	971	7.0	20.4	119	440	4.9	9.2	84
NEWS/TALK	3863	1480	4.4	38.3	91	1000	4.6	25.9	96	644	4.6	16.7	97	380	4.3	9.8	89
RELIGIOUS	3084	1053	3.1	34.1	81	606	2.8	19.6	73	400	2.9	13.0	76	265	3.0	8.6	78
SOFT ROCK	521	*258	0.8	49.5	118	*177	0.8	34.0	126	**144	1.0	27.6	161	**102	1.1	19.6	178
URBAN CONTEMPORARY	1585	667	2.0	42.1	100	475	2.2	30.0	111	*232	1.7	14.6	85	*179	2.0	11.3	102
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	1530	4.5	46.9	112	948	4.3	29.1	108	820	5.9	25.1	147	452	5.1	13.9	126
ABC DIRECTION	2316	1012	3.0	43.7	104	618	2.8	26.7	99	396	2.9	17.1	100	297	3.3	12.8	116
ABC ENTERTAINMENT	4834	2267	6.7	46.9	112	1585	7.3	32.8	122	902	6.5	18.7	109	668	7.5	13.8	125
ABC FM	2202	995	2.9	45.2	108	755	3.5	34.3	127	294	2.1	13.4	78	*175	2.0	7.9	72
ABC INFORMATION	5425	2490	7.3	45.9	110	1581	7.2	29.1	108	1131	8.2	20.8	122	732	8.2	13.5	122
ABC ROCK	1677	748	2.2	44.6	106	522	2.4	31.1	116	322	2.3	19.2	112	*257	2.9	15.3	139
CBS	4430	2029	6.0	45.8	109	1256	5.8	28.4	105	971	7.0	21.9	128	619	6.9	14.0	127
MUTUAL	4992	2356	6.9	47.2	113	1452	6.7	29.1	108	1076	7.8	21.6	126	692	7.8	13.9	126
NBC	4679	2065	6.1	44.1	105	1184	5.4	25.3	94	945	6.8	20.2	118	528	5.9	11.3	102
RADIORADIO	1994	850	2.5	42.6	102	557	2.6	27.9	104	341	2.5	17.1	100	247	2.8	12.4	112
RKO ONE	2298	941	2.8	40.9	98	657	3.0	28.6	106	355	2.6	15.4	90	*185	2.1	8.1	73
RKO TWO	3311	1417	4.2	42.8	102	999	4.6	30.2	112	528	3.8	15.9	93	363	4.1	11.0	99
THE SOURCE	2114	1080	3.2	51.1	122	798	3.7	37.7	140	297	2.1	14.0	82	*297	3.3	14.0	127
NON-WIRED : BLAIR	8654	3997	11.8	46.2	110	2922	13.4	33.8	125	1530	11.0	17.7	103	1074	12.0	12.4	113
INTERNET	12025	5600	16.5	46.6	111	3595	16.5	29.9	111	2174	15.7	18.1	106	1691	18.9	14.1	128
KATZ RADIO GROUP	15359	6432	19.0	41.9	100	4002	18.3	26.1	97	2761	19.9	18.0	105	1613	18.1	10.5	95
SUPERNET	10628	4787	14.1	45.0	108	3066	14.1	28.8	107	1967	14.2	18.5	108	1210	13.6	11.4	103
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	3256	9.6	37.6	90	2066	9.5	23.9	89	1307	9.4	15.1	88	973	10.9	11.2	102
MKDAY 9:00 AM - 1:00 PM	12163	5032	14.8	41.4	99	3298	15.1	27.1	101	2040	14.7	16.8	98	1373	15.4	11.3	102
MKDAY 1:00 PM - 4:30 PM	16150	6779	20.0	42.0	100	4542	20.8	28.1	104	2819	20.3	17.5	102	1759	19.7	10.9	99
MKDAY 4:30 PM - 7:30 PM	22463	9100	26.8	40.5	97	5934	27.2	26.4	98	3792	27.3	16.9	99	2441	27.4	10.9	99
MKDAY 7:30 PM - 8:00 PM	31795	13060	38.5	41.1	98	8608	39.5	27.1	101	5341	38.5	16.8	98	3423	38.4	10.8	98
MKDAY 11:00 PM - 11:30 PM	23977	10443	30.8	43.6	104	6757	31.0	28.2	105	4461	32.2	18.6	109	2783	31.2	11.6	105
MKDAY 11:30 PM - 1:00 AM	7703	3411	10.1	44.3	106	2291	10.5	29.7	110	1536	11.1	19.9	116	851	9.5	11.0	100
M-SAT 8-11 PM+SUN 7-11 PM	33800	14322	42.2	42.4	101	9257	42.4	27.4	102	5935	42.8	17.6	103	3701	41.5	10.9	99
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	2665	7.9	40.8	97	1753	8.0	26.8	100	1072	7.7	16.4	96	789	8.8	12.1	110
ANOTHER WORLD N	4620	1974	5.8	42.7	102	1217	5.6	26.3	98	878	6.3	19.0	111	499	5.6	10.8	98
AS THE WORLD TURNS C	5614	2329	6.9	41.5	99	1682	7.7	30.0	111	802	5.8	14.3	83	567	6.4	10.1	92
CAPITOL C	3396	1440	4.2	42.4	101	1070	4.9	31.5	117	550	4.0	16.2	95	340	3.8	10.0	91
CBS MORN. NEWS 1 C	1446	504	1.5	34.9	83	346	1.6	23.9	89	190	1.4	13.1	77	173	1.9	12.0	109
CBS MORN. NEWS 2 C	1207	370	1.1	30.7	73	232	1.1	19.2	71	135	1.0	11.2	65	143	1.6	11.8	108
DAYS OF OUR LIVES N	5877	2709	8.0	46.1	110	1747	8.0	29.7	110	1223	8.8	20.8	121	595	6.7	10.1	92
FACTS OF LIFE - DAYTIME N	2290	1034	3.0	45.2	108	651	3.0	28.4	106	430	3.1	18.8	110	355	4.0	15.5	141
FAMILY FEUD A	3023	1191	3.5	39.4	94	791	3.6	26.2	97	450	3.2	14.9	87	304	3.4	10.1	91
GENERAL HOSPITAL A	6097	2498	7.4	41.0	98	1675	7.7	27.5	102	1128	8.1	18.5	108	737	8.3	12.1	110
GOOD MORNING, AMERICA-730 A	3515	1243	3.7	35.4	84	837	3.8	23.8	88	519	3.7	14.8	86	412	4.6	11.7	106
GOOD MORNING, AMERICA-830 A	2818	1134	3.3	40.2	96	748	3.4	26.5	99	418	3.0	14.8	87	367	4.1	13.0	118
GUIDING LIGHT C	5339	2287	6.7	42.8	102	1589	7.3	29.8	110	869	6.3	16.3	95	603	6.8	11.3	102
ONE LIFE TO LIVE A	4478	1958	5.8	43.7	104	1406	6.4	31.4	117	848	6.1	18.9	111	599	6.7	13.4	121
PRESS YOUR LUCK C	2244	985	2.9	43.9	105	591	2.7	26.3	98	413	3.0	18.4	107	267	3.0	11.9	108
PRICE IS RIGHT 1 C	4348	1771	5.2	40.7	97	1221	5.6	28.1	104	707	5.1	16.3	95	448	5.0	10.3	94
PRICE IS RIGHT 2 C	5014	2053	6.1	40.9	98	1383	6.3	27.6	102	854	6.2	17.0	99	529	5.9	10.6	96
RYAN'S HOPE A	3150	1253	3.7	39.8	95	879	4.0	27.9	104	473	3.4	15.0	88	389	4.4	12.3	112
SALE OF THE CENTURY N	2695	1077	3.2	40.0	95	715	3.3	26.5	98	474	3.4	17.6	103	313	3.5	11.6	105
SEARCH FOR TOMORROW N	2319	968	2.9	41.7	100	695	3.2	30.0	111	369	2.7	15.9	93	271	3.0	11.7	106
TODAY SHOW 1 N	2693	976	2.9	36.2	87	543	2.5	20.2	75	386	2.8	14.3	84	291	3.3	10.8	98
TODAY SHOW 2 N	2498	896	2.6	35.9	86	541	2.5	21.7	80	327	2.4	13.1	76	293	3.3	11.7	106
$25,000 PYRAMID C	2753	1049	3.1	38.1	91	633	2.9	23.0	85	474	3.4	17.2	101	301	3.4	10.9	99
WHEEL OF FORTUNE N	4388	1841	5.4	42.0	100	1165	5.3	26.5	99	780	5.6	17.8	104	473	5.3	10.8	98
YOUNG AND THE RESTLESS C	5695	2489	7.3	43.7	104	1699	7.8	29.8	111	958	6.9	16.8	98	587	6.6	10.3	94
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	668	2.0	38.0	91	417	1.9	23.7	88	295	2.1	16.8	98	224	2.5	12.7	116
NBA PLAYOFF GAME -1 C	1136	435	1.3	38.3	91	292	1.3	25.7	95	140	1.0	12.3	72	*137	1.5	12.1	109
NBC MAJOR LEAGUE PRE-GAME N	953	453	1.3	47.5	113	345	1.6	36.2	134	**139	1.0	14.6	85	*140	1.6	14.7	133
SPORTSWORLD - SUN N	1233	507	1.5	41.1	98	301	1.4	24.4	91	233	1.7	18.9	110	*126	1.4	10.2	93
SUNDAY MORNING C	1611	609	1.8	37.8	90	354	1.6	22.0	82	230	1.7	14.3	83	*172	1.9	10.7	97

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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REFRIGERATED & FROZEN DOUGH PRODUCTS - TYPES
(FEMALE HOMEMAKERS)

0093
P-19

		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	BISCUITS A '000	BISCUITS B % DOWN	BISCUITS C % ACROSS	BISCUITS D INDX	BREAD A '000	BREAD B % DOWN	BREAD C % ACROSS	BREAD D INDX	ROLL A '000	ROLL B % DOWN	ROLL C % ACROSS	ROLL D INDX
TOTAL FEMALE HOMEMAKERS		80986	33930	100.0	41.9	100	21815	100.0	26.9	100	13871	100.0	17.1	100	8924	100.0	11.0	100
MKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	10383	30.6	39.8	95	6850	31.4	26.3	98	4216	30.4	16.2	94	2897	32.5	11.1	101
NETWORK AFFILIATES - LATE		20261	8711	25.7	43.0	103	5639	25.8	27.8	103	3631	26.2	17.9	105	2276	25.5	11.2	102
INDEPENDENTS - LATE		2076	758	2.2	36.5	87	491	2.3	23.7	88	333	2.4	16.0	94	194	2.2	9.3	85
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	4562	13.4	43.6	104	3010	13.8	28.8	107	1808	13.0	17.3	101	1157	13.0	11.1	100
ABC MONDAY NIGHT MOVIE	A	6412	2683	7.9	41.8	100	1735	8.0	27.1	100	1125	8.1	17.5	102	699	7.8	10.9	99
ABC SUNDAY NIGHT MOVIE	A	12407	5013	14.8	40.4	96	3187	14.6	25.7	95	2017	14.5	16.3	95	1362	15.3	11.0	100
ABC WORLD NEWS TONIGHT	A	6176	2378	7.0	38.5	92	1597	7.3	25.9	96	903	6.5	14.6	85	652	7.3	10.6	96
AFTERMASH	C	5863	2384	7.0	40.7	97	1594	7.3	27.2	101	1011	7.3	17.2	101	656	7.4	11.2	102
ALICE	C	9594	3990	11.8	41.6	99	2737	12.5	28.5	106	1623	11.7	16.9	99	1157	13.0	12.1	109
AMERICAN PARADE	C	6622	2626	7.7	39.7	95	1545	7.1	23.3	87	1175	8.5	17.7	104	771	8.6	11.6	106
BENSON	A	10886	4389	12.9	40.3	96	2637	12.1	24.2	90	1861	13.4	17.1	100	1157	13.0	10.6	96
BLUE THUNDER	A	5036	2246	6.6	44.6	106	1373	6.3	27.3	101	994	7.2	19.7	115	502	5.6	10.0	90
CAGNEY & LACEY	C	9965	4442	13.1	44.6	106	2982	13.7	29.9	111	1759	12.7	17.7	103	1110	12.4	11.1	101
CBS EVENING NEWS-DEAN	C	3491	1269	3.7	36.4	87	676	3.1	19.4	72	615	4.4	17.6	103	335	3.8	9.6	87
CBS EVENING NEWS-RATHER	C	7123	2908	8.6	40.8	97	1865	8.5	26.2	97	1308	9.4	18.4	107	815	9.1	11.4	104
CBS SAT. NEWS-SCHIEFFER	C	3621	1430	4.2	39.5	94	917	4.2	25.3	94	468	3.4	12.9	75	462	5.2	12.8	116
CBS SATURDAY NIGHT MOVIE	C	5436	2358	6.9	43.4	104	1581	7.2	29.1	108	974	7.0	17.9	105	564	6.3	10.4	94
CBS WEDNESDAY NIGHT MOVIE	C	6100	2425	7.1	39.8	95	1531	7.0	25.1	93	1112	8.0	18.2	106	611	6.8	10.0	91
CHEERS	N	8889	3999	11.8	45.0	107	2575	11.8	29.0	108	1817	13.1	20.4	119	1121	12.6	12.6	114
DALLAS	C	22109	9619	28.3	43.5	104	6308	28.9	28.5	106	3829	27.6	17.3	101	2568	28.8	11.6	105
DIFF'RENT STROKES	N	6940	2849	8.4	41.1	98	1783	8.2	25.7	95	1200	8.7	17.3	101	735	8.2	10.6	96
DOUBLE TROUBLE	N	7223	3364	9.9	46.6	111	2128	9.8	29.5	109	1436	10.4	19.9	116	948	10.6	13.1	119
DUCK FACTORY	N	5595	2514	7.4	44.9	107	1641	7.5	29.3	109	1075	7.7	19.2	112	753	8.4	13.5	122
DUKES OF HAZZARD	C	5768	2346	6.9	40.7	97	1567	7.2	27.2	101	923	6.7	16.0	93	504	5.6	8.7	79
DYNASTY	A	20053	8431	24.8	42.0	100	5572	25.5	27.8	103	3097	22.3	15.4	90	2169	24.3	10.8	98
FACTS OF LIFE	N	8087	3533	10.4	43.7	104	2322	10.6	28.7	107	1460	10.5	18.1	105	800	9.0	9.9	90
FALCON CREST	C	20046	8774	25.9	43.8	104	5829	26.7	29.1	108	3563	25.7	17.8	104	2191	24.6	10.9	99
FALL GUY	A	9084	3800	11.2	41.8	100	2622	12.0	28.9	107	1479	10.7	16.3	95	905	10.1	10.0	90
FAMILY TIES	N	7964	3510	10.3	44.1	105	2288	10.5	28.7	107	1549	11.2	19.5	114	911	10.2	11.4	104
FANTASY ISLAND	A	7687	2980	8.8	38.8	93	1935	8.9	25.2	93	1163	8.4	15.1	88	904	10.1	11.8	107
FOULUPS,BLEEPS & BLUNDERS	A	8861	3529	10.4	39.8	95	2103	9.6	23.7	88	1617	11.7	18.2	107	962	10.8	10.9	99
FOUR SEASONS	C	5095	2144	6.3	42.1	100	1404	6.4	27.6	102	864	6.2	17.0	99	632	7.1	12.4	113
GIMME A BREAK	N	8838	3751	11.1	42.4	101	2474	11.3	28.0	104	1631	11.8	18.5	108	1035	11.6	11.7	106
HART TO HART	A	8978	3611	10.6	40.2	96	2290	10.5	25.5	95	1524	11.0	17.0	99	834	9.3	9.3	84
HILL STREET BLUES	N	8590	4022	11.9	46.8	112	2617	12.0	30.5	113	1596	11.5	18.6	108	1142	12.8	13.3	121
HOTEL	A	14085	5924	17.5	42.1	100	4003	18.3	28.4	106	2475	17.8	17.6	103	1490	16.7	10.6	96
JEFFERSONS	C	9360	3843	11.3	41.1	98	2532	11.6	27.1	100	1588	11.4	17.0	99	1118	12.5	11.9	108
JENNIFER SLEPT HERE	N	5841	2511	7.4	43.0	103	1520	7.0	26.0	97	1156	8.3	19.8	116	643	7.2	11.0	100
KATE & ALLIE	C	9206	3926	11.6	42.6	102	2525	11.6	27.4	102	1757	12.7	19.1	111	935	10.5	10.2	92
KNIGHT RIDER	N	7076	3118	9.2	44.1	105	2001	9.2	28.3	105	1379	9.9	19.5	114	815	9.1	11.5	105
LOVE BOAT	A	12219	4941	14.6	40.4	97	3162	14.5	25.9	96	1825	13.2	14.9	87	1462	16.4	12.0	109
MAGNUM PI	C	11199	4811	14.2	43.0	103	3202	14.7	28.6	106	1870	13.5	16.7	97	1211	13.6	10.8	98
MAMA'S FAMILY	N	6057	2435	7.2	40.2	96	1470	6.7	24.3	90	1076	7.8	17.8	104	614	6.9	10.1	92
MASTER, THE	N	3598	1588	4.7	44.1	105	1044	4.8	29.0	108	650	4.7	18.1	105	447	5.0	12.4	113
MATT HOUSTON	A	6344	2789	8.2	44.0	105	1691	7.8	26.7	99	1222	8.8	19.3	112	684	7.7	10.8	98
NBC MONDAY NIGHT MOVIE	N	11994	5298	15.6	44.2	105	3253	14.9	27.1	101	2251	16.2	18.8	110	1395	15.6	11.6	106
NBC NIGHTLY NEWS	N	5132	2249	6.6	43.8	105	1481	6.8	28.9	107	873	6.3	17.0	99	677	7.6	13.2	120
NBC NIGHTLY NEWS-SAT	N	3375	1329	3.9	39.4	94	779	3.6	23.1	86	564	4.1	16.7	98	345	3.9	10.2	93
NBC NIGHTLY NEWS-SUN	N	3130	1305	3.8	41.7	100	784	3.6	25.0	93	556	4.0	17.8	104	345	3.9	11.0	100
NBC SUNDAY NIGHT MOVIE	N	8284	3780	11.1	45.6	109	2519	11.5	30.4	113	1512	10.9	18.3	107	968	10.8	11.7	106
NEWHART	C	9240	4059	12.0	43.9	105	2752	12.6	29.8	111	1784	12.9	19.3	113	932	10.4	10.1	92
ONE DAY AT A TIME	C	7288	2948	8.7	40.5	97	1893	8.7	26.0	96	1237	8.9	17.0	99	738	8.3	10.1	92
PEOPLE ARE FUNNY	N	4855	1954	5.8	40.2	96	1231	5.6	25.4	94	949	6.8	19.5	114	499	5.6	10.3	93
REAL PEOPLE	N	8869	3748	11.0	42.3	101	2371	10.9	26.7	99	1578	11.4	17.8	104	895	10.0	10.1	92
REMINGTON STEELE	N	7743	3253	9.6	42.0	100	2133	9.8	27.5	102	1331	9.6	17.2	100	844	9.5	10.9	99
RIPLEY'S BELIEVE IT - NOT	A	5345	2359	7.0	44.1	105	1542	7.1	28.8	107	1036	7.5	19.4	113	682	7.6	12.8	116
RIPTIDE	N	6988	3161	9.3	45.2	108	2074	9.5	29.7	110	1288	9.3	18.4	108	841	9.4	12.0	109
SCARECROW & MRS. KING	C	10002	4277	12.6	42.8	102	2790	12.8	27.9	104	1628	11.7	16.3	95	1157	13.0	11.6	105
SIMON & SIMON	C	10638	4537	13.4	42.6	102	2901	13.3	27.3	101	1890	13.6	17.8	104	1276	14.3	12.0	109
60 MINUTES	C	13293	5067	14.9	38.1	91	3098	14.2	23.3	87	2086	15.0	15.7	92	1433	16.1	10.8	98
ST. ELSEWHERE	N	7017	3395	10.0	48.4	115	2261	10.4	32.2	120	1239	8.9	17.7	103	994	11.1	14.2	129
THREE'S COMPANY	A	10917	4712	13.9	43.2	103	3061	14.0	28.0	104	1786	12.9	16.4	96	1232	13.8	11.3	102
T.J. HOOKER	A	9204	3725	11.0	40.5	97	2433	11.2	26.4	98	1403	10.1	15.2	89	1059	11.9	11.5	104
TONIGHT SHOW	N	2372	1016	3.0	42.8	102	614	2.8	25.9	96	447	3.2	18.8	110	279	3.1	11.8	107
TRAPPER JOHN, M.D.	C	9846	3938	11.6	40.0	95	2590	11.9	26.3	98	1639	11.8	16.6	97	1073	12.0	10.9	99
TV BLOOPERS & PRAC. JOKES	N	9105	3732	11.0	41.0	98	2308	10.6	25.3	94	1647	11.9	18.1	106	845	9.5	9.3	84
20/20	A	9387	3994	11.8	42.5	102	2429	11.1	25.9	96	1658	12.0	17.7	103	1174	13.2	12.5	113
WEBSTER	A	11067	4544	13.4	41.1	98	2827	13.0	25.5	95	1909	13.8	17.2	101	1185	13.3	10.7	97
WORLD NEWS - SUN	A	3062	1264	3.7	41.3	99	844	3.9	27.6	102	464	3.3	15.2	88	344	3.9	11.2	102
YELLOW ROSE	N	4978	2143	6.3	43.0	103	1400	6.4	28.1	104	959	6.9	19.3	112	536	6.0	10.8	98
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	4225	12.5	47.6	114	2829	13.0	31.9	118	1899	13.7	21.4	125	1083	12.1	12.2	111
BASKETBALL - COLLEGE GAMES		4080	2129	6.3	52.2	125	1546	7.1	37.9	141	852	6.1	20.9	122	677	7.6	16.6	151
BASKETBALL - PRO GAMES		3607	1741	5.1	48.3	115	1231	5.6	34.1	127	668	4.8	18.5	108	467	5.2	12.9	117
BOWLING		3883	1920	5.7	49.4	118	1299	6.0	33.5	124	1004	7.2	25.9	151	608	6.8	15.7	142
BOXING		3928	1925	5.7	49.0	117	1354	6.2	34.5	128	700	5.0	17.8	104	*471	5.3	12.0	109
FOOTBALL - COLLEGE GAMES		6366	3421	10.1	53.7	128	2440	11.2	38.3	142	1300	9.4	20.4	119	903	10.1	14.2	129
FOOTBALL - PRO GAMES		11300	5933	17.5	52.5	125	4310	19.8	38.1	142	2616	18.9	23.2	135	1383	15.5	12.2	111
GOLF		3378	1439	4.2	42.6	102	755	3.5	22.4	83	773	5.6	22.9	134	*536	6.0	15.9	144
POST-SEASON COLL. FOOTBALL		4906	2486	7.3	50.7	121	1815	8.3	37.0	137	1084	7.8	22.1	129	720	8.1	14.7	133
POST-SEASON PRO FOOTBALL		6120	3167	9.3	51.7	124	2196	10.1	35.9	133	1578	11.4	25.8	151	782	8.8	12.8	116
TENNIS		3033	1249	3.7	41.2	98	733	3.4	24.2	90	628	4.5	20.7	121	*336	3.8	11.1	101
WRESTLING - PROFESSIONAL		3344	1835	5.4	54.9	131	1286	5.9	38.5	143	787	5.7	23.5	137	580	6.5	17.3	157

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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REFRIGERATED & FROZEN DOUGH PRODUCTS - TYPES
(FEMALE HOMEMAKERS)

0094
P-19

	TOTAL U.S. '000	PASTRY A '000	PASTRY B % DOWN	PASTRY C % ACROSS	PASTRY D INDX	COOKIE A '000	COOKIE B % DOWN	COOKIE C % ACROSS	COOKIE D INDX	BROWNIE A '000	BROWNIE B % DOWN	BROWNIE C % ACROSS	BROWNIE D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	4996	100.0	6.2	100	9839	100.0	12.1	100	4125	100.0	5.1	100				
18 - 24	9282	*597	11.9	6.4	104	1285	13.1	13.8	114	608	14.7	6.6	129				
25 - 34	19072	1521	30.4	8.0	129	2933	29.8	15.4	127	1092	26.5	5.7	112				
35 - 44	14591	944	18.9	6.5	105	2285	23.2	15.7	129	1004	24.3	6.9	135				
45 - 54	11345	794	15.9	7.0	113	1382	14.0	12.2	100	*519	12.6	4.6	90				
55 - 64	11635	688	13.8	5.9	96	995	10.1	8.6	70	*390	9.5	3.4	66				
65 OR OLDER	15061	453	9.1	3.0	49	960	9.8	6.4	52	513	12.4	3.4	67				
18 - 34	28354	2119	42.4	7.5	121	4218	42.9	14.9	122	1700	41.2	6.0	118				
18 - 49	48339	3433	68.7	7.1	115	7181	73.0	14.9	122	2934	71.1	6.1	119				
25 - 54	45008	3259	65.2	7.2	117	6600	67.1	14.7	121	2614	63.4	5.8	114				
35 - 49	19985	1315	26.3	6.6	107	2963	30.1	14.8	122	1234	29.9	6.2	121				
50 OR OLDER	32647	1563	31.3	4.8	78	2659	27.0	8.1	67	1191	28.9	3.6	72				
GRADUATED COLLEGE	11155	797	16.0	7.1	116	1206	12.3	10.8	89	*431	10.4	3.9	76				
ATTENDED COLLEGE	13682	1146	22.9	8.4	136	1846	18.8	13.5	111	640	15.5	4.7	92				
GRADUATED HIGH SCHOOL	33880	2116	42.4	6.2	101	4567	46.4	13.5	111	1958	47.5	5.8	113				
DID NOT GRADUATE HIGH SCHOOL	22270	937	18.8	4.2	68	2220	22.6	10.0	82	1097	26.6	4.9	97				
EMPLOYED	40306	2759	55.2	6.8	111	5369	54.6	13.3	110	2151	52.1	5.3	105				
EMPLOYED FULL-TIME	32850	2352	47.1	7.2	116	4495	45.7	13.7	113	1789	43.4	5.4	107				
EMPLOYED PART-TIME	7456	*407	8.1	5.5	88	874	8.9	11.7	96	*363	8.8	4.9	96				
NOT EMPLOYED	40680	2237	44.8	5.5	89	4470	45.4	11.0	90	1974	47.9	4.9	95				
PROFESSIONAL/MANAGER	10392	670	13.4	6.4	105	1273	12.9	12.2	101	*377	9.1	3.6	71				
TECH/CLERICAL/SALES	17574	1363	27.3	7.8	126	2503	25.4	14.2	117	983	23.8	5.6	110				
PRECISION/CRAFT	985	**48	1.0	4.9	79	**97	1.0	9.8	81	**21	0.5	2.1	42				
OTHER EMPLOYED	11354	677	13.6	6.0	97	1496	15.2	13.2	108	771	18.7	6.8	133				
SINGLE	9863	536	10.7	5.4	88	1097	11.1	11.1	92	408	9.9	4.1	81				
MARRIED	51375	3515	70.4	6.8	111	6634	67.4	12.9	106	2575	62.4	5.0	98				
DIVORCED/SEPARATED/WIDOWED	19748	945	18.9	4.8	78	2108	21.4	10.7	88	1141	27.7	5.8	113				
PARENTS	32590	2348	47.0	7.2	117	5332	54.2	16.4	135	2315	56.1	7.1	139				
WHITE	70416	4198	84.0	6.0	97	8368	85.0	11.9	98	3227	78.2	4.6	90				
BLACK	8778	625	12.5	7.1	115	1216	12.4	13.9	114	766	18.6	8.7	171				
OTHER	1791	**174	3.5	9.7	157	**255	2.6	14.2	117	**133	3.2	7.4	146				
NORTHEAST-CENSUS	17786	918	18.4	5.2	84	1787	18.2	10.0	83	608	14.7	3.4	67				
NORTH CENTRAL	20741	1237	24.8	6.0	97	2280	23.2	11.0	90	952	23.1	4.6	90				
SOUTH	27775	2068	41.4	7.4	121	4252	43.2	15.3	126	1885	45.7	6.8	133				
WEST	14683	773	15.5	5.3	85	1520	15.4	10.4	85	*681	16.5	4.6	91				
NORTHEAST-MKTG.	17961	1164	23.3	6.5	105	1869	19.0	10.4	86	719	17.4	4.0	79				
EAST CENTRAL	11885	714	14.3	6.0	97	1478	15.0	12.4	102	689	16.7	5.8	114				
WEST CENTRAL	14090	812	16.3	5.8	93	1353	13.8	9.6	79	*498	12.1	3.5	69				
SOUTH	24081	1639	32.8	6.8	110	3797	38.6	15.8	130	1573	38.1	6.5	128				
PACIFIC	12969	*668	13.4	5.2	83	1343	13.6	10.4	85	*646	15.7	5.0	98				
COUNTY SIZE A	32439	2006	40.2	6.2	100	3653	37.1	11.3	93	1585	38.4	4.9	96				
COUNTY SIZE B	24915	1662	33.3	6.7	108	3376	34.3	13.6	112	1421	34.4	5.7	112				
COUNTY SIZE C	12930	788	15.8	6.1	99	1774	18.0	13.7	113	588	14.3	4.5	89				
COUNTY SIZE D	10703	541	10.8	5.1	82	1037	10.5	9.7	80	531	12.9	5.0	97				
METRO CENTRAL CITY	24518	1488	29.8	6.1	98	2721	27.7	11.1	91	1272	30.8	5.2	102				
METRO SUBURBAN	35919	2310	46.2	6.4	104	4573	46.5	12.7	105	1926	46.7	5.4	105				
NON METRO	20549	1199	24.0	5.8	95	2546	25.9	12.4	102	927	22.5	4.5	89				
TOP 5 ADI'S	18341	1114	22.3	6.1	98	2184	22.2	11.9	98	892	21.6	4.9	95				
TOP 10 ADI'S	25378	1611	32.2	6.3	103	2854	29.0	11.2	93	1130	27.4	4.5	87				
TOP 20 ADI'S	36488	2296	46.0	6.3	102	4178	42.5	11.5	94	1731	42.0	4.7	93				
HSHLD INC. $50,000 OR MORE	6612	*535	10.7	8.1	131	814	8.3	12.3	101	**323	7.8	4.9	96				
$40,000 OR MORE	12659	1033	20.7	8.2	132	1644	16.7	13.0	107	*684	16.6	5.4	106				
$30,000 OR MORE	24698	1999	40.0	8.1	131	3097	31.5	12.5	103	1112	27.0	4.5	88				
$25,000 OR MORE	32077	2404	48.1	7.5	121	4085	41.5	12.7	105	1552	37.6	4.8	95				
$20,000 - $24,999	9144	679	13.6	7.4	120	1062	10.8	11.6	96	*585	14.2	6.4	126				
$15,000 - $19,999	8728	*456	9.1	5.2	85	1125	11.4	12.9	106	*385	9.3	4.4	87				
$10,000 - $14,999	12562	578	11.6	4.6	75	1571	16.0	12.5	103	608	14.7	4.8	95				
UNDER $10,000	18475	880	17.6	4.8	77	1997	20.3	10.8	89	995	24.1	5.4	106				
HOUSEHOLD OF 1 PERSON	11987	384	7.7	3.2	52	759	7.7	6.3	52	330	8.0	2.8	54				
2 PEOPLE	26577	1667	33.4	6.3	102	2681	27.2	10.1	83	1143	27.7	4.3	84				
3 OR 4 PEOPLE	30617	2047	41.0	6.7	108	4356	44.3	14.2	117	1612	39.1	5.3	103				
5 OR MORE PEOPLE	11804	898	18.0	7.6	123	2043	20.8	17.3	142	1040	25.2	8.8	173				
NO CHILD IN HSHLD	46165	2451	49.1	5.3	86	4224	42.9	9.1	75	1687	40.9	3.7	72				
CHILD(REN) UNDER 2 YRS	5325	**305	6.1	5.7	93	685	7.0	12.9	106	*402	9.7	7.5	148				
2 - 5 YEARS	14221	1147	23.0	8.1	131	2066	21.0	14.5	120	1020	24.7	7.2	141				
6 - 11 YEARS	15117	1238	24.8	8.2	133	2377	24.2	15.7	129	1048	25.4	6.9	136				
12 - 17 YEARS	16611	1186	23.7	7.1	116	2770	28.2	16.7	137	1277	31.0	7.7	151				
RESIDENCE OWNED	55884	3604	72.1	6.4	105	6628	67.4	11.9	98	2897	70.2	5.2	102				
VALUE: $50,000 OR MORE	31744	2258	45.2	7.1	115	3484	35.4	11.0	90	1574	38.2	5.0	97				
VALUE: UNDER $50,000	24140	1346	26.9	5.6	90	3144	32.0	13.0	107	1323	32.1	5.5	108				

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REFRIGERATED & FROZEN DOUGH PRODUCTS - TYPES
(FEMALE HOMEMAKERS)

0095
P-19

		TOTAL U.S. '000	PASTRY A '000	PASTRY B % DOWN	PASTRY C % ACROSS	PASTRY D INDX	COOKIE A '000	COOKIE B % DOWN	COOKIE C % ACROSS	COOKIE D INDX	BROWNIE A '000	BROWNIE B % DOWN	BROWNIE C % ACROSS	BROWNIE D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	4996	100.0	6.2	100	9839	100.0	12.1	100	4125	100.0	5.1	100				
MAGAZINES	QUINTILE 1	15799	1326	26.5	8.4	136	2249	22.9	14.2	117	1015	24.6	6.4	126				
	QUINTILE 2	17259	1171	23.4	6.8	110	2273	23.1	13.2	108	913	22.1	5.3	104				
	QUINTILE 3	13545	749	15.0	5.5	90	1692	17.2	12.5	103	559	13.6	4.1	81				
	QUINTILE 4	15133	879	17.6	5.8	94	1662	16.9	11.0	90	730	17.7	4.8	95				
	QUINTILE 5	19250	871	17.4	4.5	73	1965	20.0	10.2	84	908	22.0	4.7	93				
NEWSPAPERS	QUINTILE 1	12413	854	17.1	6.9	112	1495	15.2	12.0	99	547	13.3	4.4	87				
	QUINTILE 2	24116	1514	30.3	6.3	102	2605	26.5	10.8	89	1065	25.8	4.4	87				
	QUINTILE 3	11261	802	16.1	7.1	115	1542	15.7	13.7	113	663	16.1	5.9	116				
	QUINTILE 4	20255	1223	24.5	6.0	98	2585	26.3	12.8	105	1173	28.4	5.8	114				
	QUINTILE 5	12940	*603	12.1	4.7	76	1613	16.4	12.5	103	676	16.4	5.2	103				
OUTDOOR	QUINTILE 1	14852	891	17.8	6.0	97	2159	21.9	14.5	120	673	16.3	4.5	89				
	QUINTILE 2	15725	1197	24.0	7.6	123	1945	19.8	12.4	102	724	17.6	4.6	90				
	QUINTILE 3	16330	937	18.8	5.7	93	1878	19.1	11.5	95	991	24.0	6.1	119				
	QUINTILE 4	16744	975	19.5	5.8	94	1758	17.9	10.5	86	922	22.4	5.5	108				
	QUINTILE 5	17334	997	20.0	5.8	93	2100	21.3	12.1	100	815	19.8	4.7	92				
RADIO-DRIVE TIME	QUINTILE 1	15911	1070	21.4	6.7	109	2126	21.6	13.4	110	947	23.0	6.0	117				
	QUINTILE 2	14837	1133	22.7	7.6	124	1540	15.7	10.4	85	783	19.0	5.3	104				
	QUINTILE 3	15339	1109	22.2	7.2	117	2008	20.4	13.1	108	790	19.2	5.2	101				
	QUINTILE 4	16723	856	17.1	5.1	83	2207	22.4	13.2	109	800	19.4	4.8	94				
	QUINTILE 5	18176	828	16.6	4.6	74	1958	19.9	10.8	89	805	19.5	4.4	87				
RADIO-MID-DAY	TERCILE 1	21020	1395	27.9	6.6	108	2620	26.6	12.5	103	1103	26.7	5.2	103				
	TERCILE 2	21610	1329	26.6	6.1	100	2778	28.2	12.9	106	1324	32.1	6.1	120				
	TERCILE 3	38355	2273	45.5	5.9	96	4441	45.1	11.6	95	1698	41.2	4.4	87				
RADIO-TOTAL	QUINTILE 1	15988	1181	23.6	7.4	120	2139	21.7	13.4	110	1055	25.6	6.6	130				
	QUINTILE 2	15626	810	16.2	5.2	84	1869	19.0	12.0	98	724	17.6	4.6	91				
	QUINTILE 3	16723	1249	25.0	7.5	121	1925	19.6	11.5	95	859	20.8	5.1	101				
	QUINTILE 4	16342	1003	20.1	6.1	99	2238	22.7	13.7	113	849	20.6	5.2	102				
	QUINTILE 5	16306	753	15.1	4.6	75	1667	16.9	10.2	84	638	15.5	3.9	77				
TV-PRIME TIME	QUINTILE 1	15953	1000	20.0	6.3	102	1723	17.5	10.8	89	719	17.4	4.5	88				
	QUINTILE 2	16137	961	19.2	6.0	97	2123	21.6	13.2	108	970	23.5	6.0	118				
	QUINTILE 3	16420	954	19.1	5.8	94	2060	20.9	12.5	103	905	21.9	5.5	108				
	QUINTILE 4	16687	1054	21.1	6.3	102	2175	22.1	13.0	107	840	20.4	5.0	99				
	QUINTILE 5	15789	1028	20.6	6.5	106	1759	17.9	11.1	92	693	16.8	4.4	86				
TV-DAYTIME	TERCILE 1	27736	1658	33.2	6.0	97	3725	37.9	13.4	111	1655	40.1	6.0	117				
	TERCILE 2	26489	1883	37.7	7.1	115	2879	29.3	10.9	89	1223	29.6	4.6	91				
	TERCILE 3	26761	1455	29.1	5.4	88	3236	32.9	12.1	100	1246	30.2	4.7	91				
TV-TOTAL	QUINTILE 1	16345	968	19.4	5.9	96	1985	20.2	12.1	100	842	20.4	5.2	101				
	QUINTILE 2	16447	940	18.8	5.7	93	1985	20.2	12.1	99	1097	26.6	6.7	131				
	QUINTILE 3	15980	996	19.9	6.2	101	1856	18.9	11.6	96	741	18.0	4.6	91				
	QUINTILE 4	15887	1092	21.9	6.9	111	2046	20.8	12.9	106	655	15.9	4.1	81				
	QUINTILE 5	16326	1000	20.0	6.1	99	1968	20.0	12.1	99	791	19.2	4.8	95				
MAGAZINES-NEWSPAPERS: DUAL		20721	1663	33.3	8.0	130	2658	27.0	12.8	106	1022	24.8	4.9	97				
MAGAZINE IMPERATIVE		19186	1249	25.0	6.5	106	2784	28.3	14.5	119	1240	30.1	6.5	127				
NEWSPAPER IMPERATIVE		21899	1215	24.3	5.5	90	2417	24.6	11.0	91	914	22.2	4.2	82				
MAGAZINES-OUTDOOR: DUAL		15451	1296	25.9	8.4	136	2134	21.7	13.8	114	675	16.4	4.4	86				
MAGAZINE IMPERATIVE		25953	1637	32.8	6.3	102	3260	33.1	12.6	103	1602	38.8	6.2	121				
OUTDOOR IMPERATIVE		24400	1250	25.0	5.1	83	2929	29.8	12.0	99	1182	28.7	4.8	95				
MAGAZINES-RADIO: DUAL		18049	1323	26.5	7.3	119	2553	25.9	14.1	116	1138	27.6	6.3	124				
MAGAZINE IMPERATIVE		23571	1639	32.8	7.0	113	3096	31.5	13.1	108	1088	26.4	4.6	91				
RADIO IMPERATIVE		23278	1370	27.4	5.9	95	2481	25.2	10.7	88	1121	27.2	4.8	95				
MAGAZINES-TELEVISION: DUAL		15459	1186	23.7	7.7	124	1986	20.2	12.8	106	981	23.8	6.3	125				
MAGAZINE IMPERATIVE		25829	1773	35.5	6.9	111	3526	35.8	13.7	112	1214	29.4	4.7	92				
TELEVISION IMPERATIVE		26039	1182	23.7	4.5	74	2831	28.8	10.9	89	1223	29.6	4.7	92				
NEWSPAPERS-OUTDOOR: DUAL		16605	1172	23.5	7.1	114	2146	21.8	12.9	106	738	17.9	4.4	87				
NEWSPAPER IMPERATIVE		26824	1647	33.0	6.1	99	2742	27.9	10.2	84	1293	31.3	4.8	95				
OUTDOOR IMPERATIVE		23346	1346	26.9	5.8	93	3165	32.2	13.6	112	1309	31.7	5.6	110				
NEWSPAPERS-RADIO: DUAL		17133	1138	22.8	6.6	108	1995	20.3	11.6	96	857	20.8	5.0	98				
NEWSPAPER IMPERATIVE		25897	1638	32.8	6.3	103	2924	29.7	11.3	93	1085	26.3	4.2	82				
RADIO IMPERATIVE		23167	1491	29.8	6.4	104	3008	30.6	13.0	107	1449	35.1	6.3	123				
NEWSPAPERS-TELEVISION: DUAL		17159	1195	23.9	7.0	113	2060	20.9	12.0	99	850	20.6	5.0	97				
NEWSPAPER IMPERATIVE		26214	1693	33.9	6.5	105	2978	30.3	11.4	94	1039	25.2	4.0	78				
TELEVISION IMPERATIVE		23412	1243	24.9	5.3	86	2961	30.1	12.6	104	1478	35.8	6.3	124				
OUTDOOR-RADIO: DUAL		15303	1082	21.7	7.1	115	1984	20.2	13.0	107	917	22.2	6.0	118				
OUTDOOR IMPERATIVE		24901	1620	32.4	6.5	105	3154	32.1	12.7	104	1077	26.1	4.3	85				
RADIO IMPERATIVE		26492	1586	31.7	6.0	97	3069	31.2	11.6	95	1475	35.8	5.6	109				
OUTDOOR-TELEVISION: DUAL		14794	1003	20.1	6.8	110	1910	19.4	12.9	106	769	18.6	5.2	102				
OUTDOOR IMPERATIVE		25437	1701	34.0	6.7	108	3321	33.8	13.1	107	1116	27.1	4.4	86				
TELEVISION IMPERATIVE		27877	1489	29.8	5.3	87	3211	32.6	11.5	95	1677	40.7	6.0	118				
RADIO-TELEVISION: DUAL		15996	1023	20.5	6.4	104	1841	18.7	11.5	95	989	24.0	6.2	121				
RADIO IMPERATIVE		25478	1787	35.8	7.0	114	3187	32.4	12.5	103	1225	29.7	4.8	94				
TELEVISION IMPERATIVE		26573	1502	30.1	5.7	92	3197	32.5	12.0	99	1340	32.5	5.0	99				

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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REFRIGERATED & FROZEN DOUGH PRODUCTS - TYPES
(FEMALE HOMEMAKERS)

0096
P-19

	TOTAL U.S. '000	PASTRY A '000	PASTRY B % DOWN	PASTRY C % ACROSS	PASTRY D INDX	COOKIE A '000	COOKIE B % DOWN	COOKIE C % ACROSS	COOKIE D INDX	BROWNIE A '000	BROWNIE B % DOWN	BROWNIE C % ACROSS	BROWNIE D INDX
TOTAL FEMALE HOMEMAKERS	80986	4996	100.0	6.2	100	9839	100.0	12.1	100	4125	100.0	5.1	100
ATLANTIC MONTHLY	415	**9	0.2	2.2	35	**12	0.1	2.9	24	**9	0.2	2.2	43
BARRON'S	453	**58	1.2	12.8	208	**70	0.7	15.5	127	**60	1.5	13.2	260
BETTER HOMES & GARDENS	16256	1295	25.9	8.0	129	2152	21.9	13.2	109	1053	25.5	6.5	127
BON APPETIT	2535	*139	2.8	5.5	89	*158	1.6	6.2	51	**67	1.6	2.6	52
BUSINESS WEEK	1278	**138	2.8	10.8	175	*231	2.3	18.1	149	**91	2.2	7.1	140
CAR AND DRIVER	378	**26	0.5	6.9	111	**53	0.5	14.0	115	**26	0.6	6.9	135
CBS MAGAZINE NETWORK (GROSS)	1498	*152	3.0	10.1	164	*313	3.2	20.9	172	*127	3.1	8.5	166
CHANGING TIMES	1505	*161	3.2	10.7	173	*257	2.6	17.1	141	**71	1.7	4.7	93
COLONIAL HOMES	1231	*189	3.8	15.4	249	*204	2.1	16.6	136	*110	2.7	8.9	175
CONDE NAST MAG. PKG. (GROSS)	14146	1219	24.4	8.6	140	2133	21.7	15.1	124	957	23.2	6.8	133
CONSUMERS DIGEST	1323	**69	1.4	5.2	85	**215	2.2	16.3	134	**36	0.9	2.7	53
COSMOPOLITAN	7102	453	9.1	6.4	103	935	9.5	13.2	108	399	9.7	5.6	110
COUNTRY LIVING	2481	*172	3.4	6.9	112	281	2.9	11.3	93	*196	4.8	7.9	155
CUISINE	1472	**71	1.4	4.8	78	**107	1.1	7.3	60	**45	1.1	3.1	60
CYCLE WORLD	425	**60	1.2	14.1	229	**53	0.5	12.5	103	**52	1.3	12.2	240
DCI:CREATIVE IDEAS FOR LIV	2510	*217	4.3	8.6	140	378	3.8	15.1	124	*232	5.6	9.2	181
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	614	12.3	9.2	149	1019	10.4	15.2	125	505	12.2	7.5	148
DISCOVER	894	**34	0.7	3.8	62	**90	0.9	10.1	83	**43	1.0	4.8	94
EBONY	3507	311	6.2	8.9	144	557	5.7	15.9	131	391	9.5	11.1	219
ESQUIRE	1083	**98	2.0	9.0	147	**135	1.4	12.5	103	**101	2.4	9.3	183
ESSENCE	1830	*135	2.7	7.4	120	296	3.0	16.2	133	*267	6.5	14.6	286
FAMILY CIRCLE	15930	1215	24.3	7.6	124	2100	21.3	13.2	109	883	21.4	5.5	109
THE FAMILY HANDYMAN	1126	*162	3.2	14.4	233	*207	2.1	18.4	151	*144	3.5	12.8	251
FAMILY WEEKLY	11468	799	16.0	7.0	113	1605	16.3	14.0	115	492	11.9	4.3	84
FIELD & STREAM	2234	**81	1.6	3.6	59	277	2.8	12.4	102	*181	4.4	8.1	159
FOOD & WINE	579	**38	0.8	6.6	106	**65	0.7	11.2	92	**22	0.5	3.8	75
FORBES	728	**98	2.0	13.5	218	**111	1.1	15.2	126	**89	2.2	12.2	240
FORTUNE	906	**89	1.8	9.8	159	**173	1.8	19.1	157	**102	2.5	11.3	221
GENTLEMEN'S QUARTERLY	791	**103	2.1	13.0	211	**147	1.5	18.6	153	**107	2.6	13.5	266
GLAMOUR	5265	464	9.3	8.8	143	819	8.3	15.6	128	377	9.1	7.2	141
GOLF DIGEST	636	**46	0.9	7.2	117	**97	1.0	15.3	126	**35	0.8	5.5	108
GOLF DIGEST/TENNIS (GROSS)	1186	**155	3.1	13.1	212	*227	2.3	19.1	158	**94	2.3	7.9	156
GOLF MAGAZINE	441	**16	0.3	3.6	59	**48	0.5	10.9	90	**14	0.3	3.2	62
GOLF MAGAZINE/SKI (GROSS)	922	**44	0.9	4.8	77	**75	0.8	8.1	67	**26	0.6	2.8	55
GOOD HOUSEKEEPING	16487	1133	22.7	6.9	111	1857	18.9	11.3	93	877	21.3	5.3	104
HARPER'S BAZAAR	2423	*319	6.4	13.2	213	415	4.2	17.1	141	*193	4.7	8.0	156
HEALTH	1994	*241	4.8	12.1	196	*295	3.0	14.8	122	*174	4.2	8.7	171
HEARST MAG CORP. BUY (GROSS)	44101	3443	68.9	7.8	127	5661	57.5	12.8	106	2658	64.4	6.0	118
HEARST MAN POWER (GROSS)	1993	**164	3.3	8.2	133	*267	2.7	13.4	110	*108	2.6	5.4	106
HEARST WOMAN POWER (GROSS)	31274	2159	43.2	6.9	112	3911	39.7	12.5	103	1756	42.6	5.6	110
HOUSE BEAUTIFUL	3623	347	6.9	9.6	155	455	4.6	12.6	103	*214	5.2	5.9	116
INC.	283	**35	0.7	12.4	200	**53	0.5	18.7	154	**47	1.1	16.6	326
JET	2928	275	5.5	9.4	152	485	4.9	16.6	136	380	9.2	13.0	255
LADIES' HOME JOURNAL	11918	854	17.1	7.2	116	1620	16.5	13.6	112	746	18.1	6.3	123
LHJ FAMILY GRP COMBO(GROSS)	16764	1307	26.2	7.8	126	2326	23.6	13.9	114	1139	27.6	6.8	133
LIFE	4254	257	5.1	6.0	98	628	6.4	14.8	122	*244	5.9	5.7	113
L.A. TIMES HOME MAGAZINE	1145	**118	2.4	10.3	167	*141	1.4	12.3	101	**107	2.6	9.3	183
MADEMOISELLE	2884	319	6.4	11.1	179	455	4.6	15.8	130	*233	5.6	8.1	159
MC CALL'S	13460	1018	20.4	7.6	123	1720	17.5	12.8	105	748	18.1	5.6	109
MC CALL'S/WRK MOTHER (GROSS)	14606	1094	21.9	7.5	121	1925	19.6	13.2	108	868	21.0	5.9	117
MECHANIX ILLUSTRATED	772	**97	1.9	12.6	204	**97	1.0	12.6	103	**111	2.7	14.4	282
METROPOLITAN HOME	967	**76	1.5	7.9	127	**134	1.4	13.9	114	**36	0.9	3.7	73
MONEY	1588	*176	3.5	11.1	180	*281	2.9	17.7	146	**123	3.0	7.7	152
MOTHER EARTH NEWS	1002	**76	1.5	7.6	123	**85	0.9	8.5	70	**58	1.4	5.8	114
MS.	825	**47	0.9	5.7	92	**78	0.8	9.5	78	**60	1.5	7.3	143
NATIONAL ENQUIRER	10336	704	14.1	6.8	110	1527	15.5	14.8	122	760	18.4	7.4	144
NATIONAL GEOGRAPHIC	9597	758	15.2	7.9	128	1208	12.3	12.6	104	397	9.6	4.1	81
NATIONAL SUNDAY MAGAZINE PKG	49558	3175	63.6	6.4	104	5988	60.9	12.1	99	2480	60.1	5.0	98
NATURAL HISTORY	573	**25	0.5	4.4	71	**36	0.4	6.3	52	**24	0.6	4.2	82
NEW WOMAN	1699	**65	1.3	3.8	62	*211	2.1	12.4	102	**99	2.4	5.8	114
NEW YORK INCLUDING CUE	443	**38	0.8	8.6	139	**16	0.2	3.6	30	**12	0.3	2.7	53
THE NEW YORKER	1270	*94	1.9	7.4	120	*116	1.2	9.1	75	**43	1.0	3.4	66
NEWSWEEK	6277	508	10.2	8.1	131	834	8.5	13.3	109	314	7.6	5.0	98
THE N.Y. TIMES DAILY EDITION	1205	**94	1.9	7.8	126	**154	1.6	12.8	105	**26	0.6	2.2	42
THE N.Y. TIMES MAGAZINE	2081	*154	3.1	7.4	120	*265	2.7	12.7	105	**61	1.5	2.9	58
OMNI	788	**70	1.4	8.9	144	**99	1.0	12.6	103	**32	0.8	4.1	80
ON CABLE	1158	**69	1.4	6.0	97	*108	1.1	9.3	77	**52	1.3	4.5	88
1001 HOME IDEAS	2852	*212	4.2	7.4	120	411	4.2	14.4	119	*219	5.3	7.7	151
ORGANIC GARDENING	1658	**95	1.9	5.7	93	*156	1.6	9.4	77	**86	2.1	5.2	102
OUTDOOR LIFE	896	**59	1.2	6.6	107	**93	0.9	10.4	85	**50	1.2	5.6	110
PARADE MAGAZINE	24275	1632	32.7	6.7	109	2819	28.7	11.6	96	1006	24.4	4.1	81

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REFRIGERATED & FROZEN DOUGH PRODUCTS - TYPES
(FEMALE HOMEMAKERS)

0097
P-19

	TOTAL U.S. '000	PASTRY A '000	PASTRY B % DOWN	PASTRY C % ACROSS	PASTRY D INDX	COOKIE A '000	COOKIE B % DOWN	COOKIE C % ACROSS	COOKIE D INDX	BROWNIE A '000	BROWNIE B % DOWN	BROWNIE C % ACROSS	BROWNIE D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	4996	100.0	6.2	100	9839	100.0	12.1	100	4125	100.0	5.1	100				
PARENTS	3845	*211	4.2	5.5	89	530	5.4	13.8	113	327	7.9	8.5	167				
PENTHOUSE	831	**84	1.7	10.1	164	**85	0.9	10.2	84	**103	2.5	12.4	243				
PEOPLE	11645	892	17.9	7.7	124	1676	17.0	14.4	118	711	17.2	6.1	120				
PLAYBOY	2006	*148	3.0	7.4	120	*253	2.6	12.6	104	*161	3.9	8.0	158				
POPULAR HOT RODDING	297	**33	0.7	11.1	180	**59	0.6	19.9	164	**36	0.9	12.1	238				
POPULAR MECHANICS	1018	**123	2.5	12.1	196	**130	1.3	12.8	105	**45	1.1	4.4	87				
POPULAR SCIENCE	878	**133	2.7	15.1	246	**60	0.6	6.8	56	**36	0.9	4.1	80				
PREVENTION	3913	*235	4.7	6.0	97	312	3.2	8.0	66	*178	4.3	4.5	89				
PSYCHOLOGY TODAY	1710	*86	1.7	5.0	82	*187	1.9	10.9	90	**78	1.9	4.6	90				
READER'S DIGEST	22204	1462	29.3	6.6	107	2869	29.2	12.9	106	1091	26.4	4.9	96				
REDBOOK	7684	573	11.5	7.5	121	1119	11.4	14.6	120	481	11.7	6.3	123				
ROAD & TRACK	410	**45	0.9	11.0	178	**99	1.0	24.1	199	**35	0.8	8.5	168				
ROLLING STONE	969	**99	2.0	10.2	166	*175	1.8	18.1	149	**90	2.2	9.3	182				
RUNNER'S WORLD	298	**29	0.6	9.7	158	**54	0.5	18.1	149	**16	0.4	5.4	105				
SATURDAY EVENING POST	1169	**79	1.6	6.8	110	*136	1.4	11.6	96	**59	1.4	5.0	99				
SCIENCE 84	587	**28	0.6	4.8	77	**88	0.9	15.0	123	**19	0.5	3.2	64				
SCIENCE DIGEST	482	**27	0.5	5.6	91	**80	0.8	16.6	137	**17	0.4	3.5	69				
SCIENTIFIC AMERICAN	594	**54	1.1	9.1	147	**50	0.5	8.4	69	**21	0.5	3.5	69				
SELF	2089	*177	3.5	8.5	137	341	3.5	16.3	134	**88	2.1	4.2	83				
SEVENTEEN	2411	*122	2.4	5.1	82	358	3.6	14.8	122	*206	5.0	8.5	168				
SKI	480	**28	0.6	5.8	95	**27	0.3	5.6	46	**12	0.3	2.5	49				
SMITHSONIAN	2760	*172	3.4	6.2	101	278	2.8	10.1	83	**72	1.7	2.6	51				
SOAP OPERA DIGEST	3013	*203	4.1	6.7	109	685	7.0	22.7	187	324	7.9	10.8	211				
SOUTHERN LIVING	4184	396	7.9	9.5	153	641	6.5	15.3	126	273	6.6	6.5	128				
SPORT	559	**34	0.7	6.1	99	**85	0.9	15.2	125	**41	1.0	7.3	144				
THE SPORTING NEWS	436	**16	0.3	3.7	59	**60	0.6	13.8	113	**11	0.3	2.5	50				
SPORTS AFIELD	493	**15	0.3	3.0	49	**57	0.6	11.6	95	**46	1.1	9.3	183				
SPORTS ILLUSTRATED	2758	*254	5.1	9.2	149	448	4.6	16.2	134	*230	5.6	8.3	164				
STAR	7456	389	7.8	5.2	85	1038	10.5	13.9	115	458	11.1	6.1	121				
SUNDAY	24936	1516	30.3	6.1	99	2689	27.3	10.8	89	1393	33.8	5.6	110				
SUNSET	2124	**155	3.1	7.3	118	*193	2.0	9.1	75	**119	2.9	5.6	110				
TV GUIDE	21661	1462	29.3	6.7	109	3246	33.0	15.0	123	1405	34.1	6.5	127				
TENNIS	550	**108	2.2	19.6	318	**130	1.3	23.6	195	**59	1.4	10.7	211				
TIME	8880	640	12.8	7.2	117	1165	11.8	13.1	108	383	9.3	4.3	85				
TOWN & COUNTRY	917	**79	1.6	8.6	140	**109	1.1	11.9	98	**65	1.6	7.1	139				
TRAVEL & LEISURE	972	**84	1.7	8.6	140	*155	1.6	15.9	131	**75	1.8	7.7	151				
TRUE STORY	3356	*223	4.5	6.6	108	658	6.7	19.6	161	*312	7.6	9.3	183				
U.S.NEWS & WORLD REPORT	3410	*225	4.5	6.6	107	394	4.0	11.6	95	*111	2.7	3.3	64				
USA TODAY	1759	**104	2.1	5.9	96	*247	2.5	14.0	116	**68	1.6	3.9	76				
US	1873	*174	3.5	9.3	151	314	3.2	16.8	138	**143	3.5	7.6	150				
VOGUE	3909	260	5.2	6.7	108	517	5.3	13.2	109	259	6.3	6.6	130				
WALL STREET JOURNAL	1886	*155	3.1	8.2	133	*257	2.6	13.6	112	**97	2.4	5.1	101				
WEIGHT WATCHERS	2120	*170	3.4	8.0	130	367	3.7	17.3	142	*155	3.8	7.3	144				
WOMAN'S DAY	14172	860	17.2	6.1	98	1868	19.0	13.2	108	823	20.0	5.8	114				
WORKING MOTHER	1146	**76	1.5	6.6	108	*205	2.1	17.9	147	**120	2.9	10.5	206				
WORKING WOMAN	1322	**100	2.0	7.6	123	*201	2.0	15.2	125	*142	3.4	10.7	211				
WORLD TENNIS	*163	**29	0.6	17.8	288	**21	0.2	12.9	106	**16	0.4	9.8	193				
ZIFF-DAVIS MAG NETWK (GROSS)	2532	*167	3.3	6.6	107	288	2.9	11.4	94	*180	4.4	7.1	140				
BLAIR INSERTS	43657	2913	58.3	6.7	108	5017	51.0	11.5	95	2240	54.3	5.1	101				
DAILY NEWSPAPERS																	
READ ANY	51633	3307	66.2	6.4	104	6030	61.3	11.7	96	2339	56.7	4.5	89				
READ ONE	43463	2715	54.3	6.2	101	4958	50.4	11.4	94	1971	47.8	4.5	89				
READ TWO OR MORE	8170	593	11.9	7.3	118	1072	10.9	13.1	108	368	8.9	4.5	88				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	3411	68.3	6.5	105	6303	64.1	12.0	98	2662	64.5	5.1	99				
READ ONE	46126	2907	58.2	6.3	102	5442	55.3	11.8	97	2395	58.1	5.2	102				
READ TWO OR MORE	6552	504	10.1	7.7	125	861	8.8	13.1	108	267	6.5	4.1	80				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.18				31.54				26.12							
30 DAY REACH	71455	4490	89.9	6.3	102	8661	88.0	12.1	100	3593	87.1	5.0	99				
50 SHWG - 30 DAY AV FREQ	14.56	14.23				16.55				13.65							
30 DAY REACH	67742	4299	86.0	6.3	103	8281	84.2	12.2	101	3443	83.5	5.1	100				
25 SHWG - 30 DAY AV FREQ	7.94	7.68				8.95				7.29							
30 DAY REACH	62117	3958	79.2	6.4	103	7636	77.6	12.3	101	3214	77.9	5.2	102				
CABLE TV: HOME WIRED	32077	2369	47.4	7.4	120	4637	47.1	14.5	119	1978	48.0	6.2	121				
HOME NOT WIRED	48909	2628	52.6	5.4	87	5203	52.9	10.6	88	2147	52.0	4.4	86				
HAVE PAY CABLE	15935	1442	28.9	9.0	147	2626	26.7	16.5	136	1114	27.0	7.0	137				

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	TOTAL U.S. '000	PASTRY A '000	PASTRY B % DOWN	PASTRY C % ACROSS	PASTRY D INDX	COOKIE A '000	COOKIE B % DOWN	COOKIE C % ACROSS	COOKIE D INDX	BROWNIE A '000	BROWNIE B % DOWN	BROWNIE C % ACROSS	BROWNIE D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	4996	100.0	6.2	100	9839	100.0	12.1	100	4125	100.0	5.1	100				
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	3006	60.2	6.8	111	5458	55.5	12.4	102	2265	54.9	5.2	101				
10:00 AM - 3:00 PM	30659	1946	39.0	6.3	103	3754	38.2	12.2	101	1686	40.9	5.5	108				
3:00 PM - 7:00 PM	31045	2246	45.0	7.2	117	4100	41.7	13.2	109	1704	41.3	5.5	108				
7:00 PM - MIDNIGHT	15767	1011	20.2	6.4	104	2020	20.5	12.8	105	960	23.3	6.1	120				
MIDNIGHT - 6:00 AM	9120	572	11.4	6.3	102	1201	12.2	13.2	108	500	12.1	5.5	108				
6:00 AM - MIDNIGHT	58527	3866	77.4	6.6	107	7437	75.6	12.7	105	3174	76.9	5.4	106				
ENTIRE DAY	59311	3907	78.2	6.6	107	7553	76.8	12.7	105	3213	77.9	5.4	106				
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	1038	20.8	6.4	104	1965	20.0	12.2	100	855	20.7	5.3	104				
ALL NEWS	2256	*215	4.3	9.5	154	*205	2.1	9.1	75	**92	2.2	4.1	80				
AOR/PROGRESSIVE	3874	*270	5.4	7.0	113	564	5.7	14.6	120	*236	5.7	6.1	120				
BEAUTIFUL MUSIC	5660	264	5.3	4.7	76	708	7.2	12.5	103	*242	5.9	4.3	84				
BLACK	2204	*154	3.1	7.0	113	310	3.2	14.1	116	*208	5.0	9.4	185				
CLASSICAL	1418	**93	1.9	6.6	106	*171	1.7	12.1	99	**40	1.0	2.8	55				
CHR/ROCK	9538	830	16.6	8.7	141	1585	16.1	16.6	137	632	15.3	6.6	130				
COUNTRY	12648	854	17.1	6.8	109	1539	15.6	12.2	100	671	16.3	5.3	104				
GOLDEN OLDIES	1191	**77	1.5	6.5	105	**149	1.5	12.5	103	**79	1.9	6.6	130				
MOR/NOSTALGIA	4757	*245	4.9	5.2	83	685	7.0	14.4	119	*201	4.9	4.2	83				
NEWS/TALK	3863	*161	3.2	4.2	68	288	2.9	7.5	61	*157	3.8	4.1	80				
RELIGIOUS	3084	*138	2.8	4.5	73	250	2.5	8.1	67	**122	3.0	4.0	78				
SOFT ROCK	521	**50	1.0	9.6	156	**88	0.9	16.9	139	**7	0.2	1.3	26				
URBAN CONTEMPORARY	1585	*140	2.8	8.8	143	*232	2.4	14.6	120	*172	4.2	10.9	213				
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	*178	3.6	5.5	88	422	4.3	12.9	107	*144	3.5	4.4	87				
ABC DIRECTION	2316	*186	3.7	8.0	130	278	2.8	12.0	99	**103	2.5	4.4	87				
ABC ENTERTAINMENT	4834	296	5.9	6.1	99	613	6.2	12.7	104	*189	4.6	3.9	77				
ABC FM	2202	*204	4.1	9.3	150	293	3.0	13.3	110	*132	3.2	6.0	118				
ABC INFORMATION	5425	288	5.8	5.3	86	598	6.1	11.0	91	*220	5.3	4.1	80				
ABC ROCK	1677	**168	3.4	10.0	162	*287	2.9	17.1	141	**121	2.9	7.2	142				
CBS	4430	270	5.4	6.1	99	407	4.1	9.2	76	*247	6.0	5.6	109				
MUTUAL	4992	401	8.0	8.0	130	657	6.7	13.2	108	318	7.7	6.4	125				
NBC	4679	271	5.4	5.8	94	468	4.8	10.0	82	*217	5.3	4.6	91				
RADIORADIO	1994	**136	2.7	6.8	111	296	3.0	14.8	122	**104	2.5	5.2	102				
RKO ONE	2298	*169	3.4	7.4	119	402	4.1	17.5	144	**120	2.9	5.2	103				
RKO TWO	3311	*143	2.9	4.3	70	407	4.1	12.3	101	**114	2.8	3.4	68				
THE SOURCE	2114	*173	3.5	8.2	133	408	4.1	19.3	159	*192	4.7	9.1	178				
NON-WIRED : BLAIR	8654	664	13.3	7.7	124	1240	12.6	14.3	118	534	12.9	6.2	121				
INTERNET	12025	882	17.7	7.3	119	1609	16.4	13.4	110	646	15.7	5.4	105				
KATZ RADIO GROUP	15359	1115	22.3	7.3	118	1807	18.4	11.8	97	737	17.9	4.8	94				
SUPERNET	10628	572	11.4	5.4	87	1523	15.5	14.3	118	594	14.4	5.6	110				
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	544	10.9	6.3	102	1007	10.2	11.6	96	429	10.4	5.0	97				
WKDAY 9:00 AM - 1:00 PM	12163	728	14.6	6.0	97	1535	15.6	12.6	104	660	16.0	5.4	107				
WKDAY 1:00 PM - 4:30 PM	16150	974	19.5	6.0	98	2066	21.0	12.8	105	919	22.3	5.7	112				
WKDAY 4:30 PM - 7:30 PM	22463	1359	27.2	6.0	98	2507	25.5	11.2	92	1094	26.5	4.9	96				
WKDAY 7:30 PM - 8:00 PM	31795	1893	37.9	6.0	97	3640	37.0	11.4	94	1531	37.1	4.8	95				
WKDAY 11:00 PM - 11:30 PM	23977	1501	30.0	6.3	101	2900	29.5	12.1	100	1232	29.9	5.1	101				
WKDAY 11:30 PM - 1:00 AM	7703	465	9.3	6.0	98	987	10.0	12.8	105	473	11.5	6.1	121				
M-SAT 8-11 PM+SUN 7-11 PM	33800	2059	41.2	6.1	99	4064	41.3	12.0	99	1762	42.7	5.2	102				
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	595	11.9	9.1	148	856	8.7	13.1	108	409	9.9	6.3	123				
ANOTHER WORLD N	4620	258	5.2	5.6	91	612	6.2	13.2	109	249	6.0	5.4	106				
AS THE WORLD TURNS C	5614	261	5.2	4.6	75	660	6.7	11.8	97	275	6.7	4.9	96				
CAPITOL C	3396	193	3.9	5.7	92	410	4.2	12.1	99	167	4.0	4.9	97				
CBS MORN. NEWS 1 C	1446	*114	2.3	7.9	128	114	1.2	7.9	65	*58	1.4	4.0	79				
CBS MORN. NEWS 2 C	1207	111	2.2	9.2	149	103	1.0	8.5	70	**36	0.9	3.0	59				
DAYS OF OUR LIVES N	5877	386	7.7	6.6	106	783	8.0	13.3	110	344	8.3	5.9	115				
FACTS OF LIFE - DAYTIME N	2290	121	2.4	5.3	86	351	3.6	15.3	126	149	3.6	6.5	128				
FAMILY FEUD A	3023	143	2.9	4.7	77	376	3.8	12.4	102	197	4.8	6.5	128				
GENERAL HOSPITAL A	6097	357	7.1	5.9	95	843	8.6	13.8	114	399	9.7	6.5	128				
GOOD MORNING, AMERICA-730 A	3515	214	4.3	6.1	99	363	3.7	10.3	85	143	3.5	4.1	80				
GOOD MORNING, AMERICA-830 A	2818	165	3.3	5.9	95	332	3.4	11.8	97	138	3.3	4.9	96				
GUIDING LIGHT C	5339	297	5.9	5.6	90	697	7.1	13.1	107	271	6.6	5.1	100				
ONE LIFE TO LIVE A	4478	279	5.6	6.2	101	582	5.9	13.0	107	343	8.3	7.7	150				
PRESS YOUR LUCK C	2244	119	2.4	5.3	86	268	2.7	11.9	98	*75	1.8	3.3	66				
PRICE IS RIGHT 1 C	4348	225	4.5	5.2	84	540	5.5	12.4	102	143	3.5	3.3	65				
PRICE IS RIGHT 2 C	5014	238	4.8	4.7	77	621	6.3	12.4	102	160	3.9	3.2	63				
RYAN'S HOPE A	3150	196	3.9	6.2	101	430	4.4	13.7	112	193	4.7	6.1	120				
SALE OF THE CENTURY N	2695	120	2.4	4.5	72	352	3.6	13.1	108	155	3.8	5.8	113				
SEARCH FOR TOMORROW N	2319	*94	1.9	4.1	66	281	2.9	12.1	100	*142	3.4	6.1	120				
TODAY SHOW 1 N	2693	141	2.8	5.2	85	275	2.8	10.2	84	*129	3.1	4.8	94				
TODAY SHOW 2 N	2498	96	1.9	3.8	62	234	2.4	9.4	77	*108	2.6	4.3	85				
$25,000 PYRAMID C	2753	126	2.5	4.6	74	249	2.5	9.0	74	*86	2.1	3.1	61				
WHEEL OF FORTUNE N	4388	226	4.5	5.2	83	547	5.6	12.5	103	264	6.4	6.0	118				
YOUNG AND THE RESTLESS C	5695	320	6.4	5.6	91	751	7.6	13.2	109	350	8.5	6.1	121				
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	*109	2.2	6.2	100	201	2.0	11.4	94	*81	2.0	4.6	90				
NBA PLAYOFF GAME -1 C	1136	*75	1.5	6.6	107	*81	0.8	7.1	59	**59	1.4	5.2	102				
NBC MAJOR LEAGUE PRE-GAME N	953	**66	1.3	6.9	112	**95	1.0	10.0	82	**60	1.5	6.3	124				
SPORTSWORLD - SUN N	1233	*95	1.9	7.7	125	*164	1.7	13.3	109	**77	1.9	6.2	123				
SUNDAY MORNING C	1611	*130	2.6	8.1	131	*150	1.5	9.3	77	**59	1.4	3.7	72				

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REFRIGERATED & FROZEN DOUGH PRODUCTS - TYPES
(FEMALE HOMEMAKERS)

0099
P-19

		TOTAL U.S. '000	PASTRY A '000	PASTRY B % DOWN	PASTRY C % ACROSS	PASTRY D INDX	COOKIE A '000	COOKIE B % DOWN	COOKIE C % ACROSS	COOKIE D INDX	BROWNIE A '000	BROWNIE B % DOWN	BROWNIE C % ACROSS	BROWNIE D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	4996	100.0	6.2	100	9839	100.0	12.1	100	4125	100.0	5.1	100				
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	1337	26.8	5.1	83	2667	27.1	10.2	84	1181	28.6	4.5	89				
NETWORK AFFILIATES - LATE		20261	1180	23.6	5.8	94	2336	23.7	11.5	95	956	23.2	4.7	93				
INDEPENDENTS - LATE		2076	129	2.6	6.2	101	214	2.2	10.3	85	114	2.8	5.5	108				
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	697	14.0	6.7	108	1399	14.2	13.4	110	580	14.1	5.5	109				
ABC MONDAY NIGHT MOVIE	A	6412	462	9.2	7.2	117	741	7.5	11.6	95	254	6.2	4.0	78				
ABC SUNDAY NIGHT MOVIE	A	12407	778	15.6	6.3	102	1413	14.4	11.4	94	569	13.8	4.6	90				
ABC WORLD NEWS TONIGHT	A	6176	288	5.8	4.7	76	516	5.2	8.4	69	220	5.3	3.6	70				
AFTERMASH	C	5863	346	6.9	5.9	96	685	7.0	11.7	96	*377	9.1	6.4	126				
ALICE	C	9594	638	12.8	6.6	108	1151	11.7	12.0	99	617	15.0	6.4	126				
AMERICAN PARADE	C	6622	403	8.1	6.1	99	673	6.8	10.2	84	341	8.3	5.1	101				
BENSON	A	10886	705	14.1	6.5	105	1009	10.3	9.3	76	404	9.8	3.7	73				
BLUE THUNDER	A	5036	315	6.3	6.3	101	629	6.4	12.5	103	*248	6.0	4.9	97				
CAGNEY & LACEY	C	9965	433	8.7	4.3	70	1095	11.1	11.0	90	446	10.8	4.5	88				
CBS EVENING NEWS-DEAN	C	3491	*232	4.6	6.6	108	*236	2.4	6.8	56	*132	3.2	3.8	74				
CBS EVENING NEWS-RATHER	C	7123	407	8.1	5.7	93	780	7.9	11.0	90	338	8.2	4.7	93				
CBS SAT. NEWS-SCHIEFFER	C	3621	201	4.0	5.6	90	440	4.5	12.2	100	121	2.9	3.3	66				
CBS SATURDAY NIGHT MOVIE	C	5436	345	6.9	6.3	103	604	6.1	11.1	91	251	6.1	4.6	91				
CBS WEDNESDAY NIGHT MOVIE	C	6100	264	5.3	4.3	70	670	6.8	11.0	90	307	7.4	5.0	99				
CHEERS	N	8889	659	13.2	7.4	120	1136	11.5	12.8	105	507	12.3	5.7	112				
DALLAS	C	22109	1547	31.0	7.0	113	2428	24.7	11.0	90	1145	27.8	5.2	102				
DIFF'RENT STROKES	N	6940	359	7.2	5.2	84	828	8.4	11.9	98	413	10.0	6.0	117				
DOUBLE TROUBLE	N	7223	520	10.4	7.2	117	1156	11.7	16.0	132	516	12.5	7.1	140				
DUCK FACTORY	N	5595	404	8.1	7.2	117	752	7.6	13.4	111	342	8.3	6.1	120				
DUKES OF HAZZARD	C	5768	309	6.2	5.4	87	709	7.2	12.3	101	298	7.2	5.2	101				
DYNASTY	A	20053	1386	27.7	6.9	112	2396	24.4	11.9	98	1143	27.7	5.7	112				
FACTS OF LIFE	N	8087	540	10.8	6.7	108	1085	11.0	13.4	110	582	14.1	7.2	141				
FALCON CREST	C	20046	1359	27.2	6.8	110	2112	21.5	10.5	87	1006	24.4	5.0	99				
FALL GUY	A	9084	564	11.3	6.2	101	1212	12.3	13.3	110	574	13.9	6.3	124				
FAMILY TIES	N	7964	526	10.5	6.6	107	952	9.7	12.0	98	516	12.5	6.5	127				
FANTASY ISLAND	A	7687	417	8.3	5.4	88	956	9.7	12.4	102	407	9.9	5.3	104				
FOULUPS,BLEEPS & BLUNDERS	A	8861	509	10.2	5.7	93	971	9.9	11.0	90	467	11.3	5.3	103				
FOUR SEASONS	C	5095	*361	7.2	7.1	115	698	7.1	13.7	113	*383	9.3	7.5	148				
GIMME A BREAK	N	8838	567	11.3	6.4	104	1070	10.9	12.1	100	619	15.0	7.0	138				
HART TO HART	A	8978	500	10.0	5.6	90	1129	11.5	12.6	104	403	9.8	4.5	88				
HILL STREET BLUES	N	8590	652	13.1	7.6	123	1209	12.3	14.1	116	552	13.4	6.4	126				
HOTEL	A	14085	934	18.7	6.6	107	1656	16.8	11.8	97	768	18.6	5.5	107				
JEFFERSONS	C	9360	518	10.4	5.5	90	1100	11.2	11.8	97	549	13.3	5.9	115				
JENNIFER SLEPT HERE	N	5841	361	7.2	6.2	100	731	7.4	12.5	103	357	8.7	6.1	120				
KATE & ALLIE	C	9206	509	10.2	5.5	90	1028	10.4	11.2	92	442	10.7	4.8	94				
KNIGHT RIDER	N	7076	401	8.0	5.7	92	843	8.6	11.9	98	472	11.4	6.7	131				
LOVE BOAT	A	12219	668	13.4	5.5	89	1353	13.8	11.1	91	499	12.1	4.1	80				
MAGNUM PI	C	11199	743	14.9	6.6	108	1369	13.9	12.2	101	500	12.1	4.5	88				
MAMA'S FAMILY	N	6057	343	6.9	5.7	92	719	7.3	11.9	98	338	8.2	5.6	110				
MASTER, THE	N	3598	*231	4.6	6.4	104	421	4.3	11.7	96	280	6.8	7.8	153				
MATT HOUSTON	A	6344	397	7.9	6.3	101	714	7.3	11.3	93	290	7.0	4.6	90				
NBC MONDAY NIGHT MOVIE	N	11994	686	13.7	5.7	93	1637	16.6	13.6	112	714	17.3	6.0	117				
NBC NIGHTLY NEWS	N	5132	309	6.2	6.0	98	658	6.7	12.8	106	279	6.8	5.4	107				
NBC NIGHTLY NEWS-SAT	N	3375	*168	3.4	5.0	81	298	3.0	8.8	73	*125	3.0	3.7	73				
NBC NIGHTLY NEWS-SUN	N	3130	*165	3.3	5.3	85	351	3.6	11.2	92	*168	4.1	5.4	105				
NBC SUNDAY NIGHT MOVIE	N	8284	426	8.5	5.1	83	1248	12.7	15.1	124	570	13.8	6.9	135				
NEWHART	C	9240	458	9.2	5.0	80	1057	10.7	11.4	94	404	9.8	4.4	86				
ONE DAY AT A TIME	C	7288	387	7.7	5.3	86	771	7.8	10.6	87	375	9.1	5.1	101				
PEOPLE ARE FUNNY	N	4855	273	5.5	5.6	91	546	5.5	11.2	93	*254	6.2	5.2	103				
REAL PEOPLE	N	8869	429	8.6	4.8	78	1152	11.7	13.0	107	508	12.3	5.7	112				
REMINGTON STEELE	N	7743	473	9.5	6.1	99	889	9.0	11.5	95	420	10.2	5.4	106				
RIPLEY'S BELIEVE IT - NOT	A	5345	350	7.0	6.5	106	672	6.8	12.6	103	309	7.5	5.8	114				
RIPTIDE	N	6988	409	8.2	5.9	95	893	9.1	12.8	105	397	9.6	5.7	112				
SCARECROW & MRS. KING	C	10002	562	11.2	5.6	91	1190	12.1	11.9	98	478	11.6	4.8	94				
SIMON & SIMON	C	10638	659	13.2	6.2	100	1473	15.0	13.8	114	615	14.9	5.8	114				
60 MINUTES	C	13293	649	13.0	4.9	79	1220	12.4	9.2	76	567	13.7	4.3	84				
ST. ELSEWHERE	N	7017	524	10.5	7.5	121	1108	11.3	15.8	130	436	10.6	6.2	122				
THREE'S COMPANY	A	10917	772	15.5	7.1	115	1278	13.0	11.7	96	576	14.0	5.3	104				
T.J. HOOKER	A	9204	487	9.7	5.3	86	911	9.3	9.9	81	324	7.9	3.5	69				
TONIGHT SHOW	N	2372	116	2.3	4.9	79	218	2.2	9.2	76	106	2.6	4.5	88				
TRAPPER JOHN, M.D.	C	9846	545	10.9	5.5	90	1086	11.0	11.0	91	469	11.4	4.8	94				
TV BLOOPERS & PRAC. JOKES	N	9105	441	8.8	4.8	79	958	9.7	10.5	87	433	10.5	4.8	93				
20/20	A	9387	453	9.1	4.8	78	1129	11.5	12.0	99	420	10.2	4.5	88				
WEBSTER	A	11067	725	14.5	6.6	106	1053	10.7	9.5	78	471	11.4	4.3	84				
WORLD NEWS - SUN	A	3062	*180	3.6	5.9	95	*291	3.0	9.5	78	*169	4.1	5.5	108				
YELLOW ROSE	N	4978	308	6.2	6.2	100	491	5.0	9.9	81	329	8.0	6.6	130				
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	524	10.5	5.9	96	978	9.9	11.0	91	*418	10.1	4.7	92				
BASKETBALL - COLLEGE GAMES		4080	*353	7.1	8.7	140	*547	5.6	13.4	110	*295	7.2	7.2	142				
BASKETBALL - PRO GAMES		3607	*383	7.7	10.6	172	*463	4.7	12.8	106	*267	6.5	7.4	145				
BOWLING		3883	**241	4.8	6.2	101	*555	5.6	14.3	118	*261	6.3	6.7	132				
BOXING		3928	*310	6.2	7.9	128	689	7.0	17.5	144	*284	6.9	7.2	142				
FOOTBALL - COLLEGE GAMES		6366	682	13.7	10.7	174	1037	10.5	16.3	134	*382	9.3	6.0	118				
FOOTBALL - PRO GAMES		11300	935	18.7	8.3	134	1745	17.7	15.4	127	600	14.5	5.3	104				
GOLF		3378	**149	3.0	4.4	72	*397	4.0	11.8	97	**115	2.8	3.4	67				
POST-SEASON COLL. FOOTBALL		4906	489	9.8	10.0	162	635	6.5	12.9	107	*259	6.3	5.3	104				
POST-SEASON PRO FOOTBALL		6120	*569	11.4	9.3	151	1139	11.6	18.6	153	*247	6.0	4.0	79				
TENNIS		3033	**180	3.6	5.9	96	*415	4.2	13.7	113	**100	2.4	3.3	65				
WRESTLING - PROFESSIONAL		3344	*347	6.9	10.4	168	712	7.2	21.3	175	*318	7.7	9.5	187				

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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REFRIGERATED DOUGH PRODUCTS: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0100
P-19

	TOTAL U.S. '000	USED IN LAST 30 DAYS A '000	B % DOWN	C % ACROSS	D INDX	HEAVY USERS FOUR OR MORE A '000	B % DOWN	C % ACROSS	D INDX	MEDIUM USERS TWO-THREE A '000	B % DOWN	C % ACROSS	D INDX	LIGHT USERS ONE - LESS THAN ONE A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	24940	100.0	30.8	100	6708	100.0	8.3	100	10557	100.0	13.0	100	7675	100.0	9.5	100
18 - 24	9282	2582	10.4	27.8	90	633	9.4	6.8	82	983	9.3	10.6	81	966	12.6	10.4	110
25 - 34	19072	6540	26.2	34.3	111	1678	25.0	8.8	106	2773	26.3	14.5	112	2088	27.2	10.9	116
35 - 44	14591	5067	20.3	34.7	113	1402	20.9	9.6	116	2108	20.0	14.4	111	1558	20.3	10.7	113
45 - 54	11345	3442	13.8	30.3	99	1122	16.7	9.9	119	1465	13.9	12.9	99	855	11.1	7.5	80
55 - 64	11635	3482	14.0	29.9	97	953	14.2	8.2	99	1596	15.1	13.7	105	933	12.2	8.0	85
65 OR OLDER	15061	3827	15.3	25.4	83	920	13.7	6.1	74	1632	15.5	10.8	83	1275	16.6	8.5	89
18 - 34	28354	9122	36.6	32.2	104	2311	34.5	8.2	98	3756	35.6	13.2	102	3054	39.8	10.8	114
18 - 49	48339	15847	63.5	32.8	106	4223	63.0	8.7	105	6629	62.8	13.7	105	4995	65.1	10.3	109
25 - 54	45008	15049	60.3	33.4	109	4202	62.6	9.3	113	6346	60.1	14.1	108	4501	58.6	10.0	106
35 - 49	19985	6725	27.0	33.7	109	1911	28.5	9.6	115	2873	27.2	14.4	110	1941	25.3	9.7	102
50 OR OLDER	32647	9093	36.5	27.9	90	2486	37.1	7.6	92	3927	37.2	12.0	92	2680	34.9	8.2	87
GRADUATED COLLEGE	11155	3021	12.1	27.1	88	692	10.3	6.2	75	1340	12.7	12.0	92	989	12.9	8.9	94
ATTENDED COLLEGE	13682	4290	17.2	31.4	102	915	13.6	6.7	81	1916	18.1	14.0	107	1459	19.0	10.7	113
GRADUATED HIGH SCHOOL	33880	11361	45.6	33.5	109	2943	43.9	8.7	105	4876	46.2	14.4	110	3542	46.1	10.5	110
DID NOT GRADUATE HIGH SCHOOL	22270	6268	25.1	28.1	91	2159	32.2	9.7	117	2424	23.0	10.9	83	1686	22.0	7.6	80
EMPLOYED	40306	12476	50.0	31.0	101	3371	50.3	8.4	101	5089	48.2	12.6	97	4017	52.3	10.0	105
EMPLOYED FULL-TIME	32850	10240	41.1	31.2	101	2731	40.7	8.3	100	4323	40.9	13.2	101	3185	41.5	9.7	102
EMPLOYED PART-TIME	7456	2237	9.0	30.0	97	640	9.5	8.6	104	766	7.3	10.3	79	832	10.8	11.2	118
NOT EMPLOYED	40680	12464	50.0	30.6	99	3337	49.7	8.2	99	5468	51.8	13.4	103	3659	47.7	9.0	95
PROFESSIONAL/MANAGER	10392	3041	12.2	29.3	95	807	12.0	7.8	94	1202	11.4	11.6	89	1033	13.5	9.9	105
TECH/CLERICAL/SALES	17574	5820	23.3	33.1	108	1232	18.4	7.0	85	2711	25.7	15.4	118	1877	24.5	10.7	113
PRECISION/CRAFT	985	*249	1.0	25.3	82	**78	1.2	7.9	96	**55	0.5	5.6	43	**115	1.5	11.7	123
OTHER EMPLOYED	11354	3367	13.5	29.7	96	1255	18.7	11.1	133	1121	10.6	9.9	76	992	12.9	8.7	92
SINGLE	9863	2676	10.7	27.1	88	600	8.9	6.1	73	975	9.2	9.9	76	1101	14.3	11.2	118
MARRIED	51375	17053	68.4	33.2	108	4893	72.9	9.5	115	7204	68.2	14.0	108	4956	64.6	9.6	102
DIVORCED/SEPARATED/WIDOWED	19748	5211	20.9	26.4	86	1216	18.1	6.2	74	2377	22.5	12.0	92	1618	21.1	8.2	86
PARENTS	32590	11348	45.5	34.8	113	3387	50.5	10.4	125	4747	45.0	14.6	112	3214	41.9	9.9	104
WHITE	70416	21468	86.1	30.5	99	5510	82.1	7.8	94	9057	85.8	12.9	99	6901	89.9	9.8	103
BLACK	8778	2960	11.9	33.7	109	1066	15.9	12.1	147	1295	12.3	14.8	113	599	7.8	6.8	72
OTHER	1791	*513	2.1	28.6	93	**132	2.0	7.4	89	**205	1.9	11.4	88	**176	2.3	9.8	104
NORTHEAST-CENSUS	17786	4524	18.1	25.4	83	1004	15.0	5.6	68	1878	17.8	10.6	81	1643	21.4	9.2	97
NORTH CENTRAL	20741	6588	26.4	31.8	103	1549	23.1	7.5	90	2720	25.8	13.1	101	2319	30.2	11.2	118
SOUTH	27775	10138	40.6	36.5	119	3531	52.6	12.7	153	4421	41.9	15.9	122	2186	28.5	7.9	83
WEST	14683	3690	14.8	25.1	82	625	9.3	4.3	51	1538	14.6	10.5	80	1528	19.9	10.4	110
NORTHEAST-MKTG.	17961	5169	20.7	28.8	93	1117	16.7	6.2	75	2252	21.3	12.5	96	1800	23.5	10.0	106
EAST CENTRAL	11885	3879	15.6	32.6	106	1146	17.1	9.6	116	1460	13.8	12.3	94	1273	16.6	10.7	113
WEST CENTRAL	14090	4256	17.1	30.2	98	823	12.3	5.8	71	1952	18.5	13.9	106	1481	19.3	10.5	111
SOUTH	24081	8451	33.9	35.1	114	3104	46.3	12.9	156	3562	33.7	14.8	113	1784	23.2	7.4	78
PACIFIC	12969	3186	12.8	24.6	80	*519	7.7	4.0	48	1330	12.6	10.3	79	1337	17.4	10.3	109
COUNTY SIZE A	32439	9148	36.7	28.2	92	1983	29.6	6.1	74	3821	36.2	11.8	90	3344	43.6	10.3	109
COUNTY SIZE B	24915	8190	32.8	32.9	107	2571	38.3	10.3	125	3375	32.0	13.5	104	2244	29.2	9.0	95
COUNTY SIZE C	12930	4090	16.4	31.6	103	1135	16.9	8.8	106	1745	16.5	13.5	104	1210	15.8	9.4	99
COUNTY SIZE D	10703	3512	14.1	32.8	107	1019	15.2	9.5	115	1616	15.3	15.1	116	877	11.4	8.2	86
METRO CENTRAL CITY	24518	6941	27.8	28.3	92	1959	29.2	8.0	96	2737	25.9	11.2	86	2246	29.3	9.2	97
METRO SUBURBAN	35919	11279	45.2	31.4	102	2896	43.2	8.1	97	4666	44.2	13.0	100	3717	48.4	10.3	109
NON METRO	20549	6720	26.9	32.7	106	1854	27.6	9.0	109	3154	29.9	15.3	118	1713	22.3	8.3	88
TOP 5 ADI'S	18341	4818	19.3	26.3	85	924	13.8	5.0	61	2043	19.4	11.1	85	1851	24.1	10.1	106
TOP 10 ADI'S	25378	7044	28.2	27.8	90	1434	21.4	5.7	68	3112	29.5	12.3	94	2498	32.5	9.8	104
TOP 20 ADI'S	36488	10528	42.2	28.9	94	2225	33.2	6.1	74	4495	42.6	12.3	95	3808	49.6	10.4	110
HSHLD INC. $50,000 OR MORE	6612	2294	9.2	34.7	113	*402	6.0	6.1	73	1153	10.9	17.4	134	739	9.6	11.2	118
$40,000 OR MORE	12659	4247	17.0	33.5	109	772	11.5	6.1	74	2052	19.4	16.2	124	1424	18.6	11.2	119
$30,000 OR MORE	24698	8116	32.5	32.9	107	1697	25.3	6.9	83	3591	34.0	14.5	112	2828	36.8	11.5	121
$25,000 OR MORE	32077	10695	42.9	33.3	108	2498	37.2	7.8	94	4528	42.9	14.1	108	3669	47.8	11.4	121
$20,000 - $24,999	9144	2951	11.8	32.3	105	925	13.8	10.1	122	1218	11.5	13.3	102	808	10.5	8.8	93
$15,000 - $19,999	8728	2278	9.1	26.1	85	667	9.9	7.6	92	934	8.8	10.7	82	677	8.8	7.8	82
$10,000 - $14,999	12562	4211	16.9	33.5	109	1195	17.8	9.5	115	1928	18.3	15.3	118	1087	14.2	8.7	91
UNDER $10,000	18475	4807	19.3	26.0	84	1424	21.2	7.7	93	1948	18.5	10.5	81	1435	18.7	7.8	82
HOUSEHOLD OF 1 PERSON	11987	2271	9.1	18.9	62	382	5.7	3.2	38	965	9.1	8.1	62	924	12.0	7.7	81
2 PEOPLE	26577	7972	32.0	30.0	97	2024	30.2	7.6	92	3298	31.2	12.4	95	2650	34.5	10.0	105
3 OR 4 PEOPLE	30617	10278	41.2	33.6	109	2650	39.5	8.7	104	4632	43.9	15.1	116	2996	39.0	9.8	103
5 OR MORE PEOPLE	11804	4420	17.7	37.4	122	1652	24.6	14.0	169	1662	15.7	14.1	108	1105	14.4	9.4	99
NO CHILD IN HSHLD	46165	12800	51.3	27.7	90	3146	46.9	6.8	82	5409	51.2	11.7	90	4244	55.3	9.2	97
CHILD(REN) UNDER 2 YRS	5325	1788	7.2	33.6	109	*468	7.0	8.8	106	794	7.5	14.9	114	*525	6.8	9.9	104
2 - 5 YEARS	14221	4852	19.5	34.1	111	1512	22.5	10.6	128	2070	19.6	14.6	112	1271	16.6	8.9	94
6 - 11 YEARS	15117	5386	21.6	35.6	116	1816	27.1	12.0	145	2128	20.2	14.1	108	1443	18.8	9.5	101
12 - 17 YEARS	16611	6073	24.4	36.6	119	1849	27.6	11.1	134	2602	24.6	15.7	120	1623	21.1	9.8	103
RESIDENCE OWNED	55684	18209	73.0	32.6	106	4822	71.9	8.6	104	8053	76.3	14.4	111	5334	69.5	9.5	101
VALUE: $50,000 OR MORE	31744	10365	41.6	32.7	106	2355	35.1	7.4	90	4686	44.4	14.8	113	3324	43.3	10.5	110
VALUE: UNDER $50,000	24140	7843	31.4	32.5	106	2467	36.8	10.2	123	3367	31.9	13.9	107	2010	26.2	8.3	88

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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REFRIGERATED DOUGH PRODUCTS: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0101
P-19

		TOTAL U.S. '000	USED IN LAST 30 DAYS A '000	B % DOWN	C % ACROSS	D INDX	HEAVY USERS FOUR OR MORE A '000	B % DOWN	C % ACROSS	D INDX	MEDIUM USERS TWO-THREE A '000	B % DOWN	C % ACROSS	D INDX	LIGHT USERS ONE - LESS THAN ONE A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	24940	100.0	30.8	100	6708	100.0	8.3	100	10557	100.0	13.0	100	7675	100.0	9.5	100
MAGAZINES	QUINTILE 1	15799	5563	22.3	35.2	114	1467	21.9	9.3	112	2329	22.1	14.7	113	1767	23.0	11.2	118
	QUINTILE 2	17259	5750	23.1	33.3	108	1339	20.0	7.8	94	2485	23.5	14.4	110	1926	25.1	11.2	118
	QUINTILE 3	13545	3691	14.8	27.2	88	1007	15.0	7.4	90	1584	15.0	11.7	90	1099	14.3	8.1	86
	QUINTILE 4	15133	4387	17.6	29.0	94	1389	20.7	9.2	111	1795	17.0	11.9	91	1203	15.7	7.9	84
	QUINTILE 5	19250	5550	22.3	28.8	94	1506	22.5	7.8	94	2364	22.4	12.3	94	1680	21.9	8.7	92
NEWSPAPERS	QUINTILE 1	12413	3656	14.7	29.5	96	810	12.1	6.5	79	1577	14.9	12.7	97	1269	16.5	10.2	108
	QUINTILE 2	24116	7866	31.5	32.6	106	2031	30.3	8.4	102	3389	32.1	14.1	108	2446	31.9	10.1	107
	QUINTILE 3	11261	3740	15.0	33.2	108	1205	18.0	10.7	129	1438	13.6	12.8	98	1096	14.3	9.7	103
	QUINTILE 4	20255	6112	24.5	30.2	98	1450	21.6	7.2	86	2700	25.6	13.3	102	1962	25.6	9.7	102
	QUINTILE 5	12940	3567	14.3	27.6	90	1213	18.1	9.4	113	1452	13.8	11.2	86	902	11.8	7.0	74
OUTDOOR	QUINTILE 1	14852	4911	19.7	33.1	107	1100	16.4	7.4	89	2170	20.6	14.6	112	1641	21.4	11.0	117
	QUINTILE 2	15725	4911	19.7	31.2	101	1250	18.6	7.9	96	2117	20.1	13.5	103	1544	20.1	9.8	104
	QUINTILE 3	16330	5204	20.9	31.9	103	1586	23.6	9.7	117	1974	18.7	12.1	93	1643	21.4	10.1	106
	QUINTILE 4	16744	4662	18.7	27.8	90	1287	19.2	7.7	93	2095	19.8	12.5	96	1281	16.7	7.7	81
	QUINTILE 5	17334	5252	21.1	30.3	98	1484	22.1	8.6	103	2201	20.8	12.7	97	1566	20.4	9.0	95
RADIO-DRIVE TIME	QUINTILE 1	15911	5390	21.6	33.9	110	1451	21.6	9.1	110	2044	19.4	12.8	99	1894	24.7	11.9	126
	QUINTILE 2	14837	4779	19.2	32.2	105	1294	19.3	8.7	105	2050	19.4	13.8	106	1435	18.7	9.7	102
	QUINTILE 3	15339	4647	18.6	30.3	98	1294	19.3	8.4	102	2089	19.8	13.6	104	1265	16.5	8.2	87
	QUINTILE 4	16723	5319	21.3	31.8	103	1343	20.0	8.0	97	2339	22.2	14.0	107	1637	21.3	9.8	103
	QUINTILE 5	18176	4804	19.3	26.4	86	1327	19.8	7.3	88	2033	19.3	11.2	86	1444	18.8	7.9	84
RADIO-MID-DAY	TERCILE 1	21020	6955	27.9	33.1	107	1858	27.7	8.8	107	2541	24.1	12.1	93	2556	33.3	12.2	128
	TERCILE 2	21610	6995	28.0	32.4	105	2030	30.3	9.4	113	2769	26.2	12.8	98	2197	28.6	10.2	107
	TERCILE 3	38355	10990	44.1	28.7	93	2821	42.1	7.4	89	5247	49.7	13.7	105	2923	38.1	7.6	80
RADIO-TOTAL	QUINTILE 1	15988	5430	21.8	34.0	110	1516	22.6	9.5	114	2065	19.6	12.9	99	1850	24.1	11.6	122
	QUINTILE 2	15626	4957	19.9	31.7	103	1372	20.5	8.8	106	1870	17.7	12.0	92	1714	22.3	11.0	116
	QUINTILE 3	16723	5028	20.2	30.1	98	1339	20.0	8.0	97	2288	21.7	13.7	105	1401	18.3	8.4	88
	QUINTILE 4	16342	5134	20.6	31.4	102	1245	18.6	7.6	92	2430	23.0	14.9	114	1459	19.0	8.9	94
	QUINTILE 5	16306	4392	17.6	26.9	87	1237	18.4	7.6	92	1904	18.0	11.7	90	1252	16.3	7.7	81
TV-PRIME TIME	QUINTILE 1	15953	4974	19.9	31.2	101	1469	21.9	9.2	111	1912	18.1	12.0	92	1594	20.8	10.0	105
	QUINTILE 2	16137	5038	20.2	31.2	101	1154	17.2	7.2	86	2105	19.9	13.0	100	1780	23.2	11.0	116
	QUINTILE 3	16420	5384	21.6	32.8	106	1411	21.0	8.6	104	2358	22.3	14.4	110	1615	21.0	9.8	104
	QUINTILE 4	16687	5323	21.3	31.9	104	1462	21.8	8.8	106	2221	21.0	13.3	102	1640	21.4	9.8	104
	QUINTILE 5	15789	4222	16.9	26.7	87	1214	18.1	7.7	93	1961	18.6	12.4	95	1046	13.6	6.6	70
TV-DAYTIME	TERCILE 1	27736	8670	34.8	31.3	102	2488	37.1	9.0	108	3616	34.3	13.0	100	2566	33.4	9.3	98
	TERCILE 2	26489	7850	31.5	29.6	96	2194	32.7	8.3	100	3322	31.5	12.5	96	2335	30.4	8.8	93
	TERCILE 3	26761	8420	33.8	31.5	102	2027	30.2	7.6	91	3619	34.3	13.5	104	2774	36.1	10.4	109
TV-TOTAL	QUINTILE 1	16345	5092	20.4	31.2	101	1389	20.7	8.5	103	2036	19.3	12.5	96	1668	21.7	10.2	108
	QUINTILE 2	16447	5167	20.7	31.4	102	1523	22.7	9.3	112	2125	20.1	12.9	99	1519	19.8	9.2	97
	QUINTILE 3	15980	5036	20.2	31.5	102	1382	20.6	8.6	104	2201	20.8	13.8	106	1453	18.9	9.1	96
	QUINTILE 4	15887	4861	19.5	30.6	99	973	14.5	6.1	74	2208	20.9	13.9	107	1681	21.9	10.6	112
	QUINTILE 5	16326	4785	19.2	29.3	95	1442	21.5	8.8	107	1988	18.8	12.2	93	1355	17.7	8.3	88
MAGAZINES-NEWSPAPERS: DUAL		20721	7019	28.1	33.9	110	1598	23.8	7.7	93	2978	28.2	14.4	110	2443	31.8	11.8	124
MAGAZINE IMPERATIVE		19186	6197	24.8	32.3	105	1800	26.8	9.4	113	2614	24.8	13.6	105	1783	23.2	9.3	98
NEWSPAPER IMPERATIVE		21899	6586	26.4	30.1	98	1867	27.8	8.5	103	2813	26.6	12.8	99	1907	24.8	8.7	92
MAGAZINES-OUTDOOR: DUAL		15451	5363	21.5	34.7	113	1252	18.7	8.1	98	2365	22.4	15.3	117	1746	22.7	11.3	119
MAGAZINE IMPERATIVE		25953	8169	32.8	31.5	102	2187	32.6	8.4	102	3390	32.1	13.1	100	2591	33.8	10.0	105
OUTDOOR IMPERATIVE		24400	7174	28.8	29.4	95	1926	28.7	7.9	95	2998	28.4	12.3	94	2250	29.3	9.2	97
MAGAZINES-RADIO: DUAL		18049	6030	24.2	33.4	108	1559	23.2	8.6	104	2299	21.8	12.7	98	2172	28.3	12.0	127
MAGAZINE IMPERATIVE		23571	7485	30.0	31.8	103	1754	26.1	7.4	90	3541	33.5	15.0	115	2190	28.5	9.3	98
RADIO IMPERATIVE		23278	7039	28.2	30.2	98	2142	31.9	9.2	111	2849	27.0	12.2	94	2048	26.7	8.8	93
MAGAZINES-TELEVISION: DUAL		15459	5286	21.2	34.2	111	1356	20.2	8.8	106	2170	20.6	14.0	108	1759	22.9	11.4	120
MAGAZINE IMPERATIVE		25829	8261	33.1	32.0	104	2021	30.1	7.8	94	3701	35.1	14.3	110	2539	33.1	9.8	104
TELEVISION IMPERATIVE		26039	7342	29.4	28.2	92	2256	33.6	8.7	105	3031	28.7	11.6	89	2054	26.8	7.9	83
NEWSPAPERS-OUTDOOR: DUAL		16605	5357	21.5	32.3	105	1413	21.1	8.5	103	2125	20.1	12.8	98	1818	23.7	10.9	116
NEWSPAPER IMPERATIVE		26834	8322	33.4	31.0	101	2163	32.2	8.1	97	3655	34.6	13.6	104	2504	32.6	9.3	98
OUTDOOR IMPERATIVE		23246	7351	29.5	31.5	102	1902	28.4	8.1	98	3200	30.3	13.7	105	2249	29.3	9.6	102
NEWSPAPERS-RADIO: DUAL		17133	5858	23.5	34.2	111	1626	24.2	9.5	115	2230	21.1	13.0	100	2001	26.1	11.7	123
NEWSPAPER IMPERATIVE		25892	7746	31.1	29.9	97	1840	27.4	7.1	86	3631	34.4	14.0	108	2275	29.6	8.8	93
RADIO IMPERATIVE		23167	7185	28.8	31.0	101	2046	30.5	8.8	107	2953	28.0	12.7	98	2186	28.5	9.4	100
NEWSPAPERS-TELEVISION: DUAL		17159	5624	22.6	32.8	106	1513	22.6	8.8	106	2342	22.2	13.6	105	1769	23.0	10.3	109
NEWSPAPER IMPERATIVE		26214	8172	32.8	31.2	101	1926	28.7	7.3	89	3675	34.8	14.0	108	2571	33.5	9.8	103
TELEVISION IMPERATIVE		23412	7158	28.7	30.6	99	2129	31.7	9.1	110	2946	27.9	12.6	97	2084	27.2	8.9	94
OUTDOOR-RADIO: DUAL		15303	5284	21.2	34.5	112	1394	20.8	9.1	110	2073	19.6	13.5	104	1817	23.7	11.9	125
OUTDOOR IMPERATIVE		24901	7608	30.5	30.6	99	1865	27.8	7.5	90	3485	33.0	14.0	107	2258	29.4	9.1	96
RADIO IMPERATIVE		26492	8165	32.7	30.8	100	2410	35.9	9.1	110	3240	30.7	12.2	94	2516	32.8	9.5	100
OUTDOOR-TELEVISION: DUAL		14794	4893	19.6	33.1	107	1260	18.8	8.5	103	2158	20.4	14.6	112	1475	19.2	10.0	105
OUTDOOR IMPERATIVE		25437	8064	32.3	31.7	103	2066	30.8	8.1	98	3296	31.2	13.0	99	2702	35.2	10.6	112
TELEVISION IMPERATIVE		27877	8456	33.9	30.3	98	2517	37.5	9.0	109	3345	31.7	12.0	92	2595	33.8	9.3	98
RADIO-TELEVISION: DUAL		15996	5258	21.1	32.9	107	1662	24.8	10.4	125	2056	19.5	12.9	99	1541	20.1	9.6	102
RADIO IMPERATIVE		25478	8008	32.1	31.4	102	2039	30.4	8.0	97	3238	30.7	12.7	97	2731	35.6	10.7	113
TELEVISION IMPERATIVE		26573	7897	31.7	29.7	97	2024	30.2	7.6	92	3555	33.7	13.4	103	2319	30.2	8.7	92

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REFRIGERATED DOUGH PRODUCTS: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0102
P-19

	TOTAL U.S. '000	USED IN LAST 30 DAYS A '000	B % DOWN	C % ACROSS	D INDX	HEAVY USERS FOUR OR MORE A '000	B % DOWN	C % ACROSS	D INDX	MEDIUM USERS TWO-THREE A '000	B % DOWN	C % ACROSS	D INDX	LIGHT USERS ONE - LESS THAN ONE A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	24940	100.0	30.8	100	6708	100.0	8.3	100	10557	100.0	13.0	100	7675	100.0	9.5	100
ATLANTIC MONTHLY	415	**64	0.3	15.4	50	**15	0.2	3.6	44	**9	0.1	2.2	17	**41	0.5	9.9	104
BARRON'S	453	**83	0.3	18.3	59	**12	0.2	2.6	32	**29	0.3	6.4	49	**42	0.5	9.3	98
BETTER HOMES & GARDENS	16256	5742	23.0	35.3	115	1550	23.1	9.5	115	2418	22.9	14.9	114	1774	23.1	10.9	115
BON APPETIT	2535	806	3.2	31.8	103	*162	2.4	6.4	77	250	2.4	9.9	76	395	5.1	15.6	164
BUSINESS WEEK	1278	447	1.8	35.0	114	**61	0.9	4.8	58	*255	2.4	20.0	153	*131	1.7	10.3	108
CAR AND DRIVER	378	*142	0.6	37.6	122	**28	0.4	7.4	89	**76	0.7	20.1	154	**38	0.5	10.1	106
CBS MAGAZINE NETWORK (GROSS)	1498	548	2.2	36.6	119	*174	2.6	11.6	140	*219	2.1	14.6	112	*155	2.0	10.3	109
CHANGING TIMES	1505	455	1.8	30.2	98	**84	1.3	5.6	67	*237	2.2	15.7	121	*135	1.8	9.0	95
COLONIAL HOMES	1231	478	1.9	38.8	126	*117	1.7	9.5	115	*237	2.2	19.3	148	*125	1.6	10.2	107
CONDE NAST MAG. PKG. (GROSS)	14146	4624	18.5	32.7	106	1188	17.7	8.4	101	1759	16.7	12.4	95	1678	21.9	11.9	125
CONSUMERS DIGEST	1323	529	2.1	40.0	130	**58	0.9	4.4	53	*348	3.3	26.3	202	*123	1.6	9.3	98
COSMOPOLITAN	7102	2141	8.6	30.1	98	584	8.7	8.2	99	825	7.8	11.6	89	732	9.5	10.3	109
COUNTRY LIVING	2481	953	3.8	38.4	125	*263	3.9	10.6	128	408	3.9	16.4	126	282	3.7	11.4	120
CUISINE	1472	386	1.5	26.2	85	**56	0.8	3.8	46	*143	1.4	9.7	75	*187	2.4	12.7	134
CYCLE WORLD	425	*169	0.7	39.8	129	**77	1.1	18.1	219	**55	0.5	12.9	99	**36	0.5	8.5	89
DCI:CREATIVE IDEAS FOR LIV	2510	1048	4.2	41.8	136	344	5.1	13.7	165	438	4.1	17.5	134	266	3.5	10.6	112
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	2843	11.4	42.5	138	871	13.0	13.0	157	1236	11.7	18.5	142	737	9.6	11.0	116
DISCOVER	894	*239	1.0	26.7	87	**55	0.8	6.2	74	**126	1.2	14.1	108	**58	0.8	6.5	68
EBONY	3507	1250	5.0	35.6	116	399	5.9	11.4	137	559	5.3	15.9	122	292	3.8	8.3	88
ESQUIRE	1083	281	1.1	25.9	84	**116	1.7	10.7	129	**120	1.1	11.1	85	**44	0.6	4.1	43
ESSENCE	1830	721	2.9	39.4	128	283	4.2	15.5	187	298	2.8	16.3	125	*140	1.8	7.7	81
FAMILY CIRCLE	15930	5341	21.4	33.5	109	1450	21.6	9.1	110	2140	20.3	13.4	103	1751	22.8	11.0	116
THE FAMILY HANDYMAN	1126	417	1.7	37.0	120	*126	1.9	11.2	135	*177	1.7	15.7	121	**114	1.5	10.1	107
FAMILY WEEKLY	11468	3586	14.4	31.3	102	1033	15.4	9.0	109	1530	14.5	13.3	102	1022	13.3	8.9	94
FIELD & STREAM	2234	664	2.7	29.7	97	*279	4.2	12.5	151	*199	1.9	8.9	68	*186	2.4	8.3	88
FOOD & WINE	579	*204	0.8	35.2	114	**43	0.6	7.4	90	**98	0.9	16.9	130	**63	0.8	10.9	115
FORBES	728	*223	0.9	30.6	99	**31	0.5	4.3	51	**118	1.1	16.2	124	**75	1.0	10.3	109
FORTUNE	906	*288	1.2	31.8	103	**80	1.2	8.8	107	**59	0.6	6.5	50	**149	1.9	16.4	174
GENTLEMEN'S QUARTERLY	791	280	1.1	35.4	115	**95	1.4	12.0	145	**113	1.1	14.3	110	**72	0.9	9.1	96
GLAMOUR	5265	1799	7.2	34.2	111	485	7.2	9.2	111	591	5.6	11.2	86	723	9.4	13.7	145
GOLF DIGEST	636	*268	1.1	42.1	137	**50	0.7	7.9	95	**107	1.0	16.8	129	**111	1.4	17.5	184
GOLF DIGEST/TENNIS (GROSS)	1180	503	2.0	42.4	138	*156	2.3	13.2	159	*185	1.8	15.6	120	*162	2.1	13.7	144
GOLF MAGAZINE	441	**129	0.5	29.3	95	**23	0.3	5.2	63	**41	0.4	9.3	71	**66	0.9	15.0	158
GOLF MAGAZINE/SKI (GROSS)	922	*236	0.9	25.6	83	**39	0.6	4.2	51	**90	0.9	9.8	75	**108	1.4	11.7	124
GOOD HOUSEKEEPING	16487	5388	21.6	32.7	106	1320	19.7	8.0	97	2363	22.4	14.3	110	1705	22.2	10.3	109
HARPER'S BAZAAR	2423	708	2.8	29.2	95	*237	3.5	9.8	118	*294	2.8	12.1	93	*177	2.3	7.3	77
HEALTH	1994	597	2.4	29.9	97	*220	3.3	11.0	133	*281	2.7	14.1	108	**96	1.3	4.8	51
HEARST MAG CORP. BUY (GROSS)	44101	14307	57.4	32.4	105	3954	58.9	9.0	108	6085	57.6	13.8	106	4267	55.6	9.7	102
HEARST MAN POWER (GROSS)	1993	730	2.9	36.6	119	*187	2.8	9.4	113	*303	2.9	15.2	117	*239	3.1	12.0	127
HEARST WOMAN POWER (GROSS)	31274	9946	39.9	31.8	103	2649	39.5	8.5	102	4240	40.2	13.6	104	3058	39.8	9.8	103
HOUSE BEAUTIFUL	3623	1224	4.9	33.8	110	416	6.2	11.5	139	497	4.7	13.7	105	310	4.0	8.6	90
INC.	283	**78	0.3	27.6	89	**23	0.3	8.1	98	**18	0.2	6.4	49	**37	0.5	13.1	138
JET	2928	1064	4.3	36.3	118	426	6.4	14.5	176	442	4.2	15.1	116	197	2.6	6.7	71
LADIES' HOME JOURNAL	11918	3986	16.0	33.4	109	1160	17.3	9.7	118	1627	15.4	13.7	105	1199	15.6	10.1	106
LHJ FAMILY GRP COMBO(GROSS)	16764	5701	22.9	34.0	110	1819	27.1	10.9	131	2353	22.3	14.0	108	1530	19.9	9.1	96
LIFE	4254	1475	5.9	34.7	113	315	4.7	7.4	89	690	6.5	16.2	124	471	6.1	11.1	117
L.A. TIMES HOME MAGAZINE	1145	341	1.4	29.8	97	**28	0.4	2.4	30	**199	1.9	17.4	133	*113	1.5	9.9	104
MADEMOISELLE	2884	1030	4.1	35.7	116	*264	3.9	9.2	111	475	4.5	16.5	126	292	3.8	10.1	107
MC CALL'S	13460	4712	18.9	35.0	114	1347	20.1	10.0	121	1958	18.5	14.5	112	1407	18.3	10.5	110
MC CALL'S/WRK MOTHER (GROSS)	14606	5079	20.4	34.8	113	1471	21.9	10.1	122	2117	20.1	14.5	111	1491	19.4	10.2	108
MECHANIX ILLUSTRATED	772	*328	1.3	42.5	138	**90	1.3	11.7	141	**151	1.4	19.6	150	**88	1.1	11.4	120
METROPOLITAN HOME	967	285	1.1	29.5	96	**63	0.9	6.5	79	**118	1.1	12.2	94	**104	1.4	10.8	113
MONEY	1588	555	2.2	34.9	113	**81	1.2	5.1	62	*214	2.0	13.5	103	*260	3.4	16.4	173
MOTHER EARTH NEWS	1002	388	1.6	38.7	126	**67	1.0	6.7	81	*192	1.8	19.2	147	*129	1.7	12.9	136
MS.	825	275	1.1	33.3	108	**24	0.4	2.9	35	*147	1.4	17.8	137	**105	1.4	12.7	134
NATIONAL ENQUIRER	10336	3665	14.7	35.5	115	1221	18.2	11.8	143	1513	14.3	14.6	112	931	12.1	9.0	95
NATIONAL GEOGRAPHIC	9597	2903	11.6	30.2	98	569	8.5	5.9	72	1307	12.4	13.6	104	1027	13.4	10.7	113
NATIONAL SUNDAY MAGAZINE PKG	49558	15822	63.4	31.9	104	3958	59.0	8.0	96	6705	63.5	13.5	104	5160	67.2	10.4	110
NATURAL HISTORY	573	**94	0.4	16.4	53	**23	0.3	4.0	48	**35	0.3	6.1	47	**35	0.5	6.1	64
NEW WOMAN	1699	514	2.1	30.3	98	*181	2.7	10.7	129	*142	1.3	8.4	64	*191	2.5	11.2	119
NEW YORK INCLUDING CUE	443	**60	0.2	13.5	44	**23	0.3	5.2	63	**18	0.2	4.1	31	**19	0.2	4.3	45
THE NEW YORKER	1270	388	1.6	30.6	99	**72	1.1	5.7	68	*170	1.6	13.4	103	*146	1.9	11.5	121
NEWSWEEK	6277	1973	7.9	31.4	102	480	7.2	7.6	92	842	8.0	13.4	103	651	8.5	10.4	109
THE N.Y. TIMES DAILY EDITION	1205	320	1.3	26.6	86	**59	0.9	4.9	59	*115	1.1	9.5	73	*147	1.9	12.2	129
THE N.Y. TIMES MAGAZINE	2081	469	1.9	22.5	73	**92	1.4	4.4	53	*165	1.6	7.9	61	*212	2.8	10.2	107
OMNI	788	*224	0.9	28.4	92	**73	1.1	9.3	112	**73	0.7	9.3	71	**79	1.0	10.0	106
ON CABLE	1158	460	1.8	39.7	129	**122	1.8	10.5	127	*210	2.0	18.1	139	**128	1.7	11.1	117
1001 HOME IDEAS	2852	1118	4.5	39.2	127	439	6.5	15.4	186	444	4.2	15.6	119	*235	3.1	8.2	87
ORGANIC GARDENING	1658	445	1.8	26.8	87	*132	2.0	8.0	96	*174	1.6	10.5	81	*140	1.8	8.4	89
OUTDOOR LIFE	896	303	1.2	33.8	110	**95	1.4	10.6	128	*169	1.6	18.9	145	**40	0.5	4.5	47
PARADE MAGAZINE	24275	8168	32.8	33.6	109	2037	30.4	8.4	101	3351	31.7	13.8	106	2780	36.2	11.5	121

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REFRIGERATED DOUGH PRODUCTS: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0103
P-19

	TOTAL U.S. '000	USED IN LAST 30 DAYS A '000	B % DOWN	C % ACROSS	D INDX	HEAVY USERS FOUR OR MORE A '000	B % DOWN	C % ACROSS	D INDX	MEDIUM USERS TWO-THREE A '000	B % DOWN	C % ACROSS	D INDX	LIGHT USERS ONE - LESS THAN ONE A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	24940	100.0	30.8	100	6708	100.0	8.3	100	10557	100.0	13.0	100	7675	100.0	9.5	100
PARENTS	3845	1376	5.5	35.8	116	425	6.3	11.1	133	545	5.2	14.2	109	406	5.3	10.6	111
PENTHOUSE	831	*303	1.2	36.5	118	**82	1.2	9.9	119	**125	1.2	15.0	115	**97	1.3	11.7	123
PEOPLE	11645	3721	14.9	32.0	104	880	13.1	7.6	91	1665	15.8	14.3	110	1175	15.3	10.1	106
PLAYBOY	2006	609	2.4	30.4	99	*193	2.9	9.6	116	*205	1.9	10.2	78	*211	2.7	10.5	111
POPULAR HOT RODDING	297	*143	0.6	48.1	156	**37	0.6	12.5	150	**68	0.6	22.9	176	**38	0.5	12.8	135
POPULAR MECHANICS	1018	402	1.6	39.5	128	**86	1.3	8.4	102	**154	1.5	15.1	116	**162	2.1	15.9	168
POPULAR SCIENCE	878	*265	1.1	30.2	98	**73	1.1	8.3	100	**117	1.1	13.3	102	**75	1.0	8.5	90
PREVENTION	3913	1180	4.7	30.2	98	308	4.6	7.9	95	498	4.7	12.7	98	374	4.9	9.6	101
PSYCHOLOGY TODAY	1710	515	2.1	30.1	98	**88	1.3	5.1	62	262	2.5	15.3	118	*165	2.1	9.6	102
READER'S DIGEST	22204	7175	28.8	32.3	105	1868	27.8	8.4	102	3225	30.5	14.5	111	2081	27.1	9.4	99
REDBOOK	7684	2417	9.7	31.5	102	745	11.1	9.7	117	1051	10.0	13.7	105	621	8.1	8.1	85
ROAD & TRACK	410	*226	0.9	55.1	179	**58	0.9	14.1	171	**104	1.0	25.4	195	**64	0.8	15.6	165
ROLLING STONE	969	344	1.4	35.5	115	**103	1.5	10.6	128	**95	0.9	9.8	75	*146	1.9	15.1	159
RUNNER'S WORLD	298	**86	0.3	28.9	94	**31	0.5	10.4	126	**20	0.2	6.7	51	**36	0.5	12.1	127
SATURDAY EVENING POST	1169	470	1.9	40.2	131	**83	1.2	7.1	86	*243	2.3	20.8	159	*144	1.9	12.3	130
SCIENCE 84	587	*200	0.8	34.1	111	**45	0.7	7.7	93	**63	0.6	10.7	82	**92	1.2	15.7	165
SCIENCE DIGEST	482	*165	0.7	34.2	111	**64	1.0	13.3	160	**75	0.7	15.6	119	**26	0.3	5.4	57
SCIENTIFIC AMERICAN	594	*180	0.7	30.3	98	**25	0.4	4.2	51	**114	1.1	19.2	147	**41	0.5	6.9	73
SELF	2089	716	2.9	34.3	111	*204	3.0	9.8	118	*250	2.4	12.0	92	262	3.4	12.5	132
SEVENTEEN	2411	855	3.4	35.5	115	*205	3.1	8.5	103	387	3.7	16.1	123	*263	3.4	10.9	115
SKI	480	**107	0.4	22.3	72	**16	0.2	3.3	40	**49	0.5	10.2	78	**42	0.5	8.8	92
SMITHSONIAN	2760	771	3.1	27.9	91	*187	2.8	6.8	82	246	2.3	8.9	68	338	4.4	12.2	129
SOAP OPERA DIGEST	3013	1179	4.7	39.1	127	411	6.1	13.6	165	468	4.4	15.5	119	300	3.9	10.0	105
SOUTHERN LIVING	4184	1796	7.2	42.9	139	527	7.9	12.6	152	798	7.6	19.1	146	471	6.1	11.3	119
SPORT	559	*240	1.0	42.9	139	**131	2.0	23.4	283	**79	0.7	14.1	108	**31	0.4	5.5	59
THE SPORTING NEWS	436	**87	0.3	20.0	65	**33	0.5	7.6	91	**35	0.3	8.0	62	**18	0.2	4.1	44
SPORTS AFIELD	493	*163	0.7	33.1	107	**38	0.6	7.7	93	**74	0.7	15.0	115	**51	0.7	10.3	109
SPORTS ILLUSTRATED	2758	1024	4.1	37.1	121	322	4.8	11.7	141	407	3.9	14.8	113	295	3.8	10.7	113
STAR	7456	2476	9.9	33.2	108	850	12.7	11.4	138	893	8.5	12.0	92	733	9.6	9.8	104
SUNDAY	24936	7685	30.8	30.8	100	1749	26.1	7.0	85	3398	32.2	13.6	105	2538	33.1	10.2	107
SUNSET	2124	598	2.4	28.2	91	**91	1.4	4.3	52	*231	2.2	10.9	83	*276	3.6	13.0	137
TV GUIDE	21661	7149	28.7	33.0	107	2047	30.5	9.5	114	2990	28.3	13.8	106	2112	27.5	9.8	103
TENNIS	550	*236	0.9	42.9	139	**106	1.6	19.3	233	**78	0.7	14.2	109	**52	0.7	9.5	100
TIME	8880	2697	10.8	30.4	99	764	11.4	8.6	104	1112	10.5	12.5	96	822	10.7	9.3	98
TOWN & COUNTRY	917	235	0.9	25.6	83	**76	1.1	8.3	100	**86	0.8	9.4	72	**73	1.0	8.0	84
TRAVEL & LEISURE	972	342	1.4	35.2	114	**95	1.4	9.8	118	*144	1.4	14.8	114	*103	1.3	10.6	112
TRUE STORY	3356	1298	5.2	38.7	126	399	5.9	11.9	144	507	4.8	15.1	116	392	5.1	11.7	123
U.S.NEWS & WORLD REPORT	3410	1118	4.5	32.8	106	224	3.3	6.6	79	525	5.0	15.4	118	369	4.8	10.8	114
USA TODAY	1759	641	2.6	36.4	118	*198	3.0	11.3	136	*239	2.3	13.6	104	*203	2.6	11.5	122
US	1873	573	2.3	30.6	99	**128	1.9	6.8	83	*258	2.4	13.8	106	*188	2.4	10.0	106
VOGUE	3909	1079	4.3	27.6	90	235	3.5	6.0	73	444	4.2	11.4	87	400	5.2	10.2	108
WALL STREET JOURNAL	1886	602	2.4	31.9	104	**109	1.6	5.8	70	318	3.0	16.9	129	*176	2.3	9.3	98
WEIGHT WATCHERS	2120	706	2.8	33.3	108	*267	4.0	12.6	152	274	2.6	12.9	99	*165	2.1	7.8	82
WOMAN'S DAY	14172	4621	18.5	32.6	106	1345	20.1	9.5	115	1715	16.2	12.1	93	1561	20.3	11.0	116
WORKING MOTHER	1146	367	1.5	32.0	104	*124	1.8	10.8	131	*159	1.5	13.9	106	**84	1.1	7.3	77
WORKING WOMAN	1322	459	1.8	34.7	113	*192	2.9	14.5	175	*141	1.3	10.7	82	*126	1.6	9.5	101
WORLD TENNIS	*163	**42	0.2	25.8	84	**14	0.2	8.6	104	**23	0.2	14.1	108	**5	0.1	3.1	32
ZIFF-DAVIS MAG NETWK (GROSS)	2532	849	3.4	33.5	109	*248	3.7	9.8	118	334	3.2	13.2	101	266	3.5	10.5	111
BLAIR INSERTS	43657	13802	55.3	31.6	103	3355	50.0	7.7	93	5835	55.3	13.4	103	4612	60.1	10.6	111
DAILY NEWSPAPERS																	
READ ANY	51633	16211	65.0	31.4	102	4269	63.6	8.3	100	6878	65.2	13.3	102	5064	66.0	9.8	103
READ ONE	43463	13665	54.8	31.4	102	3701	55.2	8.5	103	5795	54.9	13.3	102	4169	54.3	9.6	101
READ TWO OR MORE	8170	2546	10.2	31.2	101	568	8.5	7.0	84	1082	10.2	13.2	102	896	11.7	11.0	116
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	16714	67.0	31.7	103	4202	62.6	8.0	96	7155	67.8	13.6	104	5358	69.8	10.2	107
READ ONE	46126	14707	59.0	31.9	104	3791	56.5	8.2	99	6306	59.7	13.7	105	4611	60.1	10.0	105
READ TWO OR MORE	6552	2007	8.0	30.6	99	411	6.1	6.3	76	849	8.0	13.0	99	747	9.7	11.4	120
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	29.96				25.36				30.44				33.26			
30 DAY REACH	71455	21722	87.1	30.4	99	5771	86.0	8.1	98	9265	87.8	13.0	99	6686	87.1	9.4	99
50 SHWG - 30 DAY AV FREQ	14.56	15.75				13.43				16.01				17.36			
30 DAY REACH	67742	20724	83.1	30.6	99	5461	81.4	8.1	97	8843	83.8	13.1	100	6421	83.7	9.5	100
25 SHWG - 30 DAY AV FREQ	7.94	8.47				7.08				8.73				9.31			
30 DAY REACH	62117	19275	77.3	31.0	101	5168	77.0	8.3	100	8138	77.1	13.1	101	5970	77.8	9.6	101
CABLE TV: HOME WIRED	32077	10572	42.4	33.0	107	2986	44.5	9.3	112	4628	43.8	14.4	111	2958	38.5	9.2	97
HOME NOT WIRED	48909	14369	57.6	29.4	95	3722	55.5	7.6	92	5929	56.2	12.1	93	4718	61.5	9.6	102
HAVE PAY CABLE	15935	5544	22.2	34.8	113	1532	22.8	9.6	116	2340	22.2	14.7	113	1672	21.8	10.5	111

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REFRIGERATED DOUGH PRODUCTS: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0104
P-19

	TOTAL U.S. '000	USED IN LAST 30 DAYS A '000	B % DOWN	C % ACROSS	D INDX	HEAVY USERS FOUR OR MORE A '000	B % DOWN	C % ACROSS	D INDX	MEDIUM USERS TWO-THREE A '000	B % DOWN	C % ACROSS	D INDX	LIGHT USERS ONE - LESS THAN ONE A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80786	24940	100.0	30.8	100	6708	100.0	8.3	100	10557	100.0	13.0	100	7675	100.0	9.5	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	14047	56.3	32.0	104	3664	54.6	8.3	101	5954	56.4	13.6	104	4429	57.7	10.1	106
10:00 AM - 3:00 PM	30659	10090	40.5	32.9	107	2729	40.7	8.9	107	3760	35.6	12.3	94	3601	46.9	11.7	124
3:00 PM - 7:00 PM	31045	10316	41.4	33.2	108	2714	40.5	8.7	106	4342	41.1	14.0	107	3259	42.5	10.5	111
7:00 PM - MIDNIGHT	15767	4956	19.9	31.4	102	1225	18.3	7.8	94	2034	19.3	12.9	99	1697	22.1	10.8	114
MIDNIGHT - 6:00 AM	9120	2904	11.6	31.8	103	814	12.1	8.9	108	1127	10.7	12.4	95	963	12.5	10.6	111
6:00 AM - MIDNIGHT	58527	18816	75.4	32.1	104	4948	73.8	8.5	102	7943	75.2	13.6	104	5925	77.2	10.1	107
ENTIRE DAY	59311	19058	76.4	32.1	104	5069	75.6	8.5	103	8018	75.9	13.5	104	5972	77.8	10.1	106
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	5107	20.5	31.6	103	1185	17.7	7.3	88	2319	22.0	14.3	110	1603	20.9	9.9	105
ALL NEWS	2256	644	2.6	28.5	93	*137	2.0	6.1	73	293	2.8	13.0	100	*214	2.8	9.5	100
AOR/PROGRESSIVE	3874	1287	5.2	33.2	108	305	4.5	7.9	95	536	5.1	13.8	106	446	5.8	11.5	121
BEAUTIFUL MUSIC	5660	1824	7.3	32.2	105	434	6.5	7.7	93	704	6.7	12.4	95	686	8.9	12.1	128
BLACK	2204	797	3.2	36.2	117	312	4.7	14.2	171	321	3.0	14.6	112	*163	2.1	7.4	78
CLASSICAL	1418	410	1.6	28.9	94	**41	0.6	2.9	35	*193	1.8	13.6	104	*176	2.3	12.4	131
CHR/ROCK	9538	3116	12.5	32.7	106	750	11.2	7.9	95	1354	12.8	14.2	109	1012	13.2	10.6	112
COUNTRY	12648	4736	19.0	37.4	122	1450	21.6	11.5	138	1803	17.1	14.3	109	1484	19.3	11.7	124
GOLDEN OLDIES	1191	339	1.4	28.5	92	**148	2.2	12.4	150	**131	1.2	11.0	84	**61	0.8	5.1	54
MOR/NOSTALGIA	4757	1391	5.6	29.2	95	319	4.8	6.7	81	583	5.5	12.3	94	489	6.4	10.3	108
NEWS/TALK	3863	1069	4.3	27.7	90	*167	2.5	4.3	52	448	4.2	11.6	89	453	5.9	11.7	124
RELIGIOUS	3084	730	2.9	23.7	77	*228	3.4	7.4	89	*256	2.4	8.3	64	*245	3.2	7.9	84
SOFT ROCK	521	*170	0.7	32.6	106	**49	0.7	9.4	114	**64	0.6	12.3	94	**57	0.7	10.9	115
URBAN CONTEMPORARY	1585	566	2.3	35.7	116	*222	3.3	14.0	169	*196	1.9	12.4	95	*147	1.9	9.3	98
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	1078	4.3	33.1	107	237	3.5	7.3	88	512	4.8	15.7	120	330	4.3	10.1	107
ABC DIRECTION	2316	701	2.8	30.3	98	243	3.6	10.5	127	268	2.5	11.6	89	*190	2.5	8.2	87
ABC ENTERTAINMENT	4834	1663	6.7	34.4	112	513	7.6	10.6	128	695	6.6	14.4	110	455	5.9	9.4	99
ABC FM	2202	748	3.0	34.0	110	*246	3.7	11.2	135	289	2.7	13.1	101	*213	2.8	9.7	102
ABC INFORMATION	5425	1763	7.1	32.5	106	304	4.5	5.6	68	846	8.0	15.6	120	613	8.0	11.3	119
ABC ROCK	1677	584	2.3	34.8	113	*149	2.2	8.9	107	*228	2.2	13.6	104	*208	2.7	12.4	131
CBS	4430	1396	5.6	31.5	102	295	4.4	6.7	80	608	5.8	13.7	105	492	6.4	11.1	117
MUTUAL	4992	1788	7.2	35.8	116	498	7.4	10.0	120	699	6.6	14.0	107	591	7.7	11.8	125
NBC	4679	1258	5.0	26.9	87	276	4.1	5.9	71	477	4.5	10.2	78	505	6.6	10.8	114
RADIORADIO	1994	636	2.6	31.9	104	*207	3.1	10.4	125	*197	1.9	9.9	76	*232	3.0	11.6	123
RKO ONE	2298	733	2.9	31.9	104	*248	3.7	10.8	130	258	2.4	11.2	86	*228	3.0	9.9	105
RKO TWO	3311	1038	4.2	31.4	102	330	4.9	10.0	120	377	3.6	11.4	87	331	4.3	10.0	105
THE SOURCE	2114	864	3.5	40.9	133	*249	3.7	11.8	142	395	3.7	18.7	143	*220	2.9	10.4	110
NON-WIRED : BLAIR	8654	3057	12.3	35.3	115	953	14.2	11.0	133	1288	12.2	14.9	114	816	10.6	9.4	99
INTERNET	12025	4093	16.4	34.0	111	1086	16.2	9.0	109	1519	14.4	12.6	97	1488	19.4	12.4	131
KATZ RADIO GROUP	15359	4654	18.7	30.3	98	1165	17.4	7.6	92	1916	18.1	12.5	96	1573	20.5	10.2	108
SUPERNET	10628	3490	14.0	32.8	107	918	13.7	8.6	104	1387	13.1	13.1	100	1186	15.5	11.2	118
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	2403	9.6	27.8	90	660	9.8	7.6	92	1075	10.2	12.4	95	668	8.7	7.7	81
WKDAY 9:00 AM - 1:00 PM	12163	3811	15.3	31.3	102	1071	16.0	8.8	106	1604	15.2	13.2	101	1136	14.8	9.3	99
WKDAY 1:00 PM - 4:30 PM	16150	5184	20.8	32.1	104	1574	23.5	9.7	118	2099	19.9	13.0	100	1511	19.7	9.4	99
WKDAY 4:30 PM - 7:30 PM	22463	6756	27.1	30.1	98	1817	27.1	8.1	98	2775	26.3	12.4	95	2164	28.2	9.6	102
WKDAY 7:30 PM - 8:00 PM	31795	9757	39.1	30.7	100	2621	39.1	8.2	100	3950	37.4	12.4	95	3186	41.5	10.0	106
WKDAY 11:00 PM - 11:30 PM	23977	7666	30.7	32.0	104	2022	30.1	8.4	102	3318	31.4	13.8	106	2326	30.3	9.7	102
WKDAY 11:30 PM - 1:00 AM	7703	2518	10.1	32.7	106	714	10.6	9.3	112	1028	9.7	13.3	102	776	10.1	10.1	106
M-SAT 8-11 PM+SUN 7-11 PM	33800	10613	42.6	31.4	102	2853	42.5	8.4	102	4341	41.1	12.8	99	3419	44.5	10.1	107
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	2029	8.1	31.0	101	610	9.1	9.3	113	868	8.2	13.3	102	550	7.2	8.4	89
ANOTHER WORLD N	4620	1651	6.6	35.7	116	490	7.3	10.6	128	694	6.6	15.0	115	467	6.1	10.1	107
AS THE WORLD TURNS C	5614	1736	7.0	30.9	100	519	7.7	9.2	112	624	5.9	11.1	85	592	7.7	10.5	111
CAPITOL C	3396	1003	4.0	29.5	96	325	4.8	9.6	116	401	3.8	11.8	91	278	3.6	8.2	86
CBS MORN. NEWS 1 C	1446	395	1.6	27.3	89	129	1.9	8.9	108	180	1.7	12.4	95	87	1.1	6.0	63
CBS MORN. NEWS 2 C	1207	250	1.0	20.7	67	*83	1.2	6.9	83	105	1.0	8.7	67	*62	0.8	5.1	54
DAYS OF OUR LIVES N	5877	2199	8.8	37.4	122	717	10.7	12.2	147	824	7.8	14.0	108	658	8.6	11.2	118
FACTS OF LIFE - DAYTIME N	2290	778	3.1	34.0	110	253	3.8	11.0	133	242	2.3	10.6	81	283	3.7	12.4	130
FAMILY FEUD A	3023	841	3.4	27.8	90	256	3.8	8.5	102	354	3.4	11.7	90	232	3.0	7.7	81
GENERAL HOSPITAL A	6097	1918	7.7	31.5	102	564	8.4	9.3	112	870	8.2	14.3	109	484	6.3	7.9	84
GOOD MORNING, AMERICA-730 A	3515	865	3.5	24.6	80	343	5.1	9.8	118	351	3.3	10.0	77	171	2.2	4.9	51
GOOD MORNING, AMERICA-830 A	2818	856	3.4	30.4	99	260	3.9	9.2	111	313	3.0	11.1	85	282	3.7	10.0	106
GUIDING LIGHT C	5339	1642	6.6	30.8	100	518	7.7	9.7	117	620	5.9	11.6	89	504	6.6	9.4	100
ONE LIFE TO LIVE A	4478	1555	6.2	34.7	113	496	7.4	11.1	134	662	6.3	14.8	113	397	5.2	8.9	94
PRESS YOUR LUCK C	2244	708	2.8	31.6	102	181	2.7	8.1	97	307	2.9	13.7	105	220	2.9	9.8	103
PRICE IS RIGHT 1 C	4348	1342	5.4	30.9	100	393	5.9	9.0	109	632	6.0	14.5	112	317	4.1	7.3	77
PRICE IS RIGHT 2 C	5014	1561	6.3	31.1	101	441	6.6	8.8	106	720	6.8	14.4	110	399	5.2	8.0	84
RYAN'S HOPE A	3150	939	3.8	29.8	97	289	4.3	9.2	111	335	3.2	10.6	82	315	4.1	10.0	106
SALE OF THE CENTURY N	2695	842	3.4	31.2	101	272	4.1	10.1	122	316	3.0	11.7	90	254	3.3	9.4	99
SEARCH FOR TOMORROW N	2319	753	3.0	32.5	105	183	2.7	7.9	95	354	3.4	15.3	117	216	2.8	9.3	98
TODAY SHOW 1 N	2693	683	2.7	25.4	82	131	2.0	4.9	59	324	3.1	12.0	92	228	3.0	8.5	89
TODAY SHOW 2 N	2498	649	2.6	26.0	84	154	2.3	6.2	74	276	2.6	11.0	85	218	2.8	8.7	92
$25,000 PYRAMID C	2753	755	3.0	27.4	89	214	3.2	7.8	94	300	2.8	10.9	84	241	3.1	8.8	92
WHEEL OF FORTUNE N	4388	1359	5.4	31.0	101	340	5.1	7.7	94	566	5.4	12.9	99	453	5.9	10.3	109
YOUNG AND THE RESTLESS C	5695	1944	7.8	34.1	111	605	9.0	10.6	128	831	7.9	14.6	112	508	6.6	8.9	94
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	497	2.0	28.2	92	*117	1.7	6.6	80	189	1.8	10.7	82	191	2.5	10.9	115
NBA PLAYOFF GAME -1 C	1136	360	1.4	31.7	103	*67	1.0	5.9	71	181	1.7	15.9	122	*111	1.4	9.8	103
NBC MAJOR LEAGUE PRE-GAME N	953	392	1.6	41.1	134	**131	2.0	13.7	166	**125	1.2	13.1	101	**135	1.8	14.2	149
SPORTSWORLD - SUN N	1233	360	1.4	29.2	95	*114	1.7	9.2	112	*152	1.4	12.3	95	*94	1.2	7.6	80
SUNDAY MORNING E	1611	395	1.6	24.5	80	*95	1.4	5.9	71	179	1.7	11.1	85	*121	1.6	7.5	79

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0105
P-19

		TOTAL U.S. '000	USED IN LAST 30 DAYS A '000	USED IN LAST 30 DAYS B % DOWN	USED IN LAST 30 DAYS C % ACROSS	USED IN LAST 30 DAYS D INDX	HEAVY USERS FOUR OR MORE A '000	HEAVY USERS FOUR OR MORE B % DOWN	HEAVY USERS FOUR OR MORE C % ACROSS	HEAVY USERS FOUR OR MORE D INDX	MEDIUM USERS TWO-THREE A '000	MEDIUM USERS TWO-THREE B % DOWN	MEDIUM USERS TWO-THREE C % ACROSS	MEDIUM USERS TWO-THREE D INDX	LIGHT USERS ONE - LESS THAN ONE A '000	LIGHT USERS ONE - LESS THAN ONE B % DOWN	LIGHT USERS ONE - LESS THAN ONE C % ACROSS	LIGHT USERS ONE - LESS THAN ONE D INDX
TOTAL FEMALE HOMEMAKERS		80986	24940	100.0	30.8	100	6708	100.0	8.3	100	10557	100.0	13.0	100	7675	100.0	9.5	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	7656	30.7	29.4	95	2183	32.5	8.4	101	3156	29.9	12.1	93	2317	30.2	8.9	94
NETWORK AFFILIATES - LATE		20261	6380	25.6	31.5	102	1642	24.5	8.1	98	2761	26.2	13.6	105	1977	25.8	9.8	103
INDEPENDENTS - LATE		2076	553	2.2	26.6	86	127	1.9	6.1	74	206	2.0	9.9	76	221	2.9	10.6	112
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	3386	13.6	32.4	105	1094	16.3	10.5	126	1271	12.0	12.2	93	1021	13.3	9.8	103
ABC MONDAY NIGHT MOVIE	A	6412	2056	8.2	32.1	104	488	7.3	7.6	92	977	9.3	15.2	117	591	7.7	9.2	97
ABC SUNDAY NIGHT MOVIE	A	12407	3529	14.1	28.4	92	882	13.1	7.1	86	1509	14.3	12.2	93	1138	14.8	9.2	97
ABC WORLD NEWS TONIGHT	A	6176	1767	7.1	28.6	93	531	7.9	8.6	104	716	6.8	11.6	89	521	6.8	8.4	89
AFTERMASH	C	5863	1794	7.2	30.6	99	417	6.2	7.1	86	716	6.8	12.2	94	661	8.6	11.3	119
ALICE	C	9594	3024	12.1	31.5	102	774	11.5	8.1	97	1165	11.0	12.1	93	1085	14.1	11.3	119
AMERICAN PARADE	C	6622	1869	7.5	28.2	92	432	6.4	6.5	79	798	7.6	12.1	92	639	8.3	9.6	102
BENSON	A	10886	3111	12.5	28.6	93	701	10.5	6.4	78	1401	13.3	12.9	99	1009	13.1	9.3	98
BLUE THUNDER	A	5036	1710	6.9	34.0	110	487	7.3	9.7	117	592	5.6	11.8	90	631	8.2	12.5	132
CAGNEY & LACEY	C	9965	3329	13.3	33.4	108	948	14.1	9.5	115	1234	11.7	12.4	95	1147	14.9	11.5	121
CBS EVENING NEWS-DEAN	C	3491	8[illegible]	3.5	25.3	82	*177	2.6	5.1	61	334	3.2	9.6	73	371	4.8	10.6	112
CBS EVENING NEWS-RATHER	C	7123	2021	8.1	28.4	92	417	6.2	5.9	71	943	8.9	13.2	102	660	8.6	9.3	98
CBS SAT. NEWS-SCHIEFFER	C	3621	1064	4.3	29.4	95	205	3.1	5.7	68	464	4.4	12.8	98	394	5.1	10.9	115
CBS SATURDAY NIGHT MOVIE	C	5436	1824	7.3	33.6	109	485	7.2	8.9	108	725	6.9	13.3	102	614	8.0	11.3	119
CBS WEDNESDAY NIGHT MOVIE	C	6100	1728	6.9	28.3	92	427	6.4	7.0	85	672	6.4	11.0	85	629	8.2	10.3	109
CHEERS	N	8889	2860	11.5	32.2	104	847	12.6	9.5	115	1217	11.5	13.7	105	795	10.4	8.9	94
DALLAS	C	22109	7074	28.4	32.0	104	2077	31.0	9.4	113	2968	28.1	13.4	103	2028	26.4	9.2	97
DIFF'RENT STROKES	N	6940	2062	8.3	29.7	96	627	9.3	9.0	109	804	7.6	11.6	89	631	8.2	9.1	96
DOUBLE TROUBLE	N	7223	2448	9.8	33.9	110	765	11.4	10.6	128	967	9.2	13.4	103	717	9.3	9.9	105
DUCK FACTORY	N	5595	1920	7.7	34.3	111	539	8.0	9.6	116	766	7.3	13.7	105	615	8.0	11.0	116
DUKES OF HAZZARD	C	5768	1771	7.1	30.7	100	603	9.0	10.5	126	728	6.9	12.6	97	441	5.7	7.6	81
DYNASTY	A	20053	6422	25.7	32.0	104	1911	28.5	9.5	115	2935	27.8	14.6	112	1575	20.5	7.9	83
FACTS OF LIFE	N	8087	2528	10.1	31.3	102	820	12.2	10.1	122	847	8.0	10.5	80	861	11.2	10.6	112
FALCON CREST	C	20046	6505	26.1	32.5	105	1941	28.9	9.7	117	2792	26.4	13.9	107	1772	23.1	8.8	93
FALL GUY	A	9084	2768	11.1	30.5	99	916	13.7	10.1	122	1164	11.0	12.8	98	688	9.0	7.6	80
FAMILY TIES	N	7964	2574	10.3	32.3	105	903	13.5	11.3	137	1016	9.6	12.8	98	655	8.5	8.2	87
FANTASY ISLAND	A	7687	2077	8.3	27.0	88	673	10.0	8.8	106	764	7.2	9.9	76	640	8.3	8.3	88
FOULUPS,BLEEPS & BLUNDERS	A	8861	2633	10.6	29.7	96	692	10.3	7.8	94	1090	10.3	12.3	94	852	11.1	9.6	101
FOUR SEASONS	C	5095	1632	6.5	32.0	104	386	5.8	7.6	91	611	5.8	12.0	92	636	8.3	12.5	132
GIMME A BREAK	N	8838	2871	11.5	32.5	105	957	14.3	10.8	131	1108	10.5	12.5	96	806	10.5	9.1	96
HART TO HART	A	8978	2760	11.1	30.7	100	807	12.0	9.0	109	1058	10.0	11.8	90	895	11.7	10.0	105
HILL STREET BLUES	N	8590	2986	12.0	34.8	113	919	13.7	10.7	129	1174	11.1	13.7	105	893	11.6	10.4	110
HOTEL	A	14085	4361	17.5	31.0	101	1301	19.4	9.2	112	1966	18.6	14.0	107	1094	14.3	7.8	82
JEFFERSONS	C	9360	2855	11.4	30.5	99	759	11.3	8.1	98	966	9.2	10.3	79	1130	14.7	12.1	127
JENNIFER SLEPT HERE	N	5841	1716	6.9	29.4	95	546	8.1	9.3	113	581	5.5	9.9	76	589	7.7	10.1	106
KATE & ALLIE	C	9206	2877	11.5	31.3	101	691	10.3	7.5	91	976	9.2	10.6	81	1210	15.8	13.1	139
KNIGHT RIDER	N	7076	2271	9.1	32.1	104	704	10.5	9.9	120	833	7.9	11.8	90	735	9.6	10.4	110
LOVE BOAT	A	12219	3546	14.2	29.0	94	936	14.0	7.7	92	1342	12.7	11.0	84	1268	16.5	10.4	110
MAGNUM PI	C	11199	3604	14.5	32.2	105	983	14.7	8.8	106	1463	13.9	13.1	100	1159	15.1	10.3	109
MAMA'S FAMILY	N	6057	1908	7.7	31.5	102	586	8.7	9.7	117	683	6.5	11.3	87	639	8.3	10.5	111
MASTER, THE	N	3598	1273	5.1	35.4	115	468	7.0	13.0	157	431	4.1	12.0	92	374	4.9	10.4	110
MATT HOUSTON	A	6344	2062	8.3	32.5	106	562	8.4	8.9	107	787	7.5	12.4	95	713	9.3	11.2	119
NBC MONDAY NIGHT MOVIE	N	11994	3889	15.6	32.4	105	1104	16.5	9.2	111	1650	15.6	13.8	106	1135	14.8	9.5	100
NBC NIGHTLY NEWS	N	5132	1713	6.9	33.4	108	525	7.8	10.2	124	698	6.6	13.6	104	491	6.4	9.6	101
NBC NIGHTLY NEWS-SAT	N	3375	945	3.8	28.0	91	312	4.7	9.2	112	323	3.1	9.6	73	310	4.0	9.2	97
NBC NIGHTLY NEWS-SUN	N	3130	948	3.8	30.3	98	*168	2.5	5.4	65	383	3.6	12.2	94	397	5.2	12.7	134
NBC SUNDAY NIGHT MOVIE	N	8284	2667	10.7	32.2	105	860	12.8	10.4	125	1127	10.7	13.6	104	680	8.9	8.2	87
NEWHART	C	9240	2960	11.9	32.0	104	863	12.9	9.3	113	983	9.3	10.6	82	1115	14.5	12.1	127
ONE DAY AT A TIME	C	7288	2098	8.4	28.8	93	560	8.3	7.7	93	917	8.7	12.6	97	622	8.1	8.5	90
PEOPLE ARE FUNNY	N	4855	1472	5.9	30.3	98	468	7.0	9.6	116	526	5.0	10.8	83	478	6.2	9.8	104
REAL PEOPLE	N	8869	2808	11.3	31.7	103	803	12.0	9.1	109	1034	9.8	11.7	89	971	12.7	10.9	116
REMINGTON STEELE	N	7743	2443	9.8	31.6	102	685	10.2	8.8	107	934	8.8	12.1	93	824	10.7	10.6	112
RIPLEY'S BELIEVE IT - NOT	A	5345	1704	6.8	31.9	104	490	7.3	9.2	111	662	6.3	12.4	95	552	7.2	10.3	109
RIPTIDE	N	6988	2394	9.6	34.3	111	571	8.5	8.2	99	1015	9.6	14.5	111	808	10.5	11.6	122
SCARECROW & MRS. KING	C	10002	3213	12.9	32.1	104	883	13.2	8.8	107	1293	12.2	12.9	99	1038	13.5	10.4	110
SIMON & SIMON	C	10638	3457	13.9	32.5	106	967	14.4	9.1	110	1414	13.4	13.3	102	1076	14.0	10.1	107
60 MINUTES	C	13293	3656	14.7	27.5	89	743	11.1	5.6	67	1596	15.1	12.0	92	1317	17.2	9.9	105
ST. ELSEWHERE	N	7017	2452	9.8	34.9	113	768	11.4	10.9	132	935	8.9	13.3	102	749	9.8	10.7	113
THREE'S COMPANY	A	10917	3468	13.9	31.8	103	1192	17.8	10.9	132	1134	10.7	10.4	80	1142	14.9	10.5	110
T.J. HOOKER	A	9204	2859	11.5	31.1	101	821	12.2	8.9	108	1076	10.2	11.7	90	962	12.5	10.5	110
TONIGHT SHOW	N	2372	718	2.9	30.3	98	197	2.9	8.3	100	321	3.0	13.5	104	200	2.6	8.4	89
TRAPPER JOHN, M.D.	C	9846	2983	12.0	30.3	98	718	10.7	7.3	88	1190	11.3	12.1	93	1075	14.0	10.9	115
TV BLOOPERS & PRAC. JOKES	N	9105	2667	10.7	29.3	95	589	8.8	6.5	78	1080	10.2	11.9	91	998	13.0	11.0	116
20/20	A	9387	2924	11.7	31.1	101	601	9.0	6.4	77	1306	12.4	13.9	107	1016	13.2	10.8	114
WEBSTER	A	11067	3214	12.9	29.0	94	814	12.1	7.4	89	1343	12.7	12.1	93	1057	13.8	9.6	101
WORLD NEWS - SUN	A	3062	930	3.7	30.4	99	*291	4.3	9.5	115	372	3.5	12.1	93	267	3.5	8.7	92
YELLOW ROSE	N	4978	1590	6.4	31.9	104	549	8.2	11.0	133	542	5.1	10.9	84	499	6.5	10.0	106
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	3134	12.6	35.3	115	788	11.7	8.9	107	1417	13.4	16.0	122	930	12.1	10.5	111
BASKETBALL - COLLEGE GAMES		4080	1718	6.9	42.1	137	*474	7.1	11.6	140	736	7.0	18.0	138	*508	6.6	12.5	131
BASKETBALL - PRO GAMES		3607	1479	5.9	41.0	133	*398	5.9	11.0	133	771	7.3	21.4	164	*311	4.1	8.6	91
BOWLING		3883	1383	5.5	35.6	116	*337	5.0	8.7	105	623	5.9	16.0	123	*423	5.5	10.9	115
BOXING		3928	1511	6.1	38.5	125	*493	7.3	12.6	152	637	6.0	16.2	124	*381	5.0	9.7	102
FOOTBALL - COLLEGE GAMES		6366	2622	10.5	41.2	134	882	13.1	13.9	167	1208	11.4	19.0	146	532	6.9	8.4	88
FOOTBALL - PRO GAMES		11300	4478	18.0	39.6	129	1250	18.6	11.1	134	1915	18.1	16.9	130	1313	17.1	11.6	123
GOLF		3378	1004	4.0	29.7	97	**210	3.1	6.2	75	*445	4.2	13.2	101	*349	4.5	10.3	109
POST-SEASON COLL. FOOTBALL		4906	1846	7.4	37.6	122	622	9.3	12.7	153	787	7.5	16.0	123	*437	5.7	8.9	94
POST-SEASON PRO FOOTBALL		6120	2325	9.3	38.0	123	632	9.4	10.3	125	945	9.0	15.4	118	749	9.8	12.2	129
TENNIS		3033	874	3.5	28.8	94	**161	2.4	5.3	64	*389	3.7	12.8	98	*323	4.2	10.6	112
WRESTLING - PROFESSIONAL		3344	1493	6.0	44.6	145	*551	8.2	16.5	199	647	6.1	19.3	148	**295	3.8	8.8	93

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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FROZEN DOUGH PRODUCTS: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0106
P-19

	TOTAL U.S. '000	USED IN LAST 30 DAYS A '000	B % DOWN	C % ACROSS	D INDX	HEAVY USERS FOUR OR MORE A '000	B % DOWN	C % ACROSS	D INDX	MEDIUM USERS TWO-THREE A '000	B % DOWN	C % ACROSS	D INDX	LIGHT USERS ONE - LESS THAN ONE A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	10389	100.0	12.8	100	1814	100.0	2.2	100	4155	100.0	5.1	100	4420	100.0	5.5	100
18 - 24	9282	1042	10.0	11.2	88	**299	16.5	3.2	144	*350	8.4	3.8	73	*394	8.9	4.2	78
25 - 34	19072	2627	25.3	13.8	107	*356	19.6	1.9	83	1092	26.3	5.7	112	1179	26.7	6.2	113
35 - 44	14591	2521	24.3	17.3	135	*462	25.5	3.2	141	1061	25.5	7.3	142	999	22.6	6.8	125
45 - 54	11345	1816	17.5	16.0	125	*314	17.3	2.8	124	794	19.1	7.0	136	708	16.0	6.2	114
55 - 64	11635	1189	11.4	10.2	80	**160	8.8	1.4	61	*459	11.0	3.9	77	571	12.9	4.9	90
65 OR OLDER	15061	1193	11.5	7.9	62	**224	12.3	1.5	66	400	9.6	2.7	52	570	12.9	3.8	69
18 - 34	28354	3669	35.3	12.9	101	655	36.1	2.3	103	1442	34.7	5.1	99	1572	35.6	5.5	102
18 - 49	48339	6974	67.1	14.4	112	1287	70.9	2.7	119	2834	68.2	5.9	114	2854	64.6	5.9	108
25 - 54	45008	6965	67.0	15.5	121	1132	62.4	2.5	112	2947	70.9	6.5	128	2886	65.3	6.4	117
35 - 49	19985	3305	31.8	16.5	129	632	34.8	3.2	141	1391	33.5	7.0	136	1282	29.0	6.4	118
50 OR OLDER	32647	3414	32.9	10.5	82	*527	29.1	1.6	72	1322	31.8	4.0	79	1565	35.4	4.8	88
GRADUATED COLLEGE	11155	1335	12.9	12.0	93	**99	5.5	0.9	40	571	13.7	5.1	100	666	15.1	6.0	109
ATTENDED COLLEGE	13682	1955	18.8	14.3	111	*289	15.9	2.1	94	935	22.5	6.8	133	731	16.5	5.3	98
GRADUATED HIGH SCHOOL	33880	5061	48.7	14.9	116	1030	56.8	3.0	136	1944	46.8	5.7	112	2087	47.2	6.2	113
DID NOT GRADUATE HIGH SCHOOL	22270	2038	19.6	9.2	71	*396	21.8	1.8	79	705	17.0	3.2	62	936	21.2	4.2	77
EMPLOYED	40306	5241	50.4	13.0	101	865	47.7	2.1	96	2132	51.3	5.3	103	2245	50.8	5.6	102
EMPLOYED FULL-TIME	32850	4461	42.9	13.6	106	708	39.0	2.2	96	1863	44.8	5.7	111	1890	42.8	5.8	105
EMPLOYED PART-TIME	7456	781	7.5	10.5	82	**157	8.7	2.1	94	*269	6.5	3.6	70	*355	8.0	4.8	87
NOT EMPLOYED	40680	5147	49.5	12.7	99	949	52.3	2.3	104	2024	48.7	5.0	97	2175	49.2	5.3	98
PROFESSIONAL/MANAGER	10392	1274	12.3	12.3	96	**148	8.2	1.4	64	*509	12.3	4.9	95	*616	13.9	5.9	109
TECH/CLERICAL/SALES	17574	2472	23.8	14.1	110	*415	22.9	2.4	105	964	23.2	5.5	107	1094	24.8	6.2	114
PRECISION/CRAFT	985	**111	1.1	11.3	88	**47	2.6	4.8	213	**31	0.7	3.1	61	**33	0.7	3.4	61
OTHER EMPLOYED	11354	1385	13.3	12.2	95	*255	14.1	2.2	100	627	15.1	5.5	108	*503	11.4	4.4	81
SINGLE	9863	963	9.3	9.8	76	**179	9.9	1.8	81	*400	9.6	4.1	79	*384	8.7	3.9	71
MARRIED	51375	7261	69.9	14.1	110	1287	70.9	2.5	112	2983	71.8	5.8	113	2991	67.7	5.8	107
DIVORCED/SEPARATED/WIDOWED	19748	2164	20.8	11.0	85	*347	19.1	1.8	78	772	18.6	3.9	76	1045	23.6	5.3	97
PARENTS	32590	5350	51.5	16.4	128	1141	62.9	3.5	156	2109	50.8	6.5	126	2099	47.5	6.4	118
WHITE	70416	9475	91.2	13.5	105	1500	82.7	2.1	95	3732	89.8	5.3	103	4243	96.0	6.0	110
BLACK	8778	877	8.4	10.0	78	*300	16.5	3.4	153	*406	9.8	4.6	90	*171	3.9	1.9	36
OTHER	1791	**36	0.3	2.0	16	**13	0.7	0.7	32	**18	0.4	1.0	20	**6	0.1	0.3	6
NORTHEAST-CENSUS	17786	2432	23.4	13.7	107	*511	28.2	2.9	128	709	17.1	4.0	78	1212	27.4	6.8	125
NORTH CENTRAL	20741	3564	34.3	17.2	134	554	30.5	2.7	119	1463	35.2	7.1	137	1547	35.0	7.5	137
SOUTH	27775	2989	28.8	10.8	84	664	36.6	2.4	107	1478	35.6	5.3	104	847	19.2	3.0	56
WEST	14683	1404	13.5	9.6	75	**85	4.7	0.6	26	*506	12.2	3.4	67	814	18.4	5.5	102
NORTHEAST-MKTG.	17961	2179	21.0	12.1	95	*433	23.9	2.4	108	754	18.1	4.2	82	991	22.4	5.5	101
EAST CENTRAL	11885	1944	18.7	16.4	128	*331	18.2	2.8	124	745	17.9	6.3	122	869	19.7	7.3	134
WEST CENTRAL	14090	2519	24.2	17.9	139	*368	20.3	2.6	117	950	22.9	6.7	131	1202	27.2	8.5	156
SOUTH	24081	2539	24.4	10.5	82	*600	33.1	2.5	111	1263	30.4	5.2	102	676	15.3	2.8	51
PACIFIC	12969	1207	11.6	9.3	73	**82	4.5	0.6	28	*444	10.7	3.4	67	681	15.4	5.3	96
COUNTY SIZE A	32439	3632	35.0	11.2	87	572	31.5	1.8	79	1390	33.5	4.3	84	1670	37.8	5.1	94
COUNTY SIZE B	24915	3140	30.2	12.6	98	528	29.1	2.1	95	1407	33.9	5.6	110	1205	27.3	4.8	89
COUNTY SIZE C	12930	1866	18.0	14.4	112	*420	23.2	3.2	145	604	14.5	4.7	91	842	19.0	6.5	119
COUNTY SIZE D	10703	1752	16.9	16.4	128	*294	16.2	2.7	123	755	18.2	7.1	137	703	15.9	6.6	120
METRO CENTRAL CITY	24518	2764	26.6	11.3	88	564	31.1	2.3	103	1080	26.0	4.4	86	1120	25.3	4.6	84
METRO SUBURBAN	35919	4479	43.1	12.5	97	606	33.4	1.7	75	1808	43.5	5.0	98	2066	46.7	5.8	105
NON METRO	20549	3145	30.3	15.3	119	*643	35.4	3.1	140	1268	30.5	6.2	120	1234	27.9	6.0	110
TOP 5 ADI'S	18341	1916	18.4	10.4	81	*326	18.0	1.8	79	744	17.9	4.1	79	846	19.1	4.6	85
TOP 10 ADI'S	25378	2535	24.4	10.0	78	*427	23.5	1.7	75	1031	24.8	4.1	79	1077	24.4	4.2	78
TOP 20 ADI'S	36488	4141	39.9	11.3	88	606	33.4	1.7	74	1632	39.3	4.5	87	1903	43.1	5.2	96
HSHLD INC. $50,000 OR MORE	6612	702	6.8	10.6	83	**37	2.0	0.6	25	*370	8.9	5.6	109	*295	6.7	4.5	82
$40,000 OR MORE	12659	1843	17.7	14.6	113	**252	13.9	2.0	89	958	23.1	7.6	148	633	14.3	5.0	92
$30,000 OR MORE	24698	3463	33.3	14.0	109	*577	31.8	2.3	104	1567	37.7	6.3	124	1319	29.8	5.3	98
$25,000 OR MORE	32077	4490	43.2	14.0	109	713	39.3	2.2	99	2064	49.7	6.4	125	1713	38.8	5.3	98
$20,000 - $24,999	9144	1448	13.9	15.8	123	**232	12.8	2.5	113	*495	11.9	5.4	106	722	16.3	7.9	145
$15,000 - $19,999	8728	1018	9.8	11.7	91	**182	10.0	2.1	93	*381	9.2	4.4	85	*455	10.3	5.2	96
$10,000 - $14,999	12562	1583	15.2	12.6	98	*336	18.5	2.7	119	534	12.9	4.3	83	713	16.1	5.7	104
UNDER $10,000	18475	1850	17.8	10.0	78	*351	19.3	1.9	85	682	16.4	3.7	72	817	18.5	4.4	81
HOUSEHOLD OF 1 PERSON	11987	933	9.0	7.8	61	**132	7.3	1.1	49	324	7.8	2.7	53	476	10.8	4.0	73
2 PEOPLE	26577	2756	26.5	10.4	81	*343	18.9	1.3	58	1027	24.7	3.9	75	1386	31.4	5.2	96
3 OR 4 PEOPLE	30617	4688	45.1	15.3	119	899	49.6	2.9	131	1858	44.7	6.1	118	1930	43.7	6.3	116
5 OR MORE PEOPLE	11804	2012	19.4	17.0	133	*439	24.2	3.7	166	946	22.8	8.0	156	*627	14.2	5.3	97
NO CHILD IN HSHLD	46165	4775	46.0	10.3	81	639	35.2	1.4	62	1906	45.9	4.1	80	2230	50.5	4.8	89
CHILD(REN) UNDER 2 YRS	5325	675	6.5	12.7	99	**109	6.0	2.0	91	**326	7.8	6.1	119	**240	5.4	4.5	83
2 - 5 YEARS	14221	1970	19.0	13.9	108	*386	21.3	2.7	121	905	21.8	6.4	124	679	15.4	4.8	87
6 - 11 YEARS	15117	2459	23.7	16.3	127	520	28.7	3.4	154	1037	25.0	6.9	134	903	20.4	6.0	109
12 - 17 YEARS	16611	3092	29.8	18.6	145	651	35.9	3.9	175	1188	28.6	7.2	139	1252	28.3	7.5	138
RESIDENCE OWNED	55884	7574	72.9	13.6	106	1257	69.3	2.2	100	3130	75.3	5.6	109	3188	72.1	5.7	105
VALUE: $50,000 OR MORE	31744	4110	39.6	12.9	101	*540	29.8	1.7	76	1650	39.7	5.2	101	1921	43.5	6.1	111
VALUE: UNDER $50,000	24140	3464	33.3	14.3	112	717	39.5	3.0	133	1480	35.6	6.1	119	1267	28.7	5.2	96

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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FROZEN DOUGH PRODUCTS: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0107
P-19

		TOTAL U.S. '000	USED IN LAST 30 DAYS A '000	B % DOWN	C % ACROSS	D INDX	HEAVY USERS FOUR OR MORE A '000	B % DOWN	C % ACROSS	D INDX	MEDIUM USERS TWO-THREE A '000	B % DOWN	C % ACROSS	D INDX	LIGHT USERS ONE - LESS THAN ONE A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	10389	100.0	12.8	100	1814	100.0	2.2	100	4155	100.0	5.1	100	4420	100.0	5.5	100
MAGAZINES	QUINTILE 1	15799	2628	25.3	16.6	130	*384	21.2	2.4	109	1149	27.7	7.3	142	1095	24.8	6.9	127
	QUINTILE 2	17259	2263	21.8	13.1	102	*343	18.9	2.0	89	917	22.1	5.3	104	1004	22.7	5.8	107
	QUINTILE 3	13545	1704	16.4	12.6	98	*319	17.6	2.4	105	647	15.6	4.8	93	738	16.7	5.4	100
	QUINTILE 4	15133	1848	17.8	12.2	95	*409	22.5	2.7	121	709	17.1	4.7	91	730	16.5	4.8	88
	QUINTILE 5	19250	1946	18.7	10.1	79	*359	19.8	1.9	83	733	17.6	3.8	74	854	19.3	4.4	81
NEWSPAPERS	QUINTILE 1	12413	1852	17.8	14.9	116	*319	17.6	2.6	115	746	18.0	6.0	117	787	17.8	6.3	116
	QUINTILE 2	24116	3226	31.1	13.4	104	*459	25.3	1.9	85	1440	34.7	6.0	116	1327	30.0	5.5	101
	QUINTILE 3	11261	1657	15.9	14.7	115	*378	20.8	3.4	150	540	13.0	4.8	93	739	16.7	6.6	120
	QUINTILE 4	20255	2410	23.2	11.9	93	*441	24.3	2.2	97	904	21.8	4.5	87	1066	24.1	5.3	96
	QUINTILE 5	12940	1243	12.0	9.6	75	**217	12.0	1.7	75	*526	12.7	4.1	79	*500	11.3	3.9	71
OUTDOOR	QUINTILE 1	14852	1923	18.5	12.9	101	*283	15.6	1.9	85	833	20.0	5.6	109	808	18.3	5.4	100
	QUINTILE 2	15725	1921	18.5	12.2	95	*339	18.7	2.2	96	878	21.1	5.6	109	704	15.9	4.5	82
	QUINTILE 3	16330	2134	20.5	13.1	102	*339	18.7	2.1	93	761	18.3	4.7	91	1034	23.4	6.3	116
	QUINTILE 4	16744	2127	20.5	12.7	99	*411	22.7	2.5	110	762	18.3	4.6	89	954	21.6	5.7	104
	QUINTILE 5	17334	2284	22.0	13.2	103	*442	24.4	2.5	114	922	22.2	5.3	104	920	20.8	5.3	97
RADIO-DRIVE TIME	QUINTILE 1	15911	2324	22.4	14.6	114	*373	20.6	2.3	105	974	23.4	6.1	119	978	22.1	6.1	113
	QUINTILE 2	14837	1935	18.6	13.0	102	**241	13.3	1.6	73	692	16.7	4.7	91	1002	22.7	6.8	124
	QUINTILE 3	15339	1932	18.6	12.6	98	*308	17.0	2.0	90	802	19.3	5.2	102	821	18.6	5.4	98
	QUINTILE 4	16723	2371	22.8	14.2	111	*494	27.2	3.0	132	1025	24.7	6.1	119	853	19.3	5.1	93
	QUINTILE 5	18176	1827	17.6	10.1	78	*398	21.9	2.2	98	663	16.0	3.6	71	766	17.3	4.2	77
RADIO-MID-DAY	TERCILE 1	21020	2848	27.4	13.5	106	*444	24.5	2.1	94	1288	31.0	6.1	119	1117	25.3	5.3	97
	TERCILE 2	21610	3241	31.2	15.0	117	541	29.8	2.5	112	1250	30.1	5.8	113	1450	32.8	6.7	123
	TERCILE 3	38355	4300	41.4	11.2	87	829	45.7	2.2	96	1617	38.9	4.2	82	1853	41.9	4.8	89
RADIO-TOTAL	QUINTILE 1	15988	2216	21.3	13.9	108	*372	20.5	2.3	104	950	22.9	5.9	116	894	20.2	5.6	102
	QUINTILE 2	15626	2130	20.5	13.6	106	*331	18.2	2.1	95	767	18.5	4.9	96	1032	23.3	6.6	121
	QUINTILE 3	16723	2271	21.9	13.6	106	*336	18.5	2.0	90	915	22.0	5.5	107	1021	23.1	6.1	112
	QUINTILE 4	16342	2249	21.6	13.8	107	*506	27.9	3.1	138	1031	24.8	6.3	123	712	16.1	4.4	80
	QUINTILE 5	16306	1522	14.7	9.3	73	**269	14.8	1.6	74	493	11.9	3.0	59	761	17.2	4.7	86
TV-PRIME TIME	QUINTILE 1	15953	1868	18.0	11.7	91	*360	19.8	2.3	101	785	18.9	4.9	96	723	16.4	4.5	83
	QUINTILE 2	16137	2415	23.2	15.0	117	*459	25.3	2.8	127	1005	24.2	6.2	121	952	21.5	5.9	108
	QUINTILE 3	16420	2064	19.9	12.6	98	*300	16.5	1.8	82	803	19.3	4.9	95	960	21.7	5.8	107
	QUINTILE 4	16687	2073	20.0	12.4	97	*353	19.5	2.1	94	830	20.0	5.0	97	890	20.1	5.3	98
	QUINTILE 5	15789	1969	19.0	12.5	97	*341	18.8	2.2	96	732	17.6	4.6	90	895	20.2	5.7	104
TV-DAYTIME	TERCILE 1	27736	3687	35.5	13.3	104	845	46.6	3.0	136	1491	35.9	5.4	105	1351	30.6	4.9	89
	TERCILE 2	26489	3695	35.6	13.9	109	541	29.8	2.0	91	1532	36.9	5.8	113	1622	36.7	6.1	112
	TERCILE 3	26761	3007	28.9	11.2	88	*427	23.5	1.6	71	1133	27.3	4.2	83	1447	32.7	5.4	99
TV-TOTAL	QUINTILE 1	16345	1940	18.7	11.9	93	*467	25.7	2.9	128	880	21.2	5.4	105	594	13.4	3.6	67
	QUINTILE 2	16447	2286	22.0	13.9	108	*415	22.9	2.5	113	898	21.6	5.5	106	974	22.0	5.9	109
	QUINTILE 3	15980	2345	22.6	14.7	114	*397	21.9	2.5	111	941	22.6	5.9	115	1007	22.8	6.3	115
	QUINTILE 4	15887	2021	19.5	12.7	99	*296	16.3	1.9	83	723	17.4	4.6	89	1003	22.7	6.3	116
	QUINTILE 5	16326	1796	17.3	11.0	86	**239	13.2	1.5	65	715	17.2	4.4	85	843	19.1	5.2	95
MAGAZINES-NEWSPAPERS: DUAL		20721	3329	32.0	16.1	125	*496	27.3	2.4	107	1376	33.1	6.6	129	1457	33.0	7.0	129
MAGAZINE IMPERATIVE		19186	2485	23.9	13.0	101	*452	24.9	2.4	105	1035	24.9	5.4	105	998	22.6	5.2	95
NEWSPAPER IMPERATIVE		21899	2654	25.5	12.1	94	*510	28.1	2.3	104	1058	25.5	4.8	94	1086	24.6	5.0	91
MAGAZINES-OUTDOOR: DUAL		15451	2097	20.2	13.6	106	*288	15.9	1.9	83	946	22.8	6.1	119	863	19.5	5.6	102
MAGAZINE IMPERATIVE		25953	3694	35.6	14.2	111	621	34.2	2.4	107	1440	34.7	5.5	108	1634	37.0	6.3	115
OUTDOOR IMPERATIVE		24400	2774	26.7	11.4	89	*524	28.9	2.1	96	1085	26.1	4.4	87	1166	26.4	4.8	88
MAGAZINES-RADIO: DUAL		18049	2625	25.3	14.5	113	*424	23.4	2.3	105	1018	24.5	5.6	110	1183	26.8	6.6	120
MAGAZINE IMPERATIVE		23571	3232	31.1	13.7	107	*469	25.9	2.0	89	1498	36.1	6.4	124	1265	28.6	5.4	98
RADIO IMPERATIVE		23278	2861	27.5	12.3	96	*502	27.7	2.2	96	1081	26.0	4.6	91	1278	28.9	5.5	101
MAGAZINES-TELEVISION: DUAL		15459	2165	20.8	14.0	109	*348	19.2	2.3	101	948	22.8	6.1	120	869	19.7	5.6	103
MAGAZINE IMPERATIVE		25829	3777	36.4	14.6	114	517	28.5	2.0	89	1507	36.3	5.8	114	1753	39.7	6.8	124
TELEVISION IMPERATIVE		26039	3081	29.7	11.8	92	760	41.9	2.9	130	1199	28.9	4.6	90	1122	25.4	4.3	79
NEWSPAPERS-OUTDOOR: DUAL		16605	2206	21.2	13.3	104	*237	13.1	1.4	64	1114	26.8	6.7	131	855	19.3	5.1	94
NEWSPAPER IMPERATIVE		26834	3867	37.2	14.4	112	725	40.0	2.7	121	1405	33.8	5.2	102	1737	39.3	6.5	119
OUTDOOR IMPERATIVE		23346	2610	25.1	11.2	87	*489	27.0	2.1	94	976	23.5	4.2	81	1145	25.9	4.9	90
NEWSPAPERS-RADIO: DUAL		17133	2551	24.6	14.9	116	*414	22.8	2.4	108	1108	26.7	6.5	126	1029	23.3	6.0	110
NEWSPAPER IMPERATIVE		25892	3414	32.9	13.2	103	620	34.2	2.4	107	1388	33.4	5.4	104	1406	31.8	5.4	99
RADIO IMPERATIVE		23167	2826	27.2	12.2	95	*494	27.2	2.1	95	982	23.6	4.2	83	1351	30.6	5.8	107
NEWSPAPERS-TELEVISION: DUAL		17159	2414	23.2	14.1	110	*421	23.2	2.5	110	1036	24.9	6.0	118	957	21.7	5.6	102
NEWSPAPER IMPERATIVE		26214	3586	34.5	13.7	107	*523	28.8	2.0	89	1425	34.3	5.4	106	1638	37.1	6.2	114
TELEVISION IMPERATIVE		23412	2885	27.8	12.3	96	658	36.3	2.8	125	1085	26.1	4.6	90	1142	25.8	4.9	89
OUTDOOR-RADIO: DUAL		15303	2233	21.5	14.6	114	*351	19.3	2.3	102	875	21.1	5.7	111	1008	22.8	6.6	121
OUTDOOR IMPERATIVE		24901	2828	27.2	11.4	89	*503	27.7	2.0	90	1254	30.2	5.0	98	1072	24.3	4.3	79
RADIO IMPERATIVE		26492	3608	34.7	13.6	106	582	32.1	2.2	98	1389	33.4	5.2	102	1637	37.0	6.2	113
OUTDOOR-TELEVISION: DUAL		14794	2012	19.4	13.6	106	*403	22.2	2.7	122	935	22.5	6.3	123	674	15.2	4.6	83
OUTDOOR IMPERATIVE		25437	3171	30.5	12.5	97	*410	22.6	1.6	72	1261	30.3	5.0	97	1501	34.0	5.9	108
TELEVISION IMPERATIVE		27877	3626	34.9	13.0	101	749	41.3	2.7	120	1341	32.3	4.8	94	1537	34.8	5.5	101
RADIO-TELEVISION: DUAL		15996	2147	20.7	13.4	105	*372	20.5	2.3	104	1002	24.1	6.3	122	773	17.5	4.8	89
RADIO IMPERATIVE		25478	3603	34.7	14.1	110	508	28.0	2.0	89	1310	31.5	5.1	100	1785	40.4	7.0	128
TELEVISION IMPERATIVE		26573	3504	33.7	13.2	103	737	40.6	2.8	124	1352	32.5	5.1	99	1415	32.0	5.3	98

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FROZEN DOUGH PRODUCTS: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0108
P-19

	TOTAL U.S. '000	USED IN LAST 30 DAYS A '000	B % DOWN	C % ACROSS	D INDX	HEAVY USERS FOUR OR MORE A '000	B % DOWN	C % ACROSS	D INDX	MEDIUM USERS TWO-THREE A '000	B % DOWN	C % ACROSS	D INDX	LIGHT USERS ONE - LESS THAN ONE A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	10389	100.0	12.8	100	1814	100.0	2.2	100	4155	100.0	5.1	100	4420	100.0	5.5	100
ATLANTIC MONTHLY	415	**83	0.8	20.0	156	**6	0.3	1.4	65	**10	0.2	2.4	47	**67	1.5	16.1	296
BARRON'S	453	**50	0.5	11.0	86	**12	0.7	2.6	118	**12	0.3	2.6	52	**26	0.6	5.7	105
BETTER HOMES & GARDENS	16256	2412	23.2	14.8	116	272	15.0	1.7	75	936	22.5	5.8	112	1204	27.2	7.4	136
BON APPETIT	2535	239	2.3	9.4	73	**16	0.9	0.6	28	**80	1.9	3.2	62	*143	3.2	5.6	103
BUSINESS WEEK	1278	*194	1.9	15.2	118	**6	0.3	0.5	21	**84	2.0	6.6	128	**105	2.4	8.2	151
CAR AND DRIVER	378	**35	0.3	9.3	72	**13	0.7	3.4	154	**14	0.3	3.7	72	**8	0.2	2.1	39
CBS MAGAZINE NETWORK (GROSS)	1498	*286	2.8	19.1	149	**104	5.7	6.9	310	**94	2.3	6.3	122	**88	2.0	5.9	108
CHANGING TIMES	1505	*208	2.0	13.8	108	**15	0.8	1.0	44	**85	2.0	5.6	110	**108	2.4	7.2	131
COLONIAL HOMES	1231	*164	1.6	13.3	104	**13	0.7	1.1	47	**97	2.3	7.9	154	**54	1.2	4.4	80
CONDE NAST MAG. PKG. (GROSS)	14146	2087	20.1	14.8	115	293	16.2	2.1	92	1038	25.0	7.3	143	756	17.1	5.3	98
CONSUMERS DIGEST	1323	*222	2.1	16.8	131	**50	2.8	3.8	169	**104	2.5	7.9	153	**68	1.5	5.1	94
COSMOPOLITAN	7102	1125	10.8	15.8	123	*226	12.5	3.2	142	468	11.3	6.6	128	431	9.8	6.1	111
COUNTRY LIVING	2481	371	3.6	15.0	117	**40	2.2	1.6	72	*169	4.1	6.8	133	*163	3.7	6.6	120
CUISINE	1472	224	2.2	15.2	119	**28	1.5	1.9	85	**110	2.6	7.5	146	**86	1.9	5.8	107
CYCLE WORLD	425	**46	0.4	10.8	84	**14	0.8	3.3	147	**13	0.3	3.1	60	**19	0.4	4.5	82
DCI:CREATIVE IDEAS FOR LIV	2510	427	4.1	17.0	133	**78	4.3	3.1	139	*210	5.1	8.4	163	**139	3.1	5.5	101
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	982	9.5	14.7	114	*156	8.6	2.3	104	520	12.5	7.8	151	306	6.9	4.6	84
DISCOVER	894	**66	0.6	7.4	58	**2	0.1	0.2	10	**20	0.5	2.2	44	**44	1.0	4.9	90
EBONY	3507	463	4.5	13.2	103	*169	9.3	4.8	215	*180	4.3	5.1	100	*114	2.6	3.3	60
ESQUIRE	1083	*191	1.8	17.6	137	**63	3.5	5.8	260	**83	2.0	7.7	149	**44	1.0	4.1	74
ESSENCE	1830	236	2.3	12.9	101	**69	3.8	3.8	168	**117	2.8	6.4	125	**50	1.1	2.7	50
FAMILY CIRCLE	15930	2559	24.6	16.1	125	286	15.8	1.8	80	1177	28.3	7.4	144	1096	24.8	6.9	126
THE FAMILY HANDYMAN	1126	*213	2.1	18.9	147	**32	1.8	2.8	127	**69	1.7	6.1	119	**112	2.5	9.9	182
FAMILY WEEKLY	11468	1681	16.2	14.7	114	308	17.0	2.7	120	589	14.2	5.1	100	783	17.7	6.8	125
FIELD & STREAM	2234	390	3.8	17.5	136	**59	3.3	2.6	118	*190	4.6	8.5	166	*141	3.2	6.3	116
FOOD & WINE	579	**48	0.5	8.3	65	**2	0.1	0.3	15	**8	0.2	1.4	27	**39	0.9	6.7	123
FORBES	728	**108	1.0	14.8	116	**6	0.3	0.8	37	**56	1.3	7.7	150	**46	1.0	6.3	116
FORTUNE	906	**74	0.7	8.2	64	**10	0.6	1.1	49	**28	0.7	3.1	60	**36	0.8	4.0	73
GENTLEMEN'S QUARTERLY	791	*182	1.8	23.0	179	**86	4.7	10.9	485	**71	1.7	9.0	175	**25	0.6	3.2	58
GLAMOUR	5265	791	7.6	15.0	117	*103	5.7	2.0	87	365	8.8	6.9	135	323	7.3	6.1	112
GOLF DIGEST	636	**106	1.0	16.7	130	**4	0.2	0.6	28	**43	1.0	6.8	132	**60	1.4	9.4	173
GOLF DIGEST/TENNIS (GROSS)	1186	*204	2.0	17.2	134	**9	0.5	0.8	34	**93	2.2	7.8	153	**102	2.3	8.6	158
GOLF MAGAZINE	441	**64	0.6	14.5	113	**9	0.5	2.0	91	**13	0.3	2.9	57	**41	0.9	9.3	170
GOLF MAGAZINE/SKI (GROSS)	922	**95	0.9	10.3	80	**14	0.8	1.5	68	**32	0.8	3.5	68	**49	1.1	5.3	97
GOOD HOUSEKEEPING	16487	2501	24.1	15.2	118	362	20.0	2.2	98	1085	26.1	6.6	128	1054	23.8	6.4	117
HARPER'S BAZAAR	2423	328	3.2	13.5	106	**30	1.7	1.2	55	*209	5.0	8.6	168	**90	2.0	3.7	68
HEALTH	1994	269	2.6	13.5	105	**30	1.7	1.5	67	**134	3.2	6.7	131	**105	2.4	5.3	96
HEARST MAG CORP. BUY (GROSS)	44101	6708	64.6	15.2	119	1031	56.8	2.3	104	2931	70.5	6.6	130	2746	62.1	6.2	114
HEARST MAN POWER (GROSS)	1993	376	3.6	18.9	147	**27	1.5	1.4	60	**130	3.1	6.5	127	*218	4.9	10.9	200
HEARST WOMAN POWER (GROSS)	31274	4841	46.6	15.5	121	854	47.1	2.7	122	2041	49.1	6.5	127	1947	44.0	6.2	114
HOUSE BEAUTIFUL	3623	459	4.4	12.7	99	**31	1.7	0.9	38	*233	5.6	6.4	125	*195	4.4	5.4	99
INC.	283	**14	0.1	4.9	39	**3	0.2	1.1	47	**0	0.0	0.0	0	**11	0.2	3.9	71
JET	2928	353	3.4	12.1	94	*136	7.5	4.6	207	*135	3.2	4.6	90	*82	1.9	2.8	51
LADIES' HOME JOURNAL	11918	1976	19.0	16.6	129	306	16.9	2.6	115	917	22.1	7.7	150	753	17.0	6.3	116
LHJ FAMILY GRP COMBO(GROSS)	16764	2732	26.3	16.3	127	402	22.2	2.4	107	1227	29.5	7.3	143	1104	25.0	6.6	121
LIFE	4254	652	6.3	15.3	119	**101	5.6	2.4	106	*294	7.1	6.9	135	257	5.8	6.0	111
L.A. TIMES HOME MAGAZINE	1145	**110	1.1	9.6	75	**31	1.7	2.7	121	**24	0.6	2.1	41	**55	1.2	4.8	88
MADEMOISELLE	2884	429	4.1	14.9	116	**66	3.6	2.3	102	*224	5.4	7.8	151	*139	3.1	4.8	88
MC CALL'S	13460	2028	19.5	15.1	117	334	18.4	2.5	111	795	19.1	5.9	115	899	20.3	6.7	122
MC CALL'S/WRK MOTHER (GROSS)	14606	2235	21.5	15.3	119	391	21.6	2.7	120	899	21.6	6.2	120	945	21.4	6.5	119
MECHANIX ILLUSTRATED	772	*194	1.9	25.1	196	**12	0.7	1.6	69	**54	1.3	7.0	136	**128	2.9	16.6	304
METROPOLITAN HOME	967	**110	1.1	11.4	89	**14	0.8	1.4	65	**39	0.9	4.0	79	**57	1.3	5.9	108
MONEY	1588	*160	1.5	10.1	79	**16	0.9	1.0	45	**59	1.4	3.7	72	**85	1.9	5.4	98
MOTHER EARTH NEWS	1002	*178	1.7	17.8	138	**47	2.6	4.7	209	**57	1.4	5.7	111	**74	1.7	7.4	135
MS.	825	**98	0.9	11.9	93	**12	0.7	1.5	65	**27	0.6	3.3	64	**59	1.3	7.2	131
NATIONAL ENQUIRER	10336	1534	14.8	14.8	116	*260	14.3	2.5	112	679	16.3	6.6	128	595	13.5	5.8	105
NATIONAL GEOGRAPHIC	9597	1229	11.8	12.8	100	*138	7.6	1.4	64	557	13.4	5.8	113	534	12.1	5.6	102
NATIONAL SUNDAY MAGAZINE PKG	49558	6774	65.2	13.7	107	1183	65.2	2.4	107	2654	63.9	5.4	104	2937	66.4	5.9	109
NATURAL HISTORY	573	**44	0.4	7.7	60	**0	0.0	0.0	0	**9	0.2	1.6	31	**34	0.8	5.9	109
NEW WOMAN	1699	*196	1.9	11.5	90	**18	1.0	1.1	47	**108	2.6	6.4	124	**69	1.6	4.1	74
NEW YORK INCLUDING CUE	443	**24	0.2	5.4	42	**8	0.4	1.8	81	**14	0.3	3.2	62	**3	0.1	0.7	12
THE NEW YORKER	1270	*177	1.7	13.9	109	**32	1.8	2.5	112	**52	1.3	4.1	80	**92	2.1	7.2	133
NEWSWEEK	6277	920	8.9	14.7	114	*101	5.6	1.6	72	428	10.3	6.8	133	390	8.8	6.2	114
THE N.Y. TIMES DAILY EDITION	1205	**120	1.2	10.0	78	**19	1.0	1.6	70	**35	0.8	2.9	57	**66	1.5	5.5	100
THE N.Y. TIMES MAGAZINE	2081	*166	1.6	8.0	62	**8	0.4	0.4	17	**37	0.9	1.8	35	**121	2.7	5.8	107
OMNI	788	*111	1.1	14.1	110	**24	1.3	3.0	136	**51	1.2	6.5	126	**36	0.8	4.6	84
ON CABLE	1158	*187	1.8	16.1	126	**53	2.9	4.6	204	**110	2.6	9.5	185	**24	0.5	2.1	38
1001 HOME IDEAS	2852	488	4.7	17.1	133	**66	3.6	2.3	103	*176	4.2	6.2	120	*245	5.5	8.6	157
ORGANIC GARDENING	1658	302	2.9	18.2	142	**60	3.3	3.6	162	*143	3.4	8.6	168	**99	2.2	6.0	109
OUTDOOR LIFE	896	*137	1.3	15.3	119	**18	1.0	2.0	90	**79	1.9	8.8	172	**41	0.9	4.6	84
PARADE MAGAZINE	24275	3126	30.1	12.9	100	456	25.1	1.9	84	1330	32.0	5.5	107	1340	30.3	5.5	101

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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FROZEN DOUGH PRODUCTS: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

D109
P-19

	TOTAL U.S. '000	USED IN LAST 30 DAYS A '000	B % DOWN	C % ACROSS	D INDX	HEAVY USERS FOUR OR MORE A '000	B % DOWN	C % ACROSS	D INDX	MEDIUM USERS TWO-THREE A '000	B % DOWN	C % ACROSS	D INDX	LIGHT USERS ONE - LESS THAN ONE A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	10389	100.0	12.8	100	1814	100.0	2.2	100	4155	100.0	5.1	100	4420	100.0	5.5	100
PARENTS	3845	479	4.6	12.5	97	**86	4.7	2.2	100	*225	5.4	5.9	114	*168	3.8	4.4	80
PENTHOUSE	831	**116	1.1	14.0	109	**7	0.4	0.8	38	**56	1.3	6.7	131	**53	1.2	6.4	117
PEOPLE	11645	1715	16.5	14.7	115	*269	14.8	2.3	103	739	17.8	6.3	124	707	16.0	6.1	111
PLAYBOY	2006	256	2.5	12.8	99	**27	1.5	1.3	60	**143	3.4	7.1	139	**86	1.9	4.3	79
POPULAR HOT RODDING	297	**44	0.4	14.8	115	**6	0.3	2.0	90	**32	0.8	10.8	210	**7	0.2	2.4	43
POPULAR MECHANICS	1018	*190	1.8	18.7	145	**14	0.8	1.4	61	**40	1.0	3.9	77	**136	3.1	13.4	245
POPULAR SCIENCE	878	**132	1.3	15.0	117	**22	1.2	2.5	112	**53	1.3	6.0	118	**58	1.3	6.6	121
PREVENTION	3913	413	4.0	10.6	82	**61	3.4	1.6	70	*162	3.9	4.1	81	*190	4.3	4.9	89
PSYCHOLOGY TODAY	1710	287	2.8	16.8	131	**51	2.8	3.0	133	**108	2.6	6.3	123	*129	2.9	7.5	138
READER'S DIGEST	22204	3226	31.1	14.5	113	571	31.5	2.6	115	1328	32.0	6.0	117	1327	30.0	6.0	110
REDBOOK	7684	1215	11.7	15.8	123	*267	14.7	3.5	155	487	11.7	6.3	124	462	10.5	6.0	110
ROAD & TRACK	410	**71	0.7	17.3	135	**0	0.0	0.0	0	**34	0.8	8.3	162	**37	0.8	9.0	165
ROLLING STONE	969	*200	1.9	20.6	161	**10	0.6	1.0	46	**115	2.8	11.9	231	**76	1.7	7.8	144
RUNNER'S WORLD	298	**46	0.4	15.4	120	**7	0.4	2.3	105	**17	0.4	5.7	111	**22	0.5	7.4	135
SATURDAY EVENING POST	1169	*183	1.8	15.7	122	**28	1.5	2.4	107	**45	1.1	3.8	75	**110	2.5	9.4	172
SCIENCE 84	587	**113	1.1	19.3	150	**21	1.2	3.6	160	**24	0.6	4.1	80	**69	1.6	11.8	215
SCIENCE DIGEST	482	**105	1.0	21.8	170	**2	0.1	0.4	19	**59	1.4	12.2	239	**44	1.0	9.1	167
SCIENTIFIC AMERICAN	594	**81	0.8	13.6	106	**2	0.1	0.3	15	**40	1.0	6.7	131	**39	0.9	6.6	120
SELF	2089	351	3.4	16.8	131	**35	1.9	1.7	75	*222	5.3	10.6	207	**95	2.1	4.5	83
SEVENTEEN	2411	325	3.1	13.5	105	**43	2.4	1.8	80	**171	4.1	7.1	138	**111	2.5	4.6	84
SKI	480	**31	0.3	6.5	50	**5	0.3	1.0	47	**18	0.4	3.8	73	**8	0.2	1.7	31
SMITHSONIAN	2760	264	2.5	9.6	75	**11	0.6	0.4	18	**95	2.3	3.4	67	*158	3.6	5.7	105
SOAP OPERA DIGEST	3013	424	4.1	14.1	110	**120	6.6	4.0	178	*192	4.6	6.4	124	**112	2.5	3.7	68
SOUTHERN LIVING	4184	555	5.3	13.3	103	**78	4.3	1.9	83	*310	7.5	7.4	144	*167	3.8	4.0	73
SPORT	559	**87	0.8	15.6	121	**20	1.1	3.6	160	**30	0.7	5.4	105	**37	0.8	6.6	121
THE SPORTING NEWS	436	**106	1.0	24.3	190	**47	2.6	10.8	481	**44	1.1	10.1	197	**15	0.3	3.4	63
SPORTS AFIELD	493	**81	0.8	16.4	128	**11	0.6	2.2	100	**32	0.8	6.5	127	**38	0.9	7.7	141
SPORTS ILLUSTRATED	2758	441	4.2	16.0	125	**64	3.5	2.3	104	*196	4.7	7.1	139	*182	4.1	6.6	121
STAR	7456	1058	10.2	14.2	111	*213	11.7	2.9	128	456	11.0	6.1	119	389	8.8	5.2	96
SUNDAY	24936	3447	33.2	13.8	108	595	32.8	2.4	107	1332	32.1	5.3	104	1520	34.4	6.1	112
SUNSET	2124	*223	2.1	10.5	82	**5	0.3	0.2	11	**92	2.2	4.3	84	*126	2.9	5.9	109
TV GUIDE	21661	3098	29.8	14.3	111	526	29.0	2.4	108	1127	27.1	5.2	101	1445	32.7	6.7	122
TENNIS	550	**98	0.9	17.8	139	**5	0.3	0.9	41	**50	1.2	9.1	177	**42	1.0	7.6	140
TIME	8880	1192	11.5	13.4	105	*188	10.4	2.1	95	494	11.9	5.6	108	510	11.5	5.7	105
TOWN & COUNTRY	917	*148	1.4	16.1	126	**36	2.0	3.9	175	**36	0.9	3.9	77	**76	1.7	8.3	152
TRAVEL & LEISURE	972	*100	1.0	10.3	80	**21	1.2	2.2	96	**34	0.8	3.5	68	**45	1.0	4.6	85
TRUE STORY	3356	501	4.8	14.9	116	**110	6.1	3.3	146	*227	5.5	6.8	132	*164	3.7	4.9	90
U.S.NEWS & WORLD REPORT	3410	410	3.9	12.0	94	**63	3.5	1.8	82	**137	3.3	4.0	78	*209	4.7	6.1	112
USA TODAY	1759	318	3.1	18.1	141	**29	1.6	1.6	74	**117	2.8	6.7	130	*172	3.9	9.8	179
US	1873	363	3.5	19.4	151	**78	4.3	4.2	186	*170	4.1	9.1	177	**115	2.6	6.1	112
VOGUE	3909	517	5.0	13.2	103	**89	4.9	2.3	102	*228	5.5	5.8	114	*200	4.5	5.1	94
WALL STREET JOURNAL	1886	*249	2.4	13.2	103	**54	3.0	2.9	128	**87	2.1	4.6	90	**108	2.4	5.7	105
WEIGHT WATCHERS	2120	235	2.3	11.1	86	**37	2.0	1.7	78	**86	2.1	4.1	79	**112	2.5	5.3	97
WOMAN'S DAY	14172	2273	21.9	16.0	125	319	17.6	2.3	100	971	23.4	6.9	134	982	22.2	6.9	127
WORKING MOTHER	1146	*207	2.0	18.1	141	**56	3.1	4.9	218	**104	2.5	9.1	177	**46	1.0	4.0	74
WORKING WOMAN	1322	*200	1.9	15.1	118	**21	1.2	1.6	71	**80	1.9	6.1	118	**99	2.2	7.5	137
WORLD TENNIS	*163	**16	0.2	9.8	77	**0	0.0	0.0	0	**0	0.0	0.0	0	**16	0.4	9.8	180
ZIFF-DAVIS MAG NETWK (GROSS)	2532	272	2.6	10.7	84	**35	1.9	1.4	62	**118	2.8	4.7	91	*118	2.7	4.7	85
BLAIR INSERTS	43657	5822	56.0	13.3	104	965	53.2	2.2	99	2409	58.0	5.5	108	2449	55.4	5.6	103
DAILY NEWSPAPERS																	
READ ANY	51633	7071	68.1	13.7	107	1187	65.4	2.3	102	2860	68.8	5.5	108	3024	68.4	5.9	107
READ ONE	43463	5912	56.9	13.6	106	1011	55.7	2.3	104	2384	57.4	5.5	107	2517	56.9	5.8	106
READ TWO OR MORE	8170	1159	11.2	14.2	111	*176	9.7	2.2	96	476	11.5	5.8	114	507	11.5	6.2	114
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	7199	69.3	13.7	107	1234	68.0	2.3	105	2925	70.4	5.6	108	3041	68.8	5.8	106
READ ONE	46126	6207	59.7	13.5	105	1130	62.3	2.4	109	2528	60.8	5.5	107	2549	57.7	5.5	101
READ TWO OR MORE	6552	992	9.5	15.1	118	*104	5.7	1.6	71	396	9.5	6.0	118	492	11.1	7.5	138
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.47				24.75				28.33				27.76			
30 DAY REACH	71455	9018	86.8	12.6	98	1560	86.0	2.2	97	3599	86.6	5.0	98	3859	87.3	5.4	99
50 SHWG - 30 DAY AV FREQ	14.56	14.53				12.95				14.99				14.74			
30 DAY REACH	67742	8553	82.3	12.6	98	1500	82.7	2.2	99	3421	82.3	5.1	98	3632	82.2	5.4	98
25 SHWG - 30 DAY AV FREQ	7.94	7.80				7.14				8.09				7.80			
30 DAY REACH	62117	7948	76.5	12.8	100	1353	74.6	2.2	97	3177	76.5	5.1	100	3418	77.3	5.5	101
CABLE TV: HOME WIRED	32077	4615	44.4	14.4	112	750	41.3	2.3	104	1733	41.7	5.4	105	2132	48.2	6.6	122
HOME NOT WIRED	48909	5774	55.6	11.8	92	1064	58.7	2.2	97	2422	58.3	5.0	97	2288	51.8	4.7	86
HAVE PAY CABLE	15935	2538	24.4	15.9	124	*506	27.9	3.2	142	919	22.1	5.8	112	1113	25.2	7.0	128

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FROZEN DOUGH PRODUCTS: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0110
P-19

	TOTAL U.S. '000	USED IN LAST 30 DAYS A '000	B % DOWN	C % ACROSS	D INDX	HEAVY USERS FOUR OR MORE A '000	B % DOWN	C % ACROSS	D INDX	MEDIUM USERS TWO-THREE A '000	B % DOWN	C % ACROSS	D INDX	LIGHT USERS ONE - LESS THAN ONE A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	10389	100.0	12.8	100	1814	100.0	2.2	100	4155	100.0	5.1	100	4420	100.0	5.5	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	6350	61.1	14.5	113	910	50.2	2.1	93	2659	64.0	6.1	118	2780	62.9	6.3	116
10:00 AM - 3:00 PM	30659	4467	43.0	14.6	114	673	37.1	2.2	98	1888	45.4	6.2	120	1906	43.1	6.2	114
3:00 PM - 7:00 PM	31045	4185	40.3	13.5	105	664	36.6	2.1	95	1761	42.4	5.7	111	1760	39.8	5.7	104
7:00 PM - MIDNIGHT	15767	2025	19.5	12.8	100	377	20.8	2.4	107	808	19.4	5.1	100	841	19.0	5.3	98
MIDNIGHT - 6:00 AM	9120	1230	11.8	13.5	105	*235	13.0	2.6	115	486	11.7	5.3	104	508	11.5	5.6	102
6:00 AM - MIDNIGHT	58527	8148	78.4	13.9	109	1326	73.1	2.3	101	3339	80.4	5.7	111	3483	78.8	6.0	109
ENTIRE DAY	59311	8296	79.9	14.0	109	1370	75.5	2.3	103	3407	82.0	5.7	112	3519	79.6	5.9	109
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	2683	25.8	16.6	129	493	27.2	3.0	136	1001	24.1	6.2	121	1189	26.9	7.4	135
ALL NEWS	2256	249	2.4	11.0	86	**41	2.3	1.8	81	**71	1.7	3.1	61	**137	3.1	6.1	111
AOR/PROGRESSIVE	3874	502	4.8	13.0	101	**137	7.6	3.5	158	**125	3.0	3.2	63	*240	5.4	6.2	114
BEAUTIFUL MUSIC	5660	803	7.7	14.2	111	**92	5.1	1.6	73	447	10.8	7.9	154	264	6.0	4.7	85
BLACK	2204	273	2.6	12.4	97	**40	2.2	1.8	81	*170	4.1	7.7	150	**63	1.4	2.9	52
CLASSICAL	1418	*201	1.9	14.2	110	**20	1.1	1.4	63	**53	1.3	3.7	73	**128	2.9	9.0	165
CHR/ROCK	9538	1367	13.2	14.3	112	*162	8.9	1.7	76	536	12.9	5.6	110	669	15.1	7.0	129
COUNTRY	12648	1871	18.0	14.8	115	312	17.2	2.5	110	713	17.2	5.6	110	846	19.1	6.7	123
GOLDEN OLDIES	1191	**109	1.0	9.2	71	**20	1.1	1.7	75	**31	0.7	2.6	51	**58	1.3	4.9	89
MOR/NOSTALGIA	4757	749	7.2	15.7	123	**96	5.3	2.0	90	*354	8.5	7.4	145	*300	6.8	6.3	116
NEWS/TALK	3863	448	4.3	11.6	90	**48	2.6	1.2	55	*194	4.7	5.0	98	*206	4.7	5.3	98
RELIGIOUS	3084	303	2.9	9.8	77	**74	4.1	2.4	107	**135	3.2	4.4	85	**94	2.1	3.0	56
SOFT ROCK	521	**91	0.9	17.5	136	**4	0.2	0.8	34	**34	0.8	6.5	127	**52	1.2	10.0	183
URBAN CONTEMPORARY	1585	*201	1.9	12.7	99	**54	3.0	3.4	152	**85	2.0	5.4	105	**62	1.4	3.9	72
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	515	5.0	15.8	123	**90	5.0	2.8	123	*156	3.8	4.8	93	*269	6.1	8.2	151
ABC DIRECTION	2316	322	3.1	13.9	108	**14	0.8	0.6	27	*153	3.7	6.6	129	*155	3.5	6.7	123
ABC ENTERTAINMENT	4834	885	8.5	18.3	143	*158	8.7	3.3	146	*359	8.6	7.4	145	368	8.3	7.6	139
ABC FM	2202	271	2.6	12.3	96	**44	2.4	2.0	89	**121	2.9	5.5	107	*106	2.4	4.8	88
ABC INFORMATION	5425	844	8.1	15.6	121	*152	8.4	2.8	125	320	7.7	5.9	115	372	8.4	6.9	126
ABC ROCK	1677	*277	2.7	16.5	129	**111	6.1	6.6	296	**65	1.6	3.9	76	**101	2.3	6.0	110
CBS	4430	566	5.4	12.8	100	**72	4.0	1.6	73	217	5.2	4.9	95	277	6.3	6.3	115
MUTUAL	4992	715	6.9	14.3	112	**121	6.7	2.4	108	298	7.2	6.0	116	*296	6.7	5.9	109
NBC	4679	784	7.5	16.8	131	**76	4.2	1.6	73	359	8.6	7.7	150	349	7.9	7.5	137
RADIORADIO	1994	*246	2.4	12.3	96	**27	1.5	1.4	60	**87	2.1	4.4	85	**133	3.0	6.7	122
RKO ONE	2298	295	2.8	12.8	100	**59	3.3	2.6	115	**113	2.7	4.9	96	**124	2.8	5.4	99
RKO TWO	3311	499	4.8	15.1	117	**87	4.8	2.6	117	*179	4.3	5.4	105	*232	5.2	7.0	128
THE SOURCE	2114	*315	3.0	14.9	116	**100	5.5	4.7	211	**61	1.5	2.9	56	**154	3.5	7.3	133
NON-WIRED : BLAIR	8654	1297	12.5	15.0	117	*228	12.6	2.6	118	480	11.6	5.5	108	589	13.3	6.8	125
INTERNET	12025	1537	14.8	12.8	100	*280	15.4	2.3	104	627	15.1	5.2	102	630	14.3	5.2	96
KATZ RADIO GROUP	15359	2149	20.7	14.0	109	255	14.1	1.7	74	877	21.1	5.7	111	1018	23.0	6.6	121
SUPERNET	10628	1694	16.3	15.9	124	284	15.7	2.7	119	691	16.6	6.5	127	719	16.3	6.8	124
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	1052	10.1	12.1	95	187	10.3	2.2	96	510	12.3	5.9	115	355	8.0	4.1	75
WKDAY 9:00 AM - 1:00 PM	12163	1495	14.4	12.3	96	292	16.1	2.4	107	649	15.6	5.3	104	554	12.5	4.6	83
WKDAY 1:00 PM - 4:30 PM	16150	2113	20.3	13.1	102	475	26.2	2.9	131	885	21.3	5.5	107	753	17.0	4.7	85
WKDAY 4:30 PM - 7:30 PM	22463	2777	26.7	12.4	96	563	31.0	2.5	112	1146	27.6	5.1	99	1068	24.2	4.8	87
WKDAY 7:30 PM - 8:00 PM	31795	3968	38.2	12.5	97	730	40.2	2.3	103	1651	39.7	5.2	101	1587	35.9	5.0	91
WKDAY 11:00 PM - 11:30 PM	23977	3354	32.3	14.0	109	611	33.7	2.5	114	1335	32.1	5.6	109	1407	31.8	5.9	108
WKDAY 11:30 PM - 1:00 AM	7703	1143	11.0	14.8	116	189	10.4	2.5	110	447	10.8	5.8	113	507	11.5	6.6	121
M-SAT 8-11 PM+SUN 7-11 PM	33800	4377	42.1	12.9	101	803	44.3	2.4	106	1773	42.7	5.2	102	1801	40.7	5.3	98
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	824	7.9	12.6	98	*96	5.3	1.5	66	419	10.1	6.4	125	309	7.0	4.7	87
ANOTHER WORLD N	4620	492	4.7	10.6	83	*147	8.1	3.2	142	172	4.1	3.7	73	174	3.9	3.8	69
AS THE WORLD TURNS C	5614	708	6.8	12.6	98	*168	9.3	3.0	134	317	7.6	5.6	110	222	5.0	4.0	72
CAPITOL C	3396	509	4.9	15.0	117	*156	8.6	4.6	205	207	5.0	6.1	119	146	3.3	4.3	79
CBS MORN. NEWS 1 C	1446	133	1.3	9.2	72	**13	0.7	0.9	40	*74	1.8	5.1	100	**45	1.0	3.1	57
CBS MORN. NEWS 2 C	1207	96	0.9	8.0	62	**4	0.2	0.3	15	*54	1.3	4.5	87	**38	0.9	3.1	58
DAYS OF OUR LIVES N	5877	764	7.4	13.0	101	248	13.7	4.2	188	254	6.1	4.3	84	263	6.0	4.5	82
FACTS OF LIFE - DAYTIME N	2290	303	2.9	13.2	103	*61	3.4	2.7	119	134	3.2	5.9	114	*109	2.5	4.8	87
FAMILY FEUD A	3023	369	3.6	12.2	95	*88	4.9	2.9	130	186	4.5	6.2	120	95	2.1	3.1	58
GENERAL HOSPITAL A	6097	832	8.0	13.6	106	139	7.7	2.3	102	354	8.5	5.8	113	339	7.7	5.6	102
GOOD MORNING, AMERICA-730 A	3515	416	4.0	11.8	92	*62	3.4	1.8	79	244	5.9	6.9	135	109	2.5	3.1	57
GOOD MORNING, AMERICA-830 A	2818	298	2.9	10.6	82	*62	3.4	2.2	98	141	3.4	5.0	98	94	2.1	3.3	61
GUIDING LIGHT C	5339	795	7.7	14.9	116	*247	13.6	4.6	207	284	6.8	5.3	104	265	6.0	5.0	91
ONE LIFE TO LIVE A	4478	568	5.5	12.7	99	*117	6.4	2.6	117	271	6.5	6.1	118	179	4.0	4.0	73
PRESS YOUR LUCK C	2244	286	2.8	12.7	99	**36	2.0	1.6	72	151	3.6	6.7	131	99	2.2	4.4	81
PRICE IS RIGHT 1 C	4348	569	5.5	13.1	102	115	6.3	2.6	118	239	5.8	5.5	107	215	4.9	4.9	91
PRICE IS RIGHT 2 C	5014	658	6.3	13.1	102	143	7.9	2.9	127	277	6.7	5.5	108	237	5.4	4.7	87
RYAN'S HOPE A	3150	426	4.1	13.5	105	*78	4.3	2.5	111	190	4.6	6.0	118	158	3.6	5.0	92
SALE OF THE CENTURY N	2695	321	3.1	11.9	93	*63	3.5	2.3	104	131	3.2	4.9	95	*126	2.9	4.7	86
SEARCH FOR TOMORROW N	2319	239	2.3	10.3	80	**43	2.4	1.9	83	*105	2.5	4.5	88	**91	2.1	3.9	72
TODAY SHOW 1 N	2693	322	3.1	12.0	93	**35	1.9	1.3	58	161	3.9	6.0	117	126	2.9	4.7	86
TODAY SHOW 2 N	2498	291	2.8	11.6	91	*40	2.2	1.6	71	*123	3.0	4.9	96	128	2.9	5.1	94
$25,000 PYRAMID C	2753	280	2.7	10.2	79	**54	3.0	2.0	88	*113	2.7	4.1	80	113	2.6	4.1	75
WHEEL OF FORTUNE N	4388	575	5.5	13.1	102	*126	6.9	2.9	128	234	5.6	5.3	104	216	4.9	4.9	90
YOUNG AND THE RESTLESS C	5695	785	7.6	13.8	107	241	13.3	4.2	189	296	7.1	5.2	101	249	5.6	4.4	80
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	235	2.3	13.4	104	**36	2.0	2.0	91	*90	2.2	5.1	100	*109	2.5	6.2	113
NBA PLAYOFF GAME -1 C	1136	*117	1.1	10.3	80	**13	0.7	1.1	51	**65	1.6	5.7	112	**39	0.9	3.4	63
NBC MAJOR LEAGUE PRE-GAME N	953	**99	1.0	10.4	81	**6	0.3	0.6	28	**39	0.9	4.1	80	**54	1.2	5.7	104
SPORTSWORLD - SUN N	1233	*126	1.2	10.2	80	**29	1.6	2.4	105	**50	1.2	4.1	79	**47	1.1	3.8	70
SUNDAY MORNING C	1611	191	1.8	11.9	92	**21	1.2	1.3	58	**88	2.1	5.5	106	**82	1.9	5.1	93

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FROZEN DOUGH PRODUCTS: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0111
P-19

		TOTAL U.S. '000	USED IN LAST 30 DAYS A '000	B % DOWN	C % ACROSS	D INDX	HEAVY USERS FOUR OR MORE A '000	B % DOWN	C % ACROSS	D INDX	MEDIUM USERS TWO-THREE A '000	B % DOWN	C % ACROSS	D INDX	LIGHT USERS ONE - LESS THAN ONE A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	10389	100.0	12.8	100	1814	100.0	2.2	100	4155	100.0	5.1	100	4420	100.0	5.5	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	3202	30.8	12.3	96	616	34.0	2.4	106	1326	31.9	5.1	99	1261	28.5	4.8	89
NETWORK AFFILIATES - LATE		20261	2728	26.3	13.5	105	487	26.8	2.4	107	1077	25.9	5.3	104	1164	26.3	5.7	105
INDEPENDENTS - LATE		2076	237	2.3	11.4	89	**26	1.4	1.3	56	*77	1.9	3.7	72	134	3.0	6.5	118
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	1391	13.4	13.3	104	370	20.4	3.5	158	540	13.0	5.2	101	481	10.9	4.6	84
ABC MONDAY NIGHT MOVIE	A	6412	738	7.1	11.5	90	*91	5.0	1.4	63	317	7.6	4.9	96	330	7.5	5.1	94
ABC SUNDAY NIGHT MOVIE	A	12407	1411	13.6	11.4	89	225	12.4	1.8	81	640	15.4	5.2	101	546	12.4	4.4	81
ABC WORLD NEWS TONIGHT	A	6176	732	7.0	11.9	92	*123	6.8	2.0	89	307	7.4	5.0	97	302	6.8	4.9	90
AFTERMASH	C	5863	658	6.3	11.2	87	**79	4.4	1.3	60	*263	6.3	4.5	87	*317	7.2	5.4	99
ALICE	C	9594	1193	11.5	12.4	97	*161	8.9	1.7	75	506	12.2	5.3	103	526	11.9	5.5	100
AMERICAN PARADE	C	6622	780	7.5	11.8	92	**98	5.4	1.5	66	363	8.7	5.5	107	318	7.2	4.8	88
BENSON	A	10886	1387	13.4	12.7	99	263	14.5	2.4	108	602	14.5	5.5	108	523	11.8	4.8	88
BLUE THUNDER	A	5036	666	6.4	13.2	103	*111	6.1	2.2	98	253	6.1	5.0	98	302	6.8	6.0	110
CAGNEY & LACEY	C	9965	1277	12.3	12.8	100	*236	13.0	2.4	106	528	12.7	5.3	103	513	11.6	5.1	94
CBS EVENING NEWS-DEAN	C	3491	402	3.9	11.5	90	**31	1.7	0.9	40	*202	4.9	5.8	113	*170	3.8	4.9	89
CBS EVENING NEWS-RATHER	C	7123	996	9.6	14.0	109	185	10.2	2.6	116	415	10.0	5.8	114	396	9.0	5.6	102
CBS SAT. NEWS-SCHIEFFER	C	3621	371	3.6	10.2	80	**70	3.9	1.9	86	196	4.7	5.4	106	105	2.4	2.9	53
CBS SATURDAY NIGHT MOVIE	C	5436	774	7.5	14.2	111	147	8.1	2.7	121	272	6.5	5.0	98	356	8.1	6.5	120
CBS WEDNESDAY NIGHT MOVIE	C	6100	768	7.4	12.6	98	*181	10.0	3.0	132	270	6.5	4.4	86	317	7.2	5.2	95
CHEERS	N	8889	1271	12.2	14.3	111	248	13.7	2.8	125	546	13.1	6.1	120	477	10.8	5.4	98
DALLAS	C	22109	2862	27.5	12.9	101	463	25.5	2.1	93	1331	32.0	6.0	117	1068	24.2	4.8	89
DIFF'RENT STROKES	N	6940	902	8.7	13.0	101	*173	9.5	2.5	111	358	8.6	5.2	101	371	8.4	5.3	98
DOUBLE TROUBLE	N	7223	1028	9.9	14.2	111	*156	8.6	2.2	96	466	11.2	6.5	126	406	9.2	5.6	103
DUCK FACTORY	N	5595	817	7.9	14.6	114	*197	10.9	3.5	157	304	7.3	5.4	106	317	7.2	5.7	104
DUKES OF HAZZARD	C	5768	734	7.1	12.7	99	*131	7.2	2.3	101	306	7.4	5.3	103	297	6.7	5.1	94
DYNASTY	A	20053	2723	26.2	13.6	106	451	24.9	2.2	100	1172	28.2	5.8	114	1099	24.9	5.5	100
FACTS OF LIFE	N	8087	1043	10.0	12.9	101	*192	10.6	2.4	106	422	10.2	5.2	102	429	9.7	5.3	97
FALCON CREST	C	20046	2511	24.2	12.5	98	*353	19.5	1.8	79	1166	28.1	5.8	113	992	22.4	4.9	91
FALL GUY	A	9084	1295	12.5	14.3	111	297	16.4	3.3	146	591	14.2	6.5	127	407	9.2	4.5	82
FAMILY TIES	N	7964	1135	10.9	14.3	111	*231	12.7	2.9	129	492	11.8	6.2	120	412	9.3	5.2	95
FANTASY ISLAND	A	7687	1018	9.8	13.2	103	*222	12.2	2.9	129	391	9.4	5.1	99	405	9.2	5.3	97
FOULUPS,BLEEPS & BLUNDERS	A	8861	1019	9.8	11.5	90	*179	9.9	2.0	90	523	12.6	5.9	115	317	7.2	3.6	66
FOUR SEASONS	C	5095	628	6.0	12.3	96	**77	4.2	1.5	67	*261	6.3	5.1	100	*290	6.6	5.7	104
GIMME A BREAK	N	8838	1218	11.7	13.8	107	*262	14.4	3.0	132	513	12.3	5.8	113	443	10.0	5.0	92
HART TO HART	A	8978	1152	11.1	12.8	100	*192	10.6	2.1	95	500	12.0	5.6	109	460	10.4	5.1	94
HILL STREET BLUES	N	8590	1106	10.6	12.9	100	*179	9.9	2.1	93	492	11.8	5.7	112	436	9.9	5.1	93
HOTEL	A	14085	1925	18.5	13.7	107	249	13.7	1.8	79	887	21.3	6.3	123	789	17.9	5.6	103
JEFFERSONS	C	9360	1202	11.6	12.8	100	*183	10.1	2.0	87	533	12.8	5.7	111	487	11.0	5.2	95
JENNIFER SLEPT HERE	N	5841	833	8.0	14.3	111	**153	8.4	2.6	117	326	7.8	5.6	109	354	8.0	6.1	111
KATE & ALLIE	C	9206	1237	11.9	13.4	105	*219	12.1	2.4	106	451	10.9	4.9	95	567	12.8	6.2	113
KNIGHT RIDER	N	7076	923	8.9	13.0	102	*169	9.3	2.4	107	356	8.6	5.0	98	397	9.0	5.6	103
LOVE BOAT	A	12219	1514	14.6	12.4	97	281	15.5	2.3	103	657	15.8	5.4	105	576	13.0	4.7	86
MAGNUM PI	C	11199	1374	13.2	12.3	96	239	13.2	2.1	95	561	13.5	5.0	98	575	13.0	5.1	94
MAMA'S FAMILY	N	6057	755	7.3	12.5	97	*126	6.9	2.1	93	*297	7.1	4.9	96	333	7.5	5.5	101
MASTER, THE	N	3598	437	4.2	12.1	95	*133	7.3	3.7	165	*109	2.6	3.0	59	*194	4.4	5.4	99
MATT HOUSTON	A	6344	917	8.8	14.5	113	*253	13.9	4.0	178	284	6.8	4.5	87	380	8.6	6.0	110
NBC MONDAY NIGHT MOVIE	N	11994	1674	16.1	14.0	109	330	18.2	2.8	123	688	16.6	5.7	112	656	14.8	5.5	100
NBC NIGHTLY NEWS	N	5132	633	6.1	12.3	96	*123	6.8	2.4	107	264	6.4	5.1	100	246	5.6	4.8	88
NBC NIGHTLY NEWS-SAT	N	3375	382	3.7	11.3	88	**88	4.9	2.6	116	*153	3.7	4.5	88	*140	3.2	4.1	76
NBC NIGHTLY NEWS-SUN	N	3130	371	3.6	11.9	92	**71	3.9	2.3	101	*146	3.5	4.7	91	*155	3.5	5.0	91
NBC SUNDAY NIGHT MOVIE	N	8284	1381	13.3	16.7	130	*388	21.4	4.7	209	496	11.9	6.0	117	497	11.2	6.0	110
NEWHART	C	9240	1302	12.5	14.1	110	*197	10.9	2.1	95	526	12.7	5.7	111	580	13.1	6.3	115
ONE DAY AT A TIME	C	7288	961	9.3	13.2	103	*181	10.0	2.5	111	454	10.9	6.2	121	326	7.4	4.5	82
PEOPLE ARE FUNNY	N	4855	618	5.9	12.7	99	**136	7.5	2.8	125	*221	5.3	4.6	89	261	5.9	5.4	99
REAL PEOPLE	N	8869	1112	10.7	12.5	98	*172	9.5	1.9	87	450	10.8	5.1	99	490	11.1	5.5	101
REMINGTON STEELE	N	7743	971	9.3	12.5	98	*214	11.8	2.8	123	335	8.1	4.3	84	422	9.5	5.5	100
RIPLEY'S BELIEVE IT - NOT	A	5345	753	7.2	14.1	110	*127	7.0	2.4	106	326	7.8	6.1	119	300	6.8	5.6	103
RIPTIDE	N	6988	936	9.0	13.4	104	*153	8.4	2.2	98	360	8.7	5.2	100	423	9.6	6.1	111
SCARECROW & MRS. KING	C	10002	1205	11.6	12.0	94	261	14.4	2.6	117	482	11.6	4.8	94	462	10.5	4.6	85
SIMON & SIMON	C	10638	1422	13.7	13.4	104	*255	14.1	2.4	107	572	13.8	5.4	105	595	13.5	5.6	102
60 MINUTES	C	13293	1567	15.1	11.8	92	*222	12.2	1.7	75	655	15.8	4.9	96	690	15.6	5.2	95
ST. ELSEWHERE	N	7017	955	9.2	13.6	106	*152	8.4	2.2	97	444	10.7	6.3	123	360	8.1	5.1	94
THREE'S COMPANY	A	10917	1437	13.8	13.2	103	265	14.6	2.4	108	659	15.9	6.0	118	513	11.6	4.7	86
T.J. HOOKER	A	9204	1098	10.6	11.9	93	*182	10.0	2.0	88	511	12.3	5.6	108	405	9.2	4.4	81
TONIGHT SHOW	N	2372	337	3.2	14.2	111	*28	1.5	1.2	53	157	3.8	6.6	129	151	3.4	6.4	117
TRAPPER JOHN, M.D.	C	9846	1174	11.3	11.9	93	213	11.7	2.2	97	441	10.6	4.5	87	521	11.8	5.3	97
TV BLOOPERS & PRAC. JOKES	N	9105	1095	10.5	12.0	94	*144	7.9	1.6	71	488	11.7	5.4	104	464	10.5	5.1	93
20/20	A	9387	1235	11.9	13.2	103	*197	10.9	2.1	94	470	11.3	5.0	98	568	12.9	6.1	111
WEBSTER	A	11067	1423	13.7	12.9	100	*235	13.0	2.1	95	633	15.2	5.7	111	555	12.6	5.0	92
WORLD NEWS - SUN	A	3062	371	3.6	12.1	94	**74	4.1	2.4	108	*129	3.1	4.2	82	*168	3.8	5.5	101
YELLOW ROSE	N	4978	669	6.4	13.4	105	*99	5.5	2.0	89	260	6.3	5.2	102	309	7.0	6.2	114
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	1467	14.1	16.5	129	*209	11.5	2.4	105	664	16.0	7.5	146	595	13.5	6.7	123
BASKETBALL - COLLEGE GAMES		4080	593	5.7	14.5	113	**146	8.0	3.6	160	*279	6.7	6.8	133	**169	3.8	4.1	76
BASKETBALL - PRO GAMES		3607	516	5.0	14.3	112	**96	5.3	2.7	119	**177	4.3	4.9	96	**243	5.5	6.7	123
BOWLING		3883	753	7.2	19.4	151	**119	6.6	3.1	137	*385	9.3	9.9	193	*249	5.6	6.4	117
BOXING		3928	649	6.2	16.5	129	**96	5.3	2.4	109	*389	9.4	9.9	193	**164	3.7	4.2	76
FOOTBALL - COLLEGE GAMES		6366	1124	10.8	17.7	138	**218	12.0	3.4	153	*510	12.3	8.0	156	*395	8.9	6.2	114
FOOTBALL - PRO GAMES		11300	2062	19.8	18.2	142	*335	18.5	3.0	132	794	19.1	7.0	137	934	21.1	8.3	151
GOLF		3378	*539	5.2	16.0	124	**158	8.7	4.7	209	**131	3.2	3.9	76	**250	5.7	7.4	136
POST-SEASON COLL. FOOTBALL		4906	798	7.7	16.3	127	**206	11.4	4.2	187	*324	7.8	6.6	129	*268	6.1	5.5	100
POST-SEASON PRO FOOTBALL		6120	1077	10.4	17.6	137	**175	9.6	2.9	128	*459	11.0	7.5	146	*442	10.0	7.2	132
TENNIS		3033	*397	3.8	13.1	102	**107	5.9	3.5	158	**152	3.7	5.0	98	**139	3.1	4.6	84
WRESTLING - PROFESSIONAL		3344	761	7.3	22.8	177	**111	6.1	3.3	148	*385	9.3	11.5	224	**266	6.0	8.0	146

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FROSTING (STORE BOUGHT) BASE = FEMALE HOMEMAKERS (80986) QUESTIONNAIRE PAGE H-12

		'000	%	UNWEIGHTED
2A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE IT?	YES	40532	50.0	4478
	NO	40454	50.0	4957

IF YES	ALL '000	ALL %	SOLE '000	SOLE %	PRIMARY '000	PRIMARY %	SECONDARY '000	SECONDARY %	UNWEIGHTED
2B. WHAT TYPES ARE USED BY YOUR HOUSEHOLD?									
READY TO SPREAD (CANNED)	36444	45.0	19744	24.4	14809	18.3	1892	2.3	4002
PACKAGED MIX (NOT READY TO SPREAD)	20781	25.7	4088	5.0	5338	6.6	11363	14.0	2317
DO NOT KNOW									
2C. WHICH BRANDS ARE USED BY YOUR HOUSEHOLD?									
BETTY CROCKER CANNED	20695	25.6	5765	7.1	12621	15.6	2309	2.9	2225
BETTY CROCKER FROSTING MIX	10056	12.4	2439	3.0	5463	6.7	2154	2.7	1081
DUNCAN HINES CANNED	11980	14.8	3111	3.8	7251	9.0	1618	2.0	1298
HERSHEY CANNED	3270	4.0	280	.3	2082	2.6	908	1.1	339
JIFFY FROSTING MIX	5187	6.4	821	1.0	2595	3.2	1771	2.2	580
PILLSBURY CANNED	13641	16.8	2842	3.5	8041	9.9	2758	3.4	1550
PILLSBURY FROSTING MIX	8445	10.4	1486	1.8	4553	5.6	2406	3.0	923
OTHER CANNED	2218	2.7	289	.4	1219	1.5	710	.9	231
OTHER FROSTING MIX	3623	4.5	742	.9	1638	2.0	1243	1.5	396
DO NOT KNOW	644	.8							67

		CANS '000	CANS %	CANS UNWEIGHTED	PACKAGES OF MIX '000	PACKAGES OF MIX %	PACKAGES OF MIX UNWEIGHTED
2D. ABOUT HOW MANY CANS (READY TO SPREAD) AND PACKAGES (NOT READY TO SPREAD) OF FROSTING WERE USED BY YOUR ENTIRE HOUSEHOLD IN THE LAST 30 DAYS?							
FOUR OR MORE	H	1586	2.0	154	667	.8	78
THREE	H	2613	3.2	287	889	1.1	122
TWO	M	7469	9.2	832	3062	3.8	354
ONE	L	13647	16.9	1489	6680	8.2	738
NONE		15218	18.8	1716	29235	36.1	3186

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FROSTING (STORE BOUGHT): TYPES
(FEMALE HOMEMAKERS)

0114
P-19

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	READY TO SPREAD (CANNED) A '000	READY TO SPREAD (CANNED) B % DOWN	READY TO SPREAD (CANNED) C % ACROSS	READY TO SPREAD (CANNED) D INDX	PACKAGED MIX (NOT READY TO SPREAD) A '000	PACKAGED MIX (NOT READY TO SPREAD) B % DOWN	PACKAGED MIX (NOT READY TO SPREAD) C % ACROSS	PACKAGED MIX (NOT READY TO SPREAD) D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	40532	100.0	50.0	100	36444	100.0	45.0	100	20788	100.0	25.7	100				
18 - 24	9282	4952	12.2	53.4	107	4422	12.1	47.6	106	2738	13.2	29.5	115				
25 - 34	19072	11367	28.0	59.6	119	10185	27.9	53.4	119	5857	28.2	30.7	120				
35 - 44	14591	8479	20.9	58.1	116	7594	20.8	52.0	116	4257	20.5	29.2	114				
45 - 54	11345	5473	13.5	48.2	96	5032	13.8	44.4	99	2718	13.1	24.0	93				
55 - 64	11635	5094	12.6	43.8	87	4742	13.0	40.8	91	2409	11.6	20.7	81				
65 OR OLDER	15061	5168	12.8	34.3	69	4470	12.3	29.7	66	2810	13.5	18.7	73				
18 - 34	28354	16319	40.3	57.6	115	14607	40.1	51.5	114	8595	41.3	30.3	118				
18 - 49	48339	27590	68.1	57.1	114	24764	68.0	51.2	114	14345	69.0	29.7	116				
25 - 54	45008	25318	62.5	56.3	112	22810	62.6	50.7	113	12832	61.7	28.5	111				
35 - 49	19985	11271	27.8	56.4	113	10158	27.9	50.8	113	5750	27.7	28.8	112				
50 OR OLDER	32647	12942	31.9	39.6	79	11680	32.0	35.8	80	6444	31.0	19.7	77				
GRADUATED COLLEGE	11155	5324	13.1	47.7	95	4856	13.3	43.5	97	2671	12.8	23.9	93				
ATTENDED COLLEGE	13682	7102	17.5	51.9	104	6324	17.4	46.2	103	3677	17.7	26.9	105				
GRADUATED HIGH SCHOOL	33880	17974	44.3	53.1	106	16271	44.6	48.0	107	9138	44.0	27.0	105				
DID NOT GRADUATE HIGH SCHOOL	22270	10132	25.0	45.5	91	8993	24.7	40.4	90	5302	25.5	23.8	93				
EMPLOYED	40306	21541	53.1	53.4	107	19604	53.8	48.6	108	10627	51.1	26.4	103				
EMPLOYED FULL-TIME	32850	17158	42.3	52.2	104	15630	42.9	47.6	106	8422	40.5	25.6	100				
EMPLOYED PART-TIME	7456	4383	10.8	58.8	117	3974	10.9	53.3	118	2205	10.6	29.6	115				
NOT EMPLOYED	40680	18991	46.9	46.7	93	16840	46.2	41.4	92	10162	48.9	25.0	97				
PROFESSIONAL/MANAGER	10392	5174	12.8	49.8	99	4708	12.9	45.3	101	2496	12.0	24.0	94				
TECH/CLERICAL/SALES	17574	9380	23.1	53.4	107	8692	23.9	49.5	110	4477	21.5	25.5	99				
PRECISION/CRAFT	985	571	1.4	58.0	116	*522	1.4	53.0	118	*263	1.3	26.7	104				
OTHER EMPLOYED	11354	6416	15.8	56.5	113	5682	15.6	50.0	111	3391	16.3	29.9	116				
SINGLE	9863	4163	10.3	42.2	84	3750	10.3	38.0	84	2109	10.1	21.4	83				
MARRIED	51375	27522	67.9	53.6	107	24949	68.5	48.6	108	13758	66.2	26.8	104				
DIVORCED/SEPARATED/WIDOWED	19748	8846	21.8	44.8	90	7745	21.3	39.2	87	4921	23.7	24.9	97				
PARENTS	32590	20427	50.4	62.7	125	18307	50.2	56.2	125	10743	51.7	33.0	128				
WHITE	70416	35389	87.3	50.3	100	31704	87.0	45.0	100	18211	87.6	25.9	101				
BLACK	8778	4431	10.9	50.5	101	4103	11.3	46.7	104	2208	10.6	25.2	98				
OTHER	1791	*712	1.8	39.8	79	*637	1.7	35.6	79	**370	1.8	20.7	80				
NORTHEAST-CENSUS	17786	8264	20.4	46.5	93	7703	21.1	43.3	96	3789	18.2	21.3	83				
NORTH CENTRAL	20741	11326	27.9	54.6	109	10350	28.4	49.9	111	5800	27.9	28.0	109				
SOUTH	27775	13617	33.6	49.0	98	12348	33.9	44.5	99	7070	34.0	25.5	99				
WEST	14683	7325	18.1	49.9	100	6043	16.6	41.2	91	4129	19.9	28.1	110				
NORTHEAST-MKTG.	17961	8391	20.7	46.7	93	7749	21.3	43.1	96	4023	19.4	22.4	87				
EAST CENTRAL	11885	6458	15.9	54.3	109	5994	16.4	50.4	112	3301	15.9	27.8	108				
WEST CENTRAL	14090	7406	18.3	52.6	105	6547	18.0	46.5	103	3912	18.8	27.8	108				
SOUTH	24081	11810	29.1	49.0	98	10769	29.5	44.7	99	5941	28.6	24.7	96				
PACIFIC	12969	6467	16.0	49.9	100	5385	14.8	41.5	92	3611	17.4	27.8	108				
COUNTY SIZE A	32439	14744	36.4	45.5	91	13360	36.7	41.2	92	7512	36.1	23.2	90				
COUNTY SIZE B	24915	13579	33.5	54.5	109	12238	33.6	49.1	109	6685	32.2	26.8	105				
COUNTY SIZE C	12930	6969	17.2	53.9	108	6206	17.0	48.0	107	3629	17.5	28.1	109				
COUNTY SIZE D	10703	5240	12.9	49.0	98	4640	12.7	43.4	96	2962	14.2	27.7	108				
METRO CENTRAL CITY	24518	11695	28.9	47.7	95	10522	28.9	42.9	95	5802	27.9	23.7	92				
METRO SUBURBAN	35919	18278	45.1	50.9	102	16477	45.2	45.9	102	9123	43.9	25.4	99				
NON METRO	20549	10559	26.1	51.4	103	9445	25.9	46.0	102	5863	28.2	28.5	111				
TOP 5 ADI'S	18341	8336	20.6	45.5	91	7599	20.9	41.4	92	4153	20.0	22.6	88				
TOP 10 ADI'S	25378	11390	28.1	44.9	90	10367	28.4	40.9	91	5632	27.1	22.2	86				
TOP 20 ADI'S	36488	16852	41.6	46.2	92	15167	41.6	41.6	92	8642	41.6	23.7	92				
HSHLD INC. $50,000 OR MORE	6612	3508	8.7	53.1	106	3279	9.0	49.6	110	1568	7.5	23.7	92				
$40,000 OR MORE	12659	6455	15.9	51.0	102	6010	16.5	47.5	106	2825	13.6	22.3	87				
$30,000 OR MORE	24698	13261	32.7	53.7	107	12049	33.1	48.8	108	6323	30.4	25.6	100				
$25,000 OR MORE	32077	17547	43.3	54.7	109	15923	43.7	49.6	110	8554	41.1	26.7	104				
$20,000 - $24,999	9144	4624	11.4	50.6	101	4143	11.4	45.3	101	2357	11.3	25.8	100				
$15,000 - $19,999	8728	4538	11.2	52.0	104	4119	11.3	47.2	105	2222	10.7	25.5	99				
$10,000 - $14,999	12562	5956	14.7	47.4	95	5288	14.5	42.1	94	3340	16.1	26.6	104				
UNDER $10,000	18475	7868	19.4	42.6	85	6972	19.1	37.7	84	4316	20.8	23.4	91				
HOUSEHOLD OF 1 PERSON	11987	3875	9.6	32.3	65	3278	9.0	27.3	61	2281	11.0	19.0	74				
2 PEOPLE	26577	11329	28.0	42.6	85	10211	28.0	38.4	85	5645	27.2	21.2	83				
3 OR 4 PEOPLE	30617	18076	44.6	59.0	118	16178	44.4	52.8	117	9134	43.9	29.8	116				
5 OR MORE PEOPLE	11804	7252	17.9	61.4	123	6777	18.6	57.4	128	3729	17.9	31.6	123				
NO CHILD IN HSHLD	46165	18751	46.3	40.6	81	16867	46.3	36.5	81	9385	45.1	20.3	79				
CHILD(REN) UNDER 2 YRS	5325	3331	8.2	62.6	125	2862	7.9	53.7	119	1735	8.3	32.6	127				
2 - 5 YEARS	14221	8679	21.4	61.0	122	7843	21.5	55.2	123	4648	22.4	32.7	127				
6 - 11 YEARS	15117	9684	23.9	64.1	128	8875	24.4	58.7	130	4980	24.0	32.9	128				
12 - 17 YEARS	16611	10256	25.3	61.7	123	9267	25.4	55.8	124	5183	24.9	31.2	122				
RESIDENCE OWNED	55884	28179	69.5	50.4	101	25561	70.1	45.7	102	14092	67.8	25.2	98				
VALUE: $50,000 OR MORE	31744	15849	39.1	49.9	100	14215	39.0	44.8	100	7847	37.7	24.7	96				
VALUE: UNDER $50,000	24140	12330	30.4	51.1	102	11347	31.1	47.0	104	6246	30.0	25.9	101				

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FROSTING (STORE BOUGHT): TYPES
(FEMALE HOMEMAKERS)

0115
P-19

		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	READY TO SPREAD (CANNED) A '000	READY TO SPREAD (CANNED) B % DOWN	READY TO SPREAD (CANNED) C % ACROSS	READY TO SPREAD (CANNED) D INDX	PACKAGED MIX (NOT READY TO SPREAD) A '000	PACKAGED MIX (NOT READY TO SPREAD) B % DOWN	PACKAGED MIX (NOT READY TO SPREAD) C % ACROSS	PACKAGED MIX (NOT READY TO SPREAD) D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	40532	100.0	50.0	100	36444	100.0	45.0	100	20788	100.0	25.7	100				
MAGAZINES	QUINTILE 1	15799	8743	21.6	55.3	111	7997	21.9	50.6	112	4349	20.9	27.5	107				
	QUINTILE 2	17259	9181	22.7	53.2	106	8318	22.8	48.2	107	4685	22.5	27.1	106				
	QUINTILE 3	13545	6710	16.6	49.5	99	6067	16.6	44.8	100	3456	16.6	25.5	99				
	QUINTILE 4	15133	7711	19.0	51.0	102	6764	18.6	44.7	99	3989	19.2	26.4	103				
	QUINTILE 5	19250	8188	20.2	42.5	85	7298	20.0	37.9	84	4308	20.7	22.4	87				
NEWSPAPERS	QUINTILE 1	12413	6098	15.0	49.1	98	5519	15.1	44.5	99	2875	13.8	23.2	90				
	QUINTILE 2	24116	12291	30.3	51.0	102	11049	30.3	45.8	102	6048	29.1	25.1	98				
	QUINTILE 3	11261	5678	14.0	50.4	101	5210	14.3	46.3	103	3230	15.5	28.7	112				
	QUINTILE 4	20255	10569	26.1	52.2	104	9519	26.1	47.0	104	5305	25.5	26.2	102				
	QUINTILE 5	12940	5896	14.5	45.6	91	5148	14.1	39.8	88	3331	16.0	25.7	100				
OUTDOOR	QUINTILE 1	14852	8164	20.1	55.0	110	7467	20.5	50.3	112	4087	19.7	27.5	107				
	QUINTILE 2	15725	8193	20.2	52.1	104	7284	20.0	46.3	103	4329	20.8	27.5	107				
	QUINTILE 3	16330	8210	20.3	50.3	100	7399	20.3	45.3	101	4364	21.0	26.7	104				
	QUINTILE 4	16744	7927	19.6	47.3	95	7043	19.3	42.1	93	4021	19.3	24.0	94				
	QUINTILE 5	17334	8038	19.8	46.4	93	7252	19.9	41.8	93	3988	19.2	23.0	90				
RADIO-DRIVE TIME	QUINTILE 1	15911	8854	21.8	55.6	111	7821	21.5	49.2	109	4640	22.3	29.2	114				
	QUINTILE 2	14837	7986	19.7	53.8	108	7308	20.1	49.3	109	4378	21.1	29.5	115				
	QUINTILE 3	15339	7448	18.4	48.6	97	6586	18.1	42.9	95	3848	18.5	25.1	98				
	QUINTILE 4	16723	8569	21.1	51.2	102	7850	21.5	46.9	104	4149	20.0	24.8	97				
	QUINTILE 5	18176	7676	18.9	42.2	84	6879	18.9	37.8	84	3773	18.1	20.8	81				
RADIO-MID-DAY	TERCILE 1	21020	10994	27.1	52.3	105	9759	26.8	46.4	103	6056	29.1	28.8	112				
	TERCILE 2	21610	11266	27.8	52.1	104	10014	27.5	46.3	103	5894	28.4	27.3	106				
	TERCILE 3	38355	18272	45.1	47.6	95	16671	45.7	43.5	97	8839	42.5	23.0	90				
RADIO-TOTAL	QUINTILE 1	15988	8873	21.9	55.5	111	7842	21.5	49.0	109	4703	22.6	29.4	115				
	QUINTILE 2	15626	8156	20.1	52.2	104	7342	20.1	47.0	104	4510	21.7	28.9	112				
	QUINTILE 3	16723	8397	20.7	50.2	100	7608	20.9	45.5	101	4170	20.1	24.9	97				
	QUINTILE 4	16342	8150	20.1	49.9	100	7370	20.2	45.1	100	4306	20.7	26.3	103				
	QUINTILE 5	16306	6956	17.2	42.7	85	6282	17.2	38.5	86	3099	14.9	19.0	74				
TV-PRIME TIME	QUINTILE 1	15953	7793	19.2	48.8	98	6996	19.2	43.9	97	3962	19.1	24.8	97				
	QUINTILE 2	16137	8395	20.7	52.0	104	7653	21.0	47.4	105	4174	20.1	25.9	101				
	QUINTILE 3	16420	8528	21.0	51.9	104	7723	21.2	47.0	105	4419	21.3	26.9	105				
	QUINTILE 4	16687	8435	20.8	50.5	101	7604	20.9	45.6	101	4131	19.9	24.8	96				
	QUINTILE 5	15789	7382	18.2	46.8	93	6469	17.8	41.0	91	4103	19.7	26.0	101				
TV-DAYTIME	TERCILE 1	27736	14082	34.7	50.8	101	12861	35.3	46.4	103	6825	32.8	24.6	96				
	TERCILE 2	26489	13278	32.8	50.1	100	11898	32.6	44.9	100	7216	34.7	27.2	106				
	TERCILE 3	26761	13172	32.5	49.2	98	11685	32.1	43.7	97	6748	32.5	25.2	98				
TV-TOTAL	QUINTILE 1	16345	7965	19.7	48.7	97	7238	19.9	44.3	98	4243	20.4	26.0	101				
	QUINTILE 2	16447	8631	21.3	52.5	105	7783	21.4	47.3	105	3948	19.0	24.0	94				
	QUINTILE 3	15980	8230	20.3	51.5	103	7448	20.4	46.6	104	4204	20.2	26.3	102				
	QUINTILE 4	15887	8065	19.9	50.8	101	7278	20.0	45.8	102	4320	20.8	27.2	106				
	QUINTILE 5	16326	7642	18.9	46.8	94	6697	18.4	41.0	91	4073	19.6	24.9	97				
MAGAZINES-NEWSPAPERS: DUAL		20721	10734	26.5	51.8	104	9875	27.1	47.7	106	5054	24.3	24.4	95				
MAGAZINE IMPERATIVE		19186	10729	26.5	55.9	112	9660	26.5	50.3	112	5864	28.2	30.6	119				
NEWSPAPER IMPERATIVE		21899	10551	26.0	48.2	96	9438	25.9	43.1	96	5444	26.2	24.9	97				
MAGAZINES-OUTDOOR: DUAL		15451	8874	21.9	57.4	115	7982	21.9	51.7	115	4411	21.2	28.5	111				
MAGAZINE IMPERATIVE		25953	12978	32.0	50.0	100	11882	32.6	45.8	102	6625	31.9	25.5	99				
OUTDOOR IMPERATIVE		24400	11745	29.0	48.1	96	10573	29.0	43.3	96	6231	30.0	25.5	99				
MAGAZINES-RADIO: DUAL		18049	9858	24.3	54.6	109	8912	24.5	49.4	110	5244	25.2	29.1	113				
MAGAZINE IMPERATIVE		23571	12027	29.7	51.0	102	11023	30.2	46.8	104	5806	27.9	24.6	96				
RADIO IMPERATIVE		23278	11755	29.0	50.5	101	10374	28.5	44.6	99	6260	30.1	26.9	105				
MAGAZINES-TELEVISION: DUAL		15459	8269	20.4	53.5	107	7521	20.6	48.7	108	4008	19.3	25.9	101				
MAGAZINE IMPERATIVE		25829	13709	33.8	53.1	106	12379	34.0	47.9	107	7165	34.5	27.7	108				
TELEVISION IMPERATIVE		26039	12386	30.6	47.6	95	11113	30.5	42.7	95	6326	30.4	24.3	95				
NEWSPAPERS-OUTDOOR: DUAL		16605	8793	21.7	53.0	106	7997	21.9	48.2	107	4420	21.3	26.6	104				
NEWSPAPER IMPERATIVE		26834	12932	31.9	48.2	96	11637	31.9	43.4	96	6465	31.1	24.1	94				
OUTDOOR IMPERATIVE		23346	12323	30.4	52.8	105	10978	30.1	47.0	104	6640	31.9	28.4	111				
NEWSPAPERS-RADIO: DUAL		17133	9008	22.2	52.6	105	8068	22.1	47.1	105	4438	21.3	25.9	101				
NEWSPAPER IMPERATIVE		25892	12517	30.9	48.3	97	11392	31.3	44.0	98	6191	29.8	23.9	93				
RADIO IMPERATIVE		23167	12332	30.4	53.2	106	11011	30.2	47.5	106	7020	33.8	30.3	118				
NEWSPAPERS-TELEVISION: DUAL		17159	8971	22.1	52.3	104	8265	22.7	48.2	107	4308	20.7	25.1	98				
NEWSPAPER IMPERATIVE		26214	12811	31.6	48.9	98	11424	31.3	43.6	97	6613	31.8	25.2	98				
TELEVISION IMPERATIVE		23412	11820	29.2	50.5	101	10551	29.0	45.1	100	6152	29.6	26.3	102				
OUTDOOR-RADIO: DUAL		15303	8803	21.7	57.5	115	7864	21.6	51.4	114	4727	22.7	30.9	120				
OUTDOOR IMPERATIVE		24901	12166	30.0	48.9	98	11103	30.5	44.6	99	6128	29.5	24.6	96				
RADIO IMPERATIVE		26492	13362	33.0	50.4	101	11923	32.7	45.0	100	6992	33.6	26.4	103				
OUTDOOR-TELEVISION: DUAL		14794	8277	20.4	55.9	112	7502	20.6	50.7	113	4023	19.4	27.2	106				
OUTDOOR IMPERATIVE		25437	13024	32.1	51.2	102	11635	31.9	45.7	102	7086	34.1	27.9	109				
TELEVISION IMPERATIVE		27877	13447	33.2	48.2	96	12138	33.3	43.5	97	6793	32.7	24.4	95				
RADIO-TELEVISION: DUAL		15996	8614	21.3	53.9	108	7890	21.6	49.3	110	4361	21.0	27.3	106				
RADIO IMPERATIVE		25478	13220	32.6	51.9	104	11676	32.0	45.8	102	7248	34.9	28.4	111				
TELEVISION IMPERATIVE		26573	12872	31.8	48.4	97	11532	31.6	43.4	96	6335	30.5	23.8	93				

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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FROSTING (STORE BOUGHT): TYPES
(FEMALE HOMEMAKERS)

0116
P-19

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	READY TO SPREAD (CANNED) A '000	READY TO SPREAD (CANNED) B % DOWN	READY TO SPREAD (CANNED) C % ACROSS	READY TO SPREAD (CANNED) D INDX	PACKAGED MIX (NOT READY TO SPREAD) A '000	PACKAGED MIX (NOT READY TO SPREAD) B % DOWN	PACKAGED MIX (NOT READY TO SPREAD) C % ACROSS	PACKAGED MIX (NOT READY TO SPREAD) D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	40532	100.0	50.0	100	36444	100.0	45.0	100	20788	100.0	25.7	100				
ATLANTIC MONTHLY	415	*167	0.4	40.2	80	*134	0.4	32.3	72	**98	0.5	23.6	92				
BARRON'S	453	*233	0.6	51.4	103	*203	0.6	44.8	100	**136	0.7	30.0	117				
BETTER HOMES & GARDENS	16256	8699	21.5	53.5	107	7881	21.6	48.5	108	4375	21.0	26.9	105				
BON APPETIT	2535	1106	2.7	43.6	87	978	2.7	38.6	86	478	2.3	18.9	73				
BUSINESS WEEK	1278	633	1.6	49.5	99	578	1.6	45.2	101	305	1.5	23.9	93				
CAR AND DRIVER	378	*162	0.4	42.9	86	*151	0.4	39.9	89	**62	0.3	16.4	64				
CBS MAGAZINE NETWORK (GROSS)	1498	928	2.3	61.9	124	821	2.3	54.8	122	495	2.4	33.0	129				
CHANGING TIMES	1505	652	1.6	43.3	87	624	1.7	41.5	92	300	1.4	19.9	78				
COLONIAL HOMES	1231	695	1.7	56.5	113	635	1.7	51.6	115	350	1.7	28.4	111				
CONDE NAST MAG. PKG. (GROSS)	14146	7734	19.1	54.7	109	7035	19.3	49.7	111	3759	18.1	26.6	104				
CONSUMERS DIGEST	1323	824	2.0	62.3	124	777	2.1	58.7	131	316	1.5	23.9	93				
COSMOPOLITAN	7102	3898	9.6	54.9	110	3505	9.6	49.4	110	2114	10.2	29.8	116				
COUNTRY LIVING	2481	1419	3.5	57.2	114	1368	3.8	55.1	123	636	3.1	25.6	100				
CUISINE	1472	743	1.8	50.5	101	717	2.0	48.7	108	343	1.6	23.3	91				
CYCLE WORLD	425	*323	0.8	76.0	152	*299	0.8	70.4	156	*173	0.8	40.7	159				
DCI:CREATIVE IDEAS FOR LIV	2510	1396	3.4	55.6	111	1306	3.6	52.0	116	602	2.9	24.0	93				
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	3532	8.7	52.8	105	3242	8.9	48.4	108	1704	8.2	25.5	99				
DISCOVER	894	542	1.3	60.6	121	509	1.4	56.9	127	237	1.1	26.5	103				
EBONY	3507	2024	5.0	57.7	115	1844	5.1	52.6	117	921	4.4	26.3	102				
ESQUIRE	1083	521	1.3	48.1	96	465	1.3	42.9	95	*260	1.3	24.0	94				
ESSENCE	1830	1051	2.6	57.4	115	972	2.7	53.1	118	472	2.3	25.8	100				
FAMILY CIRCLE	15930	8500	21.0	53.4	107	7827	21.5	49.1	109	4136	19.9	26.0	101				
THE FAMILY HANDYMAN	1126	678	1.7	60.2	120	632	1.7	56.1	125	369	1.8	32.8	128				
FAMILY WEEKLY	11468	6310	15.6	55.0	110	5640	15.5	49.2	109	3269	15.7	28.5	111				
FIELD & STREAM	2234	1222	3.0	54.7	109	1126	3.1	50.4	112	651	3.1	29.1	114				
FOOD & WINE	579	326	0.8	56.3	112	309	0.8	53.4	119	*109	0.5	18.8	73				
FORBES	728	358	0.9	49.2	98	347	1.0	47.7	106	**166	0.8	22.8	89				
FORTUNE	906	436	1.1	48.1	96	413	1.1	45.6	101	*212	1.0	23.4	91				
GENTLEMEN'S QUARTERLY	791	404	1.0	51.1	102	368	1.0	46.5	103	*216	1.0	27.3	106				
GLAMOUR	5265	3099	7.6	58.9	118	2817	7.7	53.5	119	1628	7.8	30.9	120				
GOLF DIGEST	636	400	1.0	62.9	126	388	1.1	61.0	136	*189	0.9	29.7	116				
GOLF DIGEST/TENNIS (GROSS)	1186	658	1.6	55.5	111	620	1.7	52.3	116	324	1.6	27.3	106				
GOLF MAGAZINE	441	*263	0.6	59.6	119	*249	0.7	56.5	125	**132	0.6	29.9	117				
GOLF MAGAZINE/SKI (GROSS)	922	492	1.2	53.4	107	441	1.2	47.8	106	*249	1.2	27.0	105				
GOOD HOUSEKEEPING	16487	8849	21.8	53.7	107	8064	22.1	48.9	109	4201	20.2	25.5	99				
HARPER'S BAZAAR	2423	1297	3.2	53.5	107	1199	3.3	49.5	110	634	3.0	26.2	102				
HEALTH	1994	1123	2.8	56.3	113	1049	2.9	52.6	117	553	2.7	27.7	108				
HEARST MAG CORP. BUY (GROSS)	44101	24214	59.7	54.9	110	22162	60.8	50.3	112	11948	57.5	27.1	106				
HEARST MAN POWER (GROSS)	1993	1142	2.8	57.3	114	1046	2.9	52.5	117	612	2.9	30.7	120				
HEARST WOMAN POWER (GROSS)	31274	17188	42.4	55.0	110	15628	42.9	50.0	111	8519	41.0	27.2	106				
HOUSE BEAUTIFUL	3623	1951	4.8	53.9	108	1796	4.9	49.6	110	954	4.6	26.3	103				
INC.	283	*135	0.3	47.7	95	**133	0.4	47.0	104	**82	0.4	29.0	113				
JET	2928	1656	4.1	56.6	113	1518	4.2	51.8	115	836	4.0	28.6	111				
LADIES' HOME JOURNAL	11918	6777	16.7	56.9	114	6128	16.8	51.4	114	3432	16.5	28.8	112				
LHJ FAMILY GRP COMBO(GROSS)	16764	9575	23.6	57.1	114	8695	23.9	51.9	115	4938	23.8	29.5	115				
LIFE	4254	2210	5.5	52.0	104	1989	5.5	46.8	104	1196	5.8	28.1	110				
L.A. TIMES HOME MAGAZINE	1145	499	1.2	43.6	87	358	1.0	31.3	69	*293	1.4	25.6	100				
MADEMOISELLE	2884	1589	3.9	55.1	110	1414	3.9	49.0	109	744	3.6	25.8	101				
MC CALL'S	13460	7469	18.4	55.5	111	6858	18.8	51.0	113	3841	18.5	28.5	111				
MC CALL'S/WRK MOTHER (GROSS)	14606	8183	20.2	56.0	112	7516	20.6	51.5	114	4193	20.2	28.7	112				
MECHANIX ILLUSTRATED	772	393	1.0	50.9	102	362	1.0	46.9	104	*178	0.9	23.1	90				
METROPOLITAN HOME	967	433	1.1	44.8	89	408	1.1	42.2	94	*212	1.0	21.9	85				
MONEY	1588	777	1.9	48.9	98	740	2.0	46.6	104	419	2.0	26.4	103				
MOTHER EARTH NEWS	1002	517	1.3	51.6	103	492	1.4	49.1	109	*199	1.0	19.9	77				
MS.	825	367	0.9	44.5	89	311	0.9	37.7	84	226	1.1	27.4	107				
NATIONAL ENQUIRER	10336	5674	14.0	54.9	110	5245	14.4	50.7	113	2882	13.9	27.9	109				
NATIONAL GEOGRAPHIC	9597	5027	12.4	52.4	105	4557	12.5	47.5	106	2644	12.7	27.6	107				
NATIONAL SUNDAY MAGAZINE PKG	49558	25556	63.1	51.6	103	23023	63.2	46.5	103	12959	62.3	26.1	102				
NATURAL HISTORY	573	281	0.7	49.0	98	*260	0.7	45.4	101	*175	0.8	30.5	119				
NEW WOMAN	1699	936	2.3	55.1	110	860	2.4	50.6	112	447	2.2	26.3	102				
NEW YORK INCLUDING CUE	443	*200	0.5	45.1	90	*196	0.5	44.2	98	**79	0.4	17.8	69				
THE NEW YORKER	1270	516	1.3	40.6	81	490	1.3	38.6	86	240	1.2	18.9	74				
NEWSWEEK	6277	3161	7.8	50.4	101	2866	7.9	45.7	101	1473	7.1	23.5	91				
THE N.Y. TIMES DAILY EDITION	1205	465	1.1	38.6	77	426	1.2	35.4	79	*219	1.1	18.2	71				
THE N.Y. TIMES MAGAZINE	2081	732	1.8	35.2	70	693	1.9	33.3	74	275	1.3	13.2	51				
OMNI	788	440	1.1	55.8	112	349	1.0	44.3	98	*231	1.1	29.3	114				
ON CABLE	1158	751	1.9	64.9	130	655	1.8	56.6	126	*339	1.6	29.3	114				
1001 HOME IDEAS	2852	1674	4.1	58.7	117	1518	4.2	53.2	118	953	4.6	33.4	130				
ORGANIC GARDENING	1658	808	2.0	48.7	97	698	1.9	42.1	94	412	2.0	24.8	97				
OUTDOOR LIFE	896	534	1.3	59.6	119	508	1.4	56.7	126	*191	0.9	21.3	83				
PARADE MAGAZINE	24275	12302	30.4	50.7	101	11156	30.6	46.0	102	6105	29.4	25.1	98				

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FROSTING (STORE BOUGHT): TYPES
(FEMALE HOMEMAKERS)

0117
P-19

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C %	ALL USERS D INDX	READY TO SPREAD (CANNED) A '000	READY TO SPREAD (CANNED) B % DOWN	READY TO SPREAD (CANNED) C %	READY TO SPREAD (CANNED) D INDX	PACKAGED MIX (NOT READY TO SPREAD) A '000	PACKAGED MIX (NOT READY TO SPREAD) B % DOWN	PACKAGED MIX (NOT READY TO SPREAD) C %	PACKAGED MIX (NOT READY TO SPREAD) D INDX	A '000	B % DOWN	C %	D INDX
				ACROSS				ACROSS				ACROSS				ACROSS	
TOTAL FEMALE HOMEMAKERS	80986	40532	100.0	50.0	100	36444	100.0	45.0	100	20788	100.0	25.7	100				
PARENTS	3845	2443	6.0	63.5	127	2169	6.0	56.4	125	1290	6.2	33.6	131				
PENTHOUSE	831	431	1.1	51.9	104	417	1.1	50.2	112	*222	1.1	26.7	104				
PEOPLE	11645	6369	15.7	54.7	109	5791	15.9	49.7	111	3137	15.1	26.9	105				
PLAYBOY	2006	1174	2.9	58.5	117	1060	2.9	52.8	117	546	2.6	27.2	106				
POPULAR HOT RODDING	297	*204	0.5	68.7	137	*195	0.5	65.7	146	**94	0.5	31.6	123				
POPULAR MECHANICS	1018	568	1.4	55.8	111	549	1.5	53.9	120	*322	1.5	31.6	123				
POPULAR SCIENCE	878	432	1.1	49.2	98	411	1.1	46.8	104	*228	1.1	26.0	101				
PREVENTION	3913	1904	4.7	48.7	97	1749	4.8	44.7	99	961	4.6	24.6	96				
PSYCHOLOGY TODAY	1710	909	2.2	53.2	106	793	2.2	46.4	103	492	2.4	28.8	112				
READER'S DIGEST	22204	11073	27.3	49.9	100	10106	27.7	45.5	101	5751	27.7	25.9	101				
REDBOOK	7684	4440	11.0	57.8	115	4060	11.1	52.8	117	2204	10.6	28.7	112				
ROAD & TRACK	410	*273	0.7	66.6	133	*220	0.6	53.7	119	*168	0.8	41.0	160				
ROLLING STONE	969	515	1.3	53.1	106	450	1.2	46.4	103	287	1.4	29.6	115				
RUNNER'S WORLD	298	*180	0.4	60.4	121	*173	0.5	58.1	129	**87	0.4	29.2	114				
SATURDAY EVENING POST	1169	547	1.3	46.8	93	492	1.4	42.1	94	274	1.3	23.4	91				
SCIENCE 84	587	286	0.7	48.7	97	*242	0.7	41.2	92	*162	0.8	27.6	108				
SCIENCE DIGEST	482	*281	0.7	58.3	116	*246	0.7	51.0	113	*133	0.6	27.6	107				
SCIENTIFIC AMERICAN	594	*263	0.6	44.3	88	*205	0.6	34.5	77	*185	0.9	31.1	121				
SELF	2089	1222	3.0	58.5	117	1103	3.0	52.8	117	547	2.6	26.2	102				
SEVENTEEN	2411	1359	3.4	56.4	113	1223	3.4	50.7	113	713	3.4	29.6	115				
SKI	480	*229	0.6	47.7	95	*192	0.5	40.0	89	*117	0.6	24.4	95				
SMITHSONIAN	2760	1225	3.0	44.4	89	1131	3.1	41.0	91	527	2.5	19.1	74				
SOAP OPERA DIGEST	3013	1957	4.8	65.0	130	1822	5.0	60.5	134	993	4.8	33.0	128				
SOUTHERN LIVING	4184	2136	5.3	51.1	102	1936	5.3	46.3	103	1101	5.3	26.3	103				
SPORT	559	286	0.7	51.2	102	246	0.7	44.0	98	*167	0.8	29.9	116				
THE SPORTING NEWS	436	*233	0.6	53.4	107	*233	0.6	53.4	119	**93	0.4	21.3	83				
SPORTS AFIELD	493	293	0.7	59.4	119	250	0.7	50.7	113	*157	0.8	31.8	124				
SPORTS ILLUSTRATED	2758	1576	3.9	57.1	114	1500	4.1	54.4	121	743	3.6	26.9	105				
STAR	7456	4304	10.6	57.7	115	3956	10.9	53.1	118	2072	10.0	27.8	108				
SUNDAY	24936	12737	31.4	51.1	102	11508	31.6	46.2	103	6376	30.7	25.6	100				
SUNSET	2124	1059	2.6	49.9	100	818	2.2	38.5	86	621	3.0	29.2	114				
TV GUIDE	21661	11794	29.1	54.4	109	10780	29.6	49.8	111	5908	28.4	27.3	106				
TENNIS	550	*258	0.6	46.9	94	*232	0.6	42.2	94	**136	0.7	24.7	96				
TIME	8880	4559	11.2	51.3	103	4160	11.4	46.8	104	2107	10.1	23.7	92				
TOWN & COUNTRY	917	424	1.0	46.2	92	399	1.1	43.5	97	*216	1.0	23.6	92				
TRAVEL & LEISURE	972	479	1.2	49.3	98	445	1.2	45.8	102	216	1.0	22.2	87				
TRUE STORY	3356	1906	4.7	56.8	113	1737	4.8	51.8	115	955	4.6	28.5	111				
U.S.NEWS & WORLD REPORT	3410	1632	4.0	47.9	96	1505	4.1	44.1	98	664	3.2	19.5	76				
USA TODAY	1759	972	2.4	55.3	110	927	2.5	52.7	117	411	2.0	23.4	91				
US	1873	1216	3.0	64.9	130	1092	3.0	58.3	130	666	3.2	35.6	139				
VOGUE	3909	1824	4.5	46.7	93	1701	4.7	43.5	97	840	4.0	21.5	84				
WALL STREET JOURNAL	1886	786	1.9	41.7	83	716	2.0	38.0	84	415	2.0	22.0	86				
WEIGHT WATCHERS	2120	1186	2.9	55.9	112	1154	3.2	54.4	121	580	2.8	27.4	107				
WOMAN'S DAY	14172	7546	18.6	53.2	106	6982	19.2	49.3	109	3647	17.5	25.7	100				
WORKING MOTHER	1146	714	1.8	62.3	124	659	1.8	57.5	128	351	1.7	30.6	119				
WORKING WOMAN	1322	719	1.8	54.4	109	641	1.8	48.5	108	356	1.7	26.9	105				
WORLD TENNIS	*163	**74	0.2	45.4	91	**70	0.2	42.9	95	**62	0.3	38.0	148				
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1362	3.4	53.8	107	1283	3.5	50.7	113	614	3.0	24.2	94				
BLAIR INSERTS	43657	22073	54.5	50.6	101	19913	54.6	45.6	101	11207	53.9	25.7	100				
DAILY NEWSPAPERS																	
READ ANY	51633	25922	64.0	50.2	100	23444	64.3	45.4	101	12984	62.5	25.1	98				
READ ONE	43463	21912	54.1	50.4	101	19782	54.3	45.5	101	11055	53.2	25.4	99				
READ TWO OR MORE	8170	4010	9.9	49.1	98	3662	10.0	44.8	100	1929	9.3	23.6	92				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	26891	66.3	51.0	102	24257	66.6	46.0	102	13596	65.4	25.8	101				
READ ONE	46126	23632	58.3	51.2	102	21314	58.5	46.2	103	12054	58.0	26.1	102				
READ TWO OR MORE	6552	3259	8.0	49.7	99	2943	8.1	44.9	100	1542	7.4	23.5	92				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	29.43				29.48				29.93							
30 DAY REACH	71455	36007	88.8	50.4	101	32314	88.7	45.2	100	18543	89.2	26.0	101				
50 SHWG - 30 DAY AV FREQ	14.56	15.50				15.53				15.70							
30 DAY REACH	67742	34268	84.5	50.6	101	30752	84.4	45.4	101	17722	85.3	26.2	102				
25 SHWG - 30 DAY AV FREQ	7.94	8.36				8.37				8.46							
30 DAY REACH	62117	31758	78.4	51.1	102	28517	78.2	45.9	102	16391	78.8	26.4	103				
CABLE TV: HOME WIRED	32077	18111	44.7	56.5	113	16335	44.8	50.9	113	8931	43.0	27.8	108				
HOME NOT WIRED	48909	22421	55.3	45.8	92	20109	55.2	41.1	91	11857	57.0	24.2	94				
HAVE PAY CABLE	15935	9695	23.9	60.8	122	8836	24.2	55.5	123	4765	22.9	29.9	116				

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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FROSTING (STORE BOUGHT): TYPES
(FEMALE HOMEMAKERS)

0118
P-19

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	READY TO SPREAD (CANNED) A '000	READY TO SPREAD (CANNED) B % DOWN	READY TO SPREAD (CANNED) C % ACROSS	READY TO SPREAD (CANNED) D INDX	PACKAGED MIX (NOT READY TO SPREAD) A '000	PACKAGED MIX (NOT READY TO SPREAD) B % DOWN	PACKAGED MIX (NOT READY TO SPREAD) C % ACROSS	PACKAGED MIX (NOT READY TO SPREAD) D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	40532	100.0	50.0	100	36444	100.0	45.0	100	20788	100.0	25.7	100				
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	23285	57.4	53.0	106	20868	57.3	47.5	106	12075	58.1	27.5	107				
10:00 AM - 3:00 PM	30659	16085	39.7	52.5	105	14238	39.1	46.4	103	8707	41.9	28.4	111				
3:00 PM - 7:00 PM	31045	16966	41.9	54.6	109	15255	41.9	49.1	109	8789	42.3	28.3	110				
7:00 PM - MIDNIGHT	15767	8191	20.2	52.0	104	7303	20.0	46.3	103	4384	21.1	27.8	108				
MIDNIGHT - 6:00 AM	9120	4970	12.3	54.5	109	4482	12.3	49.1	109	2481	11.9	27.2	106				
6:00 AM - MIDNIGHT	58527	30750	75.9	52.5	105	27620	75.8	47.2	105	15955	76.8	27.3	106				
ENTIRE DAY	59311	31133	76.8	52.5	105	27981	76.8	47.2	105	16175	77.8	27.3	106				
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	8983	22.2	55.5	111	8089	22.2	50.0	111	4787	23.0	29.6	115				
ALL NEWS	2256	1003	2.5	44.5	89	873	2.4	38.7	86	496	2.4	22.0	86				
AOR/PROGRESSIVE	3874	2298	5.7	59.3	119	2041	5.6	52.7	117	1139	5.5	29.4	115				
BEAUTIFUL MUSIC	5660	2513	6.2	44.4	89	2300	6.3	40.6	90	1321	6.4	23.3	91				
BLACK	2204	1291	3.2	58.6	117	1222	3.4	55.4	123	665	3.2	30.2	118				
CLASSICAL	1418	573	1.5	43.9	88	562	1.5	39.6	88	378	1.8	26.7	104				
CHR/ROCK	9538	5436	13.4	57.0	114	4874	13.4	51.1	114	3033	14.6	31.8	124				
COUNTRY	12648	6901	17.0	54.6	109	6329	17.4	50.0	111	3516	16.9	27.8	108				
GOLDEN OLDIES	1191	646	1.6	54.2	108	547	1.5	45.9	102	346	1.7	29.1	113				
MOR/NOSTALGIA	4757	2424	6.0	51.0	102	2043	5.6	42.9	95	1286	6.2	27.0	105				
NEWS/TALK	3863	1749	4.3	45.3	90	1565	4.3	40.5	90	839	4.0	21.7	85				
RELIGIOUS	3084	1447	3.6	46.9	94	1272	3.5	41.2	92	627	3.0	20.3	79				
SOFT ROCK	521	324	0.8	62.2	124	*269	0.7	51.6	115	*222	1.1	42.6	166				
URBAN CONTEMPORARY	1585	868	2.1	54.8	109	782	2.1	49.3	110	484	2.3	30.5	119				
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	1826	4.5	56.0	112	1650	4.5	50.6	112	1024	4.9	31.4	122				
ABC DIRECTION	2316	1310	3.2	56.6	113	1218	3.3	52.6	117	715	3.4	30.9	120				
ABC ENTERTAINMENT	4834	2573	6.3	53.2	106	2364	6.5	48.9	109	1369	6.6	28.3	110				
ABC FM	2202	1285	3.2	58.4	117	1144	3.1	52.0	115	709	3.4	32.2	125				
ABC INFORMATION	5425	2838	7.0	52.3	105	2531	6.9	46.7	104	1447	7.0	26.7	104				
ABC ROCK	1677	1059	2.6	63.1	126	965	2.6	57.5	128	524	2.5	31.2	122				
CBS	4430	2056	5.1	46.4	93	1771	4.9	40.0	89	1059	5.1	23.9	93				
MUTUAL	4992	2763	6.8	55.3	111	2574	7.1	51.6	115	1471	7.1	29.5	115				
NBC	4679	2355	5.8	50.3	101	2088	5.7	44.6	99	1200	5.8	25.6	100				
RADIORADIO	1994	1084	2.7	54.4	109	951	2.6	47.7	106	522	2.5	26.2	102				
RKO ONE	2298	1247	3.1	54.3	108	1145	3.1	49.8	111	642	3.1	27.9	109				
RKO TWO	3311	1752	4.3	52.9	106	1659	4.6	50.1	111	795	3.8	24.0	94				
THE SOURCE	2114	1235	3.0	58.4	117	1076	3.0	50.9	113	532	2.6	25.2	98				
NON-WIRED : BLAIR	8654	4797	11.8	55.4	111	4303	11.8	49.7	110	2444	11.8	28.2	110				
INTERNET	12025	6663	16.4	55.4	111	5989	16.4	49.8	111	3782	18.2	31.5	123				
KATZ RADIO GROUP	15359	8201	20.2	53.4	107	7406	20.3	48.2	107	4222	20.3	27.5	107				
SUPERNET	10628	5544	13.7	52.2	104	4911	13.5	46.2	103	2925	14.1	27.5	107				
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	4175	10.3	48.2	96	3781	10.4	43.7	97	2175	10.5	25.1	98				
WKDAY 9:00 AM - 1:00 PM	12163	6105	15.1	50.2	100	5508	15.1	45.3	101	3193	15.4	26.3	102				
WKDAY 1:00 PM - 4:30 PM	16150	8299	20.5	51.4	103	7577	20.8	46.9	104	4121	19.8	25.5	99				
WKDAY 4:30 PM - 7:30 PM	22463	10965	27.1	48.8	98	9910	27.2	44.1	98	5485	26.4	24.4	95				
WKDAY 7:30 PM - 8:00 PM	31795	15568	38.4	49.0	98	14051	38.6	44.2	98	7853	37.8	24.7	96				
WKDAY 11:00 PM - 11:30 PM	23977	12040	29.7	50.2	100	10921	30.0	45.5	101	6317	30.4	26.3	103				
WKDAY 11:30 PM - 1:00 AM	7703	4194	10.3	54.4	109	3808	10.4	49.4	110	2274	10.9	29.5	115				
M-SAT 8-11 PM+SUN 7-11 PM	33800	17052	42.1	50.4	101	15404	42.3	45.6	101	8626	41.5	25.5	99				
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	3514	8.7	53.7	107	3227	8.9	49.4	110	1771	8.5	27.1	106				
ANOTHER WORLD N	4620	2320	5.7	50.2	100	2127	5.8	46.0	102	1167	5.6	25.3	98				
AS THE WORLD TURNS C	5614	2844	7.0	50.7	101	2610	7.2	46.5	103	1315	6.3	23.4	91				
CAPITOL C	3396	1643	4.1	48.4	97	1529	4.2	45.0	100	815	3.9	24.0	93				
CBS MORN. NEWS 1 C	1446	614	1.5	42.5	85	526	1.4	36.4	81	344	1.7	23.8	93				
CBS MORN. NEWS 2 C	1207	483	1.2	40.0	80	429	1.2	35.5	79	211	1.0	17.5	68				
DAYS OF OUR LIVES N	5877	3082	7.6	52.4	105	2786	7.6	47.4	105	1598	7.7	27.2	106				
FACTS OF LIFE - DAYTIME N	2290	1204	3.0	52.6	105	1074	2.9	46.9	104	698	3.4	30.5	119				
FAMILY FEUD A	3023	1472	3.6	48.7	97	1320	3.6	43.7	97	777	3.7	25.7	100				
GENERAL HOSPITAL A	6097	3194	7.9	52.4	105	2916	8.0	47.8	106	1627	7.8	26.7	104				
GOOD MORNING, AMERICA-730 A	3515	1758	4.3	50.0	100	1542	4.2	43.9	97	890	4.3	25.3	99				
GOOD MORNING, AMERICA-830 A	2818	1360	3.4	48.3	96	1240	3.4	44.0	98	698	3.4	24.8	96				
GUIDING LIGHT C	5339	2624	6.5	49.1	98	2427	6.7	45.5	101	1235	5.9	23.1	90				
ONE LIFE TO LIVE A	4478	2463	6.1	55.0	110	2247	6.2	50.2	112	1193	5.7	26.6	104				
PRESS YOUR LUCK C	2244	1191	2.9	53.1	106	1091	3.0	48.6	108	509	2.4	22.7	88				
PRICE IS RIGHT 1 C	4348	2175	5.4	50.0	100	1993	5.5	45.8	102	999	4.8	23.0	90				
PRICE IS RIGHT 2 C	5014	2495	6.2	49.8	99	2297	6.3	45.8	102	1185	5.7	23.6	92				
RYAN'S HOPE A	3150	1701	4.2	54.0	108	1594	4.4	50.6	112	884	4.3	28.1	109				
SALE OF THE CENTURY N	2695	1278	3.2	47.4	95	1129	3.1	41.9	93	682	3.3	25.3	99				
SEARCH FOR TOMORROW N	2319	1160	2.9	50.0	100	1075	2.9	46.4	103	589	2.8	25.4	99				
TODAY SHOW 1 N	2693	1241	3.1	46.1	92	1167	3.2	43.3	96	629	3.0	23.4	91				
TODAY SHOW 2 N	2498	1088	2.7	43.6	87	1017	2.8	40.7	90	560	2.7	22.4	87				
$25,000 PYRAMID C	2753	1279	3.2	46.5	93	1146	3.1	41.6	93	659	3.2	23.9	93				
WHEEL OF FORTUNE N	4388	2055	5.1	46.8	94	1845	5.1	42.0	93	1076	5.2	24.5	96				
YOUNG AND THE RESTLESS C	5695	2945	7.3	51.7	103	2681	7.4	47.1	105	1436	6.9	25.2	98				
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	893	2.2	50.7	101	803	2.2	45.6	101	471	2.3	26.8	104				
NBA PLAYOFF GAME -1 C	1136	558	1.4	49.1	98	512	1.4	45.1	100	278	1.3	24.5	95				
NBC MAJOR LEAGUE PRE-GAME N	953	427	1.1	44.8	90	388	1.1	40.7	90	*233	1.1	24.4	95				
SPORTSWORLD - SUN N	1233	729	1.8	59.1	118	646	1.8	52.4	116	404	1.9	32.8	128				
SUNDAY MORNING C	1611	746	1.8	46.3	93	697	1.9	43.3	96	319	1.5	19.8	77				

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FROSTING (STORE BOUGHT): TYPES
(FEMALE HOMEMAKERS)

0119
P-19

		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	READY TO SPREAD (CANNED) A '000	READY TO SPREAD (CANNED) B % DOWN	READY TO SPREAD (CANNED) C % ACROSS	READY TO SPREAD (CANNED) D INDX	PACKAGED MIX (NOT READY TO SPREAD) A '000	PACKAGED MIX (NOT READY TO SPREAD) B % DOWN	PACKAGED MIX (NOT READY TO SPREAD) C % ACROSS	PACKAGED MIX (NOT READY TO SPREAD) D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	40532	100.0	50.0	100	36444	100.0	45.0	100	20788	100.0	25.7	100				
MKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	12124	29.9	46.5	93	10961	30.1	42.1	93	6156	29.6	23.6	92				
NETWORK AFFILIATES - LATE		20261	9998	24.7	49.3	99	9066	24.9	44.7	99	5263	25.3	26.0	101				
INDEPENDENTS - LATE		2076	917	2.3	44.2	88	839	2.3	40.4	90	449	2.2	21.6	84				
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	5790	14.3	55.4	111	5197	14.3	49.7	110	2811	13.5	26.9	105				
ABC MONDAY NIGHT MOVIE	A	6412	3368	8.3	52.5	105	3000	8.2	46.8	104	1692	8.1	26.4	103				
ABC SUNDAY NIGHT MOVIE	A	12407	6152	15.2	49.6	99	5574	15.3	44.9	100	2986	14.4	24.1	94				
ABC WORLD NEWS TONIGHT	A	6176	2802	6.9	45.4	91	2530	6.9	41.0	91	1367	6.6	22.1	86				
AFTERMASH	C	5863	3148	7.8	53.7	107	2892	7.9	49.3	110	1510	7.3	25.8	100				
ALICE	C	9594	4950	12.2	51.6	103	4426	12.1	46.1	103	2683	12.9	28.0	109				
AMERICAN PARADE	C	6622	3002	7.4	45.3	91	2712	7.4	41.0	91	1619	7.8	24.4	95				
BENSON	A	10886	5291	13.1	48.6	97	4769	13.1	43.8	97	2487	12.0	22.8	89				
BLUE THUNDER	A	5036	2615	6.5	51.9	104	2328	6.4	46.2	103	1241	6.0	24.6	96				
CAGNEY & LACEY	C	9965	5114	12.6	51.3	103	4615	12.7	46.3	103	2414	11.6	24.2	94				
CBS EVENING NEWS-DEAN	C	3491	1536	3.8	44.0	88	1365	3.7	39.1	87	781	3.8	22.4	87				
CBS EVENING NEWS-RATHER	C	7123	3401	8.4	47.7	95	3105	8.5	43.6	97	1669	8.0	23.4	91				
CBS SAT. NEWS-SCHIEFFER	C	3621	1692	4.2	46.7	93	1545	4.2	42.7	95	774	3.7	21.4	83				
CBS SATURDAY NIGHT MOVIE	C	5436	2768	6.8	50.9	102	2517	6.9	46.3	103	1375	6.6	25.3	99				
CBS WEDNESDAY NIGHT MOVIE	C	6100	2722	6.7	44.6	89	2473	6.8	40.5	90	1309	6.3	21.5	84				
CHEERS	N	8889	4992	12.3	56.2	112	4454	12.2	50.1	111	2571	12.4	28.9	113				
DALLAS	C	22109	10813	26.7	48.9	98	9956	27.3	45.0	100	5484	26.4	24.8	97				
DIFF'RENT STROKES	N	6940	3629	9.0	52.3	104	3198	8.8	46.1	102	1873	9.0	27.0	105				
DOUBLE TROUBLE	N	7223	3817	9.4	52.8	106	3474	9.5	48.1	107	2105	10.1	29.1	114				
DUCK FACTORY	N	5595	2964	7.3	53.0	106	2637	7.2	47.1	105	1486	7.1	26.6	103				
DUKES OF HAZZARD	C	5768	2760	6.8	47.9	96	2448	6.7	42.4	94	1337	6.4	23.2	90				
DYNASTY	A	20053	10195	25.2	50.8	102	9122	25.0	45.5	101	5247	25.2	26.2	102				
FACTS OF LIFE	N	8087	4276	10.5	52.9	106	3869	10.6	47.8	106	2299	11.1	28.4	111				
FALCON CREST	C	20046	10106	24.9	50.4	101	9270	25.4	46.2	103	5180	24.9	25.8	101				
FALL GUY	A	9084	4728	11.7	52.0	104	4288	11.8	47.2	105	2292	11.0	25.2	98				
FAMILY TIES	N	7964	4041	10.0	50.7	101	3596	9.9	45.2	100	2033	9.8	25.5	99				
FANTASY ISLAND	A	7687	3810	9.4	49.6	99	3464	9.5	45.1	100	1837	8.8	23.9	93				
FOULUPS,BLEEPS & BLUNDERS	A	8861	4390	10.8	49.5	99	3963	10.9	44.7	99	2214	10.7	25.0	97				
FOUR SEASONS	C	5095	2786	6.9	54.7	109	2547	7.0	50.0	111	1307	6.3	25.7	100				
GIMME A BREAK	N	8838	4222	10.4	47.8	95	3734	10.2	42.2	94	2021	9.7	22.9	89				
HART TO HART	A	8978	4590	11.3	51.1	102	4013	11.0	44.7	99	2327	11.2	25.9	101				
HILL STREET BLUES	N	8590	4712	11.6	54.9	110	4223	11.6	49.2	109	2338	11.2	27.2	106				
HOTEL	A	14085	7071	17.4	50.2	100	6427	17.6	45.6	101	3759	18.1	26.7	104				
JEFFERSONS	C	9360	4704	11.6	50.3	100	4227	11.6	45.2	100	2447	11.8	26.1	102				
JENNIFER SLEPT HERE	N	5841	3185	7.9	54.5	109	2803	7.7	48.0	107	1679	8.1	28.7	112				
KATE & ALLIE	C	9206	4404	10.9	47.8	96	3901	10.7	42.4	94	2178	10.5	23.7	92				
KNIGHT RIDER	N	7076	3554	8.8	50.2	100	3199	8.8	45.2	100	1832	8.8	25.9	101				
LOVE BOAT	A	12219	5854	14.4	47.9	96	5164	14.2	42.3	94	2983	14.3	24.4	95				
MAGNUM PI	C	11199	5838	14.4	52.1	104	5305	14.6	47.4	105	2781	13.4	24.8	97				
MAMA'S FAMILY	N	6057	2810	6.9	46.4	93	2544	7.0	42.0	93	1364	6.6	22.5	88				
MASTER, THE	N	3598	1966	4.9	54.6	109	1796	4.9	49.9	111	920	4.4	25.6	100				
MATT HOUSTON	A	6344	3366	8.3	53.1	106	2945	8.1	46.4	103	1688	8.1	26.6	104				
NBC MONDAY NIGHT MOVIE	N	11994	6164	15.2	51.4	103	5536	15.2	46.2	103	3201	15.4	26.7	104				
NBC NIGHTLY NEWS	N	5132	2259	5.6	44.0	88	2071	5.7	40.4	90	1153	5.5	22.5	88				
NBC NIGHTLY NEWS-SAT	N	3375	1512	3.7	44.8	90	1394	3.8	41.3	92	819	3.9	24.3	95				
NBC NIGHTLY NEWS-SUN	N	3130	1366	3.4	43.6	87	1205	3.3	38.5	86	715	3.4	22.8	89				
NBC SUNDAY NIGHT MOVIE	N	8284	4231	10.4	51.1	102	3924	10.8	47.4	105	1967	9.5	23.7	93				
NEWHART	C	9240	4583	11.3	49.6	99	4081	11.2	44.2	98	2321	11.2	25.1	98				
ONE DAY AT A TIME	C	7288	3759	9.3	51.6	103	3439	9.4	47.2	105	1907	9.2	26.2	102				
PEOPLE ARE FUNNY	N	4855	2286	5.6	47.1	94	2066	5.7	42.6	95	1208	5.8	24.9	97				
REAL PEOPLE	N	8869	4390	10.8	49.5	99	3932	10.8	44.3	99	2297	11.0	25.9	101				
REMINGTON STEELE	N	7743	3783	9.3	48.9	98	3394	9.3	43.8	97	1845	8.9	23.8	93				
RIPLEY'S BELIEVE IT - NOT	A	5345	2790	6.9	52.2	104	2520	6.9	47.1	105	1292	6.2	24.2	94				
RIPTIDE	N	6988	3730	9.2	53.4	107	3322	9.1	47.5	106	1876	9.0	26.8	105				
SCARECROW & MRS. KING	C	10002	4871	12.0	48.7	97	4386	12.0	43.9	97	2331	11.2	23.3	91				
SIMON & SIMON	C	10638	5636	13.9	53.0	106	5098	14.0	47.9	106	2842	13.7	26.7	104				
60 MINUTES	C	13293	6071	15.0	45.7	91	5422	14.9	40.8	91	3128	15.0	23.5	92				
ST. ELSEWHERE	N	7017	3811	9.4	54.3	109	3489	9.6	49.7	110	1970	9.5	28.1	109				
THREE'S COMPANY	A	10917	5959	14.7	54.6	109	5297	14.5	48.5	108	3030	14.6	27.8	108				
T.J. HOOKER	A	9204	4541	11.2	49.3	99	4083	11.2	44.4	99	2147	10.3	23.3	91				
TONIGHT SHOW	N	2372	1173	2.9	49.5	99	1075	2.9	45.3	101	671	3.2	28.3	110				
TRAPPER JOHN, M.D.	C	9846	4861	12.0	49.4	99	4339	11.9	44.1	98	2566	12.3	26.1	102				
TV BLOOPERS & PRAC. JOKES	N	9105	4408	10.9	48.4	97	3873	10.6	42.5	95	2438	11.7	26.8	104				
20/20	A	9387	4332	10.7	46.1	92	3872	10.6	41.2	92	2338	11.2	24.9	97				
WEBSTER	A	11067	5380	13.3	48.6	97	4869	13.4	44.0	98	2482	11.9	22.4	87				
WORLD NEWS - SUN	A	3062	1458	3.6	47.6	95	1282	3.5	41.9	93	685	3.3	22.4	87				
YELLOW ROSE	N	4978	2529	6.2	50.8	102	2280	6.3	45.8	102	1199	5.8	24.1	94				
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	5066	12.5	57.1	114	4646	12.7	52.3	116	2617	12.6	29.5	115				
BASKETBALL - COLLEGE GAMES		4080	2267	5.6	55.6	111	2077	5.7	50.9	113	1106	5.3	27.1	106				
BASKETBALL - PRO GAMES		3607	2055	5.1	57.0	114	1954	5.4	54.2	120	965	4.6	26.8	104				
BOWLING		3883	2447	6.0	63.0	126	2237	6.1	57.6	128	1201	5.8	30.9	120				
BOXING		3928	2279	5.6	58.0	116	2098	5.8	53.4	119	1050	5.1	26.7	104				
FOOTBALL - COLLEGE GAMES		6366	3494	8.6	54.9	110	3213	8.8	50.5	112	1741	8.4	27.3	107				
FOOTBALL - PRO GAMES		11300	6686	16.5	59.2	118	6190	17.0	54.8	122	3514	16.9	31.1	121				
GOLF		3378	1738	4.3	51.5	103	1543	4.2	45.7	102	883	4.2	26.1	102				
POST-SEASON COLL. FOOTBALL		4906	2658	6.6	54.2	108	2460	6.8	50.1	111	1385	6.7	28.2	110				
POST-SEASON PRO FOOTBALL		6120	3839	9.5	62.7	125	3612	9.9	59.0	131	1976	9.5	32.3	126				
TENNIS		3033	1589	3.9	52.4	105	1539	4.2	50.7	113	746	3.6	24.6	96				
WRESTLING - PROFESSIONAL		3344	2216	5.5	66.3	132	2140	5.9	64.0	142	1025	4.9	30.7	119				

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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READY TO SPREAD (CANNED) FROSTING: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0120
P-19

	TOTAL U.S.	USED IN LAST 30 DAYS				HEAVY USERS THREE OR MORE				MEDIUM USERS TWO				LIGHT USERS ONE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			% ACROSS				% ACROSS				% ACROSS				% ACROSS		
	'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL FEMALE HOMEMAKERS	80986	25314	100.0	31.3	100	4198	100.0	5.2	100	7469	100.0	9.2	100	13647	100.0	16.9	100
18 - 24	9282	3007	11.9	32.4	104	*503	12.0	5.4	105	837	11.2	9.0	98	1667	12.2	18.0	107
25 - 34	19072	6648	26.3	34.9	112	1024	24.4	5.4	104	1846	24.7	9.7	105	3777	27.7	19.8	118
35 - 44	14591	5379	21.2	36.9	118	996	23.7	6.8	132	1710	22.9	11.7	127	2673	19.6	18.3	109
45 - 54	11345	3254	12.9	28.7	92	*478	11.4	4.2	81	980	13.1	8.6	94	1797	13.2	15.8	94
55 - 64	11635	3495	13.8	30.0	96	580	13.8	5.0	96	1031	13.8	8.9	96	1884	13.8	16.2	96
65 OR OLDER	15061	3532	14.0	23.5	75	616	14.7	4.1	79	1066	14.3	7.1	77	1849	13.5	12.3	73
18 - 34	28354	9654	38.1	34.0	109	1527	36.4	5.4	104	2683	35.9	9.5	103	5444	39.9	19.2	114
18 - 49	48339	16789	66.3	34.7	111	2813	67.0	5.8	112	4979	66.7	10.3	112	8998	65.9	18.6	110
25 - 54	45008	15281	60.4	34.0	109	2498	59.5	5.6	107	4535	60.7	10.1	109	8248	60.4	18.3	109
35 - 49	19985	7135	28.2	35.7	114	1285	30.6	6.4	124	2296	30.7	11.5	125	3554	26.0	17.8	106
50 OR OLDER	32647	8525	33.7	26.1	84	1386	33.0	4.2	82	2490	33.3	7.6	83	4649	34.1	14.2	85
GRADUATED COLLEGE	11155	3076	12.2	27.6	88	*323	7.7	2.9	56	765	10.2	6.9	74	1988	14.6	17.8	106
ATTENDED COLLEGE	13682	4140	16.4	30.3	97	*528	12.6	3.9	74	1032	13.8	7.5	82	2580	18.9	18.9	112
GRADUATED HIGH SCHOOL	33880	11169	44.1	33.0	105	2056	49.0	6.1	117	3317	44.4	9.8	106	5796	42.5	17.1	102
DID NOT GRADUATE HIGH SCHOOL	22270	6930	27.4	31.1	100	1291	30.8	5.8	112	2355	31.5	10.6	115	3283	24.1	14.7	87
EMPLOYED	40306	13009	51.4	32.3	103	1970	46.9	4.9	94	3555	47.6	8.8	96	7484	54.8	18.6	110
EMPLOYED FULL-TIME	32850	10380	41.0	31.6	101	1546	36.8	4.7	91	2871	38.4	8.7	95	5963	43.7	18.2	108
EMPLOYED PART-TIME	7456	2629	10.4	35.3	113	*424	10.1	5.7	110	684	9.2	9.2	99	1521	11.1	20.4	121
NOT EMPLOYED	40680	12305	48.6	30.2	97	2228	53.1	5.5	106	3914	52.4	9.6	104	6163	45.2	15.1	90
PROFESSIONAL/MANAGER	10392	2936	11.6	28.3	90	*438	10.4	4.2	81	753	10.1	7.2	79	1746	12.8	16.8	100
TECH/CLERICAL/SALES	17574	5783	22.8	32.9	105	780	18.6	4.4	86	1573	21.1	9.0	97	3430	25.1	19.5	116
PRECISION/CRAFT	985	*268	1.1	27.2	87	**30	0.7	3.0	59	**75	1.0	7.6	83	**163	1.2	16.5	98
OTHER EMPLOYED	11354	4022	15.9	35.4	113	723	17.2	6.4	123	1153	15.4	10.2	110	2146	15.7	18.9	112
SINGLE	9863	2426	9.6	24.6	79	*363	8.6	3.7	71	636	8.5	6.4	70	1428	10.5	14.5	86
MARRIED	51375	17062	67.4	33.2	106	2744	65.4	5.3	103	5082	68.0	9.9	107	9237	67.7	18.0	107
DIVORCED/SEPARATED/WIDOWED	19748	5827	23.0	29.5	94	1092	26.0	5.5	107	1752	23.5	8.9	96	2983	21.9	15.1	90
PARENTS	32590	12817	50.6	39.3	126	2429	57.9	7.5	144	3913	52.4	12.0	130	6476	47.5	19.9	118
WHITE	70416	21909	86.5	31.1	100	3558	84.8	5.1	97	6164	82.5	8.8	95	12187	89.3	17.3	103
BLACK	8778	3038	12.0	34.6	111	621	14.8	7.1	136	1234	16.5	14.1	152	1183	8.7	13.5	80
OTHER	1791	**368	1.5	20.5	66	**19	0.5	1.1	20	**71	1.0	4.0	43	**277	2.0	15.5	92
NORTHEAST-CENSUS	17786	5328	21.0	30.0	96	1076	25.6	6.0	117	1593	21.3	9.0	97	2658	19.5	14.9	89
NORTH CENTRAL	20741	7079	28.0	34.1	109	1167	27.8	5.6	109	2230	29.9	10.8	117	3682	27.0	17.8	105
SOUTH	27775	8934	35.3	32.2	103	1537	36.6	5.5	107	2813	37.7	10.1	110	4585	33.6	16.5	98
WEST	14683	3974	15.7	27.1	87	*419	10.0	2.9	55	833	11.2	5.7	62	2721	19.9	18.5	110
NORTHEAST-MKTG.	17961	5589	22.1	31.1	100	983	23.4	5.5	106	1638	21.9	9.1	99	2969	21.8	16.5	98
EAST CENTRAL	11885	4095	16.2	34.5	110	754	18.0	6.3	122	1389	18.6	11.7	127	1952	14.3	16.4	97
WEST CENTRAL	14090	4337	17.1	30.8	98	690	16.4	4.9	94	1326	17.8	9.4	102	2322	17.0	16.5	98
SOUTH	24081	7694	30.4	32.0	102	1400	33.3	5.8	112	2350	31.5	9.8	106	3945	28.9	16.4	97
PACIFIC	12969	3599	14.2	27.8	89	**372	8.9	2.9	55	767	10.3	5.9	64	2460	18.0	19.0	113
COUNTY SIZE A	32439	9322	36.8	28.7	92	1422	33.9	4.4	85	2976	39.8	9.2	99	4925	36.1	15.2	90
COUNTY SIZE B	24915	8334	32.9	33.4	107	1597	38.0	6.4	124	2238	30.0	9.0	97	4499	33.0	18.1	107
COUNTY SIZE C	12930	4286	16.9	33.1	106	*595	14.2	4.6	89	1125	15.1	8.7	94	2566	18.8	19.8	118
COUNTY SIZE D	10703	3373	13.3	31.5	101	*584	13.9	5.5	105	1131	15.1	10.6	115	1658	12.1	15.5	92
METRO CENTRAL CITY	24518	7650	30.2	31.2	100	1347	32.1	5.5	106	2302	30.8	9.4	102	4001	29.3	16.3	97
METRO SUBURBAN	35919	10948	43.2	30.5	98	1757	41.9	4.9	94	2912	39.0	8.1	88	6279	46.0	17.5	104
NON METRO	20549	6717	26.5	32.7	105	1095	26.1	5.3	103	2255	30.2	11.0	119	3367	24.7	16.4	97
TOP 5 ADI'S	18341	5239	20.7	28.6	91	874	20.8	4.8	92	1489	19.9	8.1	88	2876	21.1	15.7	93
TOP 10 ADI'S	25378	7271	28.7	28.7	92	1084	25.8	4.3	82	2225	29.8	8.8	95	3963	29.0	15.6	93
TOP 20 ADI'S	36488	10394	41.1	28.5	91	1478	35.2	4.1	78	3334	44.6	9.1	99	5582	40.9	15.3	91
HSHLD INC. $50,000 OR MORE	6612	2061	8.1	31.2	100	**262	6.2	4.0	76	*442	5.9	6.7	72	1357	9.9	20.5	122
$40,000 OR MORE	12659	3828	15.1	30.2	97	*478	11.4	3.8	73	903	12.1	7.1	77	2447	17.9	19.3	115
$30,000 OR MORE	24698	8087	31.9	32.7	105	1137	27.1	4.6	89	1990	26.6	8.1	87	4960	36.3	20.1	119
$25,000 OR MORE	32077	10630	42.0	33.1	106	1599	38.1	5.0	96	2628	35.2	8.2	89	6403	46.9	20.0	118
$20,000 - $24,999	9144	2892	11.4	31.6	101	*486	11.6	5.3	103	857	11.5	9.4	102	1549	11.4	16.9	101
$15,000 - $19,999	8728	3120	12.3	35.7	114	*438	10.4	5.0	97	996	13.3	11.4	124	1686	12.4	19.3	115
$10,000 - $14,999	12562	3713	14.7	29.6	95	763	18.2	6.1	117	1285	17.2	10.2	111	1665	12.2	13.3	79
UNDER $10,000	18475	4961	19.6	26.9	86	912	21.7	4.9	95	1704	22.8	9.2	100	2345	17.2	12.7	75
HOUSEHOLD OF 1 PERSON	11987	2316	9.1	19.3	62	386	9.2	3.2	62	618	8.3	5.2	56	1312	9.6	10.9	65
2 PEOPLE	26577	6936	27.4	26.1	83	749	17.8	2.8	54	1935	25.9	7.3	79	4252	31.2	16.0	95
3 OR 4 PEOPLE	30617	10784	42.6	35.2	113	1895	45.1	6.2	119	3237	43.3	10.6	115	5653	41.4	18.5	110
5 OR MORE PEOPLE	11804	5278	20.9	44.7	143	1169	27.8	9.9	191	1679	22.5	14.2	154	2430	17.8	20.6	122
NO CHILD IN HSHLD	46165	11509	45.5	24.9	80	1656	39.4	3.6	69	3277	43.9	7.1	77	6576	48.2	14.2	85
CHILD(REN) UNDER 2 YRS	5325	1759	6.9	33.0	106	*371	8.8	7.0	134	*384	5.1	7.2	78	1004	7.4	18.9	112
2 - 5 YEARS	14221	5535	21.9	38.9	125	1159	27.6	8.1	157	1551	20.8	10.9	118	2826	20.7	19.9	118
6 - 11 YEARS	15117	6640	26.2	43.9	141	1351	32.2	8.9	172	2083	27.9	13.8	149	3206	23.5	21.2	126
12 - 17 YEARS	16611	6687	26.4	40.3	129	1332	31.7	8.0	155	2246	30.1	13.5	147	3109	22.8	18.7	111
RESIDENCE OWNED	55884	17783	70.2	31.8	102	2953	70.3	5.3	102	5076	68.0	9.1	98	9754	71.5	17.5	104
VALUE: $50,000 OR MORE	31744	9736	38.5	30.7	98	1624	38.7	5.1	99	2601	34.8	8.2	89	5511	40.4	17.4	103
VALUE: UNDER $50,000	24140	8047	31.8	33.3	107	1329	31.7	5.5	106	2475	33.1	10.3	111	4243	31.1	17.6	104

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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READY TO SPREAD (CANNED) FROSTING: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0121
P-19

		TOTAL U.S. '000	USED IN LAST 30 DAYS A '000	B % DOWN	C % ACROSS	D INDX	HEAVY USERS THREE OR MORE A '000	B % DOWN	C % ACROSS	D INDX	MEDIUM USERS TWO A '000	B % DOWN	C % ACROSS	D INDX	LIGHT USERS ONE A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	25314	100.0	31.3	100	4198	100.0	5.2	100	7469	100.0	9.2	100	13647	100.0	16.9	100
MAGAZINES	QUINTILE 1	15799	5861	23.2	37.1	119	1254	29.9	7.9	153	1432	19.2	9.1	98	3174	23.3	20.1	119
	QUINTILE 2	17259	5424	21.4	31.4	101	893	21.3	5.2	100	1536	20.6	8.9	96	2995	21.9	17.4	103
	QUINTILE 3	13545	4102	16.2	30.3	97	534	12.7	3.9	76	1352	18.1	10.0	108	2217	16.2	16.4	97
	QUINTILE 4	15133	4459	17.6	29.5	94	632	15.1	4.2	81	1449	19.4	9.6	104	2378	17.4	15.7	93
	QUINTILE 5	19250	5469	21.6	28.4	91	885	21.1	4.6	89	1699	22.7	8.8	96	2884	21.1	15.0	89
NEWSPAPERS	QUINTILE 1	12413	3748	14.8	30.2	97	678	16.2	5.5	105	999	13.4	8.0	87	2070	15.2	16.7	99
	QUINTILE 2	24116	7800	30.8	32.3	103	980	23.3	4.1	78	2416	32.3	10.0	109	4404	32.3	18.3	108
	QUINTILE 3	11261	3644	14.4	32.4	104	809	19.3	7.2	139	1106	14.8	9.8	106	1728	12.7	15.3	91
	QUINTILE 4	20255	6582	26.0	32.5	104	1290	30.7	6.4	123	1580	21.2	7.8	85	3711	27.2	18.3	109
	QUINTILE 5	12940	3541	14.0	27.4	88	*441	10.5	3.4	66	1367	18.3	10.6	115	1733	12.7	13.4	79
OUTDOOR	QUINTILE 1	14852	5326	21.0	35.9	115	699	16.7	4.7	91	1598	21.4	10.8	117	3029	22.2	20.4	121
	QUINTILE 2	15725	4936	19.5	31.4	100	913	21.7	5.8	112	1216	16.3	7.7	84	2807	20.6	17.9	106
	QUINTILE 3	16330	5131	20.3	31.4	101	798	19.0	4.9	94	1402	18.8	8.6	93	2931	21.5	17.9	107
	QUINTILE 4	16744	4718	18.6	28.2	90	852	20.3	5.1	98	1618	21.7	9.7	105	2247	16.5	13.4	80
	QUINTILE 5	17334	5203	20.6	30.0	96	936	22.3	5.4	104	1635	21.9	9.4	102	2632	19.3	15.2	90
RADIO-DRIVE TIME	QUINTILE 1	15911	5511	21.8	34.6	111	1142	27.2	7.2	138	1640	22.0	10.3	112	2729	20.0	17.2	102
	QUINTILE 2	14837	4847	19.1	32.7	105	865	20.6	5.8	112	1408	18.9	9.5	103	2574	18.9	17.3	103
	QUINTILE 3	15339	4384	17.3	28.6	91	544	13.0	3.5	68	1391	18.6	9.1	98	2449	17.9	16.0	95
	QUINTILE 4	16723	5689	22.5	34.0	109	983	23.4	5.9	113	1592	21.3	9.5	103	3114	22.8	18.6	111
	QUINTILE 5	18176	4884	19.3	26.9	86	665	15.8	3.7	71	1439	19.3	7.9	86	2781	20.4	15.3	91
RADIO-MID-DAY	TERCILE 1	21020	6884	27.2	32.7	105	1169	27.8	5.6	107	2271	30.4	10.8	117	3443	25.2	16.4	97
	TERCILE 2	21610	6901	27.3	31.9	102	1329	31.7	6.1	119	2042	27.3	9.4	102	3529	25.9	16.3	97
	TERCILE 3	38355	11530	45.5	30.1	96	1700	40.5	4.4	86	3155	42.2	8.2	89	6675	48.9	17.4	103
RADIO-TOTAL	QUINTILE 1	15988	5436	21.5	34.0	109	1151	27.4	7.2	139	1659	22.2	10.4	113	2625	19.2	16.4	97
	QUINTILE 2	15626	5163	20.4	33.0	106	943	22.5	6.0	116	1495	20.0	9.6	104	2725	20.0	17.4	103
	QUINTILE 3	16723	5158	20.4	30.8	99	752	17.9	4.5	87	1669	22.3	10.0	108	2738	20.1	16.4	97
	QUINTILE 4	16342	4989	19.7	30.5	98	700	16.7	4.3	83	1414	18.9	8.7	94	2875	21.1	17.6	104
	QUINTILE 5	16306	4568	18.0	28.0	90	652	15.5	4.0	77	1232	16.5	7.6	82	2684	19.7	16.5	98
TV-PRIME TIME	QUINTILE 1	15953	4827	19.1	30.3	97	739	17.6	4.6	89	1634	21.9	10.2	111	2455	18.0	15.4	91
	QUINTILE 2	16137	5386	21.3	33.4	107	1023	24.4	6.3	122	1546	20.7	9.6	104	2817	20.6	17.5	104
	QUINTILE 3	16420	5295	20.9	32.2	103	796	19.0	4.8	94	1459	19.5	8.9	96	3040	22.3	18.5	110
	QUINTILE 4	16687	5182	20.5	31.1	99	865	20.6	5.2	100	1558	20.9	9.3	101	2759	20.2	16.5	98
	QUINTILE 5	15789	4623	18.3	29.3	94	775	18.5	4.9	95	1273	17.0	8.1	87	2576	18.9	16.3	97
TV-DAYTIME	TERCILE 1	27736	9213	36.4	33.2	106	1723	41.0	6.2	120	2898	38.8	10.4	113	4591	33.6	16.6	98
	TERCILE 2	26489	8085	31.9	30.5	98	1266	30.2	4.8	92	2242	30.0	8.5	92	4578	33.5	17.3	103
	TERCILE 3	26761	8017	31.7	30.0	96	1209	28.8	4.5	87	2329	31.2	8.7	94	4479	32.8	16.7	99
TV-TOTAL	QUINTILE 1	16345	5132	20.3	31.4	100	1126	26.8	6.9	133	1589	21.3	9.7	105	2418	17.7	14.8	88
	QUINTILE 2	16447	5491	21.7	33.4	107	900	21.4	5.5	106	1625	21.8	9.9	107	2966	21.7	18.0	107
	QUINTILE 3	15980	5248	20.7	32.8	105	749	17.8	4.7	90	1628	21.8	10.2	110	2870	21.0	18.0	107
	QUINTILE 4	15887	4811	19.0	30.3	97	660	15.7	4.2	80	1445	19.3	9.1	99	2706	19.8	17.0	101
	QUINTILE 5	16326	4633	18.3	28.4	91	764	18.2	4.7	90	1182	15.8	7.2	79	2687	19.7	16.5	98
MAGAZINES-NEWSPAPERS: DUAL		20721	7035	27.8	34.0	109	1172	27.9	5.7	109	2060	27.6	9.9	108	3804	27.9	18.4	109
MAGAZINE IMPERATIVE		19186	6498	25.7	33.9	108	1361	32.4	7.1	137	1552	20.8	8.1	88	3585	26.3	18.7	111
NEWSPAPER IMPERATIVE		21899	6500	25.7	29.7	95	907	21.6	4.1	80	2051	27.5	9.4	102	3542	26.0	16.2	96
MAGAZINES-OUTDOOR: DUAL		15451	5537	21.9	35.8	115	880	21.0	5.7	110	1477	19.8	9.6	104	3180	23.3	20.6	122
MAGAZINE IMPERATIVE		25953	8179	32.3	31.5	101	1542	36.7	5.9	115	2315	31.0	8.9	97	4322	31.7	16.7	99
OUTDOOR IMPERATIVE		24400	7416	29.3	30.4	97	1087	25.9	4.5	86	2210	29.6	9.1	98	4118	30.2	16.9	100
MAGAZINES-RADIO: DUAL		18049	6040	23.9	33.5	107	1344	32.0	7.4	144	1773	23.7	9.8	107	2922	21.4	16.2	96
MAGAZINE IMPERATIVE		23571	7660	30.3	32.5	104	1056	25.2	4.5	86	2006	26.9	8.5	92	4599	33.7	19.5	116
RADIO IMPERATIVE		23278	7288	28.8	31.3	100	1116	26.6	4.8	92	2293	30.7	9.9	107	3879	28.4	16.7	99
MAGAZINES-TELEVISION: DUAL		15459	5216	20.6	33.7	108	1101	26.2	7.1	137	1381	18.5	8.9	97	2733	20.0	17.7	105
MAGAZINE IMPERATIVE		25829	8498	33.6	32.9	105	1319	31.4	5.1	99	2275	30.5	8.8	96	4904	35.9	19.0	113
TELEVISION IMPERATIVE		26039	7933	31.3	30.5	97	1256	29.9	4.8	93	2678	35.9	10.3	112	3999	29.3	15.4	91
NEWSPAPERS-OUTDOOR: DUAL		16605	5647	22.3	34.0	109	821	19.6	4.9	95	1477	19.8	8.9	96	3350	24.5	20.2	120
NEWSPAPER IMPERATIVE		26834	8077	31.9	30.1	96	1317	31.4	4.9	95	2635	35.3	9.8	106	4125	30.2	15.4	91
OUTDOOR IMPERATIVE		23346	7636	30.2	32.7	105	1243	29.6	5.3	103	2128	28.5	9.1	99	4264	31.2	18.3	108
NEWSPAPERS-RADIO: DUAL		17133	5607	22.1	32.7	105	1024	24.4	6.0	115	1772	23.7	10.3	112	2811	20.6	16.4	97
NEWSPAPER IMPERATIVE		25892	7855	31.0	30.3	97	1016	24.2	3.9	76	2188	29.3	8.5	92	4651	34.1	18.0	107
RADIO IMPERATIVE		23167	7657	30.2	33.1	106	1551	36.9	6.7	129	2284	30.6	9.9	107	3823	28.0	16.5	98
NEWSPAPERS-TELEVISION: DUAL		17159	5808	22.9	33.8	108	1030	24.5	6.0	116	1906	25.5	11.1	120	2872	21.0	16.7	99
NEWSPAPER IMPERATIVE		26214	7853	31.0	30.0	96	1062	25.3	4.1	78	2182	29.2	8.3	90	4609	33.8	17.6	104
TELEVISION IMPERATIVE		23412	7518	29.7	32.1	103	1449	34.5	6.2	119	2201	29.5	9.4	102	3868	28.3	16.5	98
OUTDOOR-RADIO: DUAL		15303	5528	21.8	36.1	116	935	22.3	6.1	118	1691	22.6	11.1	120	2903	21.3	19.0	113
OUTDOOR IMPERATIVE		24901	7673	30.3	30.8	99	1079	25.7	4.3	84	1977	26.5	7.9	86	4616	33.8	18.5	110
RADIO IMPERATIVE		26492	8178	32.3	30.9	99	1591	37.9	6.0	116	2522	33.8	9.5	103	4065	29.8	15.3	91
OUTDOOR-TELEVISION: DUAL		14794	5289	20.9	35.8	114	929	22.1	6.3	121	1491	20.0	10.1	109	2869	21.0	19.4	115
OUTDOOR IMPERATIVE		25437	8021	31.7	31.5	101	1130	26.9	4.4	86	2243	30.0	8.8	96	4648	34.1	18.3	108
TELEVISION IMPERATIVE		27877	8581	33.9	30.8	98	1585	37.8	5.7	110	2726	36.5	9.8	106	4271	31.3	15.3	91
RADIO-TELEVISION: DUAL		15996	5593	22.1	35.0	112	1148	27.3	7.2	138	1906	25.5	11.9	129	2540	18.6	15.9	94
RADIO IMPERATIVE		25478	7945	31.4	31.2	100	1333	31.8	5.2	101	2120	28.4	8.3	90	4491	32.9	17.6	105
TELEVISION IMPERATIVE		26573	8050	31.8	30.3	97	1245	29.7	4.7	90	2291	30.7	8.6	93	4515	33.1	17.0	101

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READY TO SPREAD (CANNED) FROSTING: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0122
P-19

	TOTAL U.S. '000	USED IN LAST 30 DAYS A '000	B % DOWN	C % ACROSS	D INDX	HEAVY USERS THREE OR MORE A '000	B % DOWN	C % ACROSS	D INDX	MEDIUM USERS TWO A '000	B % DOWN	C % ACROSS	D INDX	LIGHT USERS ONE A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	25314	100.0	31.3	100	4198	100.0	5.2	100	7469	100.0	9.2	100	13647	100.0	16.9	100
ATLANTIC MONTHLY	415	**86	0.3	20.7	66	**18	0.4	4.3	84	**22	0.3	5.3	57	**46	0.3	11.1	66
BARRON'S	453	**124	0.5	27.4	88	**8	0.2	1.8	34	**19	0.3	4.2	45	**97	0.7	21.4	127
BETTER HOMES & GARDENS	16256	5602	22.1	34.5	110	987	23.5	6.1	117	1520	20.4	9.4	101	3095	22.7	19.0	113
BON APPETIT	2535	677	2.7	26.7	85	**118	2.8	4.7	90	*144	1.9	5.7	62	414	3.0	16.3	97
BUSINESS WEEK	1278	364	1.4	28.5	91	**18	0.4	1.4	27	**91	1.2	7.1	77	*255	1.9	20.0	118
CAR AND DRIVER	378	**87	0.3	23.0	74	**12	0.3	3.2	61	**34	0.5	9.0	98	**41	0.3	10.8	64
CBS MAGAZINE NETWORK (GROSS)	1498	578	2.3	38.6	123	**121	2.9	8.1	156	**115	1.5	7.7	83	343	2.5	22.9	136
CHANGING TIMES	1505	378	1.5	25.1	80	**102	2.4	6.8	131	**89	1.2	5.9	64	*187	1.4	12.4	74
COLONIAL HOMES	1231	428	1.7	34.8	111	**88	2.1	7.1	138	**92	1.2	7.5	81	248	1.8	20.1	120
CONDE NAST MAG. PKG. (GROSS)	14146	4745	18.7	33.5	107	930	22.2	6.6	127	1214	16.3	8.6	93	2601	19.1	18.4	109
CONSUMERS DIGEST	1323	579	2.3	43.8	140	**70	1.7	5.3	102	**165	2.2	12.5	135	*344	2.5	26.0	154
COSMOPOLITAN	7102	2468	9.7	34.8	111	468	11.1	6.6	127	726	9.7	10.2	111	1274	9.3	17.9	106
COUNTRY LIVING	2481	979	3.9	39.5	126	*177	4.2	7.1	138	*234	3.1	9.4	102	567	4.2	22.9	136
CUISINE	1472	499	2.0	33.9	108	**48	1.1	3.3	63	**144	1.9	9.8	106	*308	2.3	20.9	124
CYCLE WORLD	425	*214	0.8	50.4	161	**31	0.7	7.3	141	**63	0.8	14.8	161	**121	0.9	28.5	169
DCI:CREATIVE IDEAS FOR LIV	2510	1011	4.0	40.3	129	*213	5.1	8.5	164	*288	3.9	11.5	124	510	3.7	20.3	121
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	2457	9.7	36.7	117	414	9.9	6.2	119	691	9.3	10.3	112	1352	9.9	20.2	120
DISCOVER	894	309	1.2	34.6	111	**69	1.6	7.7	149	**55	0.7	6.2	67	*185	1.4	20.7	123
EBONY	3507	1456	5.8	41.5	133	327	7.8	9.3	180	572	7.7	16.3	177	557	4.1	15.9	94
ESQUIRE	1083	381	1.5	35.2	113	**72	1.7	6.6	128	**81	1.1	7.5	81	*228	1.7	21.1	125
ESSENCE	1830	765	3.0	41.8	134	*174	4.1	9.5	183	314	4.2	17.2	186	277	2.0	15.1	90
FAMILY CIRCLE	15930	5506	21.8	34.6	111	1119	26.7	7.0	136	1522	20.4	9.6	104	2865	21.0	18.0	107
THE FAMILY HANDYMAN	1126	450	1.8	40.0	128	**110	2.6	9.8	188	*139	1.9	12.3	134	*201	1.5	17.9	106
FAMILY WEEKLY	11468	4077	16.1	35.6	114	675	16.1	5.9	114	1156	15.5	10.1	109	2247	16.5	19.6	116
FIELD & STREAM	2234	824	3.3	36.9	118	**88	2.1	3.9	76	*270	3.6	12.1	131	467	3.4	20.9	124
FOOD & WINE	579	*187	0.7	32.3	103	**50	1.2	8.6	167	**46	0.6	7.9	86	**91	0.7	15.7	93
FORBES	728	*243	1.0	33.4	107	**29	0.7	4.0	77	**54	0.7	7.4	80	**161	1.2	22.1	131
FORTUNE	906	*272	1.1	30.0	96	**51	1.2	5.6	109	**28	0.4	3.1	34	*193	1.4	21.3	126
GENTLEMEN'S QUARTERLY	791	306	1.2	38.7	124	**75	1.8	9.5	183	**122	1.6	15.4	167	*109	0.8	13.8	82
GLAMOUR	5265	1938	7.7	36.8	118	327	7.8	6.2	120	529	7.1	10.0	109	1082	7.9	20.6	122
GOLF DIGEST	636	*217	0.9	34.1	109	**76	1.8	11.9	231	**21	0.3	3.3	36	*121	0.9	19.0	113
GOLF DIGEST/TENNIS (GROSS)	1186	359	1.4	30.3	97	**122	2.9	10.3	198	**36	0.5	3.0	33	*201	1.5	16.9	101
GOLF MAGAZINE	441	**160	0.6	36.3	116	**38	0.9	8.6	166	**0	0.0	0.0	0	**122	0.9	27.7	164
GOLF MAGAZINE/SKI (GROSS)	922	*287	1.1	31.1	100	**66	1.6	7.2	138	**13	0.2	1.4	15	*207	1.5	22.5	133
GOOD HOUSEKEEPING	16487	5705	22.5	34.6	111	1043	24.8	6.3	122	1518	20.3	9.2	100	3144	23.0	19.1	113
HARPER'S BAZAAR	2423	844	3.3	34.8	111	*168	4.0	6.9	134	*198	2.7	8.2	89	479	3.5	19.8	117
HEALTH	1994	840	3.3	42.1	135	*185	4.4	9.3	179	*171	2.3	8.6	93	484	3.5	24.3	144
HEARST MAG CORP. BUY (GROSS)	44101	15593	61.6	35.4	113	2858	68.1	6.5	125	4212	56.4	9.6	104	8523	62.5	19.3	115
HEARST MAN POWER (GROSS)	1993	721	2.8	36.2	116	**113	2.7	5.7	109	*192	2.6	9.6	104	416	3.0	20.9	124
HEARST WOMAN POWER (GROSS)	31274	11047	43.6	35.3	113	2033	48.4	6.5	125	3042	40.7	9.7	105	5971	43.8	19.1	113
HOUSE BEAUTIFUL	3623	1297	5.1	35.8	115	*237	5.6	6.5	126	376	5.0	10.4	113	684	5.0	18.9	112
INC.	283	**80	0.3	28.3	90	**20	0.5	7.1	136	**21	0.3	7.4	80	**39	0.3	13.8	82
JET	2928	1190	4.7	40.6	130	241	5.7	8.2	159	548	7.3	18.7	203	401	2.9	13.7	81
LADIES' HOME JOURNAL	11918	4310	17.0	36.2	116	775	18.5	6.5	125	1114	14.9	9.3	101	2420	17.7	20.3	120
LHJ FAMILY GRP COMBO(GROSS)	16764	6201	24.5	37.0	118	1158	27.6	6.9	133	1496	20.0	8.9	97	3548	26.0	21.2	126
LIFE	4254	1465	5.8	34.4	110	*250	6.0	5.9	113	423	5.7	9.9	108	792	5.8	18.6	110
L.A. TIMES HOME MAGAZINE	1145	*264	1.0	23.1	74	**17	0.4	1.5	29	**65	0.9	5.7	62	*182	1.3	15.9	94
MADEMOISELLE	2884	973	3.8	33.7	108	*223	5.3	7.7	149	*243	3.3	8.4	91	507	3.7	17.6	104
MC CALL'S	13460	4828	19.1	35.9	115	868	20.7	6.4	124	1269	17.0	9.4	102	2690	19.7	20.0	119
MC CALL'S/WRK MOTHER (GROSS)	14606	5303	20.9	36.3	116	952	22.7	6.5	126	1343	18.0	9.2	100	3008	22.0	20.6	122
MECHANIX ILLUSTRATED	772	*220	0.9	28.5	91	**58	1.4	7.5	145	**55	0.7	7.1	77	**106	0.8	13.7	81
METROPOLITAN HOME	967	265	1.0	27.4	88	**47	1.1	4.9	94	**85	1.1	8.8	95	*134	1.0	13.9	82
MONEY	1588	471	1.9	29.7	95	**101	2.4	6.4	123	**171	2.3	10.8	117	*199	1.5	12.5	74
MOTHER EARTH NEWS	1002	335	1.3	33.4	107	**61	1.5	6.1	117	**89	1.2	8.9	96	*185	1.4	18.5	110
MS.	825	223	0.9	27.0	86	**50	1.2	6.1	117	**46	0.6	5.6	60	*127	0.9	15.4	91
NATIONAL ENQUIRER	10336	3879	15.3	37.5	120	814	19.4	7.9	152	1107	14.8	10.7	116	1959	14.4	19.0	112
NATIONAL GEOGRAPHIC	9597	2905	11.5	30.3	97	400	9.5	4.2	80	798	10.7	8.3	90	1707	12.5	17.8	106
NATIONAL SUNDAY MAGAZINE PKG	49558	16043	63.4	32.4	104	2572	61.3	5.2	100	4637	62.1	9.4	101	8835	64.7	17.8	106
NATURAL HISTORY	573	*121	0.5	21.1	68	**6	0.1	1.0	20	**26	0.3	4.5	49	**88	0.6	15.4	91
NEW WOMAN	1699	568	2.2	33.4	107	**69	1.6	4.1	78	*142	1.9	8.4	91	357	2.6	21.0	125
NEW YORK INCLUDING CUE	443	**98	0.4	22.1	71	**23	0.5	5.2	100	**16	0.2	3.6	39	**60	0.4	13.5	80
THE NEW YORKER	1270	308	1.2	24.3	78	**53	1.3	4.2	81	**84	1.1	6.6	72	*171	1.3	13.5	80
NEWSWEEK	6277	1791	7.1	28.5	91	299	7.1	4.8	92	460	6.2	7.3	79	1032	7.6	16.4	98
THE N.Y. TIMES DAILY EDITION	1205	*218	0.9	18.1	58	**18	0.4	1.5	29	**35	0.5	2.9	31	*165	1.2	13.7	81
THE N.Y. TIMES MAGAZINE	2081	343	1.4	16.5	53	**41	1.0	2.0	38	**51	0.7	2.5	27	*252	1.8	12.1	72
OMNI	788	*271	1.1	34.4	110	**73	1.7	9.3	179	**43	0.6	5.5	59	*155	1.1	19.7	117
ON CABLE	1158	506	2.0	43.7	140	**71	1.7	6.1	118	*211	2.8	18.2	198	*224	1.6	19.3	115
1001 HOME IDEAS	2852	1051	4.2	36.9	118	*197	4.7	6.9	133	*210	2.8	7.4	80	643	4.7	22.5	134
ORGANIC GARDENING	1658	529	2.1	31.9	102	**90	2.1	5.4	105	*144	1.9	8.7	94	295	2.2	17.8	106
OUTDOOR LIFE	896	384	1.5	42.9	137	**111	2.6	12.4	239	**100	1.3	11.2	121	*173	1.3	19.3	115
PARADE MAGAZINE	24275	7716	30.5	31.8	102	1314	31.3	5.4	104	2159	28.9	8.9	96	4243	31.1	17.5	104

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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READY TO SPREAD (CANNED) FROSTING: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0123
P-19

	TOTAL U.S. '000	USED IN LAST 30 DAYS A '000	B % DOWN	C % ACROSS	D INDX	HEAVY USERS THREE OR MORE A '000	B % DOWN	C % ACROSS	D INDX	MEDIUM USERS TWO A '000	B % DOWN	C % ACROSS	D INDX	LIGHT USERS ONE A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	25314	100.0	31.3	100	4198	100.0	5.2	100	7469	100.0	9.2	100	13647	100.0	16.9	100
PARENTS	3845	1417	5.6	36.9	118	326	7.8	8.5	164	340	4.6	8.8	96	751	5.5	19.5	116
PENTHOUSE	831	*259	1.0	31.2	100	**63	1.5	7.6	146	**39	0.5	4.7	51	**157	1.2	18.9	112
PEOPLE	11645	4169	16.5	35.8	115	822	19.6	7.1	136	1216	16.3	10.4	113	2131	15.6	18.3	109
PLAYBOY	2006	689	2.7	34.3	110	*164	3.9	8.2	158	*118	1.6	5.9	64	406	3.0	20.2	120
POPULAR HOT RODDING	297	**148	0.6	49.8	159	**30	0.7	10.1	195	**31	0.4	10.4	113	**86	0.6	29.0	172
POPULAR MECHANICS	1018	365	1.4	35.9	115	**71	1.7	7.0	135	**91	1.2	8.9	97	*203	1.5	19.9	118
POPULAR SCIENCE	878	300	1.2	34.2	109	**51	1.2	5.8	112	**83	1.1	9.5	103	*166	1.2	18.9	112
PREVENTION	3913	1136	4.5	29.0	93	*220	5.2	5.6	108	*257	3.4	6.6	71	659	4.8	16.8	100
PSYCHOLOGY TODAY	1710	513	2.0	30.0	96	**111	2.6	6.5	125	**133	1.8	7.8	84	*269	2.0	15.7	93
READER'S DIGEST	22204	7092	28.0	31.9	102	1265	30.1	5.7	110	2048	27.4	9.2	100	3779	27.7	17.0	101
REDBOOK	7684	2874	11.4	37.4	120	522	12.4	6.8	131	798	10.7	10.4	113	1554	11.4	20.2	120
ROAD & TRACK	410	**133	0.5	32.4	104	**63	1.5	15.4	296	**19	0.3	4.6	50	**51	0.4	12.4	74
ROLLING STONE	969	278	1.1	28.7	92	**39	0.9	4.0	78	**83	1.1	8.6	93	*156	1.1	16.1	96
RUNNER'S WORLD	298	**104	0.4	34.9	112	**21	0.5	7.0	136	**15	0.2	5.0	55	**69	0.5	23.2	137
SATURDAY EVENING POST	1169	336	1.3	28.7	92	**59	1.4	5.0	97	**88	1.2	7.5	82	*189	1.4	16.2	96
SCIENCE 84	587	*177	0.7	30.2	96	**47	1.1	8.0	154	**7	0.1	1.2	13	**122	0.9	20.8	123
SCIENCE DIGEST	482	**160	0.6	33.2	106	**25	0.6	5.2	100	**32	0.4	6.6	72	**102	0.7	21.2	126
SCIENTIFIC AMERICAN	594	**104	0.4	17.5	56	**15	0.4	2.5	49	**20	0.3	3.4	37	**69	0.5	11.6	69
SELF	2089	688	2.7	32.9	105	**148	3.5	7.1	137	*148	2.0	7.1	77	391	2.9	18.7	111
SEVENTEEN	2411	970	3.8	40.2	129	*195	4.6	8.1	156	260	3.5	10.8	117	516	3.8	21.4	127
SKI	480	*127	0.5	26.5	85	**29	0.7	6.0	117	**13	0.2	2.7	29	**86	0.6	17.9	106
SMITHSONIAN	2760	768	3.0	27.8	89	**70	1.7	2.5	49	*191	2.6	6.9	75	507	3.7	18.4	109
SOAP OPERA DIGEST	3013	1247	4.9	41.4	132	370	8.8	12.3	237	333	4.5	11.1	120	543	4.0	18.0	107
SOUTHERN LIVING	4184	1447	5.7	34.6	111	*201	4.8	4.8	93	403	5.4	9.6	104	843	6.2	20.1	120
SPORT	559	*146	0.6	26.1	84	**54	1.3	9.7	186	**39	0.5	7.0	76	**53	0.4	9.5	56
THE SPORTING NEWS	436	*173	0.7	39.7	127	**40	1.0	9.2	177	**106	1.4	24.3	264	**27	0.2	6.2	37
SPORTS AFIELD	493	*196	0.8	39.8	127	**17	0.4	3.4	67	**69	0.9	14.0	152	**110	0.8	22.3	132
SPORTS ILLUSTRATED	2758	1068	4.2	38.7	124	*206	4.9	7.5	144	348	4.7	12.6	137	515	3.8	18.7	111
STAR	7456	3004	11.9	40.3	129	613	14.6	8.2	159	953	12.8	12.8	139	1438	10.5	19.3	114
SUNDAY	24936	7952	31.4	31.9	102	1281	30.5	5.1	99	2430	32.5	9.7	106	4241	31.1	17.0	101
SUNSET	2124	529	2.1	24.9	80	**37	0.9	1.7	34	**92	1.2	4.3	47	400	2.9	18.8	112
TV GUIDE	21661	7663	30.3	35.4	113	1245	29.7	5.7	111	2255	30.2	10.4	113	4163	30.5	19.2	114
TENNIS	550	*142	0.6	25.8	83	**46	1.1	8.4	161	**15	0.2	2.7	30	**80	0.6	14.5	86
TIME	8880	2895	11.4	32.6	104	395	9.4	4.4	86	869	11.6	9.8	106	1631	12.0	18.4	109
TOWN & COUNTRY	917	*236	0.9	25.7	82	**42	1.0	4.6	88	**59	0.8	6.4	70	*135	1.0	14.7	87
TRAVEL & LEISURE	972	283	1.1	29.1	93	**28	0.7	2.9	56	**89	1.2	9.2	99	*166	1.2	17.1	101
TRUE STORY	3356	1203	4.8	35.8	115	*308	7.3	9.2	177	404	5.4	12.0	131	491	3.6	14.6	87
U.S.NEWS & WORLD REPORT	3410	936	3.7	27.4	88	*169	4.0	5.0	96	235	3.1	6.9	75	532	3.9	15.6	93
USA TODAY	1759	595	2.4	33.8	108	**153	3.6	8.7	168	*137	1.8	7.8	84	304	2.2	17.3	103
US	1873	725	2.9	38.7	124	*134	3.2	7.2	138	*188	2.5	10.0	109	403	3.0	21.5	128
VOGUE	3909	1146	4.5	29.3	94	*232	5.5	5.9	114	294	3.9	7.5	82	620	4.5	15.9	94
WALL STREET JOURNAL	1886	477	1.9	25.3	81	**45	1.1	2.4	46	**111	1.5	5.9	64	321	2.4	17.0	101
WEIGHT WATCHERS	2120	760	3.0	35.8	115	*197	4.7	9.3	179	*167	2.2	7.9	85	395	2.9	18.6	111
WOMAN'S DAY	14172	4959	19.6	35.0	112	991	23.6	7.0	135	1428	19.1	10.1	109	2540	18.6	17.9	106
WORKING MOTHER	1146	475	1.9	41.4	133	**83	2.0	7.2	140	**74	1.0	6.5	70	318	2.3	27.7	165
WORKING WOMAN	1322	443	1.8	33.5	107	**103	2.5	7.8	150	**66	0.9	5.0	54	274	2.0	20.7	123
WORLD TENNIS	*163	**33	0.1	20.2	65	**11	0.3	6.7	130	**4	0.1	2.5	27	**18	0.1	11.0	66
ZIFF-DAVIS MAG NETWK (GROSS)	2532	826	3.3	32.6	104	*129	3.1	5.1	98	*190	2.5	7.5	81	507	3.7	20.0	119
BLAIR INSERTS	43657	13707	54.1	31.4	100	2259	53.8	5.2	100	3958	53.0	9.1	98	7490	54.9	17.2	102
DAILY NEWSPAPERS																	
READ ANY	51633	16375	64.7	31.7	101	2645	63.0	5.1	99	4777	64.0	9.3	100	8953	65.6	17.3	103
READ ONE	43463	13865	54.8	31.9	102	2261	53.9	5.2	100	4161	55.7	9.6	104	7443	54.5	17.1	102
READ TWO OR MORE	8170	2510	9.9	30.7	98	385	9.2	4.7	91	615	8.2	7.5	82	1510	11.1	18.5	110
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	16871	66.6	32.0	102	2763	65.8	5.2	101	4876	65.3	9.3	100	9232	67.6	17.5	104
READ ONE	46126	14996	59.2	32.5	104	2440	58.1	5.3	102	4360	58.4	9.5	102	8196	60.1	17.8	105
READ TWO OR MORE	6552	1875	7.4	28.6	92	323	7.7	4.9	95	516	6.9	7.9	85	1036	7.6	15.8	94
OUTDOOR																	
100 SHMG - 30 DAY AV FREQ	27.55	29.83				28.83				29.41				30.34			
30 DAY REACH	71455	22169	87.6	31.0	99	3615	86.1	5.1	98	6432	86.1	9.0	98	12122	88.8	17.0	101
50 SHMG - 30 DAY AV FREQ	14.56	15.66				15.08				15.48				15.93			
30 DAY REACH	67742	21183	83.7	31.3	100	3473	82.7	5.1	99	6135	82.1	9.1	98	11576	84.8	17.1	101
25 SHMG - 30 DAY AV FREQ	7.94	8.39				8.15				8.28				8.53			
30 DAY REACH	62117	19759	78.1	31.8	102	3210	76.5	5.2	100	5728	76.7	9.2	100	10621	79.3	17.4	103
CABLE TV: HOME WIRED	32077	11342	44.8	35.4	113	1999	47.6	6.2	120	3168	42.4	9.9	107	6175	45.2	19.3	114
HOME NOT WIRED	48909	13973	55.2	28.6	91	2199	52.4	4.5	87	4301	57.6	8.8	95	7473	54.8	15.3	91
HAVE PAY CABLE	15935	6038	23.9	37.9	121	1152	27.4	7.2	139	1621	21.7	10.2	110	3266	23.9	20.5	122

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READY TO SPREAD (CANNED) FROSTING: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0124
P-19

	TOTAL U.S. '000	USED IN LAST 30 DAYS A '000	B % DOWN	C % ACROSS	D INDX	HEAVY USERS THREE OR MORE A '000	B % DOWN	C % ACROSS	D INDX	MEDIUM USERS TWO A '000	B % DOWN	C % ACROSS	D INDX	LIGHT USERS ONE A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	25314	100.0	31.3	100	4198	100.0	5.2	100	7469	100.0	9.2	100	13647	100.0	16.9	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	14275	56.4	32.5	104	2427	57.8	5.5	107	4148	55.5	9.4	102	7701	56.4	17.5	104
10:00 AM - 3:00 PM	30659	9911	39.2	32.3	103	1803	42.9	5.9	113	3113	41.7	10.2	110	4995	36.6	16.3	97
3:00 PM - 7:00 PM	31045	10477	41.4	33.7	108	1785	42.5	5.7	111	3082	41.3	9.9	108	5610	41.1	18.1	107
7:00 PM - MIDNIGHT	15767	5080	20.1	32.2	103	883	21.0	5.6	108	1493	20.0	9.5	103	2704	19.8	17.1	102
MIDNIGHT - 6:00 AM	9120	2883	11.4	31.6	101	593	14.1	6.5	125	921	12.3	10.1	109	1369	10.0	15.0	89
6:00 AM - MIDNIGHT	58527	18962	74.9	32.4	104	3238	77.1	5.5	107	5623	75.3	9.6	104	10101	74.0	17.3	102
ENTIRE DAY	59311	19225	75.9	32.4	104	3320	79.1	5.6	108	5677	76.0	9.6	104	10228	74.9	17.2	102
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	5639	22.3	34.9	112	963	22.9	6.0	115	1548	20.7	9.6	104	3128	22.9	19.3	115
ALL NEWS	2256	555	2.2	24.6	79	*110	2.6	4.9	94	*178	2.4	7.9	86	268	2.0	11.9	70
AOR/PROGRESSIVE	3874	1313	5.2	33.9	108	*196	4.7	5.1	98	430	5.8	11.1	120	688	5.0	17.8	105
BEAUTIFUL MUSIC	5660	1516	6.0	26.8	86	*232	5.5	4.1	79	468	6.3	8.3	90	816	6.0	14.4	86
BLACK	2204	895	3.5	40.6	130	*202	4.8	9.2	177	322	4.3	14.6	158	371	2.7	16.8	100
CLASSICAL	1418	371	1.5	26.0	83	**43	1.0	3.0	59	**140	1.9	9.9	107	*186	1.4	13.1	78
CHR/ROCK	9538	3352	13.2	35.1	112	475	11.3	5.0	96	1025	13.7	10.7	117	1851	13.6	19.4	115
COUNTRY	12648	4456	17.6	35.2	113	775	18.5	6.1	118	1329	17.8	10.5	114	2353	17.2	18.6	110
GOLDEN OLDIES	1191	397	1.6	33.3	107	**79	1.9	6.6	128	**119	1.6	10.0	108	*199	1.5	16.7	99
MOR/NOSTALGIA	4757	1371	5.4	28.8	92	*191	4.5	4.0	77	448	6.0	9.4	102	733	5.4	15.4	91
NEWS/TALK	3863	1008	4.0	26.1	83	*139	3.3	3.6	69	308	4.1	8.0	86	560	4.1	14.5	86
RELIGIOUS	3084	800	3.2	25.9	83	**100	2.4	3.2	63	239	3.2	7.7	84	462	3.4	15.0	89
SOFT ROCK	521	*95	0.4	18.2	58	**13	0.3	2.5	48	**48	0.6	9.2	100	**34	0.2	6.5	39
URBAN CONTEMPORARY	1585	593	2.3	37.4	120	*202	4.8	12.7	246	209	2.8	13.2	143	*181	1.3	11.4	68
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	1129	4.5	34.6	111	*231	5.5	7.1	137	361	4.8	11.1	120	537	3.9	16.5	98
ABC DIRECTION	2316	766	3.0	33.1	106	*135	3.2	5.8	112	*228	3.1	9.8	107	403	3.0	17.4	103
ABC ENTERTAINMENT	4834	1694	6.7	35.0	112	*266	6.3	5.5	106	440	5.9	9.1	99	987	7.2	20.4	121
ABC FM	2202	808	3.2	36.7	117	**159	3.8	7.2	139	303	4.1	13.8	149	346	2.5	15.7	93
ABC INFORMATION	5425	1706	6.7	31.4	101	*233	5.6	4.3	83	425	5.7	7.8	85	1048	7.7	19.3	115
ABC ROCK	1677	651	2.6	38.8	124	**97	2.3	5.8	112	*254	3.4	15.1	164	301	2.2	17.9	107
CBS	4430	1062	4.2	24.0	77	*161	3.8	3.6	70	312	4.2	7.0	76	589	4.3	13.3	79
MUTUAL	4992	1817	7.2	36.4	116	*345	8.2	6.9	133	597	8.0	12.0	130	875	6.4	17.5	104
NBC	4679	1453	5.7	31.1	99	*210	5.0	4.5	87	337	4.5	7.2	78	906	6.6	19.4	115
RADIORADIO	1994	662	2.6	33.2	106	**117	2.8	5.9	113	*221	3.0	11.1	120	325	2.4	16.3	97
RKO ONE	2298	797	3.1	34.7	111	**133	3.2	5.8	112	*173	2.3	7.5	82	491	3.6	21.4	127
RKO TWO	3311	1193	4.7	36.0	115	*198	4.7	6.0	115	325	4.4	9.8	106	670	4.9	20.2	120
THE SOURCE	2114	766	3.0	36.2	116	**98	2.3	4.6	89	*244	3.3	11.5	125	424	3.1	20.1	119
NON-WIRED : BLAIR	8654	2855	11.3	33.0	106	600	14.3	6.9	134	905	12.1	10.5	113	1350	9.9	15.6	93
INTERNET	12025	4250	16.8	35.3	113	704	16.8	5.9	113	1294	17.3	10.8	117	2252	16.5	18.7	111
KATZ RADIO GROUP	15359	4915	19.4	32.0	102	705	16.8	4.6	89	1426	19.1	9.3	101	2785	20.4	18.1	108
SUPERNET	10628	3352	13.2	31.5	101	619	14.7	5.8	112	806	10.8	7.6	82	1928	14.1	18.1	108
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	2616	10.3	30.2	97	429	10.2	5.0	96	816	10.9	9.4	102	1370	10.0	15.8	94
MKDAY 9:00 AM - 1:00 PM	12163	4017	15.9	33.0	106	743	17.7	6.1	118	1297	17.4	10.7	116	1976	14.5	16.2	96
MKDAY 1:00 PM - 4:30 PM	16150	5433	21.5	33.6	108	1111	26.5	6.9	133	1711	22.9	10.6	115	2611	19.1	16.2	96
MKDAY 4:30 PM - 7:30 PM	22463	6949	27.5	30.9	99	1203	28.7	5.4	103	2129	28.5	9.5	103	3617	26.5	16.1	96
MKDAY 7:30 PM - 8:00 PM	31795	9780	38.6	30.8	98	1591	37.9	5.0	97	3024	40.5	9.5	103	5165	37.8	16.2	96
MKDAY 11:00 PM - 11:30 PM	23977	7646	30.2	31.9	102	1264	30.1	5.3	102	2451	32.8	10.2	111	3930	28.8	16.4	97
MKDAY 11:30 PM - 1:00 AM	7703	2628	10.4	34.1	109	514	12.2	6.7	129	854	11.4	11.1	120	1259	9.2	16.3	97
M-SAT 8-11 PM+SUN 7-11 PM	33800	10668	42.1	31.6	101	1771	42.2	5.2	101	3239	43.4	9.6	104	5658	41.5	16.7	99
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	2423	9.6	37.1	119	487	11.6	7.4	144	681	9.1	10.4	113	1256	9.2	19.2	114
ANOTHER WORLD N	4620	1597	6.3	34.6	111	307	7.3	6.6	128	460	6.2	10.0	108	830	6.1	18.0	107
AS THE WORLD TURNS C	5614	1841	7.3	32.8	105	317	7.6	5.6	109	650	8.7	11.6	126	874	6.4	15.6	92
CAPITOL C	3396	1082	4.3	31.9	102	220	5.2	6.5	125	379	5.1	11.2	121	484	3.5	14.3	85
CBS MORN. NEWS 1 C	1446	379	1.5	26.2	84	*58	1.4	4.0	77	131	1.8	9.1	98	190	1.4	13.1	78
CBS MORN. NEWS 2 C	1207	311	1.2	25.8	82	**44	1.0	3.6	70	*80	1.1	6.6	72	187	1.4	15.5	92
DAYS OF OUR LIVES N	5877	2022	8.0	34.4	110	391	9.3	6.7	128	615	8.2	10.5	113	1015	7.4	17.3	102
FACTS OF LIFE - DAYTIME N	2290	796	3.1	34.8	111	*125	3.0	5.5	105	326	4.4	14.2	154	345	2.5	15.1	89
FAMILY FEUD A	3023	1027	4.1	34.0	109	166	4.0	5.5	106	360	4.8	11.9	129	502	3.7	16.6	99
GENERAL HOSPITAL A	6097	2039	8.1	33.4	107	461	11.0	7.6	146	629	8.4	10.3	112	950	7.0	15.6	92
GOOD MORNING, AMERICA-730 A	3515	1042	4.1	29.6	95	205	4.9	5.8	113	268	3.6	7.6	83	568	4.2	16.2	96
GOOD MORNING, AMERICA-830 A	2818	851	3.4	30.2	97	169	4.0	6.0	116	252	3.4	8.9	97	430	3.2	15.3	91
GUIDING LIGHT C	5339	1757	6.9	32.9	105	310	7.4	5.8	112	642	8.6	12.0	130	805	5.9	15.1	89
ONE LIFE TO LIVE A	4478	1608	6.4	35.9	115	329	7.8	7.3	142	488	6.5	10.9	118	792	5.8	17.7	105
PRESS YOUR LUCK C	2244	741	2.9	33.0	106	131	3.1	5.8	113	235	3.1	10.5	114	375	2.7	16.7	99
PRICE IS RIGHT 1 C	4348	1469	5.8	33.8	108	318	7.6	7.3	141	465	6.2	10.7	116	687	5.0	15.8	94
PRICE IS RIGHT 2 C	5014	1728	6.8	34.5	110	364	8.7	7.3	140	553	7.4	11.0	120	811	5.9	16.2	96
RYAN'S HOPE A	3150	1262	5.0	40.1	128	286	6.8	9.1	175	428	5.7	13.6	147	548	4.0	17.4	103
SALE OF THE CENTURY N	2695	862	3.4	32.0	102	182	4.3	6.8	130	329	4.4	12.2	132	350	2.6	13.0	77
SEARCH FOR TOMORROW N	2319	787	3.1	33.9	109	*183	4.4	7.9	152	207	2.8	8.9	97	398	2.9	17.2	102
TODAY SHOW 1 N	2693	804	3.2	29.9	96	98	2.3	3.6	70	264	3.5	9.8	106	443	3.2	16.5	98
TODAY SHOW 2 N	2498	704	2.8	28.2	90	*87	2.1	3.5	67	240	3.2	9.6	104	377	2.8	15.1	90
$25,000 PYRAMID C	2753	838	3.3	30.4	97	162	3.9	5.9	114	320	4.3	11.6	126	356	2.6	12.9	77
WHEEL OF FORTUNE N	4388	1328	5.2	30.3	97	267	6.4	6.1	117	451	6.0	10.3	111	610	4.5	13.9	82
YOUNG AND THE RESTLESS C	5695	1938	7.7	34.0	109	373	8.9	6.5	126	656	8.8	11.5	125	910	6.7	16.0	95
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	563	2.2	32.0	102	*105	2.5	6.0	115	196	2.6	11.1	121	262	1.9	14.9	88
NBA PLAYOFF GAME -1 C	1136	422	1.7	37.1	119	**106	2.5	9.3	180	*98	1.3	8.6	94	218	1.6	19.2	114
NBC MAJOR LEAGUE PRE-GAME N	953	*261	1.0	27.4	88	**40	1.0	4.2	81	**89	1.2	9.3	101	**132	1.0	13.9	82
SPORTSWORLD - SUN N	1233	450	1.8	36.5	117	**51	1.2	4.1	80	*113	1.5	9.2	99	286	2.1	23.2	138
SUNDAY MORNING C	1611	416	1.6	25.8	83	**76	1.8	4.7	91	*122	1.6	7.6	82	218	1.6	13.5	80

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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READY TO SPREAD (CANNED) FROSTING: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

		TOTAL U.S. '000	USED IN LAST 30 DAYS A '000	B % DOWN	C % ACROSS	D INDX	HEAVY USERS THREE OR MORE A '000	B % DOWN	C % ACROSS	D INDX	MEDIUM USERS TWO A '000	B % DOWN	C % ACROSS	D INDX	LIGHT USERS ONE A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	25314	100.0	31.3	100	4198	100.0	5.2	100	7469	100.0	9.2	100	13647	100.0	16.9	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	7678	30.3	29.5	94	1292	30.8	5.0	96	2383	31.9	9.1	99	4003	29.3	15.4	91
NETWORK AFFILIATES - LATE		20261	6401	25.3	31.6	101	1066	25.4	5.3	101	2021	27.1	10.0	108	3313	24.3	16.4	97
INDEPENDENTS - LATE		2076	566	2.2	27.3	87	*83	2.0	4.0	77	163	2.2	7.9	85	320	2.3	15.4	91
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	3672	14.5	35.1	112	652	15.5	6.2	120	1262	16.9	12.1	131	1758	12.9	16.8	100
ABC MONDAY NIGHT MOVIE	A	6412	2081	8.2	32.5	104	355	8.5	5.5	107	495	6.6	7.7	84	1232	9.0	19.2	114
ABC SUNDAY NIGHT MOVIE	A	12407	3863	15.3	31.1	100	599	14.3	4.8	93	1171	15.7	9.4	102	2093	15.3	16.9	100
ABC WORLD NEWS TONIGHT	A	6176	1781	7.0	28.8	92	311	7.4	5.0	97	519	6.9	8.4	91	950	7.0	15.4	91
AFTERMASH	C	5863	1887	7.5	32.2	103	*264	6.3	4.5	87	595	8.0	10.1	110	1027	7.5	17.5	104
ALICE	C	9594	2993	11.8	31.2	100	454	10.8	4.7	91	868	11.6	9.0	98	1670	12.2	17.4	103
AMERICAN PARADE	C	6622	1991	7.9	30.1	96	282	6.7	4.3	82	603	8.1	9.1	99	1107	8.1	16.7	99
BENSON	A	10886	3221	12.7	29.6	95	530	12.6	4.9	94	942	12.6	8.7	94	1750	12.8	16.1	95
BLUE THUNDER	A	5036	1605	6.3	31.9	102	290	6.9	5.8	111	465	6.2	9.2	100	851	6.2	16.9	100
CAGNEY & LACEY	C	9965	3107	12.3	31.2	100	510	12.1	5.1	99	907	12.1	9.1	99	1690	12.4	17.0	101
CBS EVENING NEWS-DEAN	C	3491	96	3.5	25.7	82	*166	4.0	4.8	92	301	4.0	8.6	93	429	3.1	12.3	73
CBS EVENING NEWS-RATHER	C	7123	2038	8.1	28.6	92	322	7.7	4.5	87	619	8.3	8.7	94	1097	8.0	15.4	91
CBS SAT. NEWS-SCHIEFFER	C	3621	1018	4.0	28.1	90	136	3.2	3.8	72	302	4.0	8.3	90	580	4.3	16.0	95
CBS SATURDAY NIGHT MOVIE	C	5436	1830	7.2	33.7	108	279	6.6	5.1	99	604	8.1	11.1	120	947	6.9	17.4	103
CBS WEDNESDAY NIGHT MOVIE	C	6100	1646	6.5	27.0	86	246	5.9	4.0	78	491	6.6	8.0	87	908	6.7	14.9	88
CHEERS	N	8889	3064	12.1	34.5	110	479	11.4	5.4	104	922	12.3	10.4	112	1663	12.2	18.7	111
DALLAS	C	22109	6781	26.8	30.7	98	1049	25.0	4.7	92	1932	25.9	8.7	95	3800	27.8	17.2	102
DIFF'RENT STROKES	N	6940	2225	8.8	32.1	103	411	9.8	5.9	114	684	9.2	9.9	107	1130	8.3	16.3	97
DOUBLE TROUBLE	N	7223	2349	9.3	32.5	104	401	9.6	5.6	107	646	8.6	8.9	97	1303	9.5	18.0	107
DUCK FACTORY	N	5595	1671	6.6	29.9	96	*286	6.8	5.1	99	475	6.4	8.5	92	911	6.7	16.3	97
DUKES OF HAZZARD	C	5768	1866	7.4	32.4	103	308	7.3	5.3	103	573	7.7	9.9	108	984	7.2	17.1	101
DYNASTY	A	20053	6319	25.0	31.5	101	1147	27.3	5.7	110	2113	28.3	10.5	114	3059	22.4	15.3	91
FACTS OF LIFE	N	8087	2657	10.5	32.9	105	452	10.8	5.6	108	831	11.1	10.3	111	1375	10.1	17.0	101
FALCON CREST	C	20046	6404	25.3	31.9	102	1051	25.0	5.2	101	1903	25.5	9.5	103	3450	25.3	17.2	102
FALL GUY	A	9084	3119	12.3	34.3	110	563	13.4	6.2	120	947	12.7	10.4	113	1609	11.8	17.7	105
FAMILY TIES	N	7964	2513	9.9	31.6	101	456	10.9	5.7	110	812	10.9	10.2	111	1245	9.1	15.6	93
FANTASY ISLAND	A	7687	2274	9.0	29.6	95	318	7.6	4.1	80	749	10.0	9.7	106	1207	8.8	15.7	93
FOULUPS,BLEEPS & BLUNDERS	A	8861	2828	11.2	31.9	102	465	11.1	5.2	101	872	11.7	9.8	107	1490	10.9	16.8	100
FOUR SEASONS	C	5095	1713	6.8	33.6	108	*239	5.7	4.7	90	527	7.1	10.3	112	946	6.9	18.6	110
GIMME A BREAK	N	8838	2645	10.4	29.9	96	428	10.2	4.8	93	893	12.0	10.1	110	1324	9.7	15.0	89
HART TO HART	A	8978	2639	10.4	29.4	94	536	12.8	6.0	115	690	9.2	7.7	83	1414	10.4	15.7	93
HILL STREET BLUES	N	8590	2841	11.2	33.1	106	494	11.8	5.8	111	783	10.5	9.1	99	1563	11.5	18.2	108
HOTEL	A	14085	4633	18.3	32.9	105	905	21.6	6.4	124	1354	18.1	9.6	104	2375	17.4	16 9	100
JEFFERSONS	C	9360	2928	11.6	31.3	100	502	12.0	5.4	103	892	11.9	9.5	103	1534	11.2	16.4	97
JENNIFER SLEPT HERE	N	5841	1809	7.1	31.0	99	*292	7.0	5.0	96	490	6.6	8.4	91	1027	7.5	17.6	104
KATE & ALLIE	C	9206	2643	10.4	28.7	92	469	11.2	5.1	98	787	10.5	8.5	93	1388	10.2	15.1	89
KNIGHT RIDER	N	7076	2296	9.1	32.4	104	312	7.4	4.4	85	714	9.6	10.1	109	1271	9.3	18.0	107
LOVE BOAT	A	12219	3447	13.6	28.2	90	580	13.8	4.7	92	1043	14.0	8.5	93	1825	13.4	14.9	89
MAGNUM PI	C	11199	3746	14.8	33.4	107	556	13.2	5.0	96	1096	14.7	9.8	106	2094	15.3	18.7	111
MAMA'S FAMILY	N	6057	1936	7.6	32.0	102	373	8.9	6.2	119	475	6.4	7.8	85	1089	8.0	18.0	107
MASTER, THE	N	3598	1316	5.2	36.6	117	*240	5.7	6.7	129	416	5.6	11.6	125	660	4.8	18.3	109
MATT HOUSTON	A	6344	2069	8.2	32.6	104	370	8.8	5.8	113	628	8.4	9.9	107	1071	7.8	16.9	100
NBC MONDAY NIGHT MOVIE	N	11994	3988	15.8	33.2	106	674	16.1	5.6	108	1209	16.2	10.1	109	2105	15.4	17.6	104
NBC NIGHTLY NEWS	N	5132	1425	5.6	27.8	89	202	4.8	3.9	76	471	6.3	9.2	100	753	5.5	14.7	87
NBC NIGHTLY NEWS-SAT	N	3375	922	3.6	27.3	87	*165	3.9	4.9	94	353	4.7	10.5	113	405	3.0	12.0	71
NBC NIGHTLY NEWS-SUN	N	3130	778	3.1	24.9	80	**89	2.1	2.8	55	*298	4.0	9.5	103	391	2.9	12.5	74
NBC SUNDAY NIGHT MOVIE	N	8284	2764	10.9	33.4	107	516	12.3	6.2	120	813	10.9	9.8	106	1435	10.5	17.3	103
NEWHART	C	9240	2775	11.0	30.0	96	469	11.2	5.1	98	818	11.0	8.9	96	1489	10.9	16.1	96
ONE DAY AT A TIME	C	7288	2371	9.4	32.5	104	426	10.1	5.8	113	738	9.9	10.1	110	1208	8.9	16.6	98
PEOPLE ARE FUNNY	N	4855	1533	6.1	31.6	101	*330	7.9	6.8	131	412	5.5	8.5	92	791	5.8	16.3	97
REAL PEOPLE	N	8869	2718	10.7	30.6	98	375	8.9	4.2	82	878	11.8	9.9	107	1465	10.7	16.5	98
REMINGTON STEELE	N	7743	2378	9.4	30.7	98	344	8.2	4.4	86	736	9.9	9.5	103	1298	9.5	16.8	99
RIPLEY'S BELIEVE IT - NOT	A	5345	1685	6.7	31.5	101	317	7.6	5.9	114	502	6.7	9.4	102	866	6.3	16.2	96
RIPTIDE	N	6988	2423	9.6	34.7	111	286	6.8	4.1	79	832	11.1	11.9	129	1305	9.6	18.7	111
SCARECROW & MRS. KING	C	10002	2952	11.7	29.5	94	475	11.3	4.7	92	935	12.5	9.3	101	1541	11.3	15.4	91
SIMON & SIMON	C	10638	3608	14.3	33.9	109	629	15.0	5.9	114	1155	15.5	10.9	118	1824	13.4	17.1	102
60 MINUTES	C	13293	3681	14.5	27.7	89	623	14.8	4.7	90	958	12.8	7.2	78	2100	15.4	15.8	94
ST. ELSEWHERE	N	7017	2514	9.9	35.8	115	414	9.9	5.9	114	757	10.1	10.8	117	1343	9.8	19.1	114
THREE'S COMPANY	A	10917	3690	14.6	33.8	108	756	18.0	6.9	134	987	13.2	9.0	98	1946	14.3	17.8	106
T.J. HOOKER	A	9204	2917	11.5	31.7	101	536	12.8	5.8	112	927	12.4	10.1	109	1454	10.7	15.8	94
TONIGHT SHOW	N	2372	736	2.9	31.0	99	112	2.7	4.7	91	233	3.1	9.8	107	392	2.9	16.5	98
TRAPPER JOHN, M.D.	C	9846	2963	11.7	30.1	96	467	11.1	4.7	92	983	13.2	10.0	108	1512	11.1	15.4	91
TV BLOOPERS & PRAC. JOKES	N	9105	2549	10.1	28.0	90	418	10.0	4.6	89	743	9.9	8.2	88	1388	10.2	15.2	90
20/20	A	9387	2753	10.9	29.3	94	489	11.6	5.2	100	783	10.5	8.3	90	1481	10.9	15.8	94
WEBSTER	A	11067	3330	13.2	30.1	96	585	13.9	5.3	102	913	12.2	8.2	89	1832	13.4	16.6	98
WORLD NEWS - SUN	A	3062	949	3.7	31.0	99	**121	2.9	4.0	76	*240	3.2	7.8	85	589	4.3	19.2	114
YELLOW ROSE	N	4978	1690	6.7	33.9	109	310	7.4	6.2	120	524	7.0	10.5	114	856	6.3	17.2	102
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	3413	13.5	38.4	123	595	14.2	6.7	129	935	12.5	10.5	114	1883	13.8	21.2	126
BASKETBALL - COLLEGE GAMES		4080	1554	6.1	38.1	122	*372	8.9	9.1	176	*462	6.2	11.3	123	719	5.3	17.6	105
BASKETBALL - PRO GAMES		3607	1483	5.9	41.1	132	*387	9.2	10.7	207	464	6.2	12.9	139	632	4.6	17.5	104
BOWLING		3883	1836	7.3	47.3	151	**324	7.7	8.3	161	535	7.2	13.8	149	977	7.2	25.2	149
BOXING		3928	1461	5.8	37.2	119	**258	6.1	6.6	127	*36	8.5	16.2	176	567	4.2	14.4	86
FOOTBALL - COLLEGE GAMES		6366	2299	9.1	36.1	116	*482	11.5	7.6	146	713	9.5	11.2	121	1105	8.1	17.4	103
FOOTBALL - PRO GAMES		11300	4225	16.7	37.4	120	722	17.2	6.4	123	1306	17.5	11.6	125	2198	16.1	19.5	115
GOLF		3378	1145	4.5	33.9	108	**181	4.3	5.4	103	*327	4.4	9.7	105	*637	4.7	18.9	112
POST-SEASON COLL. FOOTBALL		4906	1661	6.6	33.9	108	*427	10.2	8.7	168	*485	6.5	9.9	107	749	5.5	15.3	91
POST-SEASON PRO FOOTBALL		6120	2487	9.8	40.6	130	*474	11.3	7.7	149	718	9.6	11.7	127	1296	9.5	21.2	126
TENNIS		3033	1063	4.2	35.0	112	**230	5.5	7.6	146	*316	4.2	10.4	113	*516	3.8	17.0	101
WRESTLING - PROFESSIONAL		3344	1726	6.8	51.6	165	**245	5.8	7.3	141	681	9.1	20.4	221	800	5.9	23.9	142

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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PACKAGED MIX (NOT READY TO SPREAD) FROSTING: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0126
P-19

	TOTAL U.S. '000	USED IN LAST 30 DAYS A '000	B % DOWN	C % ACROSS	D INDX	HEAVY USERS THREE OR MORE A '000	B % DOWN	C % ACROSS	D INDX	MEDIUM USERS TWO A '000	B % DOWN	C % ACROSS	D INDX	LIGHT USERS ONE A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	11297	100.0	13.9	100	1555	100.0	1.9	100	3062	100.0	3.8	100	6680	100.0	8.2	100
18 - 24	9282	1731	15.3	18.6	134	**289	18.6	3.1	162	*369	12.1	4.0	105	1073	16.1	11.6	140
25 - 34	19072	2702	23.9	14.2	102	*238	15.3	1.2	65	756	24.7	4.0	105	1707	25.6	9.0	109
35 - 44	14591	2357	20.9	16.2	116	*373	24.0	2.6	133	714	23.3	4.9	129	1271	19.0	8.7	106
45 - 54	11345	1420	12.6	12.5	90	**180	11.6	1.6	83	*417	13.6	3.7	97	824	12.3	7.3	88
55 - 64	11635	1408	12.5	12.1	87	**238	15.3	2.0	107	*343	11.2	2.9	78	827	12.4	7.1	86
65 OR OLDER	15061	1679	14.9	11.1	80	*237	15.2	1.6	82	463	15.1	3.1	81	979	14.7	6.5	79
18 - 34	28354	4432	39.2	15.6	112	527	33.9	1.9	97	1125	36.7	4.0	105	2780	41.6	9.8	119
18 - 49	48339	7533	66.7	15.6	112	978	62.9	2.0	105	2095	68.4	4.3	115	4459	66.8	9.2	112
25 - 54	45008	6479	57.4	14.4	103	791	50.9	1.8	92	1887	61.6	4.2	111	3801	56.9	8.4	102
35 - 49	19985	3100	27.4	15.5	111	*451	29.0	2.3	118	970	31.7	4.9	128	1680	25.1	8.4	102
50 OR OLDER	32647	3765	33.3	11.5	83	577	37.1	1.8	92	967	31.6	3.0	78	2220	33.2	6.8	82
GRADUATED COLLEGE	11155	1247	11.0	11.2	80	**99	6.4	0.9	46	**228	7.4	2.0	54	920	13.8	8.2	100
ATTENDED COLLEGE	13682	1806	16.0	13.2	95	**203	13.1	1.5	77	*467	15.3	3.4	90	1135	17.0	8.3	101
GRADUATED HIGH SCHOOL	33880	4955	43.9	14.6	105	732	47.1	2.2	113	1454	47.5	4.3	114	2769	41.5	8.2	99
DID NOT GRADUATE HIGH SCHOOL	22270	3290	29.1	14.8	106	521	33.5	2.3	122	914	29.8	4.1	109	1855	27.8	8.3	101
EMPLOYED	40306	5396	47.8	13.4	96	623	40.1	1.5	81	1364	44.5	3.4	90	3410	51.0	8.5	103
EMPLOYED FULL-TIME	32850	4171	36.9	12.7	91	504	32.4	1.5	80	1057	34.5	3.2	85	2609	39.1	7.9	96
EMPLOYED PART-TIME	7456	1225	10.8	16.4	118	**118	7.6	1.6	82	**307	10.0	4.1	109	800	12.0	10.7	130
NOT EMPLOYED	40680	5901	52.2	14.5	104	933	60.0	2.3	119	1699	55.5	4.2	110	3270	49.0	8.0	97
PROFESSIONAL/MANAGER	10392	1389	12.3	13.4	96	**135	8.7	1.3	68	**199	6.5	1.9	51	1055	15.8	10.2	123
TECH/CLERICAL/SALES	17574	2212	19.6	12.6	90	**222	14.3	1.3	66	768	25.1	4.4	116	1222	18.3	7.0	84
PRECISION/CRAFT	985	**150	1.3	15.2	109	**28	1.8	2.8	148	**16	0.5	1.6	43	**106	1.6	10.8	130
OTHER EMPLOYED	11354	1645	14.6	14.5	104	*238	15.3	2.1	109	*381	12.4	3.4	89	1026	15.4	9.0	110
SINGLE	9863	1281	11.3	13.0	93	**170	10.9	1.7	90	*320	10.5	3.2	86	791	11.8	8.0	97
MARRIED	51375	7286	64.5	14.2	102	1010	65.0	2.0	102	1980	64.7	3.9	102	4296	64.3	8.4	101
DIVORCED/SEPARATED/WIDOWED	19748	2730	24.2	13.8	99	375	24.1	1.9	99	763	24.9	3.9	102	1593	23.8	8.1	98
PARENTS	32590	5889	52.1	18.1	130	790	50.8	2.4	126	1632	53.3	5.0	132	3468	51.9	10.6	129
WHITE	70416	9895	87.6	14.1	101	1394	89.6	2.0	103	2627	85.8	3.7	99	5874	87.9	8.3	101
BLACK	8778	1242	11.0	14.1	101	**161	10.4	1.8	96	372	12.1	4.2	112	709	10.6	8.1	98
OTHER	1791	**161	1.4	9.0	64	**0	0.0	0.0	0	**64	2.1	3.6	95	**97	1.5	5.4	66
NORTHEAST-CENSUS	17786	2613	23.1	14.7	105	681	43.8	3.8	199	979	32.0	5.5	146	953	14.3	5.4	65
NORTH CENTRAL	20741	3541	31.3	17.1	122	*268	17.2	1.3	67	1057	34.5	5.1	135	2216	33.2	10.7	130
SOUTH	27775	3379	29.9	12.2	87	*454	29.2	1.6	85	770	25.1	2.8	73	2156	32.3	7.8	94
WEST	14683	1764	15.6	12.0	86	**153	9.8	1.0	54	**257	8.4	1.8	46	1355	20.3	9.2	112
NORTHEAST-MKTG.	17961	2627	23.3	14.6	105	617	39.7	3.4	179	917	29.9	5.1	135	1094	16.4	6.1	74
EAST CENTRAL	11885	2050	18.1	17.2	124	*219	14.1	1.8	96	786	25.7	6.6	175	1045	15.6	8.8	107
WEST CENTRAL	14090	2292	20.3	16.3	117	**186	12.0	1.3	69	614	20.1	4.4	115	1492	22.3	10.6	128
SOUTH	24081	2789	24.7	11.6	83	*406	26.1	1.7	88	*541	17.7	2.2	59	1842	27.6	7.6	93
PACIFIC	12969	1539	13.6	11.9	85	**128	8.2	1.0	51	**204	6.7	1.6	42	1207	18.1	9.3	113
COUNTY SIZE A	32439	4160	36.8	12.8	92	571	36.7	1.8	92	1092	35.7	3.4	89	2496	37.4	7.7	93
COUNTY SIZE B	24915	3398	30.1	13.6	98	554	35.6	2.2	116	945	30.9	3.8	100	1899	28.4	7.6	92
COUNTY SIZE C	12930	1926	17.0	14.9	107	**224	14.4	1.7	90	*474	15.5	3.7	97	1228	18.4	9.5	115
COUNTY SIZE D	10703	1813	16.0	16.9	121	**206	13.2	1.9	100	551	18.0	5.1	136	1057	15.8	9.9	120
METRO CENTRAL CITY	24518	3235	28.6	13.2	95	464	29.8	1.9	99	803	26.2	3.3	87	1968	29.5	8.0	97
METRO SUBURBAN	35919	4627	41.0	12.9	92	646	41.5	1.8	94	1232	40.2	3.4	91	2750	41.2	7.7	93
NON METRO	20549	3435	30.4	16.7	120	*445	28.6	2.2	113	1028	33.6	5.0	132	1962	29.4	9.5	116
TOP 5 ADI'S	18341	2468	21.8	13.5	96	*405	26.0	2.2	115	704	23.0	3.8	102	1359	20.3	7.4	90
TOP 10 ADI'S	25378	3231	28.6	12.7	91	505	32.5	2.0	104	916	29.9	3.6	95	1810	27.1	7.1	86
TOP 20 ADI'S	36488	4599	40.7	12.6	90	611	39.3	1.7	87	1225	40.0	3.4	89	2763	41.4	7.6	92
HSHLD INC. $50,000 OR MORE	6612	834	7.4	12.6	90	**84	5.4	1.3	66	**196	6.4	3.0	78	*553	8.3	8.4	101
$40,000 OR MORE	12659	1482	13.1	11.7	84	**151	9.7	1.2	62	*333	10.9	2.6	70	998	14.9	7.9	96
$30,000 OR MORE	24698	3199	28.3	13.0	93	*385	24.8	1.6	81	797	26.0	3.2	85	2017	30.2	8.2	99
$25,000 OR MORE	32077	4119	36.5	12.8	92	*502	32.3	1.6	82	1157	37.8	3.6	95	2461	36.8	7.7	93
$20,000 - $24,999	9144	1448	12.8	15.8	114	**175	11.3	1.9	100	*283	9.2	3.1	82	990	14.8	10.8	131
$15,000 - $19,999	8728	1302	11.5	14.9	107	**115	7.4	1.3	69	**300	9.8	3.4	91	887	13.3	10.2	123
$10,000 - $14,999	12562	1843	16.3	14.7	105	*317	20.4	2.5	131	625	20.4	5.0	132	900	13.5	7.2	87
UNDER $10,000	18475	2586	22.9	14.0	100	447	28.7	2.4	126	697	22.8	3.8	100	1442	21.6	7.8	95
HOUSEHOLD OF 1 PERSON	11987	1205	10.7	10.1	72	*195	12.5	1.6	85	338	11.0	2.8	75	672	10.1	5.6	68
2 PEOPLE	26577	3001	26.6	11.3	81	*408	26.2	1.5	80	750	24.5	2.8	75	1843	27.6	6.9	84
3 OR 4 PEOPLE	30617	4872	43.1	15.9	114	571	36.7	1.9	97	1223	39.9	4.0	106	3078	46.1	10.1	122
5 OR MORE PEOPLE	11804	2219	19.6	18.8	135	*381	24.5	3.2	168	752	24.6	6.4	168	1087	16.3	9.2	112
NO CHILD IN HSHLD	46165	4967	44.0	10.8	77	717	46.1	1.6	81	1380	45.1	3.0	79	2870	43.0	6.2	75
CHILD(REN) UNDER 2 YRS	5325	979	8.7	18.4	132	**217	14.0	4.1	212	**191	6.2	3.6	95	*572	8.6	10.7	130
2 - 5 YEARS	14221	2627	23.3	18.5	132	*304	19.5	2.1	111	644	21.0	4.5	120	1679	25.1	11.8	143
6 - 11 YEARS	15117	2924	25.9	19.3	139	*388	25.0	2.6	134	888	29.0	5.9	155	1648	24.7	10.9	132
12 - 17 YEARS	16611	2886	25.5	17.4	125	*392	25.2	2.4	123	977	31.9	5.9	156	1517	22.7	9.1	111
RESIDENCE OWNED	55884	7357	65.1	13.2	94	934	60.1	1.7	87	1984	64.8	3.6	94	4440	66.5	7.9	96
VALUE: $50,000 OR MORE	31744	3938	34.9	12.4	89	*500	32.2	1.6	82	977	31.9	3.1	81	2461	36.8	7.8	94
VALUE: UNDER $50,000	24140	3419	30.3	14.2	102	*434	27.9	1.8	94	1007	32.9	4.2	110	1979	29.6	8.2	99

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PACKAGED MIX (NOT READY TO SPREAD) FROSTING: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0127
P-19

		TOTAL U.S. '000	USED IN LAST 30 DAYS A '000	B % DOWN	C % ACROSS	D INDX	HEAVY USERS THREE OR MORE A '000	B % DOWN	C % ACROSS	D INDX	MEDIUM USERS TWO A '000	B % DOWN	C % ACROSS	D INDX	LIGHT USERS ONE A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	11297	100.0	13.9	100	1555	100.0	1.9	100	3062	100.0	3.8	100	6680	100.0	8.2	100
MAGAZINES	QUINTILE 1	15799	2329	20.6	14.7	106	*311	20.0	2.0	103	560	18.3	3.5	94	1459	21.8	9.2	112
	QUINTILE 2	17259	2436	21.6	14.1	101	*379	24.4	2.2	114	602	19.7	3.5	92	1455	21.8	8.4	102
	QUINTILE 3	13545	1853	16.4	13.7	98	**137	8.8	1.0	53	*398	13.0	2.9	78	1318	19.7	9.7	118
	QUINTILE 4	15133	2244	19.9	14.8	106	*289	18.6	1.9	99	711	23.2	4.7	124	1244	18.6	8.2	100
	QUINTILE 5	19250	2435	21.6	12.6	91	*440	28.3	2.3	119	791	25.8	4.1	109	1204	18.0	6.3	76
NEWSPAPERS	QUINTILE 1	12413	1572	13.9	12.7	91	*283	18.2	2.3	119	*371	12.1	3.0	79	918	13.7	7.4	90
	QUINTILE 2	24116	3375	29.9	14.0	100	*387	24.9	1.6	84	921	30.1	3.8	101	2067	30.9	8.6	104
	QUINTILE 3	11261	1724	15.3	15.3	110	*364	23.4	3.2	168	*428	14.0	3.8	101	932	14.0	8.3	100
	QUINTILE 4	20255	2892	25.6	14.3	102	*351	22.6	1.7	90	824	26.9	4.1	108	1717	25.7	8.5	103
	QUINTILE 5	12940	1734	15.3	13.4	96	**170	10.9	1.3	68	*519	16.9	4.0	106	1046	15.7	8.1	98
OUTDOOR	QUINTILE 1	14852	2233	19.8	15.0	108	*308	19.8	2.1	108	*487	15.9	3.3	87	1438	21.5	9.7	117
	QUINTILE 2	15725	2456	21.7	15.6	112	*456	29.3	2.9	151	669	21.8	4.3	113	1332	19.9	8.5	103
	QUINTILE 3	16330	2276	20.1	13.9	100	*261	16.8	1.6	83	630	20.6	3.9	102	1385	20.7	8.5	103
	QUINTILE 4	16744	2100	18.6	12.5	90	*253	16.3	1.5	79	696	22.7	4.2	110	1151	17.2	6.9	83
	QUINTILE 5	17334	2233	19.8	12.9	92	*278	17.9	1.6	84	580	18.9	3.3	88	1375	20.6	7.9	96
RADIO-DRIVE TIME	QUINTILE 1	15911	2490	22.0	15.6	112	*362	23.3	2.3	118	783	25.6	4.9	130	1345	20.1	8.5	102
	QUINTILE 2	14837	2449	21.7	16.5	118	*333	21.4	2.2	117	618	20.2	4.2	110	1498	22.4	10.1	122
	QUINTILE 3	15339	2173	19.2	14.2	102	*300	19.3	2.0	102	583	19.0	3.8	101	1289	19.3	8.4	102
	QUINTILE 4	16723	2142	19.0	12.8	92	*260	16.7	1.6	81	578	18.9	3.5	91	1304	19.5	7.8	95
	QUINTILE 5	18176	2044	18.1	11.2	81	*300	19.3	1.7	86	*500	16.3	2.8	73	1245	18.6	6.8	83
RADIO-MID-DAY	TERCILE 1	21020	3563	31.5	17.0	122	*506	32.5	2.4	125	1121	36.6	5.3	141	1937	29.0	9.2	112
	TERCILE 2	21610	3133	27.7	14.5	104	*450	28.9	2.1	108	842	27.5	3.9	103	1840	27.5	8.5	103
	TERCILE 3	38355	4601	40.7	12.0	86	599	38.5	1.6	81	1100	35.9	2.9	76	2903	43.5	7.6	92
RADIO-TOTAL	QUINTILE 1	15988	2696	23.9	16.9	121	*405	26.0	2.5	132	794	25.9	5.0	131	1497	22.4	9.4	114
	QUINTILE 2	15626	2420	21.4	15.5	111	*312	20.1	2.0	104	699	22.8	4.5	118	1409	21.1	9.0	109
	QUINTILE 3	16723	2338	20.7	14.0	100	*314	20.2	1.9	98	690	22.5	4.1	109	1333	20.0	8.0	97
	QUINTILE 4	16342	2019	17.9	12.4	89	*258	16.6	1.6	82	480	15.7	2.9	78	1281	19.2	7.8	95
	QUINTILE 5	16306	1825	16.2	11.2	80	*266	17.1	1.6	85	*401	13.1	2.5	65	1159	17.4	7.1	86
TV-PRIME TIME	QUINTILE 1	15953	2091	18.5	13.1	94	*294	18.9	1.8	96	590	19.3	3.7	98	1206	18.1	7.6	92
	QUINTILE 2	16137	2414	21.4	15.0	107	*329	21.2	2.0	106	726	23.7	4.5	119	1359	20.3	8.4	102
	QUINTILE 3	16420	2388	21.1	14.5	104	*276	17.7	1.7	88	691	22.6	4.2	111	1421	21.3	8.7	105
	QUINTILE 4	16687	2316	20.5	13.9	99	*331	21.3	2.0	103	630	20.6	3.8	100	1355	20.3	8.1	98
	QUINTILE 5	15789	2090	18.5	13.2	95	*326	21.0	2.1	108	*426	13.9	2.7	71	1338	20.0	8.5	103
TV-DAYTIME	TERCILE 1	27736	4126	36.5	14.9	107	631	40.6	2.3	118	1224	40.0	4.4	117	2271	34.0	8.2	99
	TERCILE 2	26489	3947	34.9	14.9	107	543	34.9	2.0	107	935	30.5	3.5	93	2469	37.0	9.3	113
	TERCILE 3	26761	3225	28.5	12.1	86	*382	24.6	1.4	74	903	29.5	3.4	89	1940	29.0	7.2	88
TV-TOTAL	QUINTILE 1	16345	2440	21.6	14.9	107	*389	25.0	2.4	124	730	23.8	4.5	118	1320	19.8	8.1	98
	QUINTILE 2	16447	2267	20.1	13.8	99	*311	20.0	1.9	98	746	24.4	4.5	120	1210	18.1	7.4	89
	QUINTILE 3	15980	2285	20.2	14.3	103	*267	17.2	1.7	87	655	21.4	4.1	108	1364	20.4	8.5	103
	QUINTILE 4	15887	2356	20.9	14.8	106	*363	23.3	2.3	119	*452	14.8	2.8	75	1541	23.1	9.7	118
	QUINTILE 5	16326	1949	17.3	11.9	86	**225	14.5	1.4	72	*480	15.7	2.9	78	1245	18.6	7.6	92
MAGAZINES-NEWSPAPERS: DUAL		20721	2696	23.9	13.0	93	*397	25.5	1.9	100	623	20.3	3.0	80	1676	25.1	8.1	98
MAGAZINE IMPERATIVE		19186	3016	26.7	15.7	113	*384	24.7	2.0	104	733	23.9	3.8	101	1899	28.4	9.9	120
NEWSPAPER IMPERATIVE		21899	3223	28.5	14.7	106	475	30.5	2.2	113	900	29.4	4.1	109	1848	27.7	8.4	102
MAGAZINES-OUTDOOR: DUAL		15451	2239	19.8	14.5	104	*396	25.5	2.6	133	*401	13.1	2.6	69	1442	21.6	9.3	113
MAGAZINE IMPERATIVE		25953	3459	30.6	13.3	96	*366	23.5	1.4	73	942	30.8	3.6	96	2152	32.2	8.3	101
OUTDOOR IMPERATIVE		24400	3644	32.3	14.9	107	*524	33.7	2.1	112	1108	36.2	4.5	120	2013	30.1	8.3	100
MAGAZINES-RADIO: DUAL		18049	2931	25.9	16.2	116	*355	22.8	2.0	102	730	23.8	4.0	107	1846	27.6	10.2	124
MAGAZINE IMPERATIVE		23571	2890	25.6	12.3	88	*392	25.2	1.7	87	642	21.0	2.7	72	1855	27.8	7.9	95
RADIO IMPERATIVE		23278	3569	31.6	15.3	110	*530	34.1	2.3	119	1156	37.8	5.0	131	1883	28.2	8.1	98
MAGAZINES-TELEVISION: DUAL		15459	2095	18.5	13.6	97	*274	17.6	1.8	92	669	21.8	4.3	114	1152	17.2	7.5	90
MAGAZINE IMPERATIVE		25829	3803	33.7	14.7	106	453	29.1	1.8	91	712	23.3	2.8	73	2638	39.5	10.2	124
TELEVISION IMPERATIVE		26039	3758	33.3	14.4	103	514	33.1	2.0	103	1186	38.7	4.6	120	2058	30.8	7.9	96
NEWSPAPERS-OUTDOOR: DUAL		16605	2439	21.6	14.7	105	*379	24.4	2.3	119	589	19.2	3.5	94	1471	22.0	8.9	107
NEWSPAPER IMPERATIVE		26834	3520	31.2	13.1	94	464	29.8	1.7	90	998	32.6	3.7	98	2058	30.8	7.7	93
OUTDOOR IMPERATIVE		23346	3565	31.6	15.3	109	*518	33.3	2.2	116	950	31.0	4.1	108	2097	31.4	9.0	109
NEWSPAPERS-RADIO: DUAL		17133	2526	22.4	14.7	106	*423	27.2	2.5	129	648	21.2	3.8	100	1456	21.8	8.5	103
NEWSPAPER IMPERATIVE		25892	3346	29.6	12.9	93	456	29.3	1.8	92	855	27.9	3.3	87	2035	30.5	7.9	95
RADIO IMPERATIVE		23167	3825	33.9	16.5	118	*488	31.4	2.1	110	1192	38.9	5.1	136	2145	32.1	9.3	112
NEWSPAPERS-TELEVISION: DUAL		17159	2465	21.8	14.4	103	*373	24.0	2.2	113	757	24.7	4.4	117	1334	20.0	7.8	94
NEWSPAPER IMPERATIVE		26214	3542	31.4	13.5	97	487	31.3	1.9	97	789	25.8	3.0	80	2266	33.9	8.6	105
TELEVISION IMPERATIVE		23412	3429	30.4	14.6	105	*461	29.6	2.0	103	1078	35.2	4.6	122	1889	28.3	8.1	98
OUTDOOR-RADIO: DUAL		15303	2748	24.3	18.0	129	*449	28.9	2.9	153	654	21.4	4.3	113	1645	24.6	10.7	130
OUTDOOR IMPERATIVE		24901	3273	29.0	13.1	94	*467	30.0	1.9	98	787	25.7	3.2	84	2019	30.2	8.1	98
RADIO IMPERATIVE		26492	3788	33.5	14.3	103	438	28.2	1.7	86	1291	42.2	4.9	129	2059	30.8	7.8	94
OUTDOOR-TELEVISION: DUAL		14794	2245	19.9	15.2	109	*293	18.8	2.0	103	713	23.3	4.8	127	1239	18.5	8.4	102
OUTDOOR IMPERATIVE		25437	3834	33.9	15.1	108	641	41.2	2.5	131	801	26.2	3.1	83	2392	35.8	9.4	114
TELEVISION IMPERATIVE		27877	3805	33.7	13.6	98	503	32.3	1.8	94	1179	38.5	4.2	112	2124	31.8	7.6	92
RADIO-TELEVISION: DUAL		15996	2705	23.9	16.9	121	*403	25.9	2.5	131	761	24.9	4.8	126	1542	23.1	9.6	117
RADIO IMPERATIVE		25478	3844	34.0	15.1	108	528	34.0	2.1	108	1040	34.0	4.1	108	2277	34.1	8.9	108
TELEVISION IMPERATIVE		26573	3274	29.0	12.3	88	435	28.0	1.6	85	985	32.2	3.7	98	1854	27.8	7.0	85

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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PACKAGED MIX (NOT READY TO SPREAD) FROSTING: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0128
P-19

	TOTAL U.S.	USED IN LAST 30 DAYS				HEAVY USERS THREE OR MORE				MEDIUM USERS TWO				LIGHT USERS ONE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% ACROSS DOWN	%	INDX	'000	% ACROSS DOWN	%	INDX	'000	% ACROSS DOWN	%	INDX	'000	% ACROSS DOWN	%	INDX
TOTAL FEMALE HOMEMAKERS	80986	11297	100.0	13.9	100	1555	100.0	1.9	100	3062	100.0	3.8	100	6680	100.0	8.2	100
ATLANTIC MONTHLY	415	**73	0.6	17.6	126	**2	0.1	0.5	25	**19	0.6	4.6	121	**53	0.8	12.8	155
BARRON'S	453	**55	0.5	12.1	87	**3	0.2	0.7	34	**16	0.5	3.5	93	**35	0.5	7.7	94
BETTER HOMES & GARDENS	16256	2595	23.0	16.0	114	388	25.0	2.4	124	669	21.8	4.1	109	1538	23.0	9.5	115
BON APPETIT	2535	266	2.4	10.5	75	**19	1.2	0.7	39	**31	1.0	1.2	32	*215	3.2	8.5	103
BUSINESS WEEK	1278	*188	1.7	14.7	105	**23	1.5	1.8	94	**40	1.3	3.1	83	**125	1.9	9.8	119
CAR AND DRIVER	378	**32	0.3	8.5	61	**6	0.4	1.6	83	**11	0.4	2.9	77	**15	0.2	4.0	48
CBS MAGAZINE NETWORK (GROSS)	1498	359	3.2	24.0	172	**38	2.4	2.5	132	**117	3.8	7.8	207	*204	3.1	13.6	165
CHANGING TIMES	1505	*120	1.1	8.0	57	**21	1.4	1.4	73	**39	1.3	2.6	69	**60	0.9	4.0	48
COLONIAL HOMES	1231	*173	1.5	14.1	101	**34	2.2	2.8	144	**44	1.4	3.6	95	*96	1.4	7.8	95
CONDE NAST MAG. PKG. (GROSS)	14146	2002	17.7	14.2	101	259	16.7	1.8	95	637	20.8	4.5	119	1106	16.6	7.8	95
CONSUMERS DIGEST	1323	*172	1.5	13.0	93	**18	1.2	1.4	71	**69	2.3	5.2	138	**85	1.3	6.4	78
COSMOPOLITAN	7102	1279	11.3	18.0	129	*125	8.0	1.8	92	448	14.6	6.3	167	707	10.6	10.0	121
COUNTRY LIVING	2481	351	3.1	14.1	101	**40	2.6	1.6	84	**70	2.3	2.8	75	*240	3.6	9.7	117
CUISINE	1472	*200	1.8	13.6	97	**24	1.5	1.6	85	**51	1.7	3.5	92	**125	1.9	8.5	103
CYCLE WORLD	425	**153	1.4	36.0	258	**17	1.1	4.0	208	**48	1.6	11.3	299	**88	1.3	20.7	251
DCI:CREATIVE IDEAS FOR LIV	2510	370	3.3	14.7	106	**84	5.4	3.3	174	**116	3.8	4.6	122	*170	2.5	6.8	82
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	838	7.4	12.5	90	**144	9.3	2.2	112	*152	5.0	2.3	60	542	8.1	8.1	98
DISCOVER	894	*106	0.9	11.9	85	**15	1.0	1.7	87	**28	0.9	3.1	83	**63	0.9	7.0	85
EBONY	3507	545	4.8	15.5	111	*68	4.4	1.9	101	187	6.1	5.3	141	291	4.4	8.3	101
ESQUIRE	1083	*156	1.4	14.4	103	**51	3.3	4.7	245	**49	1.6	4.5	120	**55	0.8	5.1	62
ESSENCE	1830	278	2.5	15.2	109	**21	1.4	1.1	60	*99	3.2	5.4	143	*158	2.4	8.6	105
FAMILY CIRCLE	15930	2294	20.3	14.4	103	342	22.0	2.1	112	671	21.9	4.2	111	1281	19.2	8.0	97
THE FAMILY HANDYMAN	1126	*236	2.1	21.0	150	**25	1.6	2.2	116	**76	2.5	6.7	179	**136	2.0	12.1	146
FAMILY WEEKLY	11468	1848	16.4	16.1	116	299	19.2	2.6	136	442	14.4	3.9	102	1107	16.6	9.7	117
FIELD & STREAM	2234	351	3.1	15.7	113	**17	1.1	0.8	40	**104	3.4	4.7	123	*231	3.5	10.3	125
FOOD & WINE	579	**66	0.6	11.4	82	**15	1.0	2.6	135	**29	0.9	5.0	132	**21	0.3	3.6	44
FORBES	728	**86	0.8	11.8	85	**9	0.6	1.2	64	**11	0.4	1.5	40	**66	1.0	9.1	110
FORTUNE	906	**111	1.0	12.3	88	**13	0.8	1.4	75	**5	0.2	0.6	15	**92	1.4	10.2	123
GENTLEMEN'S QUARTERLY	791	*140	1.2	17.7	127	**35	2.3	4.4	230	**37	1.2	4.7	124	**68	1.0	8.6	104
GLAMOUR	5265	854	7.6	16.2	116	*96	6.2	1.8	95	*277	9.0	5.3	139	481	7.2	9.1	111
GOLF DIGEST	636	**127	1.1	20.0	143	**2	0.1	0.3	16	**40	1.3	6.3	166	**86	1.3	13.5	164
GOLF DIGEST/TENNIS (GROSS)	1186	*228	2.0	19.2	138	**31	2.0	2.6	136	**40	1.3	3.4	89	**158	2.4	13.3	162
GOLF MAGAZINE	441	**83	0.7	18.8	135	**2	0.1	0.5	24	**26	0.8	5.9	156	**56	0.8	12.7	154
GOLF MAGAZINE/SKI (GROSS)	922	**133	1.2	14.4	103	**11	0.7	1.2	62	**26	0.8	2.8	75	**96	1.4	10.4	126
GOOD HOUSEKEEPING	16487	2299	20.4	13.9	100	287	18.5	1.7	91	623	20.3	3.8	100	1389	20.8	8.4	102
HARPER'S BAZAAR	2423	334	3.0	13.8	99	**59	3.8	2.4	127	**148	4.8	6.1	162	*127	1.9	5.2	64
HEALTH	1994	307	2.7	15.4	110	**47	3.0	2.4	123	**69	2.3	3.5	92	*191	2.9	9.6	116
HEARST MAG CORP. BUY (GROSS)	44101	6781	60.0	15.4	110	857	55.1	1.9	101	1898	62.0	4.3	114	4026	60.3	9.1	111
HEARST MAN POWER (GROSS)	1993	415	3.7	20.8	149	**74	4.8	3.7	193	**89	2.9	4.5	118	*253	3.8	12.7	154
HEARST WOMAN POWER (GROSS)	31274	4851	42.9	15.5	111	565	36.3	1.8	94	1377	45.0	4.4	116	2908	43.5	9.3	113
HOUSE BEAUTIFUL	3623	556	4.9	15.3	110	**77	5.0	2.1	111	*135	4.4	3.7	99	344	5.1	9.5	115
INC.	283	**21	0.2	7.4	53	**6	0.4	2.1	110	**0	0.0	0.0	0	**15	0.2	5.3	64
JET	2928	481	4.3	16.4	118	**71	4.6	2.4	126	*174	5.7	5.9	157	236	3.5	8.1	98
LADIES' HOME JOURNAL	11918	1892	16.7	15.9	114	231	14.9	1.9	101	511	16.7	4.3	113	1150	17.2	9.6	117
LHJ FAMILY GRP COMBO(GROSS)	16764	2659	23.5	15.9	114	318	20.5	1.9	99	669	21.8	4.0	106	1672	25.0	10.0	121
LIFE	4254	699	6.2	16.4	118	**74	4.8	1.7	91	230	7.5	5.4	143	395	5.9	9.3	113
L.A. TIMES HOME MAGAZINE	1145	**92	0.8	8.0	58	**0	0.0	0.0	0	**2	0.1	0.2	5	**90	1.3	7.9	95
MADEMOISELLE	2884	444	3.9	15.4	110	**74	4.8	2.6	134	**126	4.1	4.4	116	*243	3.6	8.4	102
MC CALL'S	13460	2072	18.3	15.4	110	*207	13.3	1.5	80	599	19.6	4.5	118	1267	19.0	9.4	114
MC CALL'S/WRK MOTHER (GROSS)	14606	2267	20.1	15.5	111	249	16.0	1.7	89	642	21.0	4.4	116	1376	20.6	9.4	114
MECHANIX ILLUSTRATED	772	**87	0.8	11.3	81	**25	1.6	3.2	169	**9	0.3	1.2	31	**53	0.8	6.9	83
METROPOLITAN HOME	967	*98	0.9	10.1	73	**19	1.2	2.0	102	**34	1.1	3.5	93	**45	0.7	4.7	56
MONEY	1588	*231	2.0	14.5	104	**13	0.8	0.8	43	**41	1.3	2.6	68	*177	2.6	11.1	135
MOTHER EARTH NEWS	1002	*111	1.0	11.1	79	**19	1.2	1.9	99	**29	0.9	2.9	77	**62	0.9	6.2	75
MS.	825	*132	1.2	16.0	115	**25	1.6	3.0	158	**34	1.1	4.1	109	**72	1.1	8.7	106
NATIONAL ENQUIRER	10336	1604	14.2	15.5	111	248	15.9	2.4	125	350	11.4	3.4	90	1006	15.1	9.7	118
NATIONAL GEOGRAPHIC	9597	1284	11.4	13.4	96	*130	8.4	1.4	71	252	8.2	2.6	69	902	13.5	9.4	114
NATIONAL SUNDAY MAGAZINE PKG	49558	7201	63.7	14.5	104	1057	68.0	2.1	111	1882	61.5	3.8	100	4262	63.8	8.6	104
NATURAL HISTORY	573	**111	1.0	19.4	139	**3	0.2	0.5	27	**12	0.4	2.1	55	**96	1.4	16.8	203
NEW WOMAN	1699	*203	1.8	11.9	86	**33	2.1	1.9	101	**71	2.3	4.2	111	*99	1.5	5.8	71
NEW YORK INCLUDING CUE	443	**50	0.4	11.3	81	**11	0.7	2.5	129	**17	0.6	3.8	101	**22	0.3	5.0	60
THE NEW YORKER	1270	*136	1.2	10.7	77	**26	1.7	2.0	107	**40	1.3	3.1	83	**70	1.0	5.5	67
NEWSWEEK	6277	765	6.8	12.2	87	**108	6.9	1.7	90	*217	7.1	3.5	91	439	6.6	7.0	85
THE N.Y. TIMES DAILY EDITION	1205	**128	1.1	10.6	76	**17	1.1	1.4	73	**20	0.7	1.7	44	**90	1.3	7.5	91
THE N.Y. TIMES MAGAZINE	2081	*194	1.7	9.3	67	**30	1.9	1.4	75	**48	1.6	2.3	61	**116	1.7	5.6	68
OMNI	788	**99	0.9	12.6	90	**9	0.6	1.1	59	**22	0.7	2.8	74	**69	1.0	8.8	106
ON CABLE	1158	*216	1.9	18.7	134	**6	0.4	0.5	27	**114	3.7	9.8	260	**97	1.5	8.4	102
1001 HOME IDEAS	2852	460	4.1	16.1	116	**39	2.5	1.4	71	**88	2.9	3.1	82	332	5.0	11.6	141
ORGANIC GARDENING	1658	*217	1.9	13.1	94	**27	1.7	1.6	85	**41	1.3	2.5	65	**148	2.2	8.9	108
OUTDOOR LIFE	896	**102	0.9	11.4	82	**23	1.5	2.6	134	**50	1.6	5.6	148	**30	0.4	3.3	41
PARADE MAGAZINE	24275	3326	29.4	13.7	98	487	31.3	2.0	104	846	27.6	3.5	92	1993	29.8	8.2	100

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PACKAGED MIX (NOT READY TO SPREAD) FROSTING: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0129
P-19

	TOTAL U.S. '000	USED IN LAST 30 DAYS A '000	B % DOWN	C % ACROSS	D INDX	HEAVY USERS THREE OR MORE A '000	B % DOWN	C % ACROSS	D INDX	MEDIUM USERS TWO A '000	B % DOWN	C % ACROSS	D INDX	LIGHT USERS ONE A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	11297	100.0	13.9	100	1555	100.0	1.9	100	3062	100.0	3.8	100	6680	100.0	8.2	100
PARENTS	3845	612	5.4	15.9	114	**97	6.2	2.5	131	*157	5.1	4.1	108	359	5.4	9.3	113
PENTHOUSE	831	**164	1.5	19.7	141	**17	1.1	2.0	107	**55	1.8	6.6	175	**91	1.4	11.0	133
PEOPLE	11645	1721	15.2	14.8	106	253	16.3	2.2	113	450	14.7	3.9	102	1018	15.2	8.7	106
PLAYBOY	2006	374	3.3	18.6	134	**46	3.0	2.3	119	*140	4.6	7.0	185	*188	2.8	9.4	114
POPULAR HOT RODDING	297	**66	0.6	22.2	159	**18	1.2	6.1	316	**6	0.2	2.0	53	**42	0.6	14.1	171
POPULAR MECHANICS	1018	*229	2.0	22.5	161	**50	3.2	4.9	256	**50	1.6	4.9	130	**128	1.9	12.6	152
POPULAR SCIENCE	878	**159	1.4	18.1	130	**38	2.4	4.3	225	**31	1.0	3.5	93	**90	1.3	10.3	124
PREVENTION	3913	477	4.2	12.2	87	**67	4.3	1.7	89	**88	2.9	2.2	59	*322	4.8	8.2	100
PSYCHOLOGY TODAY	1710	*227	2.0	13.3	95	**58	3.7	3.4	177	**32	1.0	1.9	49	**137	2.1	8.0	97
READER'S DIGEST	22204	3023	26.8	13.6	98	394	25.3	1.8	92	781	25.5	3.5	93	1849	27.7	8.3	101
REDBOOK	7684	1272	11.3	16.6	119	*154	9.9	2.0	104	307	10.0	4.0	106	812	12.2	10.6	128
ROAD & TRACK	410	**99	0.9	24.1	173	**10	0.6	2.4	127	**34	1.1	8.3	219	**55	0.8	13.4	163
ROLLING STONE	969	*107	0.9	11.0	79	**10	0.6	1.0	54	**37	1.2	3.8	101	**60	0.9	6.2	75
RUNNER'S WORLD	298	**55	0.5	18.5	132	**0	0.0	0.0	0	**0	0.0	0.0	0	**55	0.8	18.5	224
SATURDAY EVENING POST	1169	*154	1.4	13.2	94	**22	1.4	1.9	98	**47	1.5	4.0	106	**84	1.3	7.2	87
SCIENCE 84	587	**70	0.6	11.9	85	**8	0.5	1.4	71	**10	0.3	1.7	45	**52	0.8	8.9	107
SCIENCE DIGEST	482	**91	0.8	18.9	135	**6	0.4	1.2	65	**23	0.8	4.8	126	**62	0.9	12.9	156
SCIENTIFIC AMERICAN	594	**85	0.8	14.3	103	**18	1.2	3.0	158	**15	0.5	2.5	67	**53	0.8	8.9	108
SELF	2089	272	2.4	13.0	93	**21	1.4	1.0	52	**83	2.7	4.0	105	*168	2.5	8.0	97
SEVENTEEN	2411	447	4.0	18.5	133	**69	4.4	2.9	149	**126	4.1	5.2	138	*252	3.8	10.5	127
SKI	480	**50	0.4	10.4	75	**10	0.6	2.1	109	**0	0.0	0.0	0	**40	0.6	8.3	101
SMITHSONIAN	2760	194	1.7	7.0	50	**33	2.1	1.2	62	**47	1.5	1.7	45	*115	1.7	4.2	51
SOAP OPERA DIGEST	3013	582	5.2	19.3	138	*91	5.9	3.0	157	*156	5.1	5.2	137	336	5.0	11.2	135
SOUTHERN LIVING	4184	468	4.1	11.2	80	**60	3.9	1.4	75	**36	1.2	0.9	23	372	5.6	8.9	108
SPORT	559	**99	0.9	17.7	127	**22	1.4	3.9	205	**26	0.8	4.7	123	**50	0.7	8.9	108
THE SPORTING NEWS	436	**52	0.5	11.9	85	**1	0.1	0.2	12	**8	0.3	1.8	49	**43	0.6	9.9	120
SPORTS AFIELD	493	**96	0.8	19.5	140	**18	1.2	3.7	190	**16	0.5	3.2	86	**62	0.9	12.6	152
SPORTS ILLUSTRATED	2758	457	4.0	16.6	119	**59	3.8	2.1	111	*152	5.0	5.5	146	*245	3.7	8.9	108
STAR	7456	1181	10.5	15.8	114	*151	9.7	2.0	105	375	12.2	5.0	133	655	9.8	8.8	107
SUNDAY	24936	3761	33.3	15.1	108	528	34.0	2.1	110	1043	34.1	4.2	111	2191	32.8	8.8	107
SUNSET	2124	*211	1.9	9.9	71	**14	0.9	0.7	34	**58	1.9	2.7	72	**139	2.1	6.5	79
TV GUIDE	21661	3286	29.1	15.2	109	473	30.4	2.2	114	883	28.8	4.1	108	1931	28.9	8.9	108
TENNIS	550	**101	0.9	18.4	132	**29	1.9	5.3	275	**0	0.0	0.0	0	**72	1.1	13.1	159
TIME	8880	1131	10.0	12.7	91	*151	9.7	1.7	89	302	9.9	3.4	90	677	10.1	7.6	92
TOWN & COUNTRY	917	**98	0.9	10.7	77	**7	0.5	0.8	40	**35	1.1	3.8	101	**55	0.8	6.0	73
TRAVEL & LEISURE	972	*115	1.0	11.8	85	**36	2.3	3.7	193	**19	0.6	2.0	52	**60	0.9	6.2	75
TRUE STORY	3356	516	4.6	15.4	110	**84	5.4	2.5	130	*211	6.9	6.3	166	*221	3.3	6.6	80
U.S.NEWS & WORLD REPORT	3410	332	2.9	9.7	70	**12	0.8	0.4	18	**72	2.4	2.1	56	*248	3.7	7.3	88
USA TODAY	1759	*178	1.6	10.1	73	**16	1.0	0.9	47	**15	0.5	0.9	23	*147	2.2	8.4	101
US	1873	404	3.6	21.6	155	**41	2.6	2.2	114	**133	4.3	7.1	188	*230	3.4	12.3	149
VOGUE	3909	433	3.8	11.1	79	**69	4.4	1.8	92	*151	4.9	3.9	102	*213	3.2	5.4	66
WALL STREET JOURNAL	1886	*170	1.5	9.0	65	**26	1.7	1.4	72	**23	0.8	1.2	32	**120	1.8	6.4	77
WEIGHT WATCHERS	2120	*298	2.6	14.1	101	**42	2.7	2.0	103	**42	1.4	2.0	52	*214	3.2	10.1	122
WOMAN'S DAY	14172	2089	18.5	14.7	106	354	22.8	2.5	130	549	17.9	3.9	102	1185	17.7	8.4	101
WORKING MOTHER	1146	*195	1.7	17.0	122	**42	2.7	3.7	191	**43	1.4	3.8	99	**109	1.6	9.5	115
WORKING WOMAN	1322	218	1.9	16.5	118	**48	3.1	3.6	189	**46	1.5	3.5	92	*124	1.9	9.4	114
WORLD TENNIS	*163	**44	0.4	27.0	194	**4	0.3	2.5	128	**7	0.2	4.3	114	**33	0.5	20.2	245
ZIFF-DAVIS MAG NETWK (GROSS)	2532	339	3.0	13.4	96	**55	3.5	2.2	113	**88	2.9	3.5	92	*195	2.9	7.7	93
BLAIR INSERTS	43657	6224	55.1	14.3	102	915	58.8	2.1	109	1622	53.0	3.7	98	3688	55.2	8.4	102
DAILY NEWSPAPERS																	
READ ANY	51633	7009	62.0	13.6	97	1011	65.0	2.0	102	1847	60.3	3.6	95	4152	62.2	8.0	97
READ ONE	43463	5867	51.9	13.5	97	856	55.0	2.0	103	1606	52.4	3.7	98	3405	51.0	7.8	95
READ TWO OR MORE	8170	1142	10.1	14.0	100	*154	9.9	1.9	98	*241	7.9	2.9	78	747	11.2	9.1	111
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	7521	66.6	14.3	102	1136	73.1	2.2	112	1973	64.4	3.7	99	4413	66.1	8.4	102
READ ONE	46126	6680	59.1	14.5	104	1004	64.6	2.2	113	1763	57.6	3.8	101	3913	58.6	8.5	103
READ TWO OR MORE	6552	842	7.5	12.9	92	*132	8.5	2.0	105	*210	6.9	3.2	85	500	7.5	7.6	93
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	29.52				31.79				27.60				29.86			
30 DAY REACH	71455	10006	88.6	14.0	100	1439	92.5	2.0	105	2723	88.9	3.8	101	5844	87.5	8.2	99
50 SHWG - 30 DAY AV FREQ	14.56	15.47				16.89				14.47				15.59			
30 DAY REACH	67742	9594	84.9	14.2	102	1365	87.8	2.0	105	2614	85.4	3.9	102	5615	84.1	8.3	100
25 SHWG - 30 DAY AV FREQ	7.94	8.33				9.21				7.83				8.36			
30 DAY REACH	62117	8823	78.1	14.2	102	1251	80.5	2.0	105	2384	77.9	3.8	102	5189	77.7	8.4	101
CABLE TV: HOME WIRED	32077	4822	42.7	15.0	108	681	43.8	2.1	111	1434	46.8	4.5	118	2708	40.5	8.4	102
HOME NOT WIRED	48909	6475	57.3	13.2	95	875	56.3	1.8	93	1628	53.2	3.3	88	3972	59.5	8.1	98
HAVE PAY CABLE	15935	2552	22.6	16.0	115	*416	26.8	2.6	136	707	23.1	4.4	117	1429	21.4	9.0	109

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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PACKAGED MIX (NOT READY TO SPREAD) FROSTING: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0130
P-19

	TOTAL U.S. '000	USED IN LAST 30 DAYS A '000	B % DOWN	C % ACROSS	D INDX	HEAVY USERS THREE OR MORE A '000	B % DOWN	C % ACROSS	D INDX	MEDIUM USERS TWO A '000	B % DOWN	C % ACROSS	D INDX	LIGHT USERS ONE A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	11297	100.0	13.9	100	1555	100.0	1.9	100	3062	100.0	3.8	100	6680	100.0	8.2	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	6492	57.5	14.8	106	904	58.1	2.1	107	1804	58.9	4.1	109	3785	56.7	8.6	104
10:00 AM - 3:00 PM	30659	4957	43.9	16.2	116	738	47.5	2.4	125	1471	48.0	4.8	127	2749	41.2	9.0	109
3:00 PM - 7:00 PM	31045	4741	42.0	15.3	109	587	37.7	1.9	98	1293	42.2	4.2	110	2861	42.8	9.2	112
7:00 PM - MIDNIGHT	15767	2371	21.0	15.0	108	295	19.0	1.9	97	639	20.9	4.1	107	1437	21.5	9.1	110
MIDNIGHT - 6:00 AM	9120	1171	10.4	12.8	92	*131	8.4	1.4	75	350	11.4	3.8	102	690	10.3	7.6	92
6:00 AM - MIDNIGHT	58527	8586	76.0	14.7	105	1159	74.5	2.0	103	2427	79.3	4.1	110	4999	74.8	8.5	104
ENTIRE DAY	59311	8675	76.8	14.6	105	1184	76.1	2.0	104	2458	80.3	4.1	110	5033	75.3	8.5	103
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	2782	24.6	17.2	123	389	25.0	2.4	125	763	24.9	4.7	125	1630	24.4	10.1	122
ALL NEWS	2256	277	2.5	12.3	88	**46	3.0	2.0	106	**67	2.2	3.0	79	*163	2.4	7.2	88
AOR/PROGRESSIVE	3874	590	5.2	15.2	109	**117	7.5	3.0	157	*162	5.3	4.2	111	310	4.6	8.0	97
BEAUTIFUL MUSIC	5660	681	6.0	12.0	86	**62	4.0	1.1	57	*253	8.3	4.5	118	366	5.5	6.5	78
BLACK	2204	358	3.2	16.2	116	**79	5.1	3.6	187	*118	3.9	5.4	142	*161	2.4	7.3	89
CLASSICAL	1418	*200	1.8	14.1	101	**9	0.6	0.6	33	**50	1.6	3.5	93	**141	2.1	9.9	121
CHR/ROCK	9538	1627	14.4	17.1	122	*170	10.9	1.8	93	488	15.9	5.1	135	969	14.5	10.2	123
COUNTRY	12648	1710	15.1	13.5	97	*178	11.4	1.4	73	439	14.3	3.5	92	1093	16.4	8.6	105
GOLDEN OLDIES	1191	*223	2.0	18.7	134	**14	0.9	1.2	61	**102	3.3	8.6	227	**108	1.6	9.1	110
MOR/NOSTALGIA	4757	568	5.0	11.9	86	**94	6.0	2.0	103	*136	4.4	2.9	76	339	5.1	7.1	86
NEWS/TALK	3863	406	3.6	10.5	75	**38	2.4	1.0	51	*108	3.5	2.8	74	*260	3.9	6.7	82
RELIGIOUS	3084	307	2.7	10.0	71	**22	1.4	0.7	37	**62	2.0	2.0	53	*223	3.3	7.2	88
SOFT ROCK	521	**83	0.7	15.9	114	**14	0.9	2.7	140	**54	1.8	10.4	274	**15	0.2	2.9	35
URBAN CONTEMPORARY	1585	287	2.5	18.1	130	**58	3.7	3.7	191	**74	2.4	4.7	123	*155	2.3	9.8	119
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	574	5.1	17.6	126	**38	2.4	1.2	61	*158	5.2	4.8	128	378	5.7	11.6	141
ABC DIRECTION	2316	320	2.8	13.8	99	**57	3.7	2.5	128	*116	3.8	5.0	132	*147	2.2	6.3	77
ABC ENTERTAINMENT	4834	703	6.2	14.5	104	**96	6.2	2.0	103	*173	5.6	3.6	95	434	6.5	9.0	109
ABC FM	2202	350	3.1	15.9	114	**44	2.8	2.0	104	**112	3.7	5.1	135	*194	2.9	8.8	107
ABC INFORMATION	5425	763	6.8	14.1	101	**68	4.4	1.3	65	*246	8.0	4.5	120	449	6.7	8.3	100
ABC ROCK	1677	291	2.6	17.4	124	**90	5.8	5.4	280	**65	2.1	3.9	103	**136	2.0	8.1	98
CBS	4430	537	4.8	12.1	87	**56	3.6	1.3	66	*136	4.4	3.1	81	345	5.2	7.8	94
MUTUAL	4992	658	5.8	13.2	94	**89	5.7	1.8	93	*135	4.4	2.7	72	434	6.5	8.7	105
NBC	4679	790	7.0	16.9	121	**89	5.7	1.9	99	*256	8.4	5.5	145	444	6.6	9.5	115
RADIORADIO	1994	332	2.9	16.6	119	**32	2.1	1.6	84	**104	3.4	5.2	138	*196	2.9	9.8	119
RKO ONE	2298	312	2.8	13.6	97	**55	3.5	2.4	125	**78	2.5	3.4	90	*179	2.7	7.8	94
RKO TWO	3311	419	3.7	12.7	91	**48	3.1	1.4	76	**74	2.4	2.2	59	297	4.4	9.0	109
THE SOURCE	2114	*280	2.5	13.2	95	**24	1.5	1.1	59	**90	2.9	4.3	113	*165	2.5	7.8	95
NON-WIRED : BLAIR	8654	1210	10.7	14.0	100	*203	13.1	2.3	122	356	11.6	4.1	109	651	9.7	7.5	91
INTERNET	12025	1890	16.7	15.7	113	254	16.3	2.1	110	508	16.6	4.2	112	1128	16.9	9.4	114
KATZ RADIO GROUP	15359	2371	21.0	15.4	111	220	14.1	1.4	75	696	22.7	4.5	120	1454	21.8	9.5	115
SUPERNET	10628	1530	13.5	14.4	103	237	15.2	2.2	116	463	15.1	4.4	115	830	12.4	7.8	95
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	1182	10.5	13.7	98	251	16.1	2.9	151	319	10.4	3.7	97	612	9.2	7.1	86
WKDAY 9:00 AM - 1:00 PM	12163	1909	16.9	15.7	113	298	19.2	2.5	128	568	18.5	4.7	124	1043	15.6	8.6	104
WKDAY 1:00 PM - 4:30 PM	16150	2440	21.6	15.1	108	370	23.8	2.3	119	703	23.0	4.4	115	1367	20.5	8.5	103
WKDAY 4:30 PM - 7:30 PM	22463	3017	26.7	13.4	96	417	26.8	1.9	97	886	28.9	3.9	104	1713	25.6	7.6	92
WKDAY 7:30 PM - 8:00 PM	31795	4315	38.2	13.6	97	549	35.3	1.7	90	1295	42.3	4.1	108	2472	37.0	7.8	94
WKDAY 11:00 PM - 11:30 PM	23977	3645	32.3	15.2	109	552	35.5	2.3	120	1109	36.2	4.6	122	1984	29.7	8.3	100
WKDAY 11:30 PM - 1:00 AM	7703	1298	11.5	16.9	121	167	10.7	2.2	113	442	14.4	5.7	152	689	10.3	8.9	108
M-SAT 8-11 PM+SUN 7-11 PM	33800	4736	41.9	14.0	100	649	41.7	1.9	100	1348	44.0	4.0	105	2740	41.0	8.1	98
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	1031	9.1	15.8	113	151	9.7	2.3	120	289	9.4	4.4	117	592	8.9	9.1	110
ANOTHER WORLD N	4620	654	5.8	14.2	101	*157	10.1	3.4	177	*153	5.0	3.3	88	344	5.1	7.4	90
AS THE WORLD TURNS C	5614	769	6.8	13.7	98	*73	4.7	1.3	68	223	7.3	4.0	105	473	7.1	8.4	102
CAPITOL C	3396	493	4.4	14.5	104	*58	3.7	1.7	89	152	5.0	4.5	118	282	4.2	8.3	101
CBS MORN. NEWS 1 C	1446	233	2.1	16.1	116	**27	1.7	1.9	97	**69	2.3	4.8	126	*137	2.1	9.5	115
CBS MORN. NEWS 2 C	1207	139	1.2	11.5	83	**26	1.7	2.2	112	**37	1.2	3.1	81	*76	1.1	6.3	76
DAYS OF OUR LIVES N	5877	970	8.6	16.5	118	*160	10.3	2.7	142	218	7.1	3.7	98	592	8.9	10.1	122
FACTS OF LIFE - DAYTIME N	2290	441	3.9	19.3	138	*70	4.5	3.1	159	191	6.2	8.3	221	181	2.7	7.9	96
FAMILY FEUD A	3023	499	4.4	16.5	118	*60	3.9	2.0	103	184	6.0	6.1	161	255	3.8	8.4	102
GENERAL HOSPITAL A	6097	893	7.9	14.6	105	156	10.0	2.6	133	266	8.7	4.4	115	471	7.1	7.7	94
GOOD MORNING, AMERICA-730 A	3515	419	3.7	11.9	85	*107	6.9	3.0	159	139	4.5	4.0	105	173	2.6	4.9	60
GOOD MORNING, AMERICA-830 A	2818	365	3.2	13.0	93	*90	5.8	3.2	166	115	3.8	4.1	108	160	2.4	5.7	69
GUIDING LIGHT C	5339	735	6.5	13.8	99	*156	10.0	2.9	152	186	6.1	3.5	92	393	5.9	7.4	89
ONE LIFE TO LIVE A	4478	692	6.1	15.5	111	*76	4.9	1.7	88	211	6.9	4.7	125	404	6.0	9.0	109
PRESS YOUR LUCK C	2244	338	3.0	15.1	108	*50	3.2	2.2	116	*95	3.1	4.2	112	192	2.9	8.6	104
PRICE IS RIGHT 1 C	4348	632	5.6	14.5	104	*66	4.2	1.5	79	214	7.0	4.9	130	353	5.3	8.1	98
PRICE IS RIGHT 2 C	5014	725	6.4	14.5	104	*73	4.7	1.5	76	250	8.2	5.0	132	402	6.0	8.0	97
RYAN'S HOPE A	3150	563	5.0	17.9	128	*86	5.5	2.7	142	154	5.0	4.9	129	323	4.8	10.3	124
SALE OF THE CENTURY N	2695	410	3.6	15.2	109	**51	3.3	1.9	99	*146	4.8	5.4	143	213	3.2	7.9	96
SEARCH FOR TOMORROW N	2319	326	2.9	14.1	101	**77	5.0	3.3	173	**38	1.2	1.6	43	211	3.2	9.1	110
TODAY SHOW 1 N	2693	285	2.5	10.6	76	**66	4.2	2.5	128	*63	2.1	2.3	62	156	2.3	5.8	70
TODAY SHOW 2 N	2498	316	2.8	12.7	91	*75	4.8	3.0	156	*78	2.5	3.1	83	164	2.5	6.6	80
$25,000 PYRAMID C	2753	376	3.3	13.7	98	**45	2.9	1.6	85	*110	3.6	4.0	106	221	3.3	8.0	97
WHEEL OF FORTUNE N	4388	651	5.8	14.8	106	*140	9.0	3.2	166	187	6.1	4.3	113	325	4.9	7.4	90
YOUNG AND THE RESTLESS C	5695	832	7.4	14.6	105	*129	8.3	2.3	118	268	8.8	4.7	124	435	6.5	7.6	93
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	272	2.4	15.5	111	**45	2.9	2.6	133	*97	3.2	5.5	146	130	1.9	7.4	90
NBA PLAYOFF GAME -1 C	1136	176	1.6	15.5	111	**12	0.8	1.1	55	**42	1.4	3.7	98	*122	1.8	10.7	130
NBC MAJOR LEAGUE PRE-GAME N	953	*153	1.4	16.1	115	**9	0.6	0.9	49	**40	1.3	4.2	111	**104	1.6	10.9	132
SPORTSWORLD - SUN N	1233	*168	1.5	13.6	98	**11	0.7	0.9	46	**64	2.1	5.2	137	*92	1.4	7.5	90
SUNDAY MORNING C	1611	*185	1.6	11.5	82	**17	1.1	1.1	55	**39	1.3	2.4	64	*129	1.9	8.0	97

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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PACKAGED MIX (NOT READY TO SPREAD) FROSTING: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0131
P-19

		TOTAL U.S. '000	USED IN LAST 30 DAYS A '000	B % DOWN	C % ACROSS	D INDX	HEAVY USERS THREE OR MORE A '000	B % DOWN	C % ACROSS	D INDX	MEDIUM USERS TWO A '000	B % DOWN	C % ACROSS	D INDX	LIGHT USERS ONE A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	11297	100.0	13.9	100	1555	100.0	1.9	100	3062	100.0	3.8	100	6610	100.0	8.2	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	3363	29.8	12.9	93	469	30.2	1.8	94	911	29.8	3.5	92	1983	29.7	7.6	92
NETWORK AFFILIATES - LATE		20261	3019	26.7	14.9	107	477	30.7	2.4	123	889	29.0	4.4	116	1653	24.7	8.2	99
INDEPENDENTS - LATE		2076	253	2.2	12.2	87	*45	2.9	2.2	113	*46	1.5	2.2	59	161	2.4	7.8	94
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	1587	14.0	15.2	109	224	14.4	2.1	112	404	13.2	3.9	102	960	14.4	9.2	111
ABC MONDAY NIGHT MOVIE	A	6412	798	7.1	12.4	89	*105	6.8	1.6	85	189	6.2	2.9	78	505	7.6	7.9	95
ABC SUNDAY NIGHT MOVIE	A	12407	1672	14.8	13.5	97	251	16.1	2.0	105	426	13.9	3.4	91	994	14.9	8.0	97
ABC WORLD NEWS TONIGHT	A	6176	682	6.0	11.0	79	*99	6.4	1.6	83	184	6.0	3.0	79	399	6.0	6.5	78
AFTERMASH	C	5863	763	6.8	13.0	93	**69	4.4	1.2	61	*268	8.8	4.6	121	426	6.4	7.3	88
ALICE	C	9594	1469	13.0	15.3	110	*177	11.4	1.8	96	391	12.8	4.1	108	902	13.5	9.4	114
AMERICAN PARADE	C	6622	773	6.8	11.7	84	**77	5.0	1.2	61	235	7.7	3.5	94	461	6.9	7.0	84
BENSON	A	10886	1206	10.7	11.1	79	*156	10.0	1.4	75	424	13.8	3.9	103	626	9.4	5.8	70
BLUE THUNDER	A	5036	671	5.9	13.3	96	*92	5.9	1.8	95	*183	6.0	3.6	96	397	5.9	7.9	96
CAGNEY & LACEY	C	9965	1425	12.6	14.3	103	*175	11.3	1.8	91	417	13.6	4.2	111	833	12.5	8.4	101
CBS EVENING NEWS-DEAN	C	3491	439	3.9	12.6	90	**61	3.9	1.7	91	*105	3.4	3.0	80	272	4.1	7.8	94
CBS EVENING NEWS-RATHER	C	7123	995	8.8	14.0	100	108	6.9	1.5	79	262	8.6	3.7	97	624	9.3	8.8	106
CBS SAT. NEWS-SCHIEFFER	C	3621	424	3.8	11.7	84	**20	1.3	0.6	29	119	3.9	3.3	87	285	4.3	7.9	95
CBS SATURDAY NIGHT MOVIE	C	5436	809	7.2	14.9	107	*106	6.8	1.9	102	260	8.5	4.8	127	444	6.6	8.2	99
CBS WEDNESDAY NIGHT MOVIE	C	6100	624	5.5	10.2	73	*108	6.9	1.8	92	193	6.3	3.2	84	324	4.9	5.3	64
CHEERS	N	8889	1320	11.7	14.8	106	154	9.9	1.7	90	429	14.0	4.8	128	737	11.0	8.3	101
DALLAS	C	22109	2622	23.2	11.9	85	341	21.9	1.5	80	793	25.9	3.6	95	1489	22.3	6.7	82
DIFF'RENT STROKES	N	6940	1021	9.0	14.7	105	*112	7.2	1.6	84	265	8.7	3.8	101	644	9.6	9.3	113
DOUBLE TROUBLE	N	7223	1025	9.1	14.2	102	**112	7.2	1.6	81	323	10.5	4.5	118	590	8.8	8.2	99
DUCK FACTORY	N	5595	765	6.8	13.7	98	**83	5.3	1.5	77	269	8.8	4.8	127	413	6.2	7.4	89
DUKES OF HAZZARD	C	5768	791	7.0	13.7	98	**94	6.0	1.6	85	*196	6.4	3.4	90	501	7.5	8.7	105
DYNASTY	A	20053	2815	24.9	14.0	101	405	26.0	2.0	105	855	27.9	4.3	113	1555	23.3	7.8	94
FACTS OF LIFE	N	8087	1235	10.9	15.3	109	*133	8.6	1.6	86	338	11.0	4.2	111	764	11.4	9.4	115
FALCON CREST	C	20046	2555	22.6	12.7	91	355	22.8	1.8	92	727	23.7	3.6	96	1473	22.1	7.3	89
FALL GUY	A	9084	1316	11.6	14.5	104	246	15.8	2.7	141	388	12.7	4.3	113	682	10.2	7.5	91
FAMILY TIES	N	7964	1084	9.6	13.6	98	*117	7.5	1.5	77	365	11.9	4.6	121	602	9.0	7.6	92
FANTASY ISLAND	A	7687	1027	9.1	13.4	96	*157	10.1	2.0	106	283	9.2	3.7	97	587	8.8	7.6	93
FOULUPS,BLEEPS & BLUNDERS	A	8861	1237	10.9	14.0	100	*200	12.9	2.3	118	322	10.5	3.6	96	714	10.7	8.1	98
FOUR SEASONS	C	5095	634	5.6	12.4	89	**42	2.7	0.8	43	*259	8.5	5.1	134	*333	5.0	6.5	79
GIMME A BREAK	N	8838	1130	10.0	12.8	92	*134	8.6	1.5	79	403	13.2	4.6	121	593	8.9	6.7	81
HART TO HART	A	8978	1242	11.0	13.8	99	251	16.1	2.8	146	304	9.9	3.4	90	687	10.3	7.7	93
HILL STREET BLUES	N	8590	1307	11.6	15.2	109	*222	14.3	2.6	135	402	13.1	4.7	124	683	10.2	8.0	96
HOTEL	A	14085	2082	18.4	14.8	106	245	15.8	1.7	91	603	19.7	4.3	113	1234	18.5	8.8	106
JEFFERSONS	C	9360	1350	12.0	14.4	103	*118	7.6	1.3	66	470	15.3	5.0	133	762	11.4	8.1	99
JENNIFER SLEPT HERE	N	5841	890	7.9	15.2	109	**79	5.1	1.4	70	254	8.3	4.3	115	557	8.3	9.5	116
KATE & ALLIE	C	9206	1239	11.0	13.5	96	*161	10.4	1.7	91	376	12.3	4.1	108	702	10.5	7.6	92
KNIGHT RIDER	N	7076	920	8.1	13.0	93	*128	8.2	1.8	94	201	6.6	2.8	75	592	8.9	8.4	101
LOVE BOAT	A	12219	1542	13.6	12.6	90	222	14.3	1.8	95	370	12.1	3.0	80	950	14.2	7.8	94
MAGNUM PI	C	11199	1384	12.3	12.4	89	*145	9.3	1.3	67	386	12.6	3.4	91	853	12.8	7.6	92
MAMA'S FAMILY	N	6057	747	6.6	12.3	88	**107	6.9	1.8	92	*178	5.8	2.9	78	462	6.9	7.6	92
MASTER, THE	N	3598	540	4.8	15.0	108	**80	5.1	2.2	116	*170	5.6	4.7	125	290	4.3	8.1	98
MATT HOUSTON	A	6344	1062	9.4	16.7	120	*179	11.5	2.8	147	326	10.6	5.1	136	557	8.3	8.8	106
NBC MONDAY NIGHT MOVIE	N	11994	1719	15.2	14.3	103	215	13.8	1.8	93	516	16.9	4.3	114	989	14.8	8.2	100
NBC NIGHTLY NEWS	N	5132	570	5.0	11.1	80	97	6.2	1.9	98	145	4.7	2.8	75	328	4.9	6.4	77
NBC NIGHTLY NEWS-SAT	N	3375	371	3.3	11.0	79	**59	3.8	1.7	91	**110	3.6	3.3	86	*203	3.0	6.0	73
NBC NIGHTLY NEWS-SUN	N	3130	361	3.2	11.5	83	**39	2.5	1.2	65	**129	4.2	4.1	109	*194	2.9	6.2	75
NBC SUNDAY NIGHT MOVIE	N	8284	1102	9.8	13.3	95	**140	9.0	1.7	88	*357	11.7	4.3	114	606	9.1	7.3	89
NEWHART	C	9240	1374	12.2	14.9	107	*128	8.2	1.4	72	412	13.5	4.5	118	834	12.5	9.0	109
ONE DAY AT A TIME	C	7288	1138	10.1	15.6	112	*105	6.8	1.4	75	340	11.1	4.7	123	693	10.4	9.5	115
PEOPLE ARE FUNNY	N	4855	622	5.5	12.8	92	**80	5.1	1.6	86	*176	5.7	3.6	96	365	5.5	7.5	91
REAL PEOPLE	N	8869	1175	10.4	13.2	95	*110	7.1	1.2	65	300	9.8	3.4	89	765	11.5	8.6	105
REMINGTON STEELE	N	7743	999	8.8	12.9	92	*106	6.8	1.4	71	268	8.8	3.5	92	624	9.3	8.1	98
RIPLEY'S BELIEVE IT - NOT	A	5345	743	6.6	13.9	100	*130	8.4	2.4	127	*219	7.2	4.1	108	393	5.9	7.4	89
RIPTIDE	N	6988	1096	9.7	15.7	112	**110	7.1	1.6	82	316	10.3	4.5	120	670	10.0	9.6	116
SCARECROW & MRS. KING	C	10002	1270	11.2	12.7	91	*194	12.5	1.9	101	377	12.3	3.8	100	699	10.5	7.0	85
SIMON & SIMON	C	10638	1618	14.3	15.2	109	*220	14.1	2.1	108	364	11.9	3.4	90	1034	15.5	9.7	118
60 MINUTES	C	13293	1661	14.7	12.5	90	199	12.8	1.5	78	480	15.7	3.6	96	982	14.7	7.4	90
ST. ELSEWHERE	N	7017	1036	9.2	14.8	106	*180	11.6	2.6	134	269	8.8	3.8	101	588	8.8	8.4	102
THREE'S COMPANY	A	10917	1693	15.0	15.5	111	*217	14.0	2.0	104	430	14.0	3.9	104	1046	15.7	9.6	116
T.J. HOOKER	A	9204	1114	9.9	12.1	87	*161	10.4	1.7	91	279	9.1	3.0	80	675	10.1	7.3	89
TONIGHT SHOW	N	2372	356	3.2	15.0	108	*54	3.5	2.3	119	122	4.0	5.1	136	181	2.7	7.6	93
TRAPPER JOHN, M.D.	C	9846	1488	13.2	15.1	108	*231	14.9	2.3	122	461	15.1	4.7	124	796	11.9	8.1	98
TV BLOOPERS & PRAC. JOKES	N	9105	1330	11.8	14.6	105	*128	8.2	1.4	73	346	11.3	3.8	101	856	12.8	9.4	114
20/20	A	9387	1264	11.2	13.5	97	*189	12.2	2.0	105	307	10.0	3.3	87	768	11.5	8.2	99
WEBSTER	A	11067	1250	11.1	11.3	81	*144	9.3	1.3	68	487	15.9	4.4	116	619	9.3	5.6	68
WORLD NEWS - SUN	A	3062	332	2.9	10.8	78	**52	3.3	1.7	88	**87	2.8	2.8	75	*193	2.9	6.3	76
YELLOW ROSE	N	4978	640	5.7	12.9	92	**90	5.8	1.8	94	*193	6.3	3.9	103	357	5.3	7.2	87
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	1505	13.3	17.0	122	*215	13.8	2.4	126	*398	13.0	4.5	119	892	13.4	10.0	122
BASKETBALL - COLLEGE GAMES		4080	586	5.2	14.4	103	**94	6.0	2.3	120	**177	5.8	4.3	115	*315	4.7	7.7	94
BASKETBALL - PRO GAMES		3607	540	4.8	15.0	107	**91	5.9	2.5	131	**93	3.0	2.6	68	*357	5.3	9.9	120
BOWLING		3883	725	6.4	18.7	134	**72	4.6	1.9	97	**189	6.2	4.9	129	*464	6.9	11.9	145
BOXING		3928	569	5.0	14.5	104	**80	5.1	2.0	106	**166	5.4	4.2	112	*323	4.8	8.2	100
FOOTBALL - COLLEGE GAMES		6366	952	8.4	15.0	107	**131	8.4	2.1	107	**216	7.1	3.4	90	605	9.1	9.5	115
FOOTBALL - PRO GAMES		11300	1852	16.4	16.4	117	*275	17.7	2.4	127	*421	13.7	3.7	99	1156	17.3	10.2	124
GOLF		3378	*523	4.6	15.5	111	**34	2.2	1.0	52	**80	2.6	2.4	63	*409	6.1	12.1	147
POST-SEASON COLL. FOOTBALL		4906	780	6.9	15.9	114	**143	9.2	2.9	152	**143	4.7	2.9	77	*495	7.4	10.1	122
POST-SEASON PRO FOOTBALL		6120	999	8.8	16.3	117	**83	5.3	1.4	71	*261	8.5	4.3	113	655	9.8	10.7	130
TENNIS		3033	*501	4.4	16.5	118	**46	3.0	1.5	79	**86	2.8	2.8	75	*369	5.5	12.2	147
WRESTLING - PROFESSIONAL		3344	709	6.3	21.2	152	**82	5.3	2.5	128	**180	5.9	5.4	142	*447	6.7	13.4	162

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FROSTING (STORE BOUGHT): BRANDS
(FEMALE HOMEMAKERS)

0132
P-19

	TOTAL U.S. '000	BETTY CROCKER CANNED A '000	B % DOWN	C % ACROSS	D INDX	BETTY CROCKER FROSTING MIX A '000	B % DOWN	C % ACROSS	D INDX	DUNCAN HINES CANNED A '000	B % DOWN	C % ACROSS	D INDX	HERSHEY CANNED A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	20695	100.0	25.6	100	10056	100.0	12.4	100	11980	100.0	14.8	100	3270	100.0	4.0	100
18 - 24	9282	2391	11.6	25.8	101	1498	14.9	16.1	130	1309	10.9	14.1	95	**276	8.4	3.0	74
25 - 34	19072	5978	28.9	31.3	123	2941	29.2	15.4	124	3522	29.4	18.5	125	980	30.0	5.1	127
35 - 44	14591	4571	22.1	31.3	123	1933	19.2	13.2	107	2627	21.9	18.0	122	676	20.7	4.6	115
45 - 54	11345	2760	13.3	24.3	95	1334	13.3	11.8	95	1542	12.9	13.6	92	*379	11.6	3.3	83
55 - 64	11635	2596	12.5	22.3	87	1139	11.3	9.8	79	1482	12.4	12.7	86	*453	13.9	3.9	96
65 OR OLDER	15061	2400	11.6	15.9	62	1211	12.0	8.0	65	1498	12.5	9.9	67	*507	15.5	3.4	83
18 - 34	28354	8368	40.4	29.5	115	4439	44.1	15.7	126	4831	40.3	17.0	115	1256	38.4	4.4	110
18 - 49	48339	14459	69.9	29.9	117	7149	71.1	14.8	119	8289	69.2	17.1	116	2126	65.0	4.4	109
25 - 54	45008	13308	64.3	29.6	116	6207	61.7	13.8	111	7691	64.2	17.1	116	2035	62.2	4.5	112
35 - 49	19985	6091	29.4	30.5	119	2711	27.0	13.6	109	3458	28.9	17.3	117	869	26.6	4.3	108
50 OR OLDER	32647	6235	30.1	19.1	75	2907	28.9	8.9	72	3691	30.8	11.3	76	1145	35.0	3.5	87
GRADUATED COLLEGE	11155	2881	13.9	25.8	101	1271	12.6	11.4	92	1508	12.6	13.5	91	*361	11.0	3.2	80
ATTENDED COLLEGE	13682	3830	18.5	28.0	110	1829	18.2	13.4	108	2165	18.1	15.8	107	*693	21.2	5.1	125
GRADUATED HIGH SCHOOL	33880	9312	45.0	27.5	108	4418	43.9	13.0	105	5328	44.5	15.7	106	1520	46.5	4.5	111
DID NOT GRADUATE HIGH SCHOOL	22270	4679	22.6	21.0	82	2538	25.2	11.4	92	2979	24.9	13.4	90	698	21.3	3.1	78
EMPLOYED	40306	11106	53.7	27.6	108	5314	52.8	13.2	106	6583	54.9	16.3	110	1587	48.5	3.9	98
EMPLOYED FULL-TIME	32850	8886	42.9	27.1	106	4185	41.6	12.7	103	5286	44.1	16.1	109	1220	37.3	3.7	92
EMPLOYED PART-TIME	7456	2220	10.7	29.8	117	1129	11.2	15.1	122	1297	10.8	17.4	118	*368	11.3	4.9	122
NOT EMPLOYED	40680	9589	46.3	23.6	92	4742	47.2	11.7	94	5397	45.1	13.3	90	1683	51.5	4.1	102
PROFESSIONAL/MANAGER	10392	2741	13.2	26.4	103	1196	11.9	11.5	93	1428	11.9	13.7	93	*396	12.1	3.8	94
TECH/CLERICAL/SALES	17574	4828	23.3	27.5	108	2296	22.8	13.1	105	3045	25.4	17.3	117	620	19.0	3.5	87
PRECISION/CRAFT	985	*348	1.7	35.3	138	**92	0.9	9.3	75	**161	1.3	16.3	110	**58	1.8	5.9	146
OTHER EMPLOYED	11354	3189	15.4	28.1	110	1730	17.2	15.2	123	1948	16.3	17.2	116	*513	15.7	4.5	112
SINGLE	9863	2136	10.3	21.7	85	1146	11.4	11.6	94	1187	9.9	12.0	81	*284	8.7	2.9	71
MARRIED	51375	14221	68.7	27.7	108	6614	65.8	12.9	104	8215	68.6	16.0	108	2183	66.8	4.2	105
DIVORCED/SEPARATED/WIDOWED	19748	4339	21.0	22.0	86	2296	22.8	11.6	94	2578	21.5	13.1	88	803	24.6	4.1	101
PARENTS	32590	10591	51.2	32.5	127	5157	51.3	15.8	127	6364	53.1	19.5	132	1507	46.1	4.6	115
WHITE	70416	18229	88.1	25.9	101	8812	87.6	12.5	101	10061	84.0	14.3	97	2900	88.7	4.1	102
BLACK	8778	2147	10.4	24.5	96	1043	10.4	11.9	96	1643	13.7	18.7	127	*303	9.3	3.5	85
OTHER	1791	**318	1.5	17.8	69	**201	2.0	11.2	90	**276	2.3	15.4	104	**67	2.0	3.7	93
NORTHEAST-CENSUS	17786	4224	20.4	23.7	93	1500	14.9	8.4	68	2544	21.2	14.3	97	846	25.9	4.8	118
NORTH CENTRAL	20741	6216	30.0	30.0	117	2760	27.4	13.3	107	2745	22.9	13.2	89	874	26.7	4.2	104
SOUTH	27775	6618	32.0	23.8	93	3555	35.4	12.8	103	5060	42.2	18.2	123	983	30.1	3.5	88
WEST	14683	3636	17.6	24.8	97	2241	22.3	15.3	123	1631	13.6	11.1	75	*567	17.3	3.9	96
NORTHEAST-MKTG.	17961	4071	19.7	22.7	89	1367	13.6	7.6	61	2594	21.7	14.4	98	861	26.3	4.8	119
EAST CENTRAL	11885	3545	17.1	29.8	117	1580	15.7	13.3	107	1993	16.6	16.8	113	685	20.9	5.8	143
WEST CENTRAL	14090	3851	18.6	27.3	107	1962	19.5	13.9	112	1517	12.7	10.8	73	*379	11.6	2.7	67
SOUTH	24081	5974	28.9	24.8	97	3190	31.7	13.2	107	4419	36.9	18.4	124	810	24.8	3.4	83
PACIFIC	12969	3255	15.7	25.1	98	1957	19.5	15.1	122	1457	12.2	11.2	76	*535	16.4	4.1	102
COUNTY SIZE A	32439	7763	37.5	23.9	94	3229	32.1	10.0	80	4273	35.7	13.2	89	1244	38.0	3.8	95
COUNTY SIZE B	24915	7180	34.7	28.8	113	3469	34.5	13.9	112	4244	35.4	17.0	115	793	24.3	3.2	79
COUNTY SIZE C	12930	3299	15.9	25.5	100	1958	19.5	15.1	122	1981	16.5	15.3	104	829	25.4	6.4	159
COUNTY SIZE D	10703	2453	11.9	22.9	90	1399	13.9	13.1	105	1482	12.4	13.8	94	*405	12.4	3.8	94
METRO CENTRAL CITY	24518	6333	30.6	25.8	101	2863	28.5	11.7	94	3477	29.0	14.2	96	755	23.1	3.1	76
METRO SUBURBAN	35919	9528	46.0	26.5	104	4270	42.5	11.9	96	5324	44.4	14.8	100	1493	45.7	4.2	103
NON-METRO	20549	4834	23.4	23.5	92	2922	29.1	14.2	115	3179	26.5	15.5	105	1023	31.3	5.0	123
TOP 5 ADI'S	18341	4527	21.9	24.7	97	1579	15.7	8.6	69	2275	19.0	12.4	84	724	22.1	3.9	98
TOP 10 ADI'S	25378	5917	28.6	23.3	91	2237	22.2	8.8	71	3185	26.6	12.6	85	903	27.6	3.6	88
TOP 20 ADI'S	36488	8649	41.8	23.7	93	3793	37.7	10.4	84	4711	39.3	12.9	87	1402	42.9	3.8	95
HSHLD INC. $50,000 OR MORE	6612	1730	8.4	26.2	102	*760	7.6	11.5	93	993	8.3	15.0	102	**229	7.0	3.5	86
$40,000 OR MORE	12659	3183	15.4	25.1	98	1356	13.5	10.7	86	2013	16.8	15.9	107	*419	12.8	3.3	82
$30,000 OR MORE	24698	6996	33.8	28.3	111	3047	30.3	12.3	99	3908	32.6	15.8	107	1057	32.3	4.3	106
$25,000 OR MORE	32077	9224	44.6	28.8	113	4106	40.8	12.8	103	5095	42.5	15.9	107	1478	45.2	4.6	114
$20,000 - $24,999	9144	2499	12.1	27.3	107	1180	11.7	12.9	104	1233	10.3	13.5	91	*343	10.5	3.8	93
$15,000 - $19,999	8728	2296	11.1	26.3	103	969	9.6	11.1	89	1513	12.6	17.3	117	*495	15.1	5.7	140
$10,000 - $14,999	12562	3210	15.5	25.6	100	1721	17.1	13.7	110	1854	15.5	14.8	100	*359	11.0	2.9	71
UNDER $10,000	18475	3466	16.7	18.8	73	2080	20.7	11.3	91	2285	19.1	12.4	84	595	18.2	3.2	80
HOUSEHOLD OF 1 PERSON	11987	1854	9.0	15.5	61	1025	10.2	8.6	69	1091	9.1	9.1	62	*351	10.7	2.9	73
2 PEOPLE	26577	5572	26.9	21.0	82	2663	26.5	10.0	81	3160	26.4	11.9	80	1074	32.8	4.0	100
3 OR 4 PEOPLE	30617	9081	43.9	29.7	116	4529	45.0	14.8	119	5441	45.4	17.8	120	1157	35.4	3.8	94
5 OR MORE PEOPLE	11804	4187	20.2	35.5	139	1839	18.3	15.6	125	2289	19.1	19.4	131	*689	21.1	5.8	145
NO CHILD IN HSHLD	46165	9364	45.2	20.3	79	4524	45.0	9.8	79	5112	42.7	11.1	75	1702	52.0	3.7	91
CHILD(REN) UNDER 2 YRS	5325	1643	7.9	30.9	121	998	9.9	18.7	151	789	6.6	14.8	100	**148	4.5	2.8	69
2 - 5 YEARS	14221	4406	21.3	31.0	121	2395	23.8	16.8	136	2659	22.2	18.7	126	646	19.8	4.5	113
6 - 11 YEARS	15117	5219	25.2	34.5	135	2162	21.5	14.3	115	3104	25.9	20.5	139	784	24.0	5.2	128
12 - 17 YEARS	16611	5452	26.3	32.8	128	2403	23.9	14.5	117	3368	28.1	20.3	137	815	24.9	4.9	122
RESIDENCE OWNED	55884	14858	71.8	26.6	104	6621	65.8	11.8	95	8521	71.1	15.2	103	2365	72.3	4.2	105
VALUE: $50,000 OR MORE	31744	8564	41.4	27.0	106	3638	36.2	11.5	92	4407	36.8	13.9	94	1259	38.5	4.0	98
VALUE: UNDER $50,000	24140	6295	30.4	26.1	102	2983	29.7	12.4	100	4115	34.3	17.0	115	1106	33.8	4.6	113

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FROSTING (STORE BOUGHT): BRANDS
(FEMALE HOMEMAKERS)

0133
P-19

		TOTAL U.S.	BETTY CROCKER CANNED A	B	C	D	BETTY CROCKER FROSTING MIX A	B	C	D	DUNCAN HINES CANNED A	B	C	D	HERSHEY CANNED A	B	C	D
				% ACROSS				% ACROSS				% ACROSS				% ACROSS		
		'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL FEMALE HOMEMAKERS		80986	20695	100.0	25.6	100	10056	100.0	12.4	100	11980	100.0	14.8	100	3270	100.0	4.0	100
MAGAZINES	QUINTILE 1	15799	4849	23.4	30.7	120	2138	21.3	13.5	109	2464	20.6	15.6	105	825	25.2	5.2	129
	QUINTILE 2	17259	4560	22.0	26.4	103	2466	24.5	14.3	115	2794	23.3	16.2	109	868	26.5	5.0	125
	QUINTILE 3	13545	3480	16.8	25.7	101	1671	16.6	12.3	99	2164	18.1	16.0	108	*460	14.1	3.4	84
	QUINTILE 4	15133	3808	18.4	25.2	98	1823	18.1	12.0	97	2083	17.4	13.8	93	539	16.5	3.6	88
	QUINTILE 5	19250	3998	19.3	20.8	81	1959	19.5	10.2	82	2476	20.7	12.9	87	579	17.7	3.0	74
NEWSPAPERS	QUINTILE 1	12413	3245	15.7	26.1	102	1421	14.1	11.4	92	1579	13.2	12.7	86	*517	15.8	4.2	103
	QUINTILE 2	24116	6114	29.5	25.4	99	2858	28.4	11.9	95	3721	31.1	15.4	104	1102	33.7	4.6	113
	QUINTILE 3	11261	2959	14.3	26.3	103	1529	15.2	13.6	109	1912	16.0	17.0	115	*480	14.7	4.3	106
	QUINTILE 4	20255	5585	27.0	27.6	108	2668	26.5	13.2	106	2930	24.5	14.5	98	820	25.1	4.0	100
	QUINTILE 5	12940	2792	13.5	21.6	84	1580	15.7	12.2	98	1838	15.3	14.2	96	*351	10.7	2.7	67
OUTDOOR	QUINTILE 1	14852	4353	21.0	29.3	115	1957	19.5	13.2	106	2392	20.0	16.1	109	826	25.3	5.6	138
	QUINTILE 2	15725	4491	21.7	28.6	112	2056	20.4	13.1	105	2412	20.1	15.3	104	585	17.9	3.7	92
	QUINTILE 3	16330	4085	19.7	25.0	98	1993	19.8	12.2	98	2497	20.8	15.3	103	741	22.7	4.5	112
	QUINTILE 4	16744	3999	19.3	23.8	93	2066	20.5	12.3	99	2209	18.4	13.2	89	*494	15.1	3.0	73
	QUINTILE 5	17334	3777	18.3	21.8	85	1983	19.7	11.4	92	2470	20.6	14.2	96	624	19.1	3.6	89
RADIO-DRIVE TIME	QUINTILE 1	15911	4544	22.0	28.6	112	2354	23.4	14.8	119	2455	20.5	15.4	104	712	21.8	4.5	111
	QUINTILE 2	14837	3988	19.3	26.9	105	2113	21.0	14.2	115	2213	18.5	14.9	101	727	22.2	4.9	121
	QUINTILE 3	15339	3771	18.2	24.6	96	2012	20.0	13.1	106	2091	17.5	13.6	92	534	16.3	3.5	86
	QUINTILE 4	16723	4462	21.6	26.7	104	1899	18.9	11.4	91	2788	23.3	16.7	113	676	20.7	4.0	100
	QUINTILE 5	18176	3930	19.0	21.6	85	1679	16.7	9.2	74	2434	20.3	13.4	91	*622	19.0	3.4	85
RADIO-MID-DAY	TERCILE 1	21020	5611	27.1	26.7	104	3165	31.5	15.1	121	2997	25.0	14.3	96	985	30.1	4.7	116
	TERCILE 2	21610	5843	28.2	27.0	106	2829	28.1	13.1	105	3281	27.4	15.2	103	945	28.9	4.4	108
	TERCILE 3	38355	9241	44.7	24.1	94	4062	40.4	10.6	85	5702	47.6	14.9	100	1340	41.0	3.5	87
RADIO-TOTAL	QUINTILE 1	15988	4548	22.0	28.4	111	2380	23.7	14.9	120	2395	20.0	15.0	101	708	21.7	4.4	110
	QUINTILE 2	15626	4131	20.0	26.4	103	2209	22.0	14.1	114	2481	20.7	15.9	107	665	20.3	4.3	105
	QUINTILE 3	16723	4310	20.8	25.8	101	2183	21.7	13.1	105	2370	19.8	14.2	96	723	22.1	4.3	107
	QUINTILE 4	16342	4173	20.2	25.5	100	1955	19.4	12.0	96	2549	21.3	15.6	105	649	19.8	4.0	98
	QUINTILE 5	16306	3533	17.1	21.7	85	1329	13.2	8.2	66	2186	18.2	13.4	91	*525	16.1	3.2	80
TV-PRIME TIME	QUINTILE 1	15953	3672	17.7	23.0	90	2029	20.2	12.7	102	2382	19.9	14.9	101	808	24.7	5.1	125
	QUINTILE 2	16137	4578	22.1	28.4	111	1997	19.9	12.4	100	2553	21.3	15.8	107	727	22.2	4.5	112
	QUINTILE 3	16420	4474	21.6	27.2	107	2030	20.2	12.4	100	2551	21.3	15.5	105	699	21.4	4.3	105
	QUINTILE 4	16687	4459	21.5	26.7	105	2084	20.7	12.5	101	2435	20.3	14.6	99	*529	16.2	3.2	79
	QUINTILE 5	15789	3512	17.0	22.2	87	1916	19.1	12.1	98	2059	17.2	13.0	88	*507	15.5	3.2	80
TV-DAYTIME	TERCILE 1	27736	7121	34.4	25.7	100	3542	35.2	12.8	103	4380	36.6	15.8	107	1173	35.9	4.2	105
	TERCILE 2	26489	6631	32.0	25.0	98	3340	33.2	12.6	102	3930	32.8	14.8	100	1111	34.0	4.2	104
	TERCILE 3	26761	6943	33.5	25.9	102	3173	31.6	11.9	95	3669	30.6	13.7	93	987	30.2	3.7	91
TV-TOTAL	QUINTILE 1	16345	3756	18.1	23.0	90	2170	21.6	13.3	107	2361	19.7	14.4	98	653	20.0	4.0	99
	QUINTILE 2	16447	4679	22.6	28.4	111	1983	19.7	12.1	97	2542	21.2	15.5	104	784	24.0	4.8	118
	QUINTILE 3	15980	4042	19.5	25.3	99	2146	21.3	13.4	108	2659	22.2	16.6	112	717	21.9	4.5	111
	QUINTILE 4	15887	4342	21.0	27.3	107	1915	19.0	12.1	97	2257	18.8	14.2	96	667	20.4	4.2	104
	QUINTILE 5	16326	3876	18.7	23.7	93	1841	18.3	11.3	91	2162	18.0	13.2	90	*450	13.8	2.8	68
MAGAZINES-NEWSPAPERS: DUAL		20721	5545	26.8	26.8	105	2476	24.6	11.9	96	3389	28.3	16.4	111	1018	31.1	4.9	122
MAGAZINE IMPERATIVE		19186	5670	27.4	29.6	116	3035	30.2	15.8	127	3103	25.9	16.2	109	902	27.6	4.7	116
NEWSPAPER IMPERATIVE		21899	5311	25.7	24.3	95	2428	24.1	11.1	89	2996	25.0	13.7	92	832	25.4	3.8	94
MAGAZINES-OUTDOOR: DUAL		15451	4767	23.0	30.9	121	2194	21.8	14.2	114	2608	21.8	16.9	114	876	26.8	5.7	140
MAGAZINE IMPERATIVE		25953	6655	32.2	25.6	100	3372	33.5	13.0	105	3816	31.9	14.7	99	1092	33.4	4.2	104
OUTDOOR IMPERATIVE		24400	6182	29.9	25.3	99	2721	27.1	11.2	90	3469	29.0	14.2	96	944	28.9	3.9	96
MAGAZINES-RADIO: DUAL		18049	5001	24.2	27.7	108	2685	26.7	14.9	120	2700	22.5	15.0	101	905	27.7	5.0	124
MAGAZINE IMPERATIVE		23571	6456	31.2	27.4	107	2894	28.8	12.3	99	3830	32.0	16.2	110	1018	31.1	4.3	107
RADIO IMPERATIVE		23278	5853	28.3	25.1	98	3089	30.7	13.3	107	3440	28.7	14.8	100	771	23.6	3.3	82
MAGAZINES-TELEVISION: DUAL		15459	4423	21.4	28.6	112	2053	20.4	13.3	107	2297	19.2	14.9	100	840	25.7	5.4	135
MAGAZINE IMPERATIVE		25829	7012	33.9	27.1	106	3499	34.8	13.5	109	4277	35.7	16.6	112	1098	33.6	4.3	105
TELEVISION IMPERATIVE		26039	5965	28.8	22.9	90	3066	30.5	11.8	95	3880	32.4	14.9	101	931	28.5	3.6	89
NEWSPAPERS-OUTDOOR: DUAL		16605	4532	21.9	27.3	107	2081	20.7	12.5	101	2690	22.5	16.2	110	765	23.4	4.6	114
NEWSPAPER IMPERATIVE		26834	6515	31.5	24.3	95	3137	31.2	11.7	94	3668	30.6	13.7	92	1106	33.8	4.1	102
OUTDOOR IMPERATIVE		23346	6562	31.7	28.1	110	3231	32.1	13.8	111	3570	29.8	15.3	103	1047	32.0	4.5	111
NEWSPAPERS-RADIO: DUAL		17133	4606	22.3	26.9	105	2152	21.4	12.6	101	2633	22.0	15.4	104	766	23.4	4.5	111
NEWSPAPER IMPERATIVE		25892	6343	30.6	24.5	96	2859	28.4	11.0	89	3664	30.6	14.2	96	1094	33.5	4.2	105
RADIO IMPERATIVE		23167	6315	30.5	27.3	107	3637	36.2	15.7	126	3505	29.3	15.1	102	941	28.8	4.1	101
NEWSPAPERS-TELEVISION: DUAL		17159	4521	21.8	26.3	103	2007	20.0	11.7	94	2913	24.3	17.0	115	968	29.6	5.6	140
NEWSPAPER IMPERATIVE		26214	6555	31.7	25.0	98	3064	30.5	11.7	94	3519	29.4	13.4	91	956	29.2	3.6	90
TELEVISION IMPERATIVE		23412	5912	28.6	25.3	99	3306	32.9	14.1	114	3506	29.3	15.0	101	897	27.4	3.8	95
OUTDOOR-RADIO: DUAL		15303	4608	22.3	30.1	118	2456	24.4	16.0	129	2539	21.2	16.6	112	826	25.3	5.4	134
OUTDOOR IMPERATIVE		24901	6406	31.0	25.7	101	2667	26.5	10.7	86	3740	31.2	15.0	102	1092	33.4	4.4	109
RADIO IMPERATIVE		26492	6534	31.6	24.7	97	3543	35.2	13.4	108	3760	31.4	14.2	96	908	27.8	3.4	85
OUTDOOR-TELEVISION: DUAL		14794	4443	21.5	30.0	118	2048	20.4	13.8	111	2276	19.0	15.4	104	860	26.3	5.8	144
OUTDOOR IMPERATIVE		25437	6903	33.4	27.1	106	3215	32.0	12.6	102	4032	33.7	15.9	107	1058	32.4	4.2	103
TELEVISION IMPERATIVE		27877	6509	31.5	23.3	91	3426	34.1	12.3	99	4095	34.2	14.7	99	1065	32.6	3.8	95
RADIO-TELEVISION: DUAL		15996	4576	22.1	28.6	112	2188	21.8	13.7	110	2548	21.3	15.9	108	653	20.0	4.1	101
RADIO IMPERATIVE		25478	6730	32.5	26.4	103	3572	35.5	14.0	113	3610	30.1	14.2	96	1083	33.1	4.3	105
TELEVISION IMPERATIVE		26573	6372	30.8	24.0	94	3196	31.8	12.0	97	3921	32.7	14.8	100	1140	34.9	4.3	106

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FROSTING (STORE BOUGHT): BRANDS
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0134
P-19

	TOTAL U.S. '000	BETTY CROCKER CANNED A '000	B % DOWN	C % ACROSS	D INDX	BETTY CROCKER FROSTING MIX A '000	B % DOWN	C % ACROSS	D INDX	DUNCAN HINES CANNED A '000	B % DOWN	C % ACROSS	D INDX	HERSHEY CANNED A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	20695	100.0	25.6	100	10056	100.0	12.4	100	11980	100.0	14.8	100	3270	100.0	4.0	100
ATLANTIC MONTHLY	415	**96	0.5	23.1	91	**42	0.4	10.1	82	**56	0.5	13.5	91	**5	0.2	1.2	30
BARRON'S	453	**134	0.6	29.6	116	**32	0.3	7.1	57	**43	0.4	9.5	64	**5	0.2	1.1	27
BETTER HOMES & GARDENS	16256	4775	23.1	29.4	115	2314	23.0	14.2	115	2544	21.2	15.6	106	805	24.6	5.0	123
BON APPETIT	2535	603	2.9	23.8	93	*230	2.3	9.1	73	321	2.7	12.7	86	**107	3.3	4.2	105
BUSINESS WEEK	1278	310	1.5	24.3	95	**80	0.8	6.3	50	*134	1.1	10.5	71	**53	1.6	4.1	103
CAR AND DRIVER	378	**73	0.4	19.3	76	**14	0.1	3.7	30	**59	0.5	15.6	106	**16	0.5	4.2	105
CBS MAGAZINE NETWORK (GROSS)	1498	443	2.1	29.6	116	*249	2.5	16.6	134	*255	2.1	17.0	115	**49	1.5	3.3	81
CHANGING TIMES	1505	349	1.7	23.2	91	*145	1.4	9.6	78	*243	2.0	16.1	109	**81	2.5	5.4	133
COLONIAL HOMES	1231	413	2.0	33.5	131	*157	1.6	12.8	103	314	2.6	25.5	172	**70	2.1	5.7	141
CONDE NAST MAG. PKG. (GROSS)	14146	4419	21.4	31.2	122	1836	18.3	13.0	105	2459	20.5	17.4	118	810	24.8	5.7	142
CONSUMERS DIGEST	1323	417	2.0	31.5	123	*183	1.8	13.8	111	*193	1.6	14.6	99	**44	1.3	3.3	82
COSMOPOLITAN	7102	2036	9.8	28.7	112	1130	11.2	15.9	128	1113	9.3	15.7	106	435	13.3	6.1	152
COUNTRY LIVING	2481	827	4.0	33.3	130	340	3.4	13.7	110	450	3.8	18.1	123	**134	4.1	5.4	134
CUISINE	1472	406	2.0	27.6	108	*190	1.9	12.9	104	*218	1.8	14.8	100	**75	2.3	5.1	126
CYCLE WORLD	425	*201	1.0	47.3	185	**110	1.1	25.9	208	**85	0.7	20.0	135	**2	0.1	0.5	12
DCI:CREATIVE IDEAS FOR LIV	2510	799	3.9	31.8	125	325	3.2	12.9	104	430	3.6	17.1	116	**112	3.4	4.5	111
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	1887	9.1	28.2	110	847	8.4	12.7	102	1125	9.4	16.8	114	296	9.1	4.4	110
DISCOVER	894	*258	1.2	28.9	113	**107	1.1	12.0	96	*197	1.6	22.0	149	**22	0.7	2.5	61
EBONY	3507	1007	4.9	28.7	112	447	4.4	12.7	103	709	5.9	20.2	137	**116	3.5	3.3	82
ESQUIRE	1083	*276	1.3	25.5	100	**124	1.2	11.4	92	**109	0.9	10.1	68	**14	0.4	1.3	32
ESSENCE	1830	552	2.7	30.2	118	198	2.0	10.8	87	353	2.9	19.3	130	**66	2.0	3.6	89
FAMILY CIRCLE	15930	4617	22.3	29.0	113	2019	20.1	12.7	102	2451	20.5	15.4	104	816	25.0	5.1	127
THE FAMILY HANDYMAN	1126	390	1.9	34.6	136	*180	1.8	16.0	129	*204	1.7	18.1	122	**85	2.6	7.5	187
FAMILY WEEKLY	11468	3201	15.5	27.9	109	1650	16.4	14.4	116	1882	15.7	16.4	111	476	14.6	4.2	103
FIELD & STREAM	2234	647	3.1	29.0	113	369	3.7	16.5	133	329	2.7	14.7	100	**152	4.6	6.8	169
FOOD & WINE	579	*180	0.9	31.1	122	**62	0.6	10.7	86	**102	0.9	17.6	119	**29	0.9	5.0	124
FORBES	728	*223	1.1	30.6	120	**24	0.2	3.3	27	**117	1.0	16.1	109	**14	0.4	1.9	48
FORTUNE	906	*306	1.5	33.8	132	**56	0.6	6.2	50	**107	0.9	11.8	80	**20	0.6	2.2	55
GENTLEMEN'S QUARTERLY	791	*183	0.9	23.1	91	**101	1.0	12.8	103	*200	1.7	25.3	171	**53	1.6	6.7	166
GLAMOUR	5265	1706	8.2	32.4	127	742	7.4	14.1	113	981	8.2	18.6	126	*249	7.6	4.7	117
GOLF DIGEST	636	*190	0.9	29.9	117	**126	1.3	19.8	160	**91	0.8	14.3	97	**21	0.6	3.3	82
GOLF DIGEST/TENNIS (GROSS)	1186	322	1.6	27.2	106	*162	1.6	13.7	110	*176	1.5	14.8	100	**40	1.2	3.4	84
GOLF MAGAZINE	441	**113	0.5	25.6	100	**84	0.8	19.0	153	**64	0.5	14.5	98	**43	1.3	9.8	241
GOLF MAGAZINE/SKI (GROSS)	922	*250	1.2	27.1	106	**140	1.4	15.2	122	**108	0.9	11.7	79	**50	1.5	5.4	134
GOOD HOUSEKEEPING	16487	4913	23.7	29.8	117	2143	21.3	13.0	105	2704	22.6	16.4	111	732	22.4	4.4	110
HARPER'S BAZAAR	2423	830	4.0	34.3	134	304	3.0	12.5	101	392	3.3	16.2	109	**99	3.0	4.1	101
HEALTH	1994	590	2.9	29.6	116	*242	2.4	12.1	98	282	2.4	14.1	96	**132	4.0	6.6	164
HEARST MAG CORP. BUY (GROSS)	44101	13238	64.0	30.0	117	6082	60.5	13.8	111	7549	63.0	17.1	116	2196	67.2	5.0	123
HEARST MAN POWER (GROSS)	1993	569	2.7	28.5	112	320	3.2	16.1	129	367	3.1	18.4	124	**101	3.1	5.1	126
HEARST WOMAN POWER (GROSS)	31274	9357	45.2	29.9	117	4375	43.5	14.0	113	5169	43.1	16.5	112	1584	48.4	5.1	125
HOUSE BEAUTIFUL	3623	1003	4.8	27.7	108	482	4.8	13.3	107	678	5.7	18.7	127	*145	4.4	4.0	99
INC.	283	**71	0.3	25.1	98	**15	0.1	5.3	43	**46	0.4	16.3	110	**9	0.3	3.2	79
JET	2928	753	3.6	25.7	101	397	3.9	13.6	109	638	5.3	21.8	147	**119	3.6	4.1	101
LADIES' HOME JOURNAL	11918	3690	17.8	31.0	121	1760	17.5	14.8	119	2059	17.2	17.3	117	515	15.7	4.3	107
LHJ FAMILY GRP COMBO(GROSS)	16764	5270	25.5	31.4	123	2515	25.0	15.0	121	2747	22.9	16.4	111	799	24.4	4.8	118
LIFE	4254	1230	5.9	28.9	113	618	6.1	14.5	117	583	4.9	13.7	93	*156	4.8	3.7	91
L.A. TIMES HOME MAGAZINE	1145	*237	1.1	20.7	81	**113	1.1	9.9	79	**68	0.6	5.9	40	**20	0.6	1.7	43
MADEMOISELLE	2884	939	4.5	32.6	127	398	4.0	13.8	111	481	4.0	16.7	113	**131	4.0	4.5	112
MC CALL'S	13460	3956	19.1	29.4	115	1979	19.7	14.7	118	2431	20.3	18.1	122	660	20.2	4.9	121
MC CALL'S/WRK MOTHER (GROSS)	14606	4355	21.0	29.8	117	2154	21.4	14.7	119	2687	22.4	18.4	124	709	21.7	4.9	120
MECHANIX ILLUSTRATED	772	*172	0.8	22.3	87	**60	0.6	7.8	63	**109	0.9	14.1	95	**57	1.7	7.4	183
METROPOLITAN HOME	967	282	1.4	29.2	114	**73	0.7	7.5	61	*121	1.0	12.5	85	**55	1.7	5.7	141
MONEY	1588	363	1.8	22.9	89	*161	1.6	10.1	82	280	2.3	17.6	119	**84	2.6	5.3	131
MOTHER EARTH NEWS	1002	*249	1.2	24.9	97	**98	1.0	9.8	79	*151	1.3	15.1	102	**39	1.2	3.9	96
MS.	825	*179	0.9	21.7	85	**70	0.7	8.5	68	*97	0.8	11.8	79	**15	0.5	1.8	45
NATIONAL ENQUIRER	10336	2905	14.0	28.1	110	1370	13.6	13.3	107	1647	13.7	15.9	108	483	14.8	4.7	116
NATIONAL GEOGRAPHIC	9597	2676	12.9	27.9	109	1292	12.8	13.5	108	1484	12.4	15.5	105	473	14.5	4.9	122
NATIONAL SUNDAY MAGAZINE PKG	49558	13181	63.7	26.6	104	6267	62.3	12.6	102	7552	63.0	15.2	103	2205	67.4	4.4	110
NATURAL HISTORY	573	*159	0.8	27.7	109	**95	0.9	16.6	134	**86	0.7	15.0	101	**17	0.5	3.0	73
NEW WOMAN	1699	536	2.6	31.5	123	*177	1.8	10.4	84	334	2.8	19.7	133	**96	2.9	5.7	140
NEW YORK INCLUDING CUE	443	**88	0.4	19.9	78	**8	0.1	1.8	15	**66	0.6	14.9	101	**4	0.1	0.9	22
THE NEW YORKER	1270	318	1.5	25.0	98	**76	0.8	6.0	48	*161	1.3	12.7	86	**32	1.0	2.5	62
NEWSWEEK	6277	1750	8.5	27.9	109	759	7.5	12.1	97	1012	8.4	16.1	109	266	8.1	4.2	105
THE N.Y. TIMES DAILY EDITION	1205	*228	1.1	18.9	74	**41	0.4	3.4	27	**114	1.0	9.5	64	**30	0.9	2.5	62
THE N.Y. TIMES MAGAZINE	2081	372	1.8	17.9	70	**60	0.6	2.9	23	*245	2.0	11.8	80	**79	2.4	3.8	94
OMNI	788	*190	0.9	24.1	94	**101	1.0	12.8	103	**98	0.8	12.4	84	**21	0.6	2.7	66
ON CABLE	1158	410	2.0	35.4	139	**152	1.5	13.1	106	*159	1.3	13.7	93	**30	0.9	2.6	64
1001 HOME IDEAS	2852	990	4.8	34.7	136	513	5.1	18.0	145	406	3.4	14.2	96	*152	4.6	5.3	132
ORGANIC GARDENING	1658	448	2.2	27.0	106	*234	2.3	14.1	114	*227	1.9	13.7	93	**54	1.7	3.3	81
OUTDOOR LIFE	896	365	1.8	40.7	159	**88	0.9	9.8	79	*154	1.3	17.2	116	**25	0.8	2.8	69
PARADE MAGAZINE	24275	6351	30.7	26.2	102	3000	29.8	12.4	100	3680	30.7	15.2	102	1143	35.0	4.7	117

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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FROSTING (STORE BOUGHT): BRANDS
(FEMALE HOMEMAKERS)

0135
P-19

	TOTAL U.S. '000	BETTY CROCKER CANNED A '000	B % DOWN	C % ACROSS	D INDX	BETTY CROCKER FROSTING MIX A '000	B % DOWN	C % ACROSS	D INDX	DUNCAN HINES CANNED A '000	B % DOWN	C % ACROSS	D INDX	HERSHEY CANNED A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	20695	100.0	25.6	100	10056	100.0	12.4	100	11980	100.0	14.8	100	3270	100.0	4.0	100
PARENTS	3845	1215	5.9	31.6	124	683	6.8	17.8	143	720	6.0	18.7	127	*208	6.4	5.4	134
PENTHOUSE	831	*219	1.1	26.4	103	**115	1.1	13.8	111	**106	0.9	12.8	86	**9	0.3	1.1	27
PEOPLE	11645	3412	16.5	29.3	115	1609	16.0	13.8	111	1793	15.0	15.4	104	575	17.6	4.9	122
PLAYBOY	2006	587	2.8	29.3	115	293	2.9	14.6	118	346	2.9	17.2	117	**50	1.5	2.5	62
POPULAR HOT RODDING	297	**151	0.7	50.8	199	**61	0.6	20.5	165	**49	0.4	16.5	112	**40	1.2	13.5	334
POPULAR MECHANICS	1018	*303	1.5	29.8	116	**158	1.6	15.5	125	*209	1.7	20.5	139	**54	1.7	5.3	131
POPULAR SCIENCE	878	*266	1.3	30.3	119	**94	0.9	10.7	86	*180	1.5	20.5	139	**27	0.8	3.1	76
PREVENTION	3913	994	4.8	25.4	99	416	4.1	10.6	86	625	5.2	16.0	108	*189	5.8	4.8	120
PSYCHOLOGY TODAY	1710	499	2.4	29.2	114	*197	2.0	11.5	93	258	2.2	15.1	102	**86	2.6	5.0	125
READER'S DIGEST	22204	5830	28.2	26.3	103	2721	27.1	12.3	99	3202	26.7	14.4	97	1059	32.4	4.8	118
REDBOOK	7684	2408	11.6	31.3	123	1102	11.0	14.3	115	1352	11.3	17.6	119	418	12.8	5.4	135
ROAD & TRACK	410	**133	0.6	32.4	127	**78	0.8	19.0	153	**89	0.7	21.7	147	**34	1.0	8.3	205
ROLLING STONE	969	245	1.2	25.3	99	*189	1.9	19.5	157	*155	1.3	16.0	108	**52	1.6	5.4	133
RUNNER'S WORLD	298	**141	0.7	47.3	185	**68	0.7	22.8	184	**94	0.8	31.5	213	**25	0.8	8.4	208
SATURDAY EVENING POST	1169	.24	1.1	19.2	75	*98	1.0	8.4	68	*155	1.3	13.3	90	**54	1.7	4.6	114
SCIENCE 84	587	**96	0.5	16.4	64	**92	0.9	15.7	126	**56	0.5	9.5	64	**39	1.2	6.6	165
SCIENCE DIGEST	482	**105	0.5	21.8	85	**64	0.6	13.3	107	**91	0.8	18.9	128	**8	0.2	1.7	41
SCIENTIFIC AMERICAN	594	**118	0.6	19.9	78	**72	0.7	12.1	98	**43	0.4	7.2	49	**14	0.4	2.4	58
SELF	2089	706	3.4	33.8	132	*274	2.7	13.1	106	404	3.4	19.3	131	**174	5.3	8.3	206
SEVENTEEN	2411	716	3.5	29.7	116	328	3.3	13.6	110	452	3.8	18.7	127	**108	3.3	4.5	111
SKI	480	**137	0.7	28.5	112	**56	0.6	11.7	94	**44	0.4	9.2	62	**7	0.2	1.5	36
SMITHSONIAN	2760	688	3.3	24.9	98	280	2.8	10.1	82	404	3.4	14.6	99	**138	4.2	5.0	124
SOAP OPERA DIGEST	3013	1041	5.0	34.6	135	440	4.4	14.6	118	568	4.7	18.9	127	*232	7.1	7.7	191
SOUTHERN LIVING	4184	1088	5.3	26.0	102	523	5.2	12.5	101	694	5.8	16.6	112	*185	5.7	4.4	110
SPORT	559	*133	0.6	23.8	93	**93	0.9	16.6	134	**83	0.7	14.8	100	**12	0.4	2.1	53
THE SPORTING NEWS	436	**148	0.7	33.9	133	**49	0.5	11.2	91	**88	0.7	20.2	136	**5	0.2	1.1	28
SPORTS AFIELD	493	*161	0.8	32.7	128	**97	1.0	19.7	158	**68	0.6	13.8	93	**39	1.2	7.9	196
SPORTS ILLUSTRATED	2758	903	4.4	32.7	128	374	3.7	13.6	109	508	4.2	18.4	125	**106	3.2	3.8	95
STAR	7456	2091	10.1	28.0	110	997	9.9	13.4	108	1385	11.6	18.6	126	*335	10.2	4.5	111
SUNDAY	24936	6779	32.8	27.2	106	2959	29.4	11.9	96	3865	32.3	15.5	105	1111	34.0	4.5	110
SUNSET	2124	623	3.0	29.3	115	*352	3.5	16.6	133	*265	2.2	12.5	84	**113	3.5	5.3	132
TV GUIDE	21661	6115	29.5	28.2	110	2988	29.7	13.8	111	3535	29.5	16.3	110	933	28.5	4.3	107
TENNIS	550	**132	0.6	24.0	94	**36	0.4	6.5	53	**85	0.7	15.5	104	**20	0.6	3.6	90
TIME	8880	2349	11.4	26.5	104	1054	10.5	11.9	96	1362	11.4	15.3	104	455	13.9	5.1	127
TOWN & COUNTRY	917	*193	0.9	21.0	82	**89	0.9	9.7	78	*156	1.3	17.0	115	**57	1.7	6.2	154
TRAVEL & LEISURE	972	230	1.1	23.7	93	**106	1.1	10.9	88	*118	1.0	12.1	82	**59	1.8	6.1	150
TRUE STORY	3356	964	4.7	28.7	112	474	4.7	14.1	114	588	4.9	17.5	118	**90	2.8	2.7	66
U.S.NEWS & WORLD REPORT	3410	804	3.9	23.6	92	360	3.6	10.6	85	415	3.5	12.2	82	*133	4.1	3.9	97
USA TODAY	1759	605	2.9	34.4	135	*147	1.5	8.4	67	296	2.5	16.8	114	**128	3.9	7.3	180
US	1873	681	3.3	36.4	142	370	3.7	19.8	159	331	2.8	17.7	119	**127	3.9	6.8	168
VOGUE	3909	1068	5.2	27.3	107	422	4.2	10.8	87	593	4.9	15.2	103	*256	7.8	6.5	162
WALL STREET JOURNAL	1886	408	2.0	21.6	85	*158	1.6	8.4	67	*234	2.0	12.4	84	**52	1.6	2.8	68
WEIGHT WATCHERS	2120	748	3.6	35.3	138	392	3.9	18.5	149	467	3.9	22.0	149	**69	2.1	3.3	81
WOMAN'S DAY	14172	4081	19.7	28.8	113	1673	16.6	11.8	95	2531	21.1	17.9	121	838	25.6	5.9	146
WORKING MOTHER	1146	399	1.9	34.8	136	*175	1.7	15.3	123	*256	2.1	22.3	151	**48	1.5	4.2	104
WORKING WOMAN	1322	383	1.9	29.0	113	*158	1.6	12.0	96	230	1.9	17.4	118	**57	1.7	4.3	107
WORLD TENNIS	*163	**20	0.1	12.3	48	**20	0.2	12.3	99	**28	0.2	17.2	116	**7	0.2	4.3	106
ZIFF-DAVIS MAG NETWK (GROSS)	2532	722	3.5	28.5	112	252	2.5	10.0	80	461	3.8	18.2	123	**97	3.0	3.8	95
BLAIR INSERTS	43657	11408	55.1	26.1	102	5293	52.6	12.1	98	6453	53.9	14.8	100	1957	59.8	4.5	111
DAILY NEWSPAPERS																	
READ ANY	51633	13322	64.4	25.8	101	6375	63.4	12.3	99	7467	62.3	14.5	98	2215	67.7	4.3	106
READ ONE	43463	11209	54.2	25.8	101	5521	54.9	12.7	102	6465	54.0	14.9	101	1859	56.9	4.3	106
READ TWO OR MORE	8170	2113	10.2	25.9	101	854	8.5	10.5	84	1002	8.4	12.3	83	356	10.9	4.4	108
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	13871	67.0	26.3	103	6471	64.3	12.3	99	7974	66.6	15.1	102	2307	70.6	4.4	108
READ ONE	46126	12047	58.2	26.1	102	5716	56.8	12.4	100	7148	59.7	15.5	105	2030	62.1	4.4	109
READ TWO OR MORE	6552	1824	8.8	27.8	109	755	7.5	11.5	93	826	6.9	12.6	85	278	8.5	4.2	105
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	29.98				30.78				28.62				33.64			
30 DAY REACH	71455	18559	89.7	26.0	102	8882	88.3	12.4	100	10651	88.9	14.9	101	2870	87.8	4.0	99
50 SHWG - 30 DAY AV FREQ	14.56	15.70				16.12				14.98				17.85			
30 DAY REACH	67742	17788	86.0	26.3	103	8514	84.7	12.6	101	10220	85.3	15.1	102	2719	83.1	4.0	99
25 SHWG - 30 DAY AV FREQ	7.94	8.40				8.65				8.20				9.30			
30 DAY REACH	62117	16614	80.3	26.7	105	7889	78.5	12.7	102	9306	77.7	15.0	101	2591	79.2	4.2	103
CABLE TV: HOME WIRED	32077	9675	46.8	30.2	118	4661	46.4	14.5	117	5512	46.0	17.2	116	1497	45.8	4.7	116
HOME NOT WIRED	48909	11020	53.2	22.5	88	5395	53.6	11.0	89	6468	54.0	13.2	89	1774	54.3	3.6	90
HAVE PAY CABLE	15935	5358	25.9	33.6	132	2326	23.1	14.6	118	2937	24.5	18.4	125	761	23.3	4.8	118

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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FROSTING (STORE BOUGHT): BRANDS
(FEMALE HOMEMAKERS)

0136
P-19

	TOTAL U.S. '000	BETTY CROCKER CANNED A '000	B % DOWN	C % ACROSS	D INDX	BETTY CROCKER FROSTING MIX A '000	B % DOWN	C % ACROSS	D INDX	DUNCAN HINES CANNED A '000	B % DOWN	C % ACROSS	D INDX	HERSHEY CANNED A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	20695	100.0	25.6	100	10056	100.0	12.4	100	11980	100.0	14.8	100	3270	100.0	4.0	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	11825	57.1	26.9	105	5888	58.6	13.4	108	6616	55.2	15.1	102	1816	55.5	4.1	102
10:00 AM - 3:00 PM	30659	8288	40.0	27.0	106	4341	43.2	14.2	114	4543	37.9	14.8	100	1376	42.1	4.5	111
3:00 PM - 7:00 PM	31045	8704	42.1	28.0	110	4232	42.1	13.6	110	4976	41.5	16.0	108	1434	43.9	4.6	114
7:00 PM - MIDNIGHT	15767	4341	21.0	27.5	108	2283	22.7	14.5	117	2419	20.2	15.3	104	565	17.3	3.6	89
MIDNIGHT - 6:00 AM	9120	2487	12.0	27.3	107	1264	12.6	13.9	112	1490	12.4	16.3	110	327	10.0	3.6	89
6:00 AM - MIDNIGHT	58527	15706	75.9	26.8	105	7872	78.3	13.5	108	8953	74.7	15.3	103	2496	76.3	4.3	106
ENTIRE DAY	59311	15866	76.7	26.8	105	7975	79.3	13.4	108	9097	75.9	15.3	104	2513	76.9	4.2	105
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	4607	22.3	28.5	111	2473	24.6	15.3	123	2514	21.0	15.5	105	876	26.8	5.4	134
ALL NEWS	2256	410	2.0	18.2	71	*208	2.1	9.2	74	297	2.5	13.2	89	**134	4.1	5.9	147
AOR/PROGRESSIVE	3874	1085	5.2	28.0	110	606	6.0	15.6	126	709	5.9	18.3	124	*218	6.7	5.6	139
BEAUTIFUL MUSIC	5660	1160	5.6	20.5	80	556	5.5	9.8	79	762	6.4	13.5	91	*276	8.4	4.9	121
BLACK	2204	668	3.2	30.3	119	384	3.8	17.4	140	395	3.3	17.9	121	**74	2.3	3.4	83
CLASSICAL	1418	*309	1.5	21.8	85	*158	1.6	11.1	90	**153	1.3	10.8	73	**25	0.8	1.8	44
CHR/ROCK	9538	2961	14.3	31.0	121	1487	14.8	15.6	126	1577	13.2	16.5	112	385	11.8	4.0	100
COUNTRY	12648	3777	18.3	29.9	117	1961	19.5	15.5	125	1940	16.2	15.3	104	496	15.2	3.9	97
GOLDEN OLDIES	1191	360	1.7	30.2	118	*189	1.9	15.9	128	*251	2.1	21.1	142	**84	2.6	7.1	175
MOR/NOSTALGIA	4757	1124	5.4	23.6	92	494	4.9	10.4	84	678	5.7	14.3	96	*146	4.5	3.1	76
NEWS/TALK	3863	884	4.3	22.9	90	298	3.0	7.7	62	481	4.0	12.5	84	*174	5.3	4.5	112
RELIGIOUS	3084	788	3.8	25.6	100	314	3.1	10.2	82	324	2.7	10.5	71	**67	2.0	2.2	54
SOFT ROCK	521	*164	0.8	31.5	123	**85	0.8	16.3	131	**147	1.2	28.2	191	**23	0.7	4.4	109
URBAN CONTEMPORARY	1585	379	1.8	23.9	94	*200	2.0	12.6	102	266	2.2	16.8	113	**43	1.3	2.7	67
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	945	4.6	29.0	113	441	4.4	13.5	109	499	4.2	15.3	103	*141	4.3	4.3	107
ABC DIRECTION	2316	686	3.3	29.6	116	331	3.3	14.3	115	424	3.5	18.3	124	**130	4.0	5.6	139
ABC ENTERTAINMENT	4834	1366	6.6	28.3	111	740	7.4	15.3	123	703	5.9	14.5	98	*173	5.3	3.6	89
ABC FM	2202	764	3.7	34.7	136	398	4.0	18.1	146	441	3.7	20.0	135	**81	2.5	3.7	91
ABC INFORMATION	5425	1494	7.2	27.5	108	759	7.5	14.0	113	750	6.3	13.8	93	*256	7.8	4.7	117
ABC ROCK	1677	440	2.1	26.2	103	274	2.7	16.3	132	364	3.0	21.7	147	**83	2.5	4.9	123
CBS	4430	974	4.7	22.0	86	469	4.7	10.6	85	561	4.7	12.7	86	*187	5.7	4.2	105
MUTUAL	4992	1527	7.4	30.6	120	674	6.7	13.5	109	847	7.1	17.0	115	332	10.2	6.7	165
NBC	4679	1267	6.1	27.1	106	635	6.3	13.6	109	661	5.5	14.1	95	*192	5.9	4.1	102
RADIORADIO	1994	524	2.5	26.3	103	*238	2.4	11.9	96	319	2.7	16.0	108	**127	3.9	6.4	158
RKO ONE	2298	667	3.2	29.0	114	267	2.7	11.6	94	290	2.4	12.6	85	**94	2.9	4.1	101
RKO TWO	3311	866	4.2	26.2	102	375	3.7	11.3	91	478	4.0	14.4	98	*158	4.8	4.8	118
THE SOURCE	2114	490	2.4	23.2	91	*243	2.4	11.5	93	406	3.4	19.2	130	**115	3.5	5.4	135
NON-WIRED : BLAIR	8654	2632	12.7	30.4	119	1325	13.2	15.3	123	1533	12.8	17.7	120	321	9.8	3.7	92
INTERNET	12025	3579	17.3	29.8	116	1855	18.4	15.4	124	1780	14.9	14.8	100	714	21.8	5.9	147
KATZ RADIO GROUP	15359	4046	19.6	26.3	103	1975	19.6	12.9	104	2356	19.7	15.3	104	711	21.7	4.6	115
SUPERNET	10628	2918	14.1	27.5	107	1436	14.3	13.5	109	1538	12.8	14.5	98	320	9.8	3.0	75
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	1977	9.6	22.8	89	1088	10.8	12.6	101	1350	11.3	15.6	105	347	10.6	4.0	99
WKDAY 9:00 AM - 1:00 PM	12163	2953	14.3	24.3	95	1715	17.1	14.1	114	1855	15.5	15.3	103	519	15.9	4.3	106
WKDAY 1:00 PM - 4:30 PM	16150	4129	20.0	25.6	100	2115	21.0	13.1	105	2610	21.8	16.2	109	694	21.2	4.3	106
WKDAY 4:30 PM - 7:30 PM	22463	5428	26.2	24.2	95	2657	26.4	11.8	95	3193	26.7	14.2	96	948	29.0	4.2	105
WKDAY 7:30 PM - 8:00 PM	31795	7829	37.8	24.6	96	3838	38.2	12.1	97	4600	38.4	14.5	98	1310	40.1	4.1	102
WKDAY 11:00 PM - 11:30 PM	23977	6196	29.9	25.8	101	3151	31.3	13.1	106	3557	29.7	14.8	100	992	30.3	4.1	102
WKDAY 11:30 PM - 1:00 AM	7703	2279	11.0	29.6	116	1187	11.8	15.4	124	1277	10.7	16.6	112	340	10.4	4.4	109
M-SAT 8-11 PM+SUN 7-11 PM	33800	8720	42.1	25.8	101	4206	41.8	12.4	100	5148	43.0	15.2	103	1506	46.1	4.5	110
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	1840	8.9	28.1	110	816	8.1	12.5	101	1124	9.4	17.2	116	381	11.7	5.8	144
ANOTHER WORLD N	4620	1139	5.5	24.7	96	658	6.5	14.2	115	687	5.7	14.9	101	220	6.7	4.8	118
AS THE WORLD TURNS C	5614	1474	7.1	26.3	103	753	7.5	13.4	108	985	8.2	17.5	119	211	6.5	3.8	93
CAPITOL C	3396	842	4.1	24.8	97	461	4.6	13.6	109	581	4.8	17.1	116	*103	3.1	3.0	75
CBS MORN. NEWS 1 C	1446	246	1.2	17.0	67	174	1.7	12.0	97	188	1.6	13.0	88	**26	0.8	1.8	45
CBS MORN. NEWS 2 C	1207	181	0.9	15.0	59	93	0.9	7.7	62	186	1.6	15.4	104	**32	1.0	2.7	66
DAYS OF OUR LIVES N	5877	1569	7.6	26.7	104	849	8.4	14.4	116	1002	8.4	17.0	115	307	9.4	5.2	129
FACTS OF LIFE - DAYTIME N	2290	648	3.1	28.3	111	406	4.0	17.7	143	264	2.2	11.5	78	*87	2.7	3.8	94
FAMILY FEUD A	3023	621	3.0	20.5	80	425	4.2	14.1	113	410	3.4	13.6	92	*103	3.1	3.4	84
GENERAL HOSPITAL A	6097	1628	7.9	26.7	104	791	7.9	13.0	104	962	8.0	15.8	107	253	7.7	4.1	103
GOOD MORNING, AMERICA-730 A	3515	904	4.4	25.7	101	431	4.3	12.3	99	508	4.2	14.5	98	156	4.8	4.4	110
GOOD MORNING, AMERICA-830 A	2818	714	3.5	25.3	99	321	3.2	11.4	92	365	3.0	13.0	88	134	4.1	4.8	118
GUIDING LIGHT C	5339	1288	6.2	24.1	94	709	7.1	13.3	107	969	8.1	18.1	123	181	5.5	3.4	84
ONE LIFE TO LIVE A	4478	1206	5.8	26.9	105	565	5.6	12.6	102	696	5.8	15.5	105	177	5.4	4.0	98
PRESS YOUR LUCK C	2244	539	2.6	24.0	94	265	2.6	11.8	95	351	2.9	15.6	106	*80	2.4	3.6	88
PRICE IS RIGHT 1 C	4348	988	4.8	22.7	89	547	5.4	12.6	101	759	6.3	17.5	118	139	4.3	3.2	79
PRICE IS RIGHT 2 C	5014	1129	5.5	22.5	88	657	6.5	13.1	106	897	7.5	17.9	121	197	6.0	3.9	97
RYAN'S HOPE A	3150	888	4.3	28.2	110	353	3.5	11.2	90	593	4.9	18.8	127	*235	7.2	7.5	185
SALE OF THE CENTURY N	2695	630	3.0	23.4	91	368	3.7	13.7	110	290	2.4	10.8	73	*98	3.0	3.6	90
SEARCH FOR TOMORROW N	2319	441	2.1	19.0	74	318	3.2	13.7	110	429	3.6	18.5	125	*99	3.0	4.3	106
TODAY SHOW 1 N	2693	557	2.7	20.7	81	344	3.4	12.8	103	359	3.0	13.3	90	*107	3.3	4.0	98
TODAY SHOW 2 N	2498	543	2.6	21.7	85	302	3.0	12.1	97	323	2.7	12.9	87	*95	2.9	3.8	94
$25,000 PYRAMID C	2753	557	2.7	20.2	79	346	3.4	12.6	101	395	3.3	14.3	97	*109	3.3	4.0	98
WHEEL OF FORTUNE N	4388	1019	4.9	23.2	91	612	6.1	13.9	112	548	4.6	12.5	84	145	4.4	3.3	82
YOUNG AND THE RESTLESS C	5695	1467	7.1	25.8	101	806	8.0	14.2	114	1078	9.0	18.9	128	211	6.5	3.7	92
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	419	2.0	23.8	93	231	2.3	13.1	106	226	1.9	12.8	87	*96	2.9	5.5	135
NBA PLAYOFF GAME -1 C	1136	282	1.4	24.8	97	*136	1.4	12.0	96	*136	1.1	12.0	81	**59	1.8	5.2	129
NBC MAJOR LEAGUE PRE-GAME N	953	*215	1.0	22.6	88	**127	1.3	13.3	107	**92	0.8	9.7	65	**13	0.4	1.4	34
SPORTSWORLD - SUN N	1233	340	1.6	27.6	108	*209	2.1	17.0	137	*132	1.1	10.7	72	**56	1.7	4.5	112
SUNDAY MORNING C	1611	416	2.0	25.8	101	*131	1.3	8.1	65	207	1.7	12.8	87	**46	1.4	2.9	71

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FROSTING (STORE BOUGHT): BRANDS
(FEMALE HOMEMAKERS)

0137
P-19

		TOTAL U.S. '000	BETTY CROCKER CANNED A '000	B % DOWN	C % ACROSS	D INDX	BETTY CROCKER FROSTING MIX A '000	B % DOWN	C % ACROSS	D INDX	DUNCAN HINES CANNED A '000	B % DOWN	C % ACROSS	D INDX	HERSHEY CANNED A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	20695	100.0	25.6	100	10056	100.0	12.4	100	11980	100.0	14.8	100	3270	100.0	4.0	100
MKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	6050	29.2	23.2	91	2954	29.4	11.3	91	3670	30.6	14.1	95	1100	33.6	4.2	105
NETWORK AFFILIATES - LATE		20261	5188	25.1	25.6	100	2630	26.2	13.0	105	2937	24.5	14.5	98	846	25.9	4.2	103
INDEPENDENTS - LATE		2076	492	2.4	23.7	93	152	1.5	7.3	59	231	1.9	11.1	75	*95	2.9	4.6	113
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	2800	13.5	26.8	105	1405	14.0	13.4	108	1859	15.5	17.8	120	486	14.9	4.6	115
ABC MONDAY NIGHT MOVIE	A	6412	1846	8.9	28.8	113	882	8.8	13.8	111	1036	8.6	16.2	109	*202	6.2	3.2	78
ABC SUNDAY NIGHT MOVIE	A	12407	3241	15.7	26.1	102	1437	14.3	11.6	93	1819	15.2	14.7	99	460	14.1	3.7	92
ABC WORLD NEWS TONIGHT	A	6176	1466	7.1	23.7	93	666	6.6	10.8	87	786	6.6	12.7	86	296	9.1	4.8	119
AFTERMASH	C	5863	1777	8.6	30.3	119	707	7.0	12.1	97	927	7.7	15.8	107	*288	8.8	4.9	122
ALICE	C	9594	2531	12.2	26.4	103	1456	14.5	15.2	122	1558	13.0	16.2	110	426	13.0	4.4	110
AMERICAN PARADE	C	6622	1414	6.8	21.4	84	746	7.4	11.3	91	935	7.8	14.1	95	293	9.0	4.4	110
BENSON	A	10886	2697	13.0	24.8	97	1254	12.5	11.5	93	1609	13.4	14.8	100	392	12.0	3.6	89
BLUE THUNDER	A	5036	1243	6.0	24.7	97	546	5.4	10.8	87	850	7.1	16.9	114	*186	5.7	3.7	91
CAGNEY & LACEY	C	9965	2810	13.6	28.2	110	1171	11.6	11.8	95	1450	12.1	14.6	98	431	13.2	4.3	107
CBS EVENING NEWS-DEAN	C	3491	747	3.6	21.4	84	339	3.4	9.7	78	400	3.3	11.5	77	**105	3.2	3.0	74
CBS EVENING NEWS-RATHER	C	7123	1,76	8.6	24.9	98	794	7.9	11.1	90	1102	9.2	15.5	105	291	8.9	4.1	101
CBS SAT. NEWS-SCHIEFFER	C	3621	874	4.2	24.1	94	356	3.5	9.8	79	561	4.7	15.5	105	132	4.0	3.6	90
CBS SATURDAY NIGHT MOVIE	C	5436	1392	6.7	25.6	100	679	6.8	12.5	101	974	8.1	17.9	121	247	7.6	4.5	113
CBS WEDNESDAY NIGHT MOVIE	C	6100	1398	6.8	22.9	90	667	6.6	10.9	88	854	7.1	14.0	95	263	8.0	4.3	107
CHEERS	N	8889	2528	12.2	28.4	111	1162	11.6	13.1	105	1446	12.1	16.3	110	625	19.1	7.0	174
DALLAS	C	22109	5568	26.9	25.2	99	2688	26.7	12.2	98	3409	28.5	15.4	104	1084	33.1	4.9	121
DIFF'RENT STROKES	N	6940	1821	8.8	26.2	103	1027	10.2	14.8	119	1104	9.2	15.9	108	*259	7.9	3.7	92
DOUBLE TROUBLE	N	7223	1834	8.9	25.4	99	1079	10.7	14.9	120	1164	9.7	16.1	109	344	10.5	4.8	118
DUCK FACTORY	N	5595	1501	7.3	26.8	105	655	6.5	11.7	94	953	8.0	17.0	115	375	11.5	6.7	166
DUKES OF HAZZARD	C	5768	1407	6.8	24.4	95	739	7.3	12.8	103	794	6.6	13.8	93	*208	6.4	3.6	89
DYNASTY	A	20053	5245	25.3	26.2	102	2593	25.8	12.9	104	3106	25.9	15.5	105	979	29.9	4.9	121
FACTS OF LIFE	N	8087	2184	10.6	27.0	106	1166	11.6	14.4	116	1315	11.0	16.3	110	361	11.0	4.5	111
FALCON CREST	C	20046	5061	24.5	25.2	99	2455	24.4	12.2	99	3078	25.7	15.4	104	841	25.7	4.2	104
FALL GUY	A	9084	2406	11.6	26.5	104	1076	10.7	11.8	95	1496	12.5	16.5	111	402	12.3	4.4	110
FAMILY TIES	N	7964	2017	9.7	25.3	99	974	9.7	12.2	98	1311	10.9	16.5	111	437	13.4	5.5	136
FANTASY ISLAND	A	7687	2141	10.3	27.9	109	876	8.7	11.4	92	1176	9.8	15.3	103	303	9.3	3.9	98
FOULUPS,BLEEPS & BLUNDERS	A	8861	2412	11.7	27.2	107	1116	11.1	12.6	101	1361	11.4	15.4	104	344	10.5	3.9	96
FOUR SEASONS	C	5095	1490	7.2	29.2	114	598	5.9	11.7	95	793	6.6	15.6	105	*273	8.3	5.4	133
GIMME A BREAK	N	8838	2088	10.1	23.6	92	970	9.6	11.0	88	1413	11.8	16.0	108	430	13.1	4.9	120
HART TO HART	A	8978	2397	11.6	26.7	104	1154	11.5	12.9	104	1388	11.6	15.5	105	350	10.7	3.9	97
HILL STREET BLUES	N	8590	2442	11.8	28.4	111	1191	11.8	13.9	112	1277	10.7	14.9	100	491	15.0	5.7	142
HOTEL	A	14085	3554	17.2	25.2	99	1848	18.4	13.1	106	2146	17.9	15.2	103	735	22.5	5.2	129
JEFFERSONS	C	9360	2380	11.5	25.4	100	1192	11.9	12.7	103	1413	11.8	15.1	102	420	12.8	4.5	111
JENNIFER SLEPT HERE	N	5841	1675	8.1	28.7	112	959	9.5	16.4	132	862	7.2	14.8	100	*238	7.3	4.1	101
KATE & ALLIE	C	9206	2183	10.5	23.7	93	987	9.8	10.7	86	1197	10.0	13.0	88	409	12.5	4.4	110
KNIGHT RIDER	N	7076	1804	8.7	25.5	100	930	9.2	13.1	106	1162	9.7	16.4	111	343	10.5	4.8	120
LOVE BOAT	A	12219	2908	14.1	23.8	93	1413	14.1	11.6	93	1722	14.4	14.1	95	587	18.0	4.8	119
MAGNUM PI	C	11199	2883	13.9	25.7	101	1263	12.6	11.3	91	1942	16.2	17.3	117	544	16.6	4.9	120
MAMA'S FAMILY	N	6057	1604	7.8	26.5	104	739	7.3	12.2	98	840	7.0	13.9	94	*293	9.0	4.8	120
MASTER, THE	N	3598	979	4.7	27.2	106	434	4.3	12.1	97	690	5.8	19.2	130	*195	6.0	5.4	134
MATT HOUSTON	A	6344	1655	8.0	26.1	102	828	8.2	13.1	105	1074	9.0	16.9	114	370	11.3	5.8	144
NBC MONDAY NIGHT MOVIE	N	11994	3120	15.1	26.0	102	1584	15.8	13.2	106	1738	14.5	14.5	98	462	14.1	3.9	95
NBC NIGHTLY NEWS	N	5132	1096	5.3	21.4	84	488	4.9	9.5	77	660	5.5	12.9	87	219	6.7	4.3	106
NBC NIGHTLY NEWS-SAT	N	3375	758	3.7	22.5	88	372	3.7	11.0	89	461	3.8	13.7	92	*165	5.0	4.9	121
NBC NIGHTLY NEWS-SUN	N	3130	631	3.0	20.2	79	365	3.6	11.7	94	470	3.9	15.0	102	**131	4.0	4.2	104
NBC SUNDAY NIGHT MOVIE	N	8284	2140	10.3	25.8	101	948	9.4	11.4	92	1432	12.0	17.3	117	445	13.6	5.4	133
NEWHART	C	9240	2435	11.8	26.4	103	1028	10.2	11.1	90	1281	10.7	13.9	94	434	13.3	4.7	116
ONE DAY AT A TIME	C	7288	2022	9.8	27.7	109	887	8.8	12.2	98	1246	10.4	17.1	116	*327	10.0	4.5	111
PEOPLE ARE FUNNY	N	4855	1251	6.0	25.8	101	593	5.9	12.2	98	732	6.1	15.1	102	*196	6.0	4.0	100
REAL PEOPLE	N	8869	2313	11.2	26.1	102	1222	12.2	13.8	111	1343	11.2	15.1	102	304	9.3	3.4	85
REMINGTON STEELE	N	7743	1832	8.9	23.7	93	843	8.4	10.9	88	1223	10.2	15.8	107	254	7.8	3.3	81
RIPLEY'S BELIEVE IT - NOT	A	5345	1454	7.0	27.2	106	710	7.1	13.3	107	798	6.7	14.9	101	*275	8.4	5.1	127
RIPTIDE	N	6988	1918	9.3	27.4	107	913	9.1	13.1	105	1139	9.5	16.3	110	*259	7.9	3.7	92
SCARECROW & MRS. KING	C	10002	2527	12.2	25.3	99	1155	11.5	11.5	93	1530	12.8	15.3	103	338	10.3	3.4	84
SIMON & SIMON	C	10638	2816	13.6	26.5	104	1393	13.9	13.1	105	1887	15.8	17.7	120	581	17.8	5.5	135
60 MINUTES	C	13293	3001	14.5	22.6	88	1411	14.0	10.6	85	1911	16.0	14.4	97	493	15.1	3.7	92
ST. ELSEWHERE	N	7017	1944	9.4	27.7	108	956	9.5	13.6	110	1128	9.4	16.1	109	324	9.9	4.6	114
THREE'S COMPANY	A	10917	3047	14.7	27.9	109	1631	16.2	14.9	120	1820	15.2	16.7	113	500	15.3	4.6	113
T.J. HOOKER	A	9204	2258	10.9	24.5	96	1036	10.3	11.3	91	1414	11.8	15.4	104	471	14.4	5.1	127
TONIGHT SHOW	N	2372	641	3.1	27.0	106	332	3.3	14.0	113	357	3.0	15.1	102	84	2.6	3.5	88
TRAPPER JOHN, M.D.	C	9846	2370	11.5	24.1	94	1270	12.6	12.9	104	1516	12.7	15.4	104	384	11.7	3.9	97
TV BLOOPERS & PRAC. JOKES	N	9105	2197	10.6	24.1	94	1267	12.6	13.9	112	1196	10.0	13.1	89	311	9.5	3.4	85
20/20	A	9387	2219	10.7	23.6	93	1242	12.4	13.2	107	1374	11.5	14.6	99	475	14.5	5.1	125
WEBSTER	A	11067	2813	13.6	25.4	99	1185	11.8	10.7	86	1666	13.9	15.1	102	464	14.2	4.2	104
WORLD NEWS - SUN	A	3062	684	3.3	22.3	87	349	3.5	11.4	92	423	3.5	13.8	93	**105	3.2	3.4	85
YELLOW ROSE	N	4978	1355	6.5	27.2	107	660	6.6	13.3	107	758	6.3	15.2	103	*201	6.1	4.0	100
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	2746	13.3	30.9	121	1128	11.2	12.7	102	1347	11.2	15.2	103	*368	11.3	4.1	103
BASKETBALL - COLLEGE GAMES		4080	1115	5.4	27.3	107	*477	4.7	11.7	94	771	6.4	18.9	128	*287	8.8	7.0	174
BASKETBALL - PRO GAMES		3607	1260	6.1	34.9	137	*407	4.0	11.3	91	581	4.8	16.1	109	**208	6.4	5.8	143
BOWLING		3883	1375	6.6	35.4	139	*523	5.2	13.5	108	772	6.4	19.9	134	*295	9.0	7.6	188
BOXING		3928	1150	5.6	29.3	115	*465	4.6	11.8	95	679	5.7	17.3	117	*2**	7.5	6.2	154
FOOTBALL - COLLEGE GAMES		6366	1994	9.6	31.3	123	877	8.7	13.8	111	1231	10.3	19.3	131	*276	8.4	4.3	107
FOOTBALL - PRO GAMES		11300	3857	18.6	34.1	134	1636	16.3	14.5	117	2003	16.7	17.7	120	*559	17.1	4.9	123
GOLF		3378	849	4.1	25.1	98	*369	3.7	10.9	88	*356	3.0	10.5	71	**138	4.2	4.1	101
POST-SEASON COLL. FOOTBALL		4906	1421	6.9	29.0	113	646	6.4	13.2	106	838	7.0	17.1	115	**255	7.8	5.2	129
POST-SEASON PRO FOOTBALL		6120	2221	10.7	36.3	142	821	8.2	13.4	108	1179	9.8	19.3	130	*338	10.3	5.5	137
TENNIS		3033	879	4.2	29.0	113	**328	3.3	10.8	87	*372	3.1	12.3	83	**185	5.7	6.1	151
WRESTLING - PROFESSIONAL		3344	1082	5.2	32.4	127	*479	4.8	14.3	115	686	5.7	20.5	139	**217	6.6	6.5	161

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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FROSTING (STORE BOUGHT): BRANDS
(FEMALE HOMEMAKERS)

0138
P-19

	TOTAL U.S. '000	JIFFY FROSTING MIX A '000	B % DOWN	C % ACROSS	D INDX	PILLSBURY CANNED A '000	B % DOWN	C % ACROSS	D INDX	PILLSBURY FROSTING MIX A '000	B % DOWN	C % ACROSS	D INDX	OTHER FROSTING MIX A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	5187	100.0	6.4	100	13641	100.0	16.8	100	8445	100.0	10.4	100	3623	100.0	4.5	100
18 - 24	9282	*604	11.6	6.5	102	1611	11.8	17.4	103	1173	13.9	12.6	121	*385	10.6	4.1	93
25 - 34	19072	1613	31.1	8.5	132	4383	32.1	23.0	136	2340	27.7	12.3	118	1270	35.1	6.7	149
35 - 44	14591	1083	20.9	7.4	116	3045	22.3	20.9	124	1870	22.1	12.8	123	828	22.9	5.7	127
45 - 54	11345	587	11.3	5.2	81	1715	12.6	15.1	90	1126	13.3	9.9	95	*443	12.2	3.9	87
55 - 64	11635	*597	11.5	5.1	80	1573	11.5	13.5	80	846	10.0	7.3	70	*318	8.8	2.7	61
65 OR OLDER	15061	704	13.6	4.7	73	1315	9.6	8.7	52	1089	12.9	7.2	69	379	10.5	2.5	56
18 - 34	28354	2217	42.7	7.8	122	5994	43.9	21.1	126	3514	41.6	12.4	119	1655	45.7	5.8	130
18 - 49	48339	3665	70.7	7.6	118	9975	73.1	20.6	123	5975	70.8	12.4	119	2745	75.8	5.7	127
25 - 54	45008	3282	63.3	7.3	114	9143	67.0	20.3	121	5337	63.2	11.9	114	2541	70.1	5.6	126
35 - 49	19985	1448	27.9	7.2	113	3981	29.2	19.9	118	2462	29.2	12.3	118	1090	30.1	5.5	122
50 OR OLDER	32647	1521	29.3	4.7	73	3667	26.9	11.2	67	2470	29.2	7.6	73	879	24.3	2.7	60
GRADUATED COLLEGE	11155	584	11.3	5.2	82	2026	14.9	18.2	108	1112	13.2	10.0	96	*418	11.5	3.7	84
ATTENDED COLLEGE	13682	1004	19.4	7.3	115	2818	20.7	20.6	122	1340	15.9	9.8	94	675	18.6	4.9	110
GRADUATED HIGH SCHOOL	33880	2294	44.2	6.8	106	6373	46.7	18.8	112	3982	47.2	11.8	113	1639	45.2	4.8	108
DID NOT GRADUATE HIGH SCHOOL	22270	1305	25.2	5.9	91	2424	17.8	10.9	65	2011	23.8	9.0	87	890	24.6	4.0	89
EMPLOYED	40306	2542	49.0	6.3	98	7647	56.1	19.0	113	4228	50.1	10.5	101	1764	48.7	4.4	98
EMPLOYED FULL-TIME	32850	1997	38.5	6.1	95	6170	45.2	18.8	112	3403	40.3	10.4	99	1494	41.2	4.5	102
EMPLOYED PART-TIME	7456	*545	10.5	7.3	114	1477	10.8	19.8	118	826	9.8	11.1	106	*271	7.5	3.6	81
NOT EMPLOYED	40680	2644	51.0	6.5	101	5995	43.9	14.7	87	4217	49.9	10.4	99	1859	51.3	4.6	102
PROFESSIONAL/MANAGER	10392	662	12.8	6.4	99	2042	15.0	19.6	117	894	10.6	8.6	82	*402	11.1	3.9	86
TECH/CLERICAL/SALES	17574	1056	20.4	6.0	94	3516	25.8	20.0	119	2038	24.1	11.6	111	760	21.0	4.3	97
PRECISION/CRAFT	985	**52	1.0	5.3	82	**234	1.7	23.8	141	**103	1.2	10.5	100	**57	1.6	5.8	129
OTHER EMPLOYED	11354	773	14.9	6.8	106	1855	13.6	16.3	97	1193	14.1	10.5	101	*546	15.1	4.8	107
SINGLE	9863	483	9.3	4.9	76	1507	11.0	15.3	91	860	10.2	8.7	84	*263	7.3	2.7	60
MARRIED	51375	3401	65.6	6.6	103	9513	69.7	18.5	110	5672	67.2	11.0	106	2413	66.6	4.7	105
DIVORCED/SEPARATED/WIDOWED	19748	1303	25.1	6.6	103	2621	19.2	13.3	79	1913	22.7	9.7	93	948	26.2	4.8	107
PARENTS	32590	2884	55.6	8.8	138	7394	54.2	22.7	135	4480	53.0	13.7	132	2278	62.9	7.0	156
WHITE	70416	4475	86.3	6.4	99	12191	89.4	17.3	103	7299	86.4	10.4	99	3175	87.6	4.5	101
BLACK	8778	587	11.3	6.7	104	1238	9.1	14.1	84	905	10.7	10.3	99	*420	11.6	4.8	107
OTHER	1791	**125	2.4	7.0	109	**212	1.6	11.8	70	**241	2.9	13.5	129	**28	0.8	1.6	35
NORTHEAST-CENSUS	17786	939	18.1	5.3	82	2995	22.0	16.8	100	1595	18.9	9.0	86	690	19.0	3.9	87
NORTH CENTRAL	20741	1713	33.0	8.3	129	4263	31.3	20.6	122	2358	27.9	11.4	109	992	27.4	4.8	107
SOUTH	27775	1462	28.2	5.3	82	4134	30.3	14.9	88	3142	37.2	11.3	108	1282	35.4	4.6	103
WEST	14683	1073	20.7	7.3	114	2250	16.5	15.3	91	1350	16.0	9.2	88	*659	18.2	4.5	100
NORTHEAST-MKTG.	17961	1060	20.4	5.9	92	3001	22.0	16.7	99	1722	20.4	9.6	92	695	19.2	3.9	86
EAST CENTRAL	11885	1001	19.3	8.4	132	2464	18.1	20.7	123	1331	15.8	11.2	107	535	14.8	4.5	101
WEST CENTRAL	14090	1079	20.8	7.7	120	2742	20.1	19.5	116	1557	18.4	11.1	106	686	18.9	4.9	109
SOUTH	24081	1096	21.1	4.6	71	3393	24.9	14.1	84	2669	31.6	11.1	106	1144	31.6	4.8	106
PACIFIC	12969	951	18.3	7.3	114	2043	15.0	15.8	94	1166	13.8	9.0	86	*565	15.6	4.4	97
COUNTY SIZE A	32439	1780	34.3	5.5	86	5154	37.8	15.9	94	3175	37.6	9.8	94	1298	35.8	4.0	89
COUNTY SIZE B	24915	1600	30.8	6.4	100	4686	34.4	18.8	112	2622	31.0	10.5	101	1195	33.0	4.8	107
COUNTY SIZE C	12930	1016	19.6	7.9	123	2403	17.6	18.6	110	1338	15.8	10.3	99	524	14.5	4.1	91
COUNTY SIZE D	10703	791	15.2	7.4	115	1398	10.2	13.1	78	1309	15.5	12.2	117	606	16.7	5.7	127
METRO CENTRAL CITY	24518	1275	24.6	5.2	81	4007	29.4	16.3	97	2226	26.4	9.1	87	1129	31.2	4.6	103
METRO SUBURBAN	35919	2187	42.2	6.1	95	6302	46.2	17.5	104	3780	44.8	10.5	101	1582	43.7	4.4	98
NON METRO	20549	1725	33.3	8.4	131	3333	24.4	16.2	96	2439	28.9	11.9	114	913	25.2	4.4	99
TOP 5 ADI'S	18341	1078	20.8	5.9	92	2939	21.5	16.0	95	1739	20.6	9.5	91	855	23.6	4.7	104
TOP 10 ADI'S	25378	1418	27.3	5.6	87	3827	28.1	15.1	90	2323	27.5	9.2	88	1017	28.1	4.0	90
TOP 20 ADI'S	36488	1942	37.4	5.3	83	5604	41.1	15.4	91	3495	41.4	9.6	92	1499	41.4	4.1	92
HSHLD INC. $50,000 OR MORE	6612	**345	6.7	5.2	81	1356	9.9	20.5	122	*603	7.1	9.1	87	**159	4.4	2.4	54
$40,000 OR MORE	12659	*691	13.3	5.5	85	2385	17.5	18.8	112	1111	13.2	8.8	84	*419	11.6	3.3	74
$30,000 OR MORE	24698	1560	30.1	6.3	99	4805	35.2	19.5	116	2623	31.1	10.6	102	1014	28.0	4.1	92
$25,000 OR MORE	32077	2140	41.3	6.7	104	6355	46.6	19.8	118	3529	41.8	11.0	106	1448	40.0	4.5	101
$20,000 - $24,999	9144	*532	10.3	5.8	91	1694	12.4	18.5	110	1095	13.0	12.0	115	*474	13.1	5.2	116
$15,000 - $19,999	8728	*481	9.3	5.5	86	1607	11.8	18.4	109	997	11.8	11.4	110	*310	8.6	3.6	79
$10,000 - $14,999	12562	972	18.7	7.7	121	1901	13.9	15.1	90	1215	14.4	9.7	93	625	17.3	5.0	111
UNDER $10,000	18475	1062	20.5	5.7	90	2086	15.3	11.3	67	1610	19.1	8.7	84	767	21.2	4.2	93
HOUSEHOLD OF 1 PERSON	11987	540	10.4	4.5	70	1185	8.7	9.9	59	863	10.2	7.2	69	333	9.2	2.8	62
2 PEOPLE	26577	1228	23.7	4.6	72	3775	27.7	14.2	84	2187	25.9	8.2	79	772	21.3	2.9	65
3 OR 4 PEOPLE	30617	2399	46.3	7.8	122	6215	45.6	20.3	121	3680	43.6	12.0	115	1772	48.9	5.8	129
5 OR MORE PEOPLE	11804	1021	19.7	8.6	135	2466	18.1	20.9	124	1715	20.3	14.5	139	746	20.6	6.3	141
NO CHILD IN HSHLD	46165	2145	41.4	4.6	73	5862	43.0	12.7	75	3693	43.7	8.0	77	1245	34.4	2.7	60
CHILD(REN) UNDER 2 YRS	5325	*419	8.1	7.9	123	1025	7.5	19.2	114	814	9.6	15.3	147	*405	11.2	7.6	170
2 - 5 YEARS	14221	1430	27.6	10.1	157	3203	23.5	22.5	134	1958	23.2	13.8	132	1029	28.4	7.2	162
6 - 11 YEARS	15117	1420	27.4	9.4	147	3631	26.6	24.0	143	2052	24.3	13.6	130	953	26.3	6.3	141
12 - 17 YEARS	16611	1343	25.9	8.1	126	3698	27.1	22.3	132	2136	25.3	12.9	123	1029	28.4	6.2	138
RESIDENCE OWNED	55884	3629	70.0	6.5	101	9755	71.5	17.5	104	5660	67.0	10.1	97	2424	66.9	4.3	97
VALUE: $50,000 OR MORE	31744	1972	38.0	6.2	97	5705	41.8	18.0	107	3212	38.0	10.1	97	1310	36.2	4.1	92
VALUE: UNDER $50,000	24140	1657	31.9	6.9	107	4050	29.7	16.8	100	2449	29.0	10.1	97	1114	30.7	4.6	103

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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FROSTING (STORE BOUGHT): BRANDS
(FEMALE HOMEMAKERS)

0139
P-19

		TOTAL U.S. '000	JIFFY FROSTING MIX A '000	B % DOWN	C % ACROSS	D INDX	PILLSBURY CANNED A '000	B % DOWN	C % ACROSS	D INDX	PILLSBURY FROSTING MIX A '000	B % DOWN	C % ACROSS	D INDX	OTHER FROSTING MIX A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	5187	100.0	6.4	100	13641	100.0	16.8	100	8445	100.0	10.4	100	3623	100.0	4.5	100
MAGAZINES	QUINTILE 1	15799	1096	21.1	6.9	108	3470	25.4	22.0	130	1963	23.2	12.4	119	654	18.1	4.1	93
	QUINTILE 2	17259	1237	23.8	7.2	112	3189	23.4	18.5	110	1971	23.3	11.4	110	775	21.4	4.5	100
	QUINTILE 3	13545	872	16.8	6.4	101	2120	15.5	15.7	93	1321	15.6	9.8	94	626	17.3	4.6	103
	QUINTILE 4	15133	872	16.8	5.8	90	2448	17.9	16.2	96	1583	18.7	10.5	100	741	20.5	4.9	109
	QUINTILE 5	19250	1110	21.4	5.8	90	2415	17.7	12.5	74	1607	19.0	8.3	80	828	22.9	4.3	96
NEWSPAPERS	QUINTILE 1	12413	681	13.1	5.5	86	2004	14.7	16.1	96	1172	13.9	9.4	91	*418	11.5	3.4	75
	QUINTILE 2	24116	1514	29.2	6.3	98	4524	33.2	18.8	111	2556	30.3	10.6	102	931	25.7	3.9	86
	QUINTILE 3	11261	893	17.2	7.9	124	1836	13.5	16.3	97	1333	15.8	11.8	114	532	14.7	4.7	106
	QUINTILE 4	20255	1238	23.9	6.1	95	3657	26.8	18.1	107	2197	26.0	10.8	104	1084	29.9	5.4	120
	QUINTILE 5	12940	861	16.6	6.7	104	1621	11.9	12.5	74	1189	14.1	9.2	88	658	18.2	5.1	114
OUTDOOR	QUINTILE 1	14852	1202	23.2	8.1	126	2915	21.4	19.6	117	1778	21.1	12.0	115	708	19.5	4.8	107
	QUINTILE 2	15725	1174	22.6	7.5	117	2976	21.8	18.9	112	1739	20.6	11.1	106	895	24.7	5.7	127
	QUINTILE 3	16330	1003	19.3	6.1	96	2844	20.8	17.4	103	1878	22.2	11.5	110	656	18.1	4.0	90
	QUINTILE 4	16744	856	16.5	5.1	80	2554	18.7	15.3	91	1538	18.2	9.2	88	608	16.8	3.6	81
	QUINTILE 5	17334	952	18.4	5.5	86	2353	17.2	13.6	81	1512	17.9	8.7	84	756	20.9	4.4	97
RADIO-DRIVE TIME	QUINTILE 1	15911	1302	25.1	8.2	128	2938	21.5	18.5	110	1990	23.6	12.5	120	1011	27.9	6.4	142
	QUINTILE 2	14837	1016	19.6	6.8	107	2742	20.1	18.5	110	1681	19.9	11.3	109	687	19.0	4.6	104
	QUINTILE 3	15339	974	18.8	6.3	99	2701	19.8	17.6	105	1583	18.7	10.3	99	672	18.5	4.4	98
	QUINTILE 4	16723	922	17.8	5.5	86	3069	22.5	18.4	109	1483	17.6	8.9	85	678	18.7	4.1	91
	QUINTILE 5	18176	973	18.8	5.4	84	2192	16.1	12.1	72	1708	20.2	9.4	90	576	15.9	3.2	71
RADIO-MID-DAY	TERCILE 1	21020	1639	31.6	7.8	122	3434	25.2	16.3	97	2459	29.1	11.7	112	1186	32.7	5.6	126
	TERCILE 2	21610	1451	28.0	6.7	105	3829	28.1	17.7	105	2520	29.8	11.7	112	1100	30.4	5.1	114
	TERCILE 3	38355	2097	40.4	5.5	85	6379	46.8	16.6	99	3466	41.0	9.0	87	1337	36.9	3.5	78
RADIO-TOTAL	QUINTILE 1	15988	1200	23.1	7.5	117	2925	21.4	18.3	109	2036	24.1	12.7	122	945	26.1	5.9	132
	QUINTILE 2	15626	1171	22.6	7.5	117	2750	20.2	17.6	104	1834	21.7	11.7	113	866	23.9	5.5	124
	QUINTILE 3	16723	949	18.3	5.7	89	3013	22.1	18.0	107	1576	18.7	9.4	90	760	21.0	4.5	102
	QUINTILE 4	16342	1201	23.2	7.3	115	2906	21.3	17.8	106	1678	19.9	10.3	98	627	17.3	3.8	86
	QUINTILE 5	16306	666	12.8	4.1	64	2049	15.0	12.6	75	1322	15.7	8.1	78	*426	11.8	2.6	58
TV-PRIME TIME	QUINTILE 1	15953	1182	22.8	7.4	116	2707	19.8	17.0	101	1517	18.0	9.5	91	588	16.2	3.7	82
	QUINTILE 2	16137	956	18.4	5.9	92	3002	22.0	18.6	110	1727	20.4	10.7	103	794	21.9	4.9	110
	QUINTILE 3	16420	1040	20.1	6.3	99	2864	21.0	17.4	104	1801	21.3	11.0	105	862	23.8	5.2	117
	QUINTILE 4	16687	996	19.2	6.0	93	2617	19.2	15.7	93	1705	20.2	10.2	98	583	16.1	3.5	78
	QUINTILE 5	15789	1013	19.5	6.4	100	2453	18.0	15.5	92	1695	20.1	10.7	103	796	22.0	5.0	113
TV-DAYTIME	TERCILE 1	27736	1695	32.7	6.1	95	4752	34.8	17.1	102	2987	35.4	10.8	103	1281	35.4	4.6	103
	TERCILE 2	26489	2050	39.5	7.7	121	4582	33.6	17.3	103	2751	32.6	10.4	100	1218	33.6	4.6	103
	TERCILE 3	26761	1442	27.8	5.4	84	4308	31.6	16.1	96	2708	32.1	10.1	97	1124	31.0	4.2	94
TV-TOTAL	QUINTILE 1	16345	1111	21.4	6.8	106	2579	18.9	15.8	94	1996	23.6	12.2	117	687	19.0	4.2	94
	QUINTILE 2	16447	974	18.8	5.9	92	2972	21.8	18.1	107	1442	17.1	8.8	84	754	20.8	4.6	102
	QUINTILE 3	15980	1040	20.1	6.5	102	2700	19.8	16.9	100	1554	18.4	9.7	93	712	19.7	4.5	100
	QUINTILE 4	15887	1052	20.3	6.6	103	2948	21.6	18.6	110	1777	21.0	11.2	107	827	22.8	5.2	116
	QUINTILE 5	16326	1010	19.5	6.2	97	2443	17.9	15.0	89	1675	19.8	10.3	98	643	17.7	3.9	88
MAGAZINES-NEWSPAPERS: DUAL		20721	1502	29.0	7.2	113	3874	28.4	18.7	111	2161	25.6	10.4	100	639	17.6	3.1	69
MAGAZINE IMPERATIVE		19186	1451	28.0	7.6	118	3776	27.7	19.7	117	2490	29.5	13.0	124	1125	31.1	5.9	131
NEWSPAPER IMPERATIVE		21899	1258	24.3	5.7	90	3517	25.8	16.1	95	2206	26.1	10.1	97	964	26.6	4.4	98
MAGAZINES-OUTDOOR: DUAL		15451	1170	22.6	7.6	118	3283	24.1	21.2	126	2015	23.9	13.0	125	716	19.8	4.6	104
MAGAZINE IMPERATIVE		25953	1588	30.6	6.1	96	4526	33.2	17.4	104	2710	32.1	10.4	100	995	27.5	3.8	86
OUTDOOR IMPERATIVE		24400	1685	32.5	6.9	108	3995	29.3	16.4	97	2437	28.9	10.0	96	1266	34.9	5.2	116
MAGAZINES-RADIO: DUAL		18049	1440	27.8	8.0	125	3463	25.4	19.2	114	2370	28.1	13.1	126	903	24.9	5.0	112
MAGAZINE IMPERATIVE		23571	1345	25.9	5.7	89	4426	32.4	18.8	111	2343	27.7	9.9	95	768	21.2	3.3	73
RADIO IMPERATIVE		23278	1477	28.5	6.3	99	3753	27.5	16.1	96	2345	27.8	10.1	97	1346	37.2	5.8	129
MAGAZINES-TELEVISION: DUAL		15459	1063	20.5	6.9	107	2963	21.7	19.2	114	1740	20.6	11.3	108	693	19.1	4.5	100
MAGAZINE IMPERATIVE		25829	1812	34.9	7.0	110	4863	35.6	18.8	112	2975	35.2	11.5	110	1104	30.5	4.3	96
TELEVISION IMPERATIVE		26039	1615	31.1	6.2	97	3903	28.6	15.0	89	2443	28.9	9.4	90	1158	32.0	4.4	99
NEWSPAPERS-OUTDOOR: DUAL		16605	1129	21.8	6.8	106	3393	24.9	20.4	121	2159	25.6	13.0	125	619	17.1	3.7	83
NEWSPAPER IMPERATIVE		26834	1553	29.9	5.8	90	4122	30.2	15.4	91	2457	29.1	9.2	88	968	26.7	3.6	81
OUTDOOR IMPERATIVE		23346	1857	35.8	8.0	124	4132	30.3	17.7	105	2598	30.8	11.1	107	1354	37.4	5.8	130
NEWSPAPERS-RADIO: DUAL		17133	1147	22.1	6.7	105	3006	22.0	17.5	104	1854	22.0	10.8	104	791	21.8	4.6	103
NEWSPAPER IMPERATIVE		25892	1514	29.2	5.8	91	4534	33.2	17.5	104	2481	29.4	9.6	92	847	23.4	3.3	73
RADIO IMPERATIVE		23167	1765	34.0	7.6	119	4145	30.4	17.9	106	2843	33.7	12.3	118	1511	41.7	6.5	146
NEWSPAPERS-TELEVISION: DUAL		17159	1040	20.1	6.1	95	3313	24.3	19.3	115	1729	20.5	10.1	97	799	22.1	4.7	104
NEWSPAPER IMPERATIVE		26214	1701	32.8	6.5	101	4373	32.1	16.7	99	2747	32.5	10.5	100	880	24.3	3.4	75
TELEVISION IMPERATIVE		23412	1568	30.2	6.7	105	3555	26.1	15.2	90	2457	29.1	10.5	101	1133	31.3	4.8	108
OUTDOOR-RADIO: DUAL		15303	1430	27.6	9.3	146	3362	24.6	22.0	130	1796	21.3	11.7	113	1132	31.2	7.4	165
OUTDOOR IMPERATIVE		24901	1488	28.7	6.0	93	4203	30.8	16.9	100	2650	31.4	10.6	102	848	23.4	3.4	76
RADIO IMPERATIVE		26492	1522	29.3	5.7	90	4196	30.8	15.8	94	2900	34.3	10.9	105	1108	30.6	4.2	93
OUTDOOR-TELEVISION: DUAL		14794	1048	20.2	7.1	111	3086	22.6	20.9	124	1661	19.7	11.2	108	700	19.3	4.7	106
OUTDOOR IMPERATIVE		25437	1870	36.1	7.4	115	4432	32.5	17.4	103	2965	35.1	11.7	112	1306	36.0	5.1	115
TELEVISION IMPERATIVE		27877	1667	32.1	6.0	93	4193	30.7	15.0	89	2712	32.1	9.7	93	1214	33.5	4.4	97
RADIO-TELEVISION: DUAL		15996	1240	23.9	7.8	121	2923	21.4	18.3	108	1619	19.2	10.1	97	847	23.4	5.3	118
RADIO IMPERATIVE		25478	1628	31.4	6.4	100	4557	33.4	17.9	106	3015	35.7	11.8	113	1419	39.2	5.6	124
TELEVISION IMPERATIVE		26573	1601	30.9	6.0	94	4205	30.8	15.8	94	2676	31.7	10.1	97	974	26.9	3.7	82

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
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FROSTING (STORE BOUGHT): BRANDS
(FEMALE HOMEMAKERS)

0140
P-19

	TOTAL U.S. '000	JIFFY FROSTING MIX A '000	B % DOWN	C % ACROSS	D INDX	PILLSBURY CANNED A '000	B % DOWN	C % ACROSS	D INDX	PILLSBURY FROSTING MIX A '000	B % DOWN	C % ACROSS	D INDX	OTHER FROSTING MIX A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	5187	100.0	6.4	100	13641	100.0	16.8	100	8445	100.0	10.4	100	3623	100.0	4.5	100
ATLANTIC MONTHLY	415	**38	0.7	9.2	143	**59	0.4	14.2	84	**31	0.4	7.5	72	**17	0.5	4.1	92
BARRON'S	453	**19	0.4	4.2	65	**100	0.7	22.1	131	**84	1.0	18.5	178	**30	0.8	6.6	148
BETTER HOMES & GARDENS	16256	1095	21.1	6.7	105	3409	25.0	21.0	125	1882	22.3	11.6	111	739	20.4	4.5	102
BON APPETIT	2535	**117	2.3	4.6	72	414	3.0	16.3	97	*184	2.2	7.3	70	**73	2.0	2.9	64
BUSINESS WEEK	1278	**43	0.8	3.4	53	*195	1.4	15.3	91	*133	1.6	10.4	100	**34	0.9	2.7	59
CAR AND DRIVER	378	**15	0.3	4.0	62	**46	0.3	12.2	72	**36	0.4	9.5	91	**9	0.2	2.4	53
CBS MAGAZINE NETWORK (GROSS)	1498	**102	2.0	6.8	106	424	3.1	28.3	168	*174	2.1	11.6	111	**118	3.3	7.9	176
CHANGING TIMES	1505	**114	2.2	7.6	118	283	2.1	18.8	112	*185	2.2	12.3	118	**74	2.0	4.9	110
COLONIAL HOMES	1231	**84	1.6	6.8	107	315	2.3	25.6	152	*178	2.1	14.5	139	**102	2.8	8.3	185
CONDE NAST MAG. PKG. (GROSS)	14146	1008	19.4	7.1	111	2721	19.9	19.2	114	1772	21.0	12.5	120	571	15.8	4.0	90
CONSUMERS DIGEST	1323	**57	1.1	4.3	67	336	2.5	25.4	151	*146	1.7	11.0	106	**44	1.2	3.3	74
COSMOPOLITAN	7102	570	11.0	8.0	125	1310	9.6	18.4	110	824	9.8	11.6	111	353	9.7	5.0	111
COUNTRY LIVING	2481	**89	1.7	3.6	56	500	3.7	20.2	120	320	3.8	12.9	124	**87	2.4	3.5	78
CUISINE	1472	**46	0.9	3.1	49	*228	1.7	15.5	92	*125	1.5	8.5	81	**26	0.7	1.8	39
CYCLE WORLD	425	**62	1.2	14.6	228	**163	1.2	38.4	228	**60	0.7	14.1	135	**34	0.9	8.0	179
DCI:CREATIVE IDEAS FOR LIV	2510	*162	3.1	6.5	101	589	4.3	23.5	139	274	3.2	10.9	105	*160	4.4	6.4	142
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	345	6.7	5.2	80	1420	10.4	21.2	126	771	9.1	11.5	110	332	9.2	5.0	111
DISCOVER	894	**59	1.1	6.6	103	*213	1.6	23.8	141	**77	0.9	8.6	83	**26	0.7	2.9	65
EBONY	3507	207	4.0	5.9	92	711	5.2	20.3	120	420	5.0	12.0	115	*128	3.5	3.6	82
ESQUIRE	1083	**56	1.1	5.2	81	*150	1.1	13.9	82	*167	2.0	15.4	148	**64	1.8	5.9	132
ESSENCE	1830	*93	1.8	5.1	79	371	2.7	20.3	120	233	2.8	12.7	122	**45	1.2	2.5	55
FAMILY CIRCLE	15930	1183	22.8	7.4	116	3218	23.6	20.2	120	1742	20.6	10.9	105	668	18.4	4.2	94
THE FAMILY HANDYMAN	1126	**90	1.7	8.0	125	284	2.1	25.2	150	*178	2.1	15.8	152	**83	2.3	7.4	165
FAMILY WEEKLY	11468	928	17.9	8.1	126	2151	15.8	18.8	111	1282	15.2	11.2	107	585	16.1	5.1	114
FIELD & STREAM	2234	**92	1.8	4.1	64	418	3.1	18.7	111	*213	2.5	9.5	91	**105	2.9	4.7	105
FOOD & WINE	579	**15	0.3	2.6	40	**101	0.7	17.4	104	**68	0.8	11.7	113	**17	0.5	2.9	66
FORBES	728	**33	0.6	4.5	71	**176	1.3	24.2	144	**67	0.8	9.2	88	**26	0.7	3.6	80
FORTUNE	906	**49	0.9	5.4	84	*218	1.6	24.1	143	**95	1.1	10.5	101	**39	1.1	4.3	96
GENTLEMEN'S QUARTERLY	791	**33	0.6	4.2	65	*126	0.9	15.9	95	**134	1.6	16.9	162	**39	1.1	4.9	110
GLAMOUR	5265	453	8.7	8.6	134	1083	7.9	20.6	122	796	9.4	15.1	145	*211	5.8	4.0	90
GOLF DIGEST	636	**37	0.7	5.8	91	*147	1.1	23.1	137	**40	0.5	6.3	60	**30	0.8	4.7	105
GOLF DIGEST/TENNIS (GROSS)	1186	**50	1.0	4.2	66	*270	2.0	22.8	135	**81	1.0	6.8	65	**57	1.6	4.8	107
GOLF MAGAZINE	441	**23	0.4	5.2	81	**122	0.9	27.7	164	**5	0.1	1.1	11	**22	0.6	5.0	112
GOLF MAGAZINE/SKI (GROSS)	922	**34	0.7	3.7	58	*197	1.4	21.4	127	**54	0.6	5.9	56	**44	1.2	4.8	107
GOOD HOUSEKEEPING	16487	1028	19.8	6.2	97	3321	24.3	20.1	120	1721	20.4	10.4	100	688	19.0	4.2	93
HARPER'S BAZAAR	2423	**135	2.6	5.6	87	480	3.5	19.8	118	360	4.3	14.9	142	**105	2.9	4.3	97
HEALTH	1994	*110	2.1	5.5	86	453	3.3	22.7	135	*289	3.4	14.5	139	**75	2.1	3.8	84
HEARST MAG CORP. BUY (GROSS)	44101	2862	55.2	6.5	101	9027	66.2	20.5	122	5322	63.0	12.1	116	1767	48.8	4.0	90
HEARST MAN POWER (GROSS)	1993	**151	2.9	7.6	118	438	3.2	22.0	130	343	4.1	17.2	165	**98	2.7	4.9	110
HEARST WOMAN POWER (GROSS)	31274	2203	42.5	7.0	110	6412	47.0	20.5	122	3520	41.7	11.3	108	1267	35.0	4.1	91
HOUSE BEAUTIFUL	3623	*186	3.6	5.1	80	722	5.3	19.9	118	446	5.3	12.3	118	**93	2.6	2.6	57
INC.	283	**18	0.3	6.4	99	**53	0.4	18.7	111	**45	0.5	15.9	152	**7	0.2	2.5	55
JET	2928	255	4.9	8.7	136	544	4.0	18.6	110	393	4.7	13.4	129	*118	3.3	4.0	90
LADIES' HOME JOURNAL	11918	879	16.9	7.4	115	2500	18.3	21.0	125	1382	16.4	11.6	111	444	12.3	3.7	83
LHJ FAMILY GRP COMBO(GROSS)	16764	1250	24.1	7.5	116	3647	26.7	21.8	129	2118	25.1	12.6	121	630	17.4	3.8	84
LIFE	4254	318	6.1	7.5	117	776	5.7	18.2	108	455	5.4	10.7	103	*118	3.3	2.8	62
L.A. TIMES HOME MAGAZINE	1145	**25	0.5	2.2	34	*179	1.3	15.6	93	**139	1.6	12.1	116	**59	1.6	5.2	115
MADEMOISELLE	2884	*183	3.5	6.3	99	575	4.2	19.9	118	296	3.5	10.3	98	**131	3.6	4.5	102
MC CALL'S	13460	1157	22.3	8.6	134	2652	19.4	19.7	117	1769	20.9	13.1	126	539	14.9	4.0	90
MC CALL'S/WRK MOTHER (GROSS)	14606	1266	24.4	8.7	135	2928	21.5	20.0	119	1964	23.3	13.4	129	619	17.1	4.2	95
MECHANIX ILLUSTRATED	772	**26	0.5	3.4	53	**154	1.1	19.9	118	**81	1.0	10.5	101	**54	1.5	7.0	156
METROPOLITAN HOME	967	**31	0.6	3.2	50	*188	1.4	19.4	115	**132	1.6	13.7	131	**28	0.8	2.9	65
MONEY	1588	**55	1.1	3.5	54	347	2.5	21.9	130	*234	2.8	14.7	141	**35	1.0	2.2	49
MOTHER EARTH NEWS	1002	**51	1.0	5.1	79	*248	1.8	24.8	147	**60	0.7	6.0	57	**58	1.6	5.8	129
MS.	825	**69	1.3	8.4	131	*113	0.8	13.7	81	*112	1.3	13.6	130	**41	1.1	5.0	111
NATIONAL ENQUIRER	10336	835	16.1	8.1	126	1911	14.0	18.5	110	1149	13.6	11.1	107	516	14.2	5.0	112
NATIONAL GEOGRAPHIC	9597	569	11.0	5.9	93	1798	13.2	18.7	111	1028	12.2	10.7	103	502	13.9	5.2	117
NATIONAL SUNDAY MAGAZINE PKG	49558	3141	60.6	6.3	99	8901	65.3	18.0	107	5227	61.9	10.5	101	2176	60.1	4.4	98
NATURAL HISTORY	573	**28	0.5	4.9	76	**128	0.9	22.3	133	**48	0.6	8.4	80	**35	1.0	6.1	137
NEW WOMAN	1699	**99	1.9	5.8	91	307	2.3	18.1	107	*283	3.4	16.7	160	**86	2.4	5.1	113
NEW YORK INCLUDING CUE	443	**17	0.3	3.8	60	**56	0.4	12.6	75	**50	0.6	11.3	108	**6	0.2	1.4	30
THE NEW YORKER	1270	**91	1.8	7.2	112	*219	1.6	17.2	102	*103	1.2	8.1	78	**61	1.7	4.8	107
NEWSWEEK	6277	326	6.3	5.2	81	1276	9.4	20.3	121	688	8.1	11.0	105	*234	6.5	3.7	83
THE N.Y. TIMES DAILY EDITION	1205	**87	1.7	7.2	113	*180	1.3	14.9	89	**88	1.0	7.3	70	**49	1.4	4.1	91
THE N.Y. TIMES MAGAZINE	2081	**108	2.1	5.2	81	304	2.2	14.6	87	**84	1.0	4.0	39	**68	1.9	3.3	73
OMNI	788	**85	1.6	10.8	168	*175	1.3	22.2	132	**90	1.1	11.4	110	**66	1.8	8.4	187
ON CABLE	1158	**122	2.4	10.5	164	*295	2.2	25.5	151	**87	1.0	7.5	72	**45	1.2	3.9	87
1001 HOME IDEAS	2852	261	5.0	9.2	143	694	5.1	24.3	144	448	5.3	15.7	151	**111	3.1	3.9	87
ORGANIC GARDENING	1658	*167	3.2	10.1	157	266	2.0	16.0	95	*146	1.7	8.8	84	**61	1.7	3.7	82
OUTDOOR LIFE	896	**30	0.6	3.3	52	*187	1.4	20.9	124	**84	1.0	9.4	90	**19	0.5	2.1	47
PARADE MAGAZINE	24275	1483	28.6	6.1	95	4342	31.8	17.9	106	2418	28.6	10.0	96	1029	28.4	4.2	95

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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FROSTING (STORE BOUGHT): BRANDS
(FEMALE HOMEMAKERS)

0141
P-19

	TOTAL U.S. '000	JIFFY FROSTING MIX A '000	B % DOWN	C % ACROSS	D INDX	PILLSBURY CANNED A '000	B % DOWN	C % ACROSS	D INDX	PILLSBURY FROSTING MIX A '000	B % DOWN	C % ACROSS	D INDX	OTHER FROSTING MIX A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	5187	100.0	6.4	100	13641	100.0	16.8	100	8445	100.0	10.4	100	3623	100.0	4.5	100
PARENTS	3845	292	5.6	7.6	119	1027	7.5	26.7	159	563	6.7	14.6	140	*238	6.6	6.2	138
PENTHOUSE	831	**30	0.6	3.6	56	*216	1.6	26.0	154	**115	1.4	13.8	133	**8	0.2	1.0	22
PEOPLE	11645	897	17.3	7.7	120	2432	17.8	20.9	124	1462	17.3	12.6	120	401	11.1	3.4	77
PLAYBOY	2006	**94	1.8	4.7	73	431	3.2	21.5	128	273	3.2	13.6	131	**71	2.0	3.5	79
POPULAR HOT RODDING	297	**23	0.4	7.7	121	**87	0.6	29.3	174	**53	0.6	17.8	171	**29	0.8	9.8	218
POPULAR MECHANICS	1018	**98	1.9	9.6	150	*232	1.7	22.8	135	**215	2.5	21.1	203	**73	2.0	7.2	160
POPULAR SCIENCE	878	**54	1.0	6.2	96	*192	1.4	21.9	130	**81	1.0	9.2	88	**28	0.8	3.2	71
PREVENTION	3913	*222	4.3	5.7	89	776	5.7	19.8	118	393	4.7	10.0	96	*168	4.6	4.3	96
PSYCHOLOGY TODAY	1710	**115	2.2	6.7	105	382	2.8	22.3	133	*200	2.4	11.7	112	**57	1.6	3.3	75
READER'S DIGEST	22204	1481	28.6	6.7	104	4217	30.9	19.0	113	2439	28.9	11.0	105	1072	29.6	4.8	108
REDBOOK	7684	605	11.7	7.9	123	1781	13.1	23.2	138	974	11.5	12.7	122	226	6.2	2.9	66
ROAD & TRACK	410	**15	0.3	3.7	57	**85	0.6	20.7	123	**52	0.6	12.7	122	**60	1.7	14.6	327
ROLLING STONE	969	**101	1.9	10.4	163	*179	1.3	18.5	110	*126	1.5	13.0	125	**84	2.3	8.7	194
RUNNER'S WORLD	298	**12	0.2	4.0	63	**82	0.6	27.5	163	**30	0.4	10.1	97	**0	0.0	0.0	0
SATURDAY EVENING POST	1169	**44	0.8	3.8	59	*197	1.4	16.9	100	*145	1.7	12.4	119	**35	1.0	3.0	67
SCIENCE 84	587	**72	1.4	12.3	192	**68	0.5	11.6	69	**85	1.0	14.5	139	**34	0.9	5.8	129
SCIENCE DIGEST	482	**27	0.5	5.6	87	**128	0.9	26.6	158	**67	0.8	13.9	133	**7	0.2	1.5	32
SCIENTIFIC AMERICAN	594	**30	0.6	5.1	79	**65	0.5	10.9	65	**74	0.9	12.5	119	**34	0.9	5.7	128
SELF	2089	*161	3.1	7.7	120	436	3.2	20.9	124	*281	3.3	13.5	129	**93	2.6	4.5	100
SEVENTEEN	2411	*159	3.1	6.6	103	466	3.4	19.3	115	342	4.0	14.2	136	*130	3.6	5.4	121
SKI	480	**11	0.2	2.3	36	**76	0.6	15.8	94	**49	0.6	10.2	98	**23	0.6	4.8	107
SMITHSONIAN	2760	**115	2.2	4.2	65	436	3.2	15.8	94	*224	2.7	8.1	78	**61	1.7	2.2	49
SOAP OPERA DIGEST	3013	*230	4.4	7.6	119	622	4.6	20.6	123	552	6.5	18.3	176	*166	4.6	5.5	123
SOUTHERN LIVING	4184	*183	3.5	4.4	68	831	6.1	19.9	118	498	5.9	11.9	114	*171	4.7	4.1	91
SPORT	559	**49	0.9	8.8	137	*194	1.4	34.7	206	**82	1.0	14.7	141	**8	0.2	1.4	32
THE SPORTING NEWS	436	**37	0.7	8.5	132	**128	0.9	29.4	174	**49	0.6	11.2	108	**4	0.1	0.9	21
SPORTS AFIELD	493	**27	0.5	5.5	86	**78	0.6	15.8	94	**61	0.7	12.4	119	**18	0.5	3.7	82
SPORTS ILLUSTRATED	2758	*230	4.4	8.3	130	618	4.5	22.4	133	329	3.9	11.9	114	*130	3.6	4.7	105
STAR	7456	598	11.5	8.0	125	1335	9.8	17.9	106	846	10.0	11.3	109	344	9.5	4.6	103
SUNDAY	24936	1551	29.9	6.2	97	4437	32.5	17.8	106	2560	30.3	10.3	98	1009	27.8	4.0	90
SUNSET	2124	**198	3.8	9.3	146	*304	2.2	14.3	85	*253	3.0	11.9	114	**135	3.7	6.4	142
TV GUIDE	21661	1633	31.5	7.5	118	4158	30.5	19.2	114	2461	29.1	11.4	109	948	26.2	4.4	98
TENNIS	550	**13	0.3	2.4	37	**123	0.9	22.4	133	**40	0.5	7.3	70	**28	0.8	5.1	114
TIME	8880	449	8.7	5.1	79	1757	12.9	19.8	117	985	11.7	11.1	106	322	8.9	3.6	81
TOWN & COUNTRY	917	**14	0.3	1.5	24	*134	1.0	14.6	87	*145	1.7	15.8	152	**14	0.4	1.5	34
TRAVEL & LEISURE	972	**40	0.8	4.1	64	*192	1.4	19.8	117	*123	1.5	12.7	121	**47	1.3	4.8	108
TRUE STORY	3356	365	7.0	10.9	170	644	4.7	19.2	114	472	5.6	14.1	135	*263	7.3	7.8	175
U.S.NEWS & WORLD REPORT	3410	*154	3.0	4.5	71	696	5.1	20.4	121	303	3.6	8.9	85	**98	2.7	2.9	64
USA TODAY	1759	**129	2.5	7.3	115	438	3.2	24.9	148	*151	1.8	8.6	82	**47	1.3	2.7	60
US	1873	*190	3.7	10.1	158	453	3.3	24.2	144	286	3.4	15.3	146	**81	2.2	4.3	97
VOGUE	3909	*210	4.0	5.4	84	627	4.6	16.0	95	400	4.7	10.2	98	*136	3.8	3.5	78
WALL STREET JOURNAL	1886	**102	2.0	5.4	84	307	2.3	16.3	97	*155	1.8	8.2	79	**85	2.3	4.5	101
WEIGHT WATCHERS	2120	*136	2.6	6.4	100	451	3.3	21.3	126	*263	3.1	12.4	119	**85	2.3	4.0	90
WOMAN'S DAY	14172	928	17.9	6.5	102	2842	20.8	20.1	119	1612	19.1	11.4	109	640	17.7	4.5	101
WORKING MOTHER	1146	**109	2.1	9.5	149	276	2.0	24.1	143	*195	2.3	17.0	163	**81	2.2	7.1	158
WORKING WOMAN	1322	**76	1.5	5.7	90	279	2.0	21.1	125	*178	2.1	13.5	129	**77	2.1	5.8	130
WORLD TENNIS	*163	**9	0.2	5.5	86	**19	0.1	11.7	69	**26	0.3	16.0	153	**7	0.2	4.3	96
ZIFF-DAVIS MAG NETWK (GROSS)	2532	*148	2.9	5.8	91	463	3.4	18.3	109	262	3.1	10.3	99	**107	3.0	4.2	94
BLAIR INSERTS	43657	2657	51.2	6.1	95	7791	57.1	17.8	106	4616	54.7	10.6	101	1795	49.5	4.1	92
DAILY NEWSPAPERS																	
READ ANY	51633	3270	63.0	6.3	99	8959	65.7	17.4	103	5494	65.1	10.6	102	2034	56.1	3.9	88
READ ONE	43463	2829	54.5	6.5	102	7648	56.1	17.6	104	4634	54.9	10.7	102	1766	48.7	4.1	91
READ TWO OR MORE	8170	441	8.5	5.4	84	1311	9.6	16.0	95	860	10.2	10.5	101	268	7.4	3.3	73
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	3330	64.2	6.3	99	9374	68.7	17.8	106	5590	66.2	10.6	102	2254	62.2	4.3	96
READ ONE	46126	2948	56.8	6.4	100	8242	60.4	17.9	106	5074	60.1	11.0	105	2018	55.7	4.4	98
READ TWO OR MORE	6552	382	7.4	5.8	91	1133	8.3	17.3	103	517	6.1	7.9	76	*236	6.5	3.6	81
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	32.50				29.84				30.75				29.44			
30 DAY REACH	71455	4668	90.0	6.5	102	12374	90.7	17.3	103	7590	89.9	10.6	102	3239	89.4	4.5	101
50 SHWG - 30 DAY AV FREQ	14.56	16.99				15.62				16.06				15.56			
30 DAY REACH	67742	4479	86.4	6.6	103	11866	87.0	17.5	104	7280	86.2	10.7	103	3075	84.9	4.5	101
25 SHWG - 30 DAY AV FREQ	7.94	9.11				8.36				8.63				8.54			
30 DAY REACH	62117	4162	80.2	6.7	105	11071	81.2	17.8	106	6758	80.0	10.9	104	2787	76.9	4.5	100
CABLE TV: HOME WIRED	32077	2345	45.2	7.3	114	6717	49.2	20.9	124	3627	42.9	11.3	108	1490	41.1	4.6	104
HOME NOT WIRED	48909	2842	54.8	5.8	91	6925	50.8	14.2	84	4818	57.1	9.9	94	2133	58.9	4.4	97
HAVE PAY CABLE	15935	1292	24.9	8.1	127	3921	28.7	24.6	146	2027	24.0	12.7	122	829	22.9	5.2	116

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FROSTING (STORE BOUGHT): BRANDS
(FEMALE HOMEMAKERS)

0142
P-19

	TOTAL U.S. '000	JIFFY FROSTING MIX A '000	JIFFY FROSTING MIX B % DOWN	JIFFY FROSTING MIX C % ACROSS	JIFFY FROSTING MIX D INDX	PILLSBURY CANNED A '000	PILLSBURY CANNED B % DOWN	PILLSBURY CANNED C % ACROSS	PILLSBURY CANNED D INDX	PILLSBURY FROSTING MIX A '000	PILLSBURY FROSTING MIX B % DOWN	PILLSBURY FROSTING MIX C % ACROSS	PILLSBURY FROSTING MIX D INDX	OTHER FROSTING MIX A '000	OTHER FROSTING MIX B % DOWN	OTHER FROSTING MIX C % ACROSS	OTHER FROSTING MIX D INDX
TOTAL FEMALE HOMEMAKERS	80986	5187	100.0	6.4	100	13641	100.0	16.8	100	8445	100.0	10.4	100	3623	100.0	4.5	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	3045	58.7	6.9	108	8156	59.8	18.6	110	4767	56.4	10.9	104	2152	59.4	4.9	110
10:00 AM - 3:00 PM	30659	2306	44.5	7.5	117	5235	38.4	17.1	101	3710	43.9	12.1	116	1718	47.4	5.6	125
3:00 PM - 7:00 PM	31045	2064	39.8	6.6	104	6153	45.1	19.8	118	3530	41.8	11.4	109	1719	47.4	5.5	124
7:00 PM - MIDNIGHT	15767	1116	21.5	7.1	111	2802	20.5	17.8	106	1720	20.4	10.9	105	795	21.9	5.0	113
MIDNIGHT - 6:00 AM	9120	522	10.1	5.7	89	1527	11.2	16.7	99	1123	13.3	12.3	118	361	10.0	4.0	88
6:00 AM - MIDNIGHT	58527	4082	78.7	7.0	109	10707	78.5	18.3	109	6370	75.4	10.9	104	2871	79.2	4.9	110
ENTIRE DAY	59311	4115	79.3	6.9	108	10856	79.6	18.3	109	6513	77.1	11.0	105	2909	80.3	4.9	110
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	1227	23.7	7.6	118	3333	24.4	20.6	122	1983	23.5	12.3	118	885	24.4	5.5	122
ALL NEWS	2256	**111	2.1	4.9	77	384	2.8	17.0	101	*165	2.0	7.3	70	**79	2.2	3.5	78
AOR/PROGRESSIVE	3874	*253	4.9	6.5	102	691	5.1	17.8	106	427	5.1	11.0	106	*224	6.2	5.8	129
BEAUTIFUL MUSIC	5660	*209	4.0	3.7	58	846	6.2	14.9	89	540	6.4	9.5	91	268	7.4	4.7	106
BLACK	2204	*155	3.0	7.0	110	461	3.4	20.9	124	248	2.9	11.3	108	**95	2.6	4.3	96
CLASSICAL	1418	**5[illegible]	1.1	4.2	65	*162	1.2	11.4	68	**153	1.8	10.8	103	**69	1.9	4.9	109
CHR/ROCK	9538	804	15.5	8.4	132	2071	15.2	21.7	129	1396	16.5	14.6	140	517	14.3	5.4	121
COUNTRY	12648	957	18.4	7.6	118	2315	17.0	18.3	109	1435	17.0	11.3	109	521	14.4	4.1	92
GOLDEN OLDIES	1191	**121	2.3	10.2	159	*218	1.6	18.3	109	**94	1.1	7.9	76	**96	2.6	8.1	180
MOR/NOSTALGIA	4757	392	7.6	8.2	129	820	6.0	17.2	102	441	5.2	9.3	89	*259	7.1	5.4	122
NEWS/TALK	3863	*304	5.9	7.9	123	543	4.0	14.1	83	313	3.7	8.1	78	*122	3.4	3.2	71
RELIGIOUS	3084	*131	2.5	4.2	66	454	3.3	14.7	87	292	3.5	9.5	91	**101	2.8	3.3	73
SOFT ROCK	521	**81	1.6	15.5	243	**101	0.7	19.4	115	**46	0.5	8.8	85	**80	2.2	15.4	343
URBAN CONTEMPORARY	1585	**110	2.1	6.9	108	307	2.3	19.4	115	*241	2.9	15.2	146	*100	2.8	6.3	141
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	324	6.2	9.9	155	787	5.8	24.1	143	400	4.7	12.3	118	*204	5.6	6.3	140
ABC DIRECTION	2316	*267	5.1	11.5	180	550	4.0	23.7	141	*298	3.5	12.9	123	*221	6.1	9.5	213
ABC ENTERTAINMENT	4834	410	7.9	8.5	132	962	7.1	19.9	118	493	5.8	10.2	98	*209	5.8	4.3	97
ABC FM	2202	*166	3.2	7.5	118	488	3.6	22.2	132	343	4.1	15.6	149	**135	3.7	6.1	137
ABC INFORMATION	5425	468	9.0	8.6	135	995	7.3	18.3	109	529	6.3	9.8	94	*208	5.7	3.8	86
ABC ROCK	1677	**103	2.0	6.1	96	304	2.2	18.1	108	263	3.1	15.7	150	**90	2.5	5.4	120
CBS	4430	266	5.1	6.0	94	747	5.5	16.9	100	393	4.7	8.9	85	*182	5.0	4.1	92
MUTUAL	4992	425	8.2	8.5	133	887	6.5	17.8	105	626	7.4	12.5	120	286	7.9	5.7	128
NBC	4679	323	6.2	6.9	108	718	5.3	15.3	91	484	5.7	10.3	99	**121	3.3	2.6	58
RADIORADIO	1994	*207	4.0	10.4	162	490	3.6	24.6	146	*176	2.1	8.8	85	**143	3.9	7.2	160
RKO ONE	2298	*154	3.0	6.7	105	353	2.6	15.4	91	293	3.5	12.8	122	**87	2.4	3.8	85
RKO TWO	3311	*195	3.8	5.9	92	637	4.7	19.2	114	335	4.0	10.1	97	*115	3.2	3.5	78
THE SOURCE	2114	**107	2.1	5.1	79	429	3.1	20.3	120	*190	2.2	9.0	86	*168	4.6	7.9	178
NON-WIRED : BLAIR	8654	713	13.7	8.2	129	1657	12.1	19.1	114	1075	12.7	12.4	119	472	13.0	5.5	122
INTERNET	12025	1000	19.3	8.3	130	2297	16.8	19.1	113	1634	19.3	13.6	130	683	18.9	5.7	127
KATZ RADIO GROUP	15359	948	18.3	6.2	96	2791	20.5	18.2	108	1709	20.2	11.1	107	675	18.6	4.4	98
SUPERNET	10628	693	13.4	6.5	102	1911	14.0	18.0	107	1131	13.4	10.6	102	577	15.9	5.4	121
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	579	11.2	6.7	104	1369	10.0	15.8	94	885	10.5	10.2	98	380	10.5	4.4	98
MKDAY 9:00 AM - 1:00 PM	12163	826	15.9	6.8	106	2012	14.7	16.5	98	1387	16.4	11.4	109	533	14.7	4.4	98
MKDAY 1:00 PM - 4:30 PM	16150	1013	19.5	6.3	98	2789	20.4	17.3	103	1780	21.1	11.0	106	721	19.9	4.5	100
MKDAY 4:30 PM - 7:30 PM	22463	1363	26.3	6.1	95	3679	27.0	16.4	97	2312	27.4	10.3	99	886	24.5	3.9	88
MKDAY 7:30 PM - 8:00 PM	31795	2027	39.1	6.4	100	5299	38.8	16.7	99	3211	38.0	10.1	97	1284	35.4	4.0	90
MKDAY 11:00 PM - 11:30 PM	23977	1635	31.5	6.8	106	4009	29.4	16.7	99	2696	31.9	11.2	108	1088	30.0	4.5	101
MKDAY 11:30 PM - 1:00 AM	7703	562	10.8	7.3	114	1380	10.1	17.9	106	1001	11.9	13.0	125	409	11.3	5.3	119
M-SAT 8-11 PM+SUN 7-11 PM	33800	2203	42.5	6.5	102	5863	43.0	17.3	103	3466	41.0	10.3	98	1495	41.3	4.4	99
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	414	8.0	6.3	99	1174	8.6	18.0	107	767	9.1	11.7	113	325	9.0	5.0	111
ANOTHER WORLD N	4620	345	6.7	7.5	117	753	5.5	16.3	97	510	6.0	11.0	106	207	5.7	4.5	100
AS THE WORLD TURNS C	5614	267	5.1	4.8	74	988	7.2	17.6	104	597	7.1	10.6	102	221	6.1	3.9	88
CAPITOL C	3396	161	3.1	4.7	74	587	4.3	17.3	103	319	3.8	9.4	90	159	4.4	4.7	105
CBS MORN. NEWS 1 C	1446	*93	1.8	6.4	100	211	1.5	14.6	87	*87	1.0	6.0	58	**52	1.4	3.6	80
CBS MORN. NEWS 2 C	1207	*63	1.2	5.2	81	200	1.5	16.6	98	*71	0.8	5.9	56	**41	1.1	3.4	76
DAYS OF OUR LIVES N	5877	486	9.4	8.3	129	1087	8.0	18.5	110	684	8.1	11.6	112	304	8.4	5.2	116
FACTS OF LIFE - DAYTIME N	2290	189	3.6	8.3	129	374	2.7	16.3	97	267	3.2	11.7	112	*99	2.7	4.3	97
FAMILY FEUD A	3023	173	3.3	5.7	89	433	3.2	14.3	85	282	3.3	9.3	89	*84	2.3	2.8	62
GENERAL HOSPITAL A	6097	377	7.3	6.2	97	1053	7.7	17.3	103	736	8.7	12.1	116	245	6.8	4.0	90
GOOD MORNING, AMERICA-730 A	3515	202	3.9	5.7	90	611	4.5	17.4	103	366	4.3	10.4	100	174	4.8	5.0	111
GOOD MORNING, AMERICA-830 A	2818	182	3.5	6.5	101	500	3.7	17.7	105	318	3.8	11.3	108	102	2.8	3.6	81
GUIDING LIGHT C	5339	329	6.3	6.2	96	914	6.7	17.1	102	551	6.5	10.3	99	262	7.2	4.9	110
ONE LIFE TO LIVE A	4478	244	4.7	5.4	85	820	6.0	18.3	109	513	6.1	11.5	110	171	4.7	3.8	85
PRESS YOUR LUCK C	2244	174	3.4	7.8	121	458	3.4	20.4	121	211	2.5	9.4	90	*84	2.3	3.7	84
PRICE IS RIGHT 1 C	4348	221	4.3	5.1	79	732	5.4	16.8	100	435	5.2	10.0	96	130	3.6	3.0	67
PRICE IS RIGHT 2 C	5014	275	5.3	5.5	86	838	6.1	16.7	99	492	5.8	9.8	94	180	5.0	3.6	80
RYAN'S HOPE A	3150	219	4.2	7.0	109	645	4.7	20.5	122	488	5.8	15.5	149	184	5.1	5.8	131
SALE OF THE CENTURY N	2695	140	2.7	5.2	81	465	3.4	17.3	102	269	3.2	10.0	96	*107	3.0	4.0	89
SEARCH FOR TOMORROW N	2319	154	3.0	6.6	104	329	2.4	14.2	84	257	3.0	11.1	106	**79	2.2	3.4	76
TODAY SHOW 1 N	2693	151	2.9	5.6	88	359	2.6	13.3	79	258	3.1	9.6	92	*66	1.8	2.5	55
TODAY SHOW 2 N	2498	146	2.8	5.8	91	279	2.0	11.2	66	192	2.3	7.7	74	*72	2.0	2.9	64
$25,000 PYRAMID C	2753	*198	3.8	7.2	112	446	3.3	16.2	96	284	3.4	10.3	99	*116	3.2	4.2	94
WHEEL OF FORTUNE N	4388	350	6.7	8.0	125	720	5.3	16.4	97	529	6.3	12.1	116	202	5.6	4.6	103
YOUNG AND THE RESTLESS C	5695	401	7.7	7.0	110	911	6.7	16.0	95	589	7.0	10.3	99	266	7.3	4.7	104
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	*111	2.1	6.3	98	274	2.0	15.6	92	231	2.7	13.1	126	**53	1.5	3.0	67
NBA PLAYOFF GAME -1 C	1136	*107	2.1	9.4	147	146	1.1	12.9	76	169	2.0	14.9	143	**37	1.0	3.3	73
NBC MAJOR LEAGUE PRE-GAME N	953	**72	1.4	7.6	118	**130	1.0	13.6	81	**82	1.0	8.6	83	**24	0.7	2.5	56
SPORTSWORLD - SUN N	1233	*120	2.3	9.7	152	252	1.8	20.4	121	*190	2.2	15.4	148	**50	1.4	4.1	91
SUNDAY MORNING C	1611	**72	1.4	4.5	70	321	2.4	19.9	118	*103	1.2	6.4	61	**51	1.4	3.2	71

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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FROSTING (STORE BOUGHT): BRANDS
(FEMALE HOMEMAKERS)

0143
P-19

		TOTAL U.S. '000	JIFFY FROSTING MIX A '000	B % DOWN	C % ACROSS	D INDX	PILLSBURY CANNED A '000	B % DOWN	C % ACROSS	D INDX	PILLSBURY FROSTING MIX A '000	B % DOWN	C % ACROSS	D INDX	OTHER FROSTING MIX A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	5187	100.0	6.4	100	13641	100.0	16.8	100	8445	100.0	10.4	100	3623	100.0	4.5	100
MKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	1542	29.7	5.9	92	4101	30.1	15.7	93	2574	30.5	9.9	95	972	26.8	3.7	83
NETWORK AFFILIATES - LATE		20261	1342	25.9	6.6	103	3358	24.6	16.6	98	2257	26.7	11.1	107	918	25.3	4.5	101
INDEPENDENTS - LATE		2076	115	2.2	5.5	86	335	2.5	16.1	96	174	2.1	8.4	80	117	3.2	5.6	126
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	M	10453	787	15.2	7.5	118	2149	15.8	20.6	122	1157	13.7	11.1	106	498	13.7	4.8	106
ABC MONDAY NIGHT MOVIE	A	6412	324	6.2	5.1	79	1024	7.5	16.0	95	591	7.0	9.2	88	304	8.4	4.7	106
ABC SUNDAY NIGHT MOVIE	A	12407	705	13.6	5.7	89	2104	15.4	17.0	101	1143	13.5	9.2	88	530	14.6	4.3	95
ABC WORLD NEWS TONIGHT	A	6176	309	6.0	5.0	78	880	6.5	14.2	85	576	6.8	9.3	89	189	5.2	3.1	68
AFTERMASH	C	5863	387	7.5	6.6	103	1060	7.8	18.1	107	706	8.4	12.0	115	*197	5.4	3.4	75
ALICE	C	9594	591	11.4	6.2	96	1526	11.2	15.9	94	1068	12.6	11.1	107	419	11.6	4.4	98
AMERICAN PARADE	C	6622	465	9.0	7.0	110	946	6.9	14.3	85	603	7.1	9.1	87	258	7.1	3.9	87
BENSON	A	10886	549	10.6	5.0	79	1834	13.4	16.8	100	946	11.2	8.7	83	433	12.0	4.0	89
BLUE THUNDER	A	5036	274	5.3	5.4	85	874	6.4	17.4	103	463	5.5	9.2	88	262	7.2	5.2	116
CAGNEY & LACEY	C	9965	589	11.4	5.9	92	1772	13.0	17.8	106	960	11.4	9.6	92	429	11.8	4.3	96
CBS EVENING NEWS-DEAN	C	3491	218	4.2	6.2	97	569	4.2	16.3	97	330	3.9	9.5	91	**113	3.1	3.2	72
CBS EVENING NEWS-RATHER	C	7123	405	7.8	5.7	89	1193	8.7	16.7	99	731	8.7	10.3	98	235	6.5	3.3	74
CBS SAT. NEWS-SCHIEFFER	C	3621	180	3.5	5.0	78	663	4.9	18.3	109	328	3.9	9.1	87	115	3.2	3.2	71
CBS SATURDAY NIGHT MOVIE	C	5436	302	5.8	5.6	87	1077	7.9	19.8	118	610	7.2	11.2	108	208	5.7	3.8	86
CBS WEDNESDAY NIGHT MOVIE	C	6100	416	8.0	6.8	106	913	6.7	15.0	89	456	5.4	7.5	72	219	6.0	3.6	80
CHEERS	N	8889	802	15.5	9.0	141	2101	15.4	23.6	140	1019	12.1	11.5	110	530	14.6	6.0	133
DALLAS	C	22109	1346	25.9	6.1	95	3459	25.4	15.6	93	2258	26.7	10.2	98	886	24.5	4.0	90
DIFF'RENT STROKES	N	6940	415	8.0	6.0	93	1250	9.2	18.0	107	728	8.6	10.5	101	246	6.8	3.5	79
DOUBLE TROUBLE	N	7223	583	11.2	8.1	126	1437	10.5	19.9	118	871	10.3	12.1	116	393	10.8	5.4	122
DUCK FACTORY	N	5595	498	9.6	8.9	139	1222	9.0	21.8	130	630	7.5	11.3	108	315	8.7	5.6	126
DUKES OF HAZZARD	C	5768	270	5.2	4.7	73	842	6.2	14.6	87	541	6.4	9.4	90	233	6.4	4.0	90
DYNASTY	A	20053	1114	21.5	5.6	87	3420	25.1	17.1	101	2103	24.9	10.5	101	948	26.2	4.7	106
FACTS OF LIFE	N	8087	625	12.0	7.7	121	1519	11.1	18.8	112	857	10.1	10.6	102	506	14.0	6.3	140
FALCON CREST	C	20046	1223	23.6	6.1	95	3011	22.1	15.0	89	2080	24.6	10.4	100	844	23.3	4.2	94
FALL GUY	A	9084	593	11.4	6.5	102	1691	12.4	18.6	111	857	10.1	9.4	90	401	11.1	4.4	99
FAMILY TIES	N	7964	556	10.7	7.0	109	1553	11.4	19.5	116	731	8.7	9.2	88	427	11.8	5.4	120
FANTASY ISLAND	A	7687	411	7.9	5.3	83	1165	8.5	15.2	90	652	7.7	8.5	81	366	10.1	4.8	106
FOULUPS,BLEEPS & BLUNDERS	A	8861	521	10.0	5.9	92	1433	10.5	16.2	96	831	9.8	9.4	90	338	9.3	3.8	85
FOUR SEASONS	C	5095	*329	6.3	6.5	101	1021	7.5	20.0	119	664	7.9	13.0	125	*187	5.2	3.7	82
GIMME A BREAK	N	8838	553	10.7	6.3	98	1481	10.9	16.8	99	760	9.0	8.6	82	424	11.7	4.8	107
HART TO HART	A	8978	460	8.9	5.1	80	1475	10.8	16.4	98	890	10.5	9.9	95	391	10.8	4.4	97
HILL STREET BLUES	N	8590	703	13.6	8.2	128	1752	12.8	20.4	121	856	10.1	10.0	96	482	13.3	5.6	125
HOTEL	A	14085	767	14.8	5.4	85	2360	17.3	16.8	99	1603	19.0	11.4	109	643	17.7	4.6	102
JEFFERSONS	C	9360	583	11.2	6.2	97	1590	11.7	17.0	101	1063	12.6	11.4	109	413	11.4	4.4	99
JENNIFER SLEPT HERE	N	5841	424	8.2	7.3	113	1085	8.0	18.6	110	620	7.3	10.6	102	265	7.3	4.5	101
KATE & ALLIE	C	9206	629	12.1	6.8	107	1554	11.4	16.9	100	947	11.2	10.3	99	396	10.9	4.3	96
KNIGHT RIDER	N	7076	514	9.9	7.3	113	1154	8.5	16.3	97	671	7.9	9.5	91	309	8.5	4.4	98
LOVE BOAT	A	12219	698	13.5	5.7	89	1806	13.2	14.8	88	1141	13.5	9.3	90	471	13.0	3.9	86
MAGNUM PI	C	11199	800	15.4	7.1	112	2016	14.8	18.0	107	1199	14.2	10.7	103	436	12.0	3.9	87
MAMA'S FAMILY	N	6057	392	7.6	6.5	101	1035	7.6	17.1	101	454	5.4	7.5	72	269	7.4	4.4	99
MASTER, THE	N	3598	*220	4.2	6.1	95	831	6.1	23.1	137	411	4.9	11.4	110	*186	5.1	5.2	116
MATT HOUSTON	A	6344	322	6.2	5.1	79	1332	9.8	21.0	125	643	7.6	10.1	97	351	9.7	5.5	124
NBC MONDAY NIGHT MOVIE	N	11994	809	15.6	6.7	105	2157	15.8	18.0	107	1268	15.0	10.6	101	500	13.8	4.2	93
NBC NIGHTLY NEWS	N	5132	321	6.2	6.3	98	815	6.0	15.9	94	487	5.8	9.5	91	235	6.5	4.6	102
NBC NIGHTLY NEWS-SAT	N	3375	*208	4.0	6.2	96	473	3.5	14.0	83	328	3.9	9.7	93	*145	4.0	4.3	96
NBC NIGHTLY NEWS-SUN	N	3130	*189	3.6	6.0	94	499	3.7	15.9	95	291	3.4	9.3	89	**102	2.8	3.3	73
NBC SUNDAY NIGHT MOVIE	N	8284	667	12.9	8.1	126	1649	12.1	19.9	118	746	8.8	9.0	86	420	11.6	5.1	113
NEWHART	C	9240	618	11.9	6.7	104	1682	12.3	18.2	108	921	10.9	10.0	96	448	12.4	4.8	108
ONE DAY AT A TIME	C	7288	434	8.4	6.0	93	1276	9.4	17.5	104	743	8.8	10.2	98	370	10.2	5.1	113
PEOPLE ARE FUNNY	N	4855	279	5.4	5.7	90	886	6.5	18.2	108	433	5.1	8.9	86	*217	6.0	4.5	100
REAL PEOPLE	N	8869	681	13.1	7.7	120	1390	10.2	15.7	93	948	11.2	10.7	103	364	10.0	4.1	92
REMINGTON STEELE	N	7743	501	9.7	6.5	101	1152	8.4	14.9	88	770	9.1	9.9	95	288	7.9	3.7	83
RIPLEY'S BELIEVE IT - NOT	A	5345	273	5.3	5.1	80	1139	8.3	21.3	127	497	5.9	9.3	89	240	6.6	4.5	100
RIPTIDE	N	6988	527	10.2	7.5	118	1409	10.3	20.2	120	783	9.3	11.2	107	347	9.6	5.0	111
SCARECROW & MRS. KING	C	10002	619	11.9	6.2	97	1751	12.8	17.5	104	861	10.2	8.6	83	414	11.4	4.1	93
SIMON & SIMON	C	10638	794	15.3	7.5	117	1802	13.2	16.9	101	1148	13.6	10.8	103	482	13.3	4.5	101
60 MINUTES	C	13293	764	14.7	5.7	90	2009	14.7	15.1	90	1362	16.1	10.2	98	493	13.6	3.7	83
ST. ELSEWHERE	N	7017	531	10.2	7.6	118	1337	9.8	19.1	113	847	10.0	12.1	116	376	10.4	5.4	120
THREE'S COMPANY	A	10917	721	13.9	6.6	103	1890	13.9	17.3	103	1139	13.5	10.4	100	521	14.4	4.8	107
T.J. HOOKER	A	9204	432	8.3	4.7	73	1592	11.7	17.3	103	927	11.0	10.1	97	341	9.4	3.7	83
TONIGHT SHOW	N	2372	167	3.2	7.0	110	334	2.4	14.1	84	269	3.2	11.3	109	94	2.6	4.0	89
TRAPPER JOHN, M.D.	C	9846	610	11.8	6.2	97	1440	10.6	14.6	87	994	11.8	10.1	97	441	12.2	4.5	100
TV BLOOPERS & PRAC. JOKES	N	9105	513	9.9	5.6	88	1520	11.1	16.7	99	861	10.2	9.5	91	362	10.0	4.0	89
20/20	A	9387	528	10.2	5.6	88	1516	11.1	16.1	96	986	11.7	10.5	101	433	12.0	4.6	103
WEBSTER	A	11067	573	11.0	5.2	81	1860	13.6	16.8	100	875	10.4	7.9	76	442	12.2	4.0	89
WORLD NEWS - SUN	A	3062	*155	3.0	5.1	79	522	3.8	17.0	101	311	3.7	10.2	97	**94	2.6	3.1	69
YELLOW ROSE	N	4978	356	6.9	7.2	112	799	5.9	16.1	95	473	5.6	9.5	91	*206	5.7	4.1	93
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	643	12.4	7.2	113	1789	13.1	20.2	120	1084	12.8	12.2	117	*291	8.0	3.3	73
BASKETBALL - COLLEGE GAMES		4080	*283	5.5	6.9	108	901	6.6	22.1	131	*480	5.7	11.8	113	**220	6.1	5.4	121
BASKETBALL - PRO GAMES		3607	*268	5.2	7.4	116	807	5.9	22.4	133	*410	4.9	11.4	109	**173	4.8	4.8	107
BOWLING		3883	*353	6.8	9.1	142	820	6.0	21.1	125	*484	5.7	12.5	120	**249	6.9	6.4	143
BOXING		3928	*434	8.4	11.0	173	836	6.1	21.3	126	*408	4.8	10.4	100	**191	5.3	4.9	109
FOOTBALL - COLLEGE GAMES		6366	524	10.1	8.2	129	1484	10.9	23.3	138	772	9.1	12.1	116	*299	8.3	4.7	105
FOOTBALL - PRO GAMES		11300	980	18.9	8.7	135	2915	21.4	25.8	153	1523	18.0	13.5	129	642	17.7	5.7	127
GOLF		3378	**249	4.8	7.4	115	684	5.0	20.2	120	*362	4.3	10.7	103	**62	1.7	1.8	41
POST-SEASON COLL. FOOTBALL		4906	*348	6.7	7.1	111	1097	8.0	22.4	133	573	6.8	11.7	112	**215	5.9	4.4	98
POST-SEASON PRO FOOTBALL		6120	*435	8.4	7.1	111	1644	12.1	26.9	159	1017	12.0	16.6	159	*301	8.3	4.9	110
TENNIS		3033	**223	4.3	7.4	115	810	5.9	26.7	159	*306	3.6	10.1	97	**102	2.8	3.4	75
WRESTLING - PROFESSIONAL		3344	*289	5.6	8.6	135	810	5.9	24.2	144	468	5.5	14.0	134	**152	4.2	4.5	102

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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PACKAGED PIE CRUSTS (STORE BOUGHT) BASE = FEMALE HOMEMAKERS (80986)

		'000	%	UNWEIGHTED
4A. DO YOU OR ANY MEMBERS OF YOUR HOUSEHOLD USE THEM?				
	YES	28472	35.2	3118
	NO	52514	64.8	6317

	ALL		SOLE		PRIMARY		SECONDARY		
	'000	%	'000	%	'000	%	'000	%	UNWEIGHTED
IF YES									
4B. WHAT TYPES ARE USED BY YOUR HOUSEHOLD?									
REQUIRES MIXING & BAKING	7339	9.1	4676	5.8	1692	2.1	971	1.2	819
REQUIRES NO MIXING (MAY OR MAY NOT REQUIRE BAKING)	21156	26.1	18493	22.8	1810	2.2	854	1.1	2266
DO NOT KNOW	2640	3.3							303
4C. WHAT KINDS ARE USED BY YOUR HOUSEHOLD?									
DRY CRUST MIX	6506	8.0	2736	3.4	2864	3.5	906	1.1	706
FROZEN PASTRY/PIE SHELLS	18686	23.1	9446	11.7	7754	9.6	1486	1.8	2038
GRAHAM CRACKER SHELLS	10725	13.2	2191	2.7	5969	7.4	2565	3.2	1168
REFRIGERATED PIE CRUSTS	6968	8.6	2068	2.6	3303	4.1	1597	2.0	731
DO NOT KNOW	549	.7							67

		'000	%	UNWEIGHTED
4D. ABOUT HOW MANY PACKAGES OF PIE CRUSTS (STORE BOUGHT) WERE USED BY YOUR ENTIRE HOUSEHOLD IN THE LAST 30 DAYS?				
7 OR MORE	H	453	.6	52
4 - 6	H	2185	2.7	230
3	H	2272	2.8	265
2	M	6255	7.7	659
1	M	7225	8.9	795
LESS THAN 1	L	2794	3.4	326
NONE	L	7288	9.0	791

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PACKAGED PIE CRUSTS (STORE BOUGHT): USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0146
P-19

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS THREE OR MORE A '000	HEAVY USERS THREE OR MORE B % DOWN	HEAVY USERS THREE OR MORE C % ACROSS	HEAVY USERS THREE OR MORE D INDX	MEDIUM USERS ONE-TWO A '000	MEDIUM USERS ONE-TWO B % DOWN	MEDIUM USERS ONE-TWO C % ACROSS	MEDIUM USERS ONE-TWO D INDX	LIGHT USERS LESS THAN ONE A '000	LIGHT USERS LESS THAN ONE B % DOWN	LIGHT USERS LESS THAN ONE C % ACROSS	LIGHT USERS LESS THAN ONE D INDX
TOTAL FEMALE HOMEMAKERS	80986	28472	100.0	35.2	100	4909	100.0	6.1	100	13480	100.0	16.6	100	10083	100.0	12.5	100
18 - 24	9282	2546	8.9	27.4	78	*370	7.5	4.0	66	966	7.2	10.4	63	1211	12.0	13.0	105
25 - 34	19072	7227	25.4	37.9	108	892	18.2	4.7	77	3402	25.2	17.8	107	2934	29.1	15.4	124
35 - 44	14591	5631	19.8	38.6	110	929	18.9	6.4	105	2633	19.5	18.0	108	2068	20.5	14.2	114
45 - 54	11345	4783	16.8	42.2	120	889	18.1	7.8	129	2308	17.1	20.3	122	1587	15.7	14.0	112
55 - 64	11635	4222	14.8	36.3	103	1019	20.8	8.8	144	2114	15.7	18.2	109	1089	10.8	9.4	75
65 OR OLDER	15061	4068	14.3	27.0	77	811	16.5	5.4	89	2058	15.3	13.7	82	1194	11.8	7.9	64
18 - 34	28354	9773	34.3	34.5	98	1262	25.7	4.5	73	4367	32.4	15.4	93	4144	41.1	14.6	117
18 - 49	48339	17587	61.8	36.4	103	2577	52.5	5.3	88	8006	59.4	16.6	100	7004	69.5	14.5	116
25 - 54	45008	17641	62.0	39.2	111	2710	55.2	6.0	99	8343	61.9	18.5	111	6589	65.3	14.6	118
35 - 49	19985	7814	27.4	39.1	111	1315	26.8	6.6	109	3639	27.0	18.2	109	2860	28.4	14.3	115
50 OR OLDER	32647	10885	38.2	33.3	95	2332	47.5	7.1	118	5474	40.6	16.8	101	3079	30.5	9.4	76
GRADUATED COLLEGE	11155	3809	13.4	34.1	97	*403	8.2	3.6	60	1972	14.6	17.7	106	1434	14.2	12.9	103
ATTENDED COLLEGE	13682	5185	18.9	39.4	112	707	14.4	5.2	85	2402	17.8	17.6	105	2276	22.6	16.6	134
GRADUATED HIGH SCHOOL	33880	12267	43.1	36.2	103	2046	41.7	6.0	100	5803	43.0	17.1	103	4418	43.8	13.0	105
DID NOT GRADUATE HIGH SCHOOL	22270	7011	24.6	31.5	90	1753	35.7	7.9	130	3302	24.5	14.8	89	1955	19.4	8.8	71
EMPLOYED	40306	15637	54.9	38.8	110	2221	45.2	5.5	91	7401	54.9	18.4	110	6016	59.7	14.9	120
EMPLOYED FULL-TIME	32850	12790	44.9	38.9	111	1905	38.8	5.8	96	6032	44.7	18.4	110	4852	48.1	14.8	119
EMPLOYED PART-TIME	7456	2848	10.0	38.2	109	*315	6.4	4.2	70	1369	10.2	18.4	110	1164	11.5	15.6	125
NOT EMPLOYED	40680	12834	45.1	31.5	90	2688	54.8	6.6	109	6079	45.1	14.9	90	4067	40.3	10.0	80
PROFESSIONAL/MANAGER	10392	4048	14.2	39.0	111	*386	7.9	3.7	61	2029	15.1	19.5	117	1633	16.2	15.7	126
TECH/CLERICAL/SALES	17574	7082	24.9	40.3	115	902	18.4	5.1	85	3243	24.1	18.5	111	2937	29.1	16.7	134
PRECISION/CRAFT	985	*492	1.7	49.9	142	**52	1.1	5.3	87	**257	1.9	26.1	157	**183	1.8	18.6	149
OTHER EMPLOYED	11354	4016	14.1	35.4	101	880	17.9	7.8	128	1872	13.9	16.5	99	1264	12.5	11.1	89
SINGLE	9863	2986	10.4	30.1	86	*460	9.4	4.7	77	1294	9.6	13.1	79	1212	12.0	12.3	99
MARRIED	51375	19425	68.2	37.8	108	3259	66.4	6.3	105	9311	69.1	18.1	109	6855	68.0	13.3	107
DIVORCED/SEPARATED/WIDOWED	19748	6081	21.4	30.8	88	1190	24.2	6.0	99	2875	21.3	14.6	87	2016	20.0	10.2	82
PARENTS	32590	11842	41.6	36.3	103	1782	36.3	5.5	90	5652	41.9	17.3	104	4408	43.7	13.5	109
WHITE	70416	24513	86.1	34.8	99	3724	75.9	5.3	87	11786	87.4	16.7	101	9003	89.3	12.8	103
BLACK	8778	3505	12.3	39.9	114	1122	22.9	12.8	211	1497	11.1	17.1	102	886	8.8	10.1	81
OTHER	1791	**454	1.6	25.3	72	**63	1.3	3.5	58	**197	1.5	11.0	66	**194	1.9	10.8	87
NORTHEAST-CENSUS	17786	5416	19.0	30.5	87	1018	20.7	5.7	94	2428	18.0	13.7	82	1970	19.5	11.1	89
NORTH CENTRAL	20741	6740	23.7	32.5	92	1121	22.8	5.4	89	2869	21.3	13.8	83	2750	27.3	13.3	106
SOUTH	27775	12252	43.0	44.1	125	2426	49.4	8.7	144	6626	49.2	23.9	143	3200	31.7	11.5	93
WEST	14683	4064	14.3	27.7	79	*343	7.0	2.3	39	1558	11.6	10.6	64	2162	21.4	14.7	118
NORTHEAST-MKTG.	17961	5696	20.0	31.7	90	1026	20.9	5.7	94	2887	21.4	16.1	97	1783	17.7	9.9	80
EAST CENTRAL	11885	4035	14.2	34.0	97	716	14.6	6.0	99	1755	13.0	14.8	89	1564	15.5	13.2	106
WEST CENTRAL	14090	4426	15.5	31.4	89	659	13.4	4.7	77	1948	14.5	13.8	83	1819	18.0	12.9	104
SOUTH	24081	10739	37.7	44.6	127	2204	44.9	9.2	151	5575	41.4	23.2	139	2961	29.4	12.3	99
PACIFIC	12969	3576	12.6	27.6	78	**304	6.2	2.3	39	1314	9.7	10.1	61	1957	19.4	15.1	121
COUNTY SIZE A	32439	10027	35.2	30.9	88	1404	28.6	4.3	71	4835	35.9	14.9	90	3788	37.6	11.7	94
COUNTY SIZE B	24915	9408	33.7	38.6	110	1823	37.1	7.3	121	4389	32.6	17.6	106	3396	33.7	13.6	109
COUNTY SIZE C	12930	4468	17.4	38.4	109	851	17.3	6.6	109	2292	17.0	17.7	106	1824	18.1	14.1	113
COUNTY SIZE D	10703	3868	13.6	36.1	103	831	16.9	7.8	128	1963	14.6	18.3	110	1074	10.7	10.0	81
METRO CENTRAL CITY	24518	7975	28.0	32.5	93	1301	26.5	5.3	88	3703	27.5	15.1	91	2971	29.5	12.1	97
METRO SUBURBAN	35919	12873	45.2	35.8	102	2124	43.3	5.9	98	5876	43.6	16.4	98	4873	48.3	13.6	109
NON METRO	20549	7623	26.8	37.1	106	1484	30.2	7.2	119	3900	28.9	19.0	114	2239	22.2	10.9	88
TOP 5 ADI'S	18341	5536	19.4	30.2	86	784	16.0	4.3	71	2579	19.1	14.1	84	2173	21.6	11.8	95
TOP 10 ADI'S	25378	7845	27.6	30.9	88	1175	23.9	4.6	76	3841	28.5	15.1	91	2829	28.1	11.1	90
TOP 20 ADI'S	36488	11707	41.1	32.1	91	1743	35.5	4.8	79	5496	40.8	15.1	90	4469	44.3	12.2	98
HSHLD INC. $50,000 OR MORE	6612	2480	8.6	37.2	106	*336	6.8	5.1	84	1077	8.0	16.3	98	1047	10.4	15.8	127
$40,000 OR MORE	12659	5091	17.9	40.2	114	635	12.9	5.0	83	2254	16.7	17.8	107	2201	21.8	17.4	140
$30,000 OR MORE	24698	9764	34.3	39.5	112	1289	26.3	5.2	86	4602	34.1	18.6	112	3873	38.4	15.7	126
$25,000 OR MORE	32077	12714	44.7	39.6	113	1619	33.0	5.0	83	5988	44.4	18.7	112	5107	50.6	15.9	128
$20,000 - $24,999	9144	3296	11.6	36.0	103	*610	12.4	6.7	110	1633	12.1	17.9	107	1053	10.4	11.5	92
$15,000 - $19,999	8728	2693	9.5	30.9	88	*493	10.0	5.6	93	1273	9.4	14.6	88	926	9.2	10.6	85
$10,000 - $14,999	12562	4472	15.7	35.6	101	956	19.5	7.6	126	2182	16.2	17.4	104	1334	13.2	10.6	85
UNDER $10,000	18475	5298	18.6	28.7	82	1231	25.1	6.7	110	2404	17.8	13.0	78	1663	16.5	9.0	72
HOUSEHOLD OF 1 PERSON	11987	3322	11.7	27.7	79	574	11.7	4.8	79	1505	11.2	12.6	75	1243	12.3	10.4	83
2 PEOPLE	26577	9091	31.9	34.2	97	1522	31.0	5.7	94	4263	31.6	16.0	96	3306	32.8	12.4	100
3 OR 4 PEOPLE	30617	11891	41.8	38.8	110	1945	39.6	6.4	105	5986	44.4	19.6	117	3959	39.3	12.9	104
5 OR MORE PEOPLE	11804	4168	14.6	35.3	100	868	17.7	7.4	121	1725	12.8	14.6	88	1575	15.6	13.3	107
NO CHILD IN HSHLD	46165	15564	54.7	33.7	96	2905	59.2	6.3	104	7346	54.5	15.9	96	5314	52.7	11.5	92
CHILD(REN) UNDER 2 YRS	5325	1586	5.6	29.8	85	**186	3.8	3.5	58	638	4.7	12.0	72	762	7.6	14.3	115
2 - 5 YEARS	14221	4787	16.8	33.7	96	815	16.6	5.7	95	2326	17.3	16.4	98	1647	16.3	11.6	93
6 - 11 YEARS	15117	5747	20.2	38.0	108	970	19.8	6.4	106	2578	19.1	17.1	102	2199	21.8	14.5	117
12 - 17 YEARS	16611	6198	21.8	37.3	106	1001	20.4	6.0	99	2941	21.8	17.7	106	2256	22.4	13.6	109
RESIDENCE OWNED	55884	21051	73.9	37.7	107	3624	73.8	6.5	107	10319	76.6	18.5	111	7108	70.5	12.7	102
VALUE: $50,000 OR MORE	31744	11758	41.3	37.0	105	1754	35.7	5.5	91	5590	41.5	17.6	106	4413	43.8	13.9	112
VALUE: UNDER $50,000	24140	9293	32.6	38.5	109	1869	38.1	7.7	128	4729	35.1	19.6	118	2694	26.7	11.2	90

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PACKAGED PIE CRUSTS (STORE BOUGHT): USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0147
P-19

		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS THREE OR MORE A '000	HEAVY USERS THREE OR MORE B % DOWN	HEAVY USERS THREE OR MORE C % ACROSS	HEAVY USERS THREE OR MORE D INDX	MEDIUM USERS ONE-TWO A '000	MEDIUM USERS ONE-TWO B % DOWN	MEDIUM USERS ONE-TWO C % ACROSS	MEDIUM USERS ONE-TWO D INDX	LIGHT USERS LESS THAN ONE A '000	LIGHT USERS LESS THAN ONE B % DOWN	LIGHT USERS LESS THAN ONE C % ACROSS	LIGHT USERS LESS THAN ONE D INDX
TOTAL FEMALE HOMEMAKERS		80986	28472	100.0	35.2	100	4909	100.0	6.1	100	13480	100.0	16.6	100	10083	100.0	12.5	100
MAGAZINES	QUINTILE 1	15799	6850	24.1	43.4	123	1107	22.6	7.0	116	3201	23.7	20.3	122	2543	25.2	16.1	129
	QUINTILE 2	17259	5972	21.0	34.6	98	993	20.2	5.8	95	2824	20.9	16.4	98	2155	21.4	12.5	100
	QUINTILE 3	13545	4604	16.2	34.0	97	876	17.8	6.5	107	1883	14.0	13.9	84	1845	18.3	13.6	109
	QUINTILE 4	15133	5237	18.4	34.6	98	788	16.1	5.2	86	2707	20.1	17.9	107	1742	17.3	11.5	92
	QUINTILE 5	19250	5808	20.4	30.2	86	1145	23.3	5.9	98	2865	21.3	14.9	89	1799	17.8	9.3	75
NEWSPAPERS	QUINTILE 1	12413	4594	16.1	37.0	105	748	15.2	6.0	99	2197	16.3	17.7	106	1648	16.3	13.3	107
	QUINTILE 2	24116	8626	30.3	35.8	102	1423	29.0	5.9	97	4163	30.9	17.3	104	3039	30.1	12.6	101
	QUINTILE 3	11261	4002	14.1	35.5	101	813	16.6	7.2	119	1860	13.8	16.5	99	1330	13.2	11.8	95
	QUINTILE 4	20255	7014	24.6	34.6	98	1160	23.6	5.7	94	3074	22.8	15.2	91	2779	27.6	13.7	110
	QUINTILE 5	12940	4236	14.9	32.7	93	764	15.6	5.9	97	2186	16.2	16.9	101	1286	12.8	9.9	80
OUTDOOR	QUINTILE 1	14852	5899	20.7	39.7	113	593	12.1	4.0	66	2800	20.8	18.9	113	2506	24.9	16.9	136
	QUINTILE 2	15725	5588	19.6	35.5	101	1000	20.4	6.4	105	2749	20.4	17.5	105	1839	18.2	11.7	94
	QUINTILE 3	16330	5551	19.5	34.0	97	1201	24.5	7.4	121	2270	16.8	13.9	84	2080	20.6	12.7	102
	QUINTILE 4	16744	5458	19.2	32.6	93	1112	22.7	6.6	110	2488	18.5	14.9	89	1858	18.4	11.1	89
	QUINTILE 5	17334	5977	21.0	34.5	98	1004	20.5	5.8	96	3173	23.5	18.3	110	1800	17.9	10.4	83
RADIO-DRIVE TIME	QUINTILE 1	15911	6168	21.7	38.8	110	1120	22.8	7.0	116	2931	21.7	18.4	111	2117	21.0	13.3	107
	QUINTILE 2	14837	4923	17.3	33.2	94	860	17.5	5.8	96	2332	17.3	15.7	94	1732	17.2	11.7	94
	QUINTILE 3	15339	5439	19.1	35.5	101	769	15.7	5.0	83	2739	20.3	17.9	107	1931	19.2	12.6	101
	QUINTILE 4	16723	5999	21.1	35.9	102	927	18.9	5.5	91	2908	21.6	17.4	104	2164	21.5	12.9	104
	QUINTILE 5	18176	5942	20.9	32.7	93	1233	25.1	6.8	112	2570	19.1	14.1	85	2139	21.2	11.8	95
RADIO-MID-DAY	TERCILE 1	21020	7612	26.7	36.2	103	1237	25.2	5.9	97	3684	27.3	17.5	105	2692	26.7	12.8	103
	TERCILE 2	21610	8064	28.3	37.3	106	1420	28.9	6.6	108	3599	26.7	16.7	100	3044	30.2	14.1	113
	TERCILE 3	38355	12796	44.9	33.4	95	2252	45.9	5.9	97	6197	46.0	16.2	97	4347	43.1	11.3	91
RADIO-TOTAL	QUINTILE 1	15988	6080	21.4	38.0	108	1123	22.9	7.0	116	2858	21.2	17.9	107	2099	20.8	13.1	105
	QUINTILE 2	15626	5305	18.6	33.9	97	912	18.6	5.8	96	2456	18.2	15.7	94	1938	19.2	12.4	100
	QUINTILE 3	16723	5752	20.2	34.4	98	889	18.1	5.3	88	2847	21.1	17.0	102	2017	20.0	12.1	97
	QUINTILE 4	16342	6093	21.4	37.3	106	867	17.7	5.3	88	2891	21.4	17.7	106	2335	23.2	14.3	115
	QUINTILE 5	16306	5242	18.4	32.1	91	1119	22.8	6.9	113	2429	18.0	14.9	89	1695	16.8	10.4	83
TV-PRIME TIME	QUINTILE 1	15953	5724	20.1	35.9	102	1175	23.9	7.4	122	2866	21.3	18.0	108	1683	16.7	10.5	85
	QUINTILE 2	16137	5549	19.5	34.4	98	1029	21.0	6.4	105	2264	16.8	14.0	84	2256	22.4	14.0	112
	QUINTILE 3	16420	5951	20.9	36.2	103	869	17.7	5.3	87	2797	20.7	17.0	102	2285	22.7	13.9	112
	QUINTILE 4	16687	6020	21.1	36.1	103	933	19.0	5.6	92	2867	21.3	17.2	103	2221	22.0	13.3	107
	QUINTILE 5	15789	5228	18.4	33.1	94	903	18.4	5.7	94	2686	19.9	17.0	102	1638	16.2	10.4	83
TV-DAYTIME	TERCILE 1	27736	9496	33.4	34.2	97	1843	37.5	6.6	110	4418	32.8	15.9	96	3235	32.1	11.7	94
	TERCILE 2	26489	9824	34.5	37.1	105	1669	34.0	6.3	104	4456	33.1	16.8	101	3699	36.7	14.0	112
	TERCILE 3	26761	9151	32.1	34.2	97	1396	28.4	5.2	86	4606	34.2	17.2	103	3149	31.2	11.8	95
TV-TOTAL	QUINTILE 1	16345	5467	19.2	33.4	95	1117	22.8	6.8	113	2577	19.1	15.8	95	1774	17.6	10.9	87
	QUINTILE 2	16447	5567	19.6	33.8	96	1098	22.4	6.7	110	2538	18.8	15.4	93	1931	19.2	11.7	94
	QUINTILE 3	15980	5999	21.1	37.5	107	1167	23.8	7.3	120	2726	20.2	17.1	102	2106	20.9	13.2	106
	QUINTILE 4	15887	5930	20.8	37.3	106	677	13.8	4.3	70	2665	19.8	16.8	101	2588	25.7	16.3	131
	QUINTILE 5	16326	5509	19.3	33.7	96	851	17.3	5.2	86	2974	22.1	18.2	109	1684	16.7	10.3	83
MAGAZINES-NEWSPAPERS: DUAL		20721	8107	28.5	39.1	111	1309	26.7	6.3	104	3852	28.6	18.6	112	2946	29.2	14.2	114
MAGAZINE IMPERATIVE		19186	7241	25.4	37.7	107	1306	26.6	6.8	112	3212	23.8	16.7	101	2723	27.0	14.2	114
NEWSPAPER IMPERATIVE		21899	7202	25.3	32.9	94	1290	26.3	5.9	97	3427	25.4	15.6	94	2485	24.6	11.3	91
MAGAZINES-OUTDOOR: DUAL		15451	6271	22.0	40.6	115	801	16.3	5.2	86	3023	22.4	19.6	118	2447	24.3	15.8	127
MAGAZINE IMPERATIVE		25953	9181	32.2	35.4	101	1833	37.3	7.1	117	4112	30.5	15.8	95	3237	32.1	12.5	100
OUTDOOR IMPERATIVE		24400	8080	28.4	33.1	94	1393	28.4	5.7	94	3711	27.5	15.2	91	2976	29.5	12.2	98
MAGAZINES-RADIO: DUAL		18049	6735	23.7	37.3	106	1217	24.8	6.7	111	3106	23.0	17.2	103	2411	23.9	13.4	107
MAGAZINE IMPERATIVE		23571	9052	31.8	38.4	109	1420	28.9	6.0	99	4109	30.5	17.4	105	3523	34.9	14.9	120
RADIO IMPERATIVE		23278	7851	27.6	33.7	96	1280	26.1	5.5	91	3902	28.9	16.8	101	2670	26.5	11.5	92
MAGAZINES-TELEVISION: DUAL		15459	5810	20.4	37.6	107	985	20.1	6.4	105	2580	19.1	16.7	100	2245	22.3	14.5	117
MAGAZINE IMPERATIVE		25829	9868	34.7	38.2	109	1507	30.7	5.8	96	4655	34.5	18.0	108	3705	36.7	14.3	115
TELEVISION IMPERATIVE		26029	8306	29.2	31.9	91	1838	37.4	7.1	116	3892	28.9	14.9	90	2576	25.5	9.9	79
NEWSPAPERS-OUTDOOR: DUAL		16605	6450	22.7	38.8	110	976	19.9	5.9	97	3074	22.8	18.5	111	2400	23.8	14.5	116
NEWSPAPER IMPERATIVE		26834	9156	32.2	34.1	97	1757	35.8	6.5	108	4380	32.5	16.3	98	3019	29.9	11.3	90
OUTDOOR IMPERATIVE		23346	8195	28.8	35.1	100	1340	27.3	5.7	95	3801	28.2	16.3	98	3053	30.3	13.1	105
NEWSPAPERS-RADIO: DUAL		17133	6103	21.4	35.6	101	971	19.8	5.7	93	2942	21.8	17.2	103	2190	21.7	12.8	103
NEWSPAPER IMPERATIVE		25892	9191	32.3	35.5	101	1547	31.5	6.0	99	4425	32.8	17.1	103	3218	31.9	12.4	100
RADIO IMPERATIVE		23167	8003	28.1	34.5	98	1474	30.0	6.4	105	3773	28.0	16.3	98	2755	27.3	11.9	96
NEWSPAPERS-TELEVISION: DUAL		17159	6243	21.9	36.4	103	1209	24.6	7.0	116	2919	21.7	17.0	102	2115	21.0	12.3	99
NEWSPAPER IMPERATIVE		26214	9397	33.0	35.8	102	1413	28.8	5.4	89	4635	34.4	17.7	106	3349	33.2	12.8	103
TELEVISION IMPERATIVE		23412	7869	27.6	33.6	96	1704	34.7	7.3	120	3484	25.8	14.9	89	2681	26.6	11.5	92
OUTDOOR-RADIO: DUAL		15303	5761	20.2	37.6	107	826	16.8	5.4	89	2902	21.5	19.0	114	2033	20.2	13.3	107
OUTDOOR IMPERATIVE		24901	9023	31.7	36.2	103	1494	30.4	6.0	99	4036	29.9	16.2	97	3493	34.6	14.0	113
RADIO IMPERATIVE		26492	9134	32.1	34.5	98	1743	35.5	6.6	109	4243	31.5	16.0	96	3148	31.2	11.9	95
OUTDOOR-TELEVISION: DUAL		14794	5554	19.5	37.5	107	1022	20.8	6.9	114	2584	19.2	17.5	105	1949	19.3	13.2	106
OUTDOOR IMPERATIVE		25437	9556	33.6	37.6	107	1252	25.5	4.9	81	4541	33.7	17.9	107	3763	37.3	14.8	119
TELEVISION IMPERATIVE		27877	9316	32.7	33.4	95	2074	42.2	7.4	123	4232	31.4	15.2	91	3010	29.9	10.8	87
RADIO-TELEVISION: DUAL		15936	5294	18.6	33.1	94	1048	21.3	6.6	108	2650	19.7	16.6	100	1596	15.8	10.0	80
RADIO IMPERATIVE		25478	9545	33.5	37.5	107	1552	31.6	6.1	100	4456	33.1	17.5	105	3538	35.1	13.9	112
TELEVISION IMPERATIVE		26573	9272	32.6	34.9	99	1864	38.0	7.0	116	4108	30.5	15.5	93	3299	32.7	12.4	100

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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PACKAGED PIE CRUSTS (STORE BOUGHT): USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS THREE OR MORE A '000	HEAVY USERS THREE OR MORE B % DOWN	HEAVY USERS THREE OR MORE C % ACROSS	HEAVY USERS THREE OR MORE D INDX	MEDIUM USERS ONE-TWO A '000	MEDIUM USERS ONE-TWO B % DOWN	MEDIUM USERS ONE-TWO C % ACROSS	MEDIUM USERS ONE-TWO D INDX	LIGHT USERS LESS THAN ONE A '000	LIGHT USERS LESS THAN ONE B % DOWN	LIGHT USERS LESS THAN ONE C % ACROSS	LIGHT USERS LESS THAN ONE D INDX
TOTAL FEMALE HOMEMAKERS	80986	28472	100.0	35.2	100	4909	100.0	6.1	100	13480	100.0	16.6	100	10083	100.0	12.5	100
ATLANTIC MONTHLY	415	*110	0.4	26.5	75	**15	0.3	3.6	60	**49	0.4	11.8	71	**46	0.5	11.1	89
BARRON'S	453	*160	0.6	35.3	100	**0	0.0	0.0	0	**57	0.4	12.6	76	**103	1.0	22.7	183
BETTER HOMES & GARDENS	16256	6449	22.7	39.7	113	1010	20.6	6.2	103	3063	22.7	18.8	113	2376	23.6	14.6	117
BON APPETIT	2535	831	2.9	32.8	93	**96	2.0	3.8	62	392	2.9	15.5	93	344	3.4	13.6	109
BUSINESS WEEK	1278	551	1.9	43.1	123	**89	1.8	7.0	115	*231	1.7	18.1	109	*231	2.3	18.1	145
CAR AND DRIVER	378	*189	0.7	50.0	142	**28	0.6	7.4	122	**64	0.5	16.9	102	**97	1.0	25.7	206
CBS MAGAZINE NETWORK (GROSS)	1498	701	2.5	46.8	133	**113	2.3	7.5	124	*327	2.4	21.8	131	*261	2.6	17.4	140
CHANGING TIMES	1505	461	1.6	30.6	87	**101	2.1	6.7	111	*161	1.2	10.7	64	*199	2.0	13.2	106
COLONIAL HOMES	1231	556	2.0	45.2	128	**123	2.5	10.0	165	257	1.9	20.9	125	*176	1.7	14.3	115
CONDE NAST MAG. PKG. (GROSS)	14146	5855	20.6	41.4	118	892	18.2	6.3	104	2462	18.3	17.4	105	2501	24.8	17.7	142
CONSUMERS DIGEST	1323	533	1.9	40.3	115	**50	1.0	3.8	62	*340	2.5	25.7	154	*143	1.4	10.8	87
COSMOPOLITAN	7102	2522	8.9	35.5	101	386	7.9	5.4	90	1156	8.6	16.3	98	980	9.7	13.8	111
COUNTRY LIVING	2481	1150	4.0	46.4	132	*187	3.8	7.5	124	467	3.5	18.8	113	497	4.9	20.0	161
CUISINE	1472	488	1.7	33.2	94	**66	1.3	4.5	74	*235	1.7	16.0	96	*187	1.9	12.7	102
CYCLE WORLD	425	*191	0.7	44.9	128	**51	1.0	12.0	198	**65	0.5	15.3	92	**74	0.7	17.4	140
DCI:CREATIVE IDEAS FOR LIV	2510	1001	3.5	39.9	113	*220	4.5	8.8	145	396	2.9	15.8	95	385	3.8	15.3	123
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	3236	11.4	48.3	138	626	12.8	9.4	154	1518	11.3	22.7	136	1092	10.8	16.3	131
DISCOVER	894	346	1.2	38.7	110	**20	0.4	2.2	37	*137	1.0	15.3	92	*189	1.9	21.1	170
EBONY	3507	1474	5.2	42.0	120	451	9.2	12.9	212	704	5.2	20.1	121	319	3.2	9.1	73
ESQUIRE	1083	372	1.3	34.3	98	**93	1.9	8.6	142	*166	1.2	15.3	92	**113	1.1	10.4	84
ESSENCE	1830	725	2.5	39.6	113	*186	3.8	10.2	168	331	2.5	18.1	109	208	2.1	11.4	91
FAMILY CIRCLE	15930	6165	21.7	38.7	110	1069	21.8	6.7	111	2935	21.8	18.4	111	2162	21.4	13.6	109
THE FAMILY HANDYMAN	1126	550	1.9	48.8	139	**80	1.6	7.1	117	*272	2.0	24.2	145	*198	2.0	17.6	141
FAMILY WEEKLY	11468	4280	15.0	37.3	106	791	16.1	6.9	114	1911	14.2	16.7	100	1579	15.7	13.8	111
FIELD & STREAM	2234	866	3.0	38.8	110	*158	3.2	7.1	117	502	3.7	22.5	135	*206	2.0	9.2	74
FOOD & WINE	579	220	0.8	38.0	108	**40	0.8	6.9	114	**108	0.8	18.7	112	**72	0.7	12.4	100
FORBES	728	333	1.2	45.7	130	**29	0.6	4.0	66	*160	1.2	22.0	132	**144	1.4	19.8	159
FORTUNE	906	358	1.3	39.5	112	**39	0.8	4.3	71	*113	0.8	12.5	75	**206	2.0	22.7	183
GENTLEMEN'S QUARTERLY	791	*222	0.8	28.1	80	**58	1.2	7.3	121	**61	0.5	7.7	46	**103	1.0	13.0	105
GLAMOUR	5265	2229	7.8	42.3	120	330	6.7	6.3	103	951	7.1	18.1	109	949	9.4	18.0	145
GOLF DIGEST	636	*227	0.8	35.7	102	**70	1.4	11.0	182	**67	0.5	10.5	63	**90	0.9	14.2	114
GOLF DIGEST/TENNIS (GROSS)	1186	498	1.7	42.0	119	**100	2.0	8.4	139	*216	1.6	18.2	109	*182	1.8	15.3	123
GOLF MAGAZINE	441	**168	0.6	38.1	108	**33	0.7	7.5	123	**45	0.3	10.2	61	**90	0.9	20.4	164
GOLF MAGAZINE/SKI (GROSS)	922	319	1.1	34.6	98	**64	1.3	6.9	115	**112	0.8	12.1	73	**143	1.4	15.5	125
GOOD HOUSEKEEPING	16487	6522	22.9	39.6	113	1051	21.4	6.4	105	3126	23.2	19.0	114	2346	23.3	14.2	114
HARPER'S BAZAAR	2423	1071	3.8	44.2	126	*215	4.4	8.9	146	412	3.1	17.0	102	444	4.4	18.3	147
HEALTH	1994	939	3.3	47.1	134	*222	4.5	11.1	184	385	2.9	19.3	116	332	3.3	16.6	134
HEARST MAG CORP. BUY (GROSS)	44101	17550	61.6	39.8	113	2955	60.2	6.7	111	8166	60.6	18.5	111	6429	63.8	14.6	117
HEARST MAN POWER (GROSS)	1993	876	3.1	44.0	125	*181	3.7	9.1	150	408	3.0	20.5	123	*287	2.8	14.4	116
HEARST WOMAN POWER (GROSS)	31274	11990	42.1	38.3	109	1926	39.2	6.2	102	5794	43.0	18.5	111	4270	42.3	13.7	110
HOUSE BEAUTIFUL	3623	1446	5.1	39.9	114	264	5.4	7.3	120	620	4.6	17.1	103	562	5.6	15.5	125
INC.	283	**97	0.3	34.3	97	**33	0.7	11.7	192	**25	0.2	8.8	53	**39	0.4	13.8	111
JET	2928	1262	4.4	43.1	123	398	8.1	13.6	224	541	4.0	18.5	111	323	3.2	11.0	89
LADIES' HOME JOURNAL	11918	4892	17.2	41.0	117	717	14.6	6.0	99	2339	17.4	19.6	118	1837	18.2	15.4	124
LHJ FAMILY GRP COMBO(GROSS)	16764	6939	24.4	41.4	118	1170	23.8	7.0	115	3162	23.5	18.9	113	2607	25.9	15.6	125
LIFE	4254	1572	5.5	37.0	105	*230	4.7	5.4	89	740	5.5	17.4	105	602	6.0	14.2	114
L.A. TIMES HOME MAGAZINE	1145	344	1.2	30.0	85	**2	0.0	0.2	3	*164	1.2	14.3	86	*178	1.8	15.5	125
MADEMOISELLE	2884	1231	4.3	42.7	121	*155	3.2	5.4	89	503	3.7	17.4	105	573	5.7	19.9	160
MC CALL'S	13460	5487	19.3	40.8	116	1009	20.6	7.5	124	2396	17.8	17.8	107	2083	20.7	15.5	124
MC CALL'S/MRK MOTHER (GROSS)	14606	6025	21.2	41.3	117	1074	21.9	7.4	121	2636	19.6	18.0	108	2314	22.9	15.8	127
MECHANIX ILLUSTRATED	772	340	1.2	44.0	125	**98	2.0	12.7	209	*180	1.3	23.3	140	**62	0.6	8.0	65
METROPOLITAN HOME	967	398	1.4	41.2	117	**54	1.1	5.6	92	*172	1.3	17.8	107	*173	1.7	17.9	144
MONEY	1588	616	2.2	38.8	110	**116	2.4	7.3	121	185	1.4	11.6	70	316	3.1	19.9	160
MOTHER EARTH NEWS	1002	435	1.5	43.4	123	**67	1.4	6.7	110	*191	1.4	19.1	115	*177	1.8	17.7	142
MS.	825	282	1.0	34.2	97	**27	0.6	3.3	54	*126	0.9	15.3	92	*129	1.3	15.6	126
NATIONAL ENQUIRER	10336	3948	13.9	38.2	109	837	17.1	8.1	134	1903	14.1	18.4	111	1207	12.0	11.7	94
NATIONAL GEOGRAPHIC	9597	3520	12.4	36.7	104	485	9.9	5.1	83	1569	11.6	16.3	98	1466	14.5	15.3	123
NATIONAL SUNDAY MAGAZINE PKG	49558	17929	63.0	36.2	103	2879	58.6	5.8	96	8473	62.9	17.1	103	6577	65.2	13.3	107
NATURAL HISTORY	573	*158	0.6	27.6	78	**9	0.2	1.6	26	**75	0.6	13.1	79	**74	0.7	12.9	104
NEW WOMAN	1699	655	2.3	38.6	110	**61	1.2	3.6	59	*305	2.3	18.0	108	289	2.9	17.0	137
NEW YORK INCLUDING CUE	443	*134	0.5	30.2	86	**35	0.7	7.9	130	**55	0.4	12.4	75	**43	0.4	9.7	78
THE NEW YORKER	1270	421	1.5	33.1	94	**50	1.0	3.9	65	202	1.5	15.9	96	*170	1.7	13.4	108
NEWSWEEK	6277	2395	8.4	38.2	109	332	6.8	5.3	87	1129	8.4	18.0	108	934	9.3	14.9	120
THE N.Y. TIMES DAILY EDITION	1205	402	1.4	33.4	95	**62	1.3	5.1	85	*184	1.4	15.3	92	*156	1.5	12.9	104
THE N.Y. TIMES MAGAZINE	2081	753	2.6	36.2	103	*129	2.6	6.2	102	324	2.4	15.6	94	300	3.0	14.4	116
OMNI	788	329	1.2	41.8	119	**42	0.9	5.3	88	*154	1.1	19.5	117	*133	1.3	16.9	136
ON CABLE	1158	463	1.6	40.0	114	**86	1.8	7.4	123	*278	2.1	24.0	144	**99	1.0	8.5	69
1001 HOME IDEAS	2852	1107	3.9	38.8	110	*231	4.7	8.1	134	438	3.2	15.4	92	438	4.3	15.4	123
ORGANIC GARDENING	1658	491	1.7	29.6	84	**94	1.9	5.7	94	*192	1.4	11.6	70	*205	2.0	12.4	99
OUTDOOR LIFE	896	316	1.1	35.3	100	**58	1.2	6.5	107	**156	1.2	17.4	105	**101	1.0	11.3	91
PARADE MAGAZINE	24275	8880	31.2	36.6	104	1543	31.4	6.4	105	4170	30.9	17.2	103	3167	31.4	13.0	105

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PACKAGED PIE CRUSTS (STORE BOUGHT): USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0149
P-19

	TOTAL U.S. '000	ALL USERS A '000	B % DOWN	C % ACROSS	D INDX	HEAVY USERS THREE OR MORE A '000	B % DOWN	C % ACROSS	D INDX	MEDIUM USERS ONE-TWO A '000	B % DOWN	C % ACROSS	D INDX	LIGHT USERS LESS THAN ONE A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	28472	100.0	35.2	100	4909	100.0	6.1	100	13480	100.0	16.6	100	10083	100.0	12.5	100
PARENTS	3845	1443	5.1	37.5	107	*229	4.7	6.0	98	554	4.1	14.4	87	660	6.5	17.2	138
PENTHOUSE	831	368	1.3	44.3	126	**51	1.0	6.1	101	**174	1.3	20.9	126	**143	1.4	17.2	138
PEOPLE	11645	4547	16.0	39.0	111	676	13.8	5.8	96	2143	15.9	18.4	111	1727	17.1	14.8	119
PLAYBOY	2006	880	3.1	43.9	125	*125	2.5	6.2	103	392	2.9	19.5	117	363	3.6	18.1	145
POPULAR HOT RODDING	297	*154	0.5	51.9	147	**24	0.5	8.1	133	**56	0.4	18.9	113	**74	0.7	24.9	200
POPULAR MECHANICS	1018	523	1.8	51.4	146	**104	2.1	10.2	169	*277	2.1	27.2	163	**143	1.4	14.0	113
POPULAR SCIENCE	878	421	1.5	47.9	136	**77	1.6	8.8	145	**201	1.5	22.9	138	*143	1.4	16.3	131
PREVENTION	3913	1493	5.2	38.2	109	*219	4.5	5.6	92	695	5.2	17.8	107	579	5.7	14.8	119
PSYCHOLOGY TODAY	1710	728	2.6	42.6	121	**130	2.6	7.6	125	348	2.6	20.4	122	251	2.5	14.7	118
READER'S DIGEST	22204	8240	28.9	37.1	106	1299	26.5	5.9	97	3897	28.9	17.6	105	3044	30.2	13.7	110
REDBOOK	7684	2946	10.3	38.3	109	490	10.0	6.4	105	1513	11.2	19.7	118	944	9.4	12.3	99
ROAD & TRACK	410	*182	0.6	44.4	126	**9	0.2	2.2	36	**55	0.4	13.4	81	**118	1.2	28.8	231
ROLLING STONE	969	398	1.4	41.1	117	**43	0.9	4.4	73	*162	1.2	16.7	100	*193	1.9	19.9	160
RUNNER'S WORLD	298	*142	0.5	47.7	136	**27	0.6	9.1	149	**30	0.2	10.1	60	**86	0.9	28.9	232
SATURDAY EVENING POST	1169	518	1.8	44.3	126	**89	1.8	7.6	126	*218	1.6	18.6	112	*211	2.1	18.0	145
SCIENCE 84	587	289	1.0	49.2	140	**33	0.7	5.6	93	**77	0.6	13.1	79	*179	1.8	30.5	245
SCIENCE DIGEST	482	*197	0.7	40.9	116	**23	0.5	4.8	79	**104	0.8	21.6	130	**70	0.7	14.5	117
SCIENTIFIC AMERICAN	594	*196	0.7	33.0	94	**14	0.3	2.4	39	**111	0.8	18.7	112	**71	0.7	12.0	96
SELF	2089	777	2.7	37.2	106	**91	1.9	4.4	72	355	2.6	17.0	102	331	3.3	15.8	127
SEVENTEEN	2411	960	3.4	39.8	113	*184	3.7	7.6	126	471	3.5	19.5	117	305	3.0	12.7	102
SKI	480	*151	0.5	31.5	89	**31	0.6	6.5	107	**67	0.5	14.0	84	**53	0.5	11.0	89
SMITHSONIAN	2760	922	3.2	33.4	95	**63	1.3	2.3	38	334	2.5	12.1	73	525	5.2	19.0	153
SOAP OPERA DIGEST	3013	1246	4.4	41.4	118	*159	3.2	5.3	87	573	4.3	19.0	114	514	5.1	17.1	137
SOUTHERN LIVING	4184	2235	7.8	53.4	152	406	8.3	9.7	160	1122	8.3	26.8	161	707	7.0	16.9	136
SPORT	559	*203	0.7	36.3	103	**68	1.4	12.2	201	**80	0.6	14.3	86	**55	0.5	9.8	79
THE SPORTING NEWS	436	**192	0.7	44.0	125	**46	0.9	10.6	174	**105	0.8	24.1	145	**41	0.4	9.4	76
SPORTS AFIELD	493	*155	0.5	31.4	89	**55	1.1	11.2	184	**27	0.2	5.5	33	**74	0.7	15.0	121
SPORTS ILLUSTRATED	2758	1038	3.6	37.6	107	*135	2.8	4.9	81	534	4.0	19.4	116	369	3.7	13.4	107
STAR	7456	2889	10.1	38.7	110	516	10.5	6.9	114	1461	10.8	19.6	118	911	9.0	12.2	98
SUNDAY	24936	8659	30.4	34.7	99	1251	25.5	5.0	83	4058	30.1	16.3	98	3351	33.2	13.4	108
SUNSET	2124	671	2.4	31.6	90	**29	0.6	1.4	23	*267	2.0	12.6	76	375	3.7	17.7	142
TV GUIDE	21661	8260	29.0	38.1	108	1492	30.4	6.9	114	3685	27.3	17.0	102	3082	30.6	14.2	114
TENNIS	550	*270	0.9	49.1	140	**30	0.6	5.5	90	**149	1.1	27.1	163	**92	0.9	16.7	134
TIME	8880	3439	12.1	38.7	110	452	9.2	5.1	84	1500	11.1	16.9	101	1487	14.7	16.7	134
TOWN & COUNTRY	917	390	1.4	42.5	121	**36	0.7	3.9	65	*186	1.4	20.3	122	*168	1.7	18.3	147
TRAVEL & LEISURE	972	434	1.5	44.7	127	**76	1.5	7.8	129	*190	1.4	19.5	117	*168	1.7	17.3	139
TRUE STORY	3356	1267	4.4	37.8	107	*300	6.1	8.9	147	582	4.3	17.3	104	385	3.8	11.5	92
U.S.NEWS & WORLD REPORT	3410	1311	4.6	38.4	109	*184	3.7	5.4	89	535	4.0	15.7	94	592	5.9	17.4	139
USA TODAY	1759	727	2.6	41.3	118	**147	3.0	8.4	138	296	2.2	16.8	101	284	2.8	16.1	130
US	1873	881	3.1	47.0	134	*202	4.1	10.8	178	305	2.3	16.3	98	374	3.7	20.0	160
VOGUE	3909	1618	5.7	41.4	118	316	6.4	8.1	133	654	4.9	16.7	101	648	6.4	16.6	133
WALL STREET JOURNAL	1886	796	2.8	42.2	120	**81	1.7	4.3	71	371	2.8	19.7	118	344	3.4	18.2	146
WEIGHT WATCHERS	2120	863	3.0	40.7	116	*115	2.3	5.4	89	348	2.6	16.4	99	399	4.0	18.8	151
WOMAN'S DAY	14172	5391	18.9	38.0	108	969	19.7	6.8	113	2361	17.5	16.7	100	2061	20.4	14.5	117
WORKING MOTHER	1146	537	1.9	46.9	133	**65	1.3	5.7	94	*241	1.8	21.0	126	*232	2.3	20.2	163
WORKING WOMAN	1322	546	1.9	41.3	117	**129	2.6	9.8	161	*198	1.5	15.0	90	*219	2.2	16.6	133
WORLD TENNIS	*163	**77	0.3	47.2	134	**20	0.4	12.3	202	**43	0.3	26.4	158	**13	0.1	8.0	64
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1127	4.0	44.5	127	*218	4.4	8.6	142	483	3.6	19.1	115	426	4.2	16.8	135
BLAIR INSERTS	43657	15787	55.4	36.2	103	2549	51.9	5.8	96	7480	55.5	17.1	103	5758	57.1	13.2	106
DAILY NEWSPAPERS																	
READ ANY	51633	18438	64.8	35.7	102	3218	65.6	6.2	103	8666	64.3	16.8	101	6554	65.0	12.7	102
READ ONE	43463	15203	53.4	35.0	99	2654	54.1	6.1	101	7167	53.2	16.5	99	5383	53.4	12.4	99
READ TWO OR MORE	8170	3235	11.4	39.6	113	564	11.5	6.9	114	1499	11.1	18.3	110	1171	11.6	14.3	115
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	18887	66.3	35.9	102	3118	63.5	5.9	98	8919	66.2	16.9	102	6850	67.9	13.0	104
READ ONE	46126	16579	58.2	35.9	102	2798	57.0	6.1	100	7868	58.4	17.1	102	5913	58.6	12.8	103
READ TWO OR MORE	6552	2308	8.1	35.2	100	320	6.5	4.9	81	1051	7.8	16.0	96	937	9.3	14.3	115
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	29.35				22.32				29.98				31.95			
30 DAY REACH	71455	25204	88.5	35.3	100	4427	90.2	6.2	102	11649	86.4	16.3	98	9128	90.5	12.8	103
50 SHWG - 30 DAY AV FREQ	14.56	15.51				11.81				15.97				16.71			
30 DAY REACH	67742	23884	83.9	35.3	100	4169	84.9	6.2	102	10977	81.4	16.2	97	8738	86.7	12.9	104
25 SHWG - 30 DAY AV FREQ	7.94	8.40				6.42				8.65				9.02			
30 DAY REACH	62117	22092	77.6	35.6	101	3831	78.0	6.2	102	10143	75.2	16.3	98	8117	80.5	13.1	105
CABLE TV: HOME WIRED	32077	12338	43.3	38.5	109	1985	40.4	6.2	102	5595	41.5	17.4	105	4758	47.2	14.8	119
HOME NOT WIRED	48909	16134	56.7	33.0	94	2924	59.6	6.0	99	7886	58.5	16.1	97	5324	52.8	10.9	87
HAVE PAY CABLE	15935	6415	22.5	40.3	115	1155	23.5	7.2	120	2831	21.0	17.8	107	2429	24.1	15.2	122

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PACKAGED PIE CRUSTS (STORE BOUGHT): USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0150
P-19

		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS THREE OR MORE A '000	HEAVY USERS THREE OR MORE B % DOWN	HEAVY USERS THREE OR MORE C % ACROSS	HEAVY USERS THREE OR MORE D INDX	MEDIUM USERS ONE-TWO A '000	MEDIUM USERS ONE-TWO B % DOWN	MEDIUM USERS ONE-TWO C % ACROSS	MEDIUM USERS ONE-TWO D INDX	LIGHT USERS LESS THAN ONE A '000	LIGHT USERS LESS THAN ONE B % DOWN	LIGHT USERS LESS THAN ONE C % ACROSS	LIGHT USERS LESS THAN ONE D INDX
TOTAL FEMALE HOMEMAKERS		80986	28472	100.0	35.2	100	4909	100.0	6.1	100	13480	100.0	16.6	100	10083	100.0	12.5	100
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM		43921	16097	56.5	36.6	104	2579	52.5	5.9	97	7766	57.6	17.7	106	5751	57.0	13.1	105
10:00 AM - 3:00 PM		30659	11118	39.0	36.3	103	1904	38.8	6.2	102	5114	37.9	16.7	100	4100	40.7	13.4	107
3:00 PM - 7:00 PM		31045	11145	39.1	35.9	102	1896	38.6	6.1	101	5240	38.9	16.9	101	4009	39.8	12.9	104
7:00 PM - MIDNIGHT		15767	5598	19.7	35.5	101	846	17.2	5.4	89	2624	19.5	16.6	100	2129	21.1	13.5	108
MIDNIGHT - 6:00 AM		9120	3349	11.8	36.7	104	674	13.7	7.4	122	1514	11.2	16.6	100	1162	11.5	12.7	102
6:00 AM - MIDNIGHT		58527	21192	74.4	36.2	103	3499	71.3	6.0	99	10096	74.9	17.3	104	7597	75.3	13.0	104
ENTIRE DAY		59311	21443	75.3	36.2	103	3527	71.8	5.9	98	10190	75.6	17.2	103	7726	76.6	13.0	105
AVG DAILY M-F CUME: 6AM-MDNT																		
FORMATS: ADULT CONTEMPORARY		16172	5760	20.2	35.6	101	947	19.3	5.9	97	2749	20.4	17.0	102	2064	20.5	12.8	103
ALL NEWS		2256	750	2.6	33.2	95	*114	2.3	5.1	83	331	2.5	14.7	88	*304	3.0	13.5	108
AOR/PROGRESSIVE		3874	1362	4.8	35.2	100	*171	3.5	4.4	73	590	4.4	15.2	91	601	6.0	15.5	125
BEAUTIFUL MUSIC		5660	2053	7.2	36.3	103	*263	5.4	4.6	77	1056	7.8	18.7	112	733	7.3	13.0	104
BLACK		2204	873	3.1	39.6	113	217	4.4	9.8	162	491	3.6	22.3	134	*165	1.6	7.5	60
CLASSICAL		1418	496	1.7	35.0	99	**51	1.0	3.6	59	*229	1.7	16.1	97	*216	2.1	15.2	122
CHR/ROCK		9538	3495	12.3	36.6	104	516	10.5	5.4	89	1533	11.4	16.1	97	1445	14.3	15.1	122
COUNTRY		12648	5140	18.1	40.6	116	783	16.0	6.2	102	2771	20.6	21.9	132	1587	15.7	12.5	101
GOLDEN OLDIES		1191	454	1.6	38.1	108	**75	1.5	6.3	104	*265	2.0	22.3	134	*115	1.1	9.7	78
MOR/NOSTALGIA		4757	1634	5.7	34.3	98	*210	4.3	4.4	73	702	5.2	14.8	89	722	7.2	15.2	122
NEWS/TALK		3863	1225	4.3	31.7	90	*257	5.2	6.7	110	506	3.8	13.1	79	461	4.6	11.9	96
RELIGIOUS		3084	1035	3.6	33.6	95	*196	4.0	6.4	105	531	3.9	17.2	103	308	3.1	10.0	80
SOFT ROCK		521	*188	0.7	36.1	103	**14	0.3	2.7	44	**111	0.8	21.3	128	**63	0.6	12.1	97
URBAN CONTEMPORARY		1585	623	2.2	39.3	112	207	4.2	13.1	215	292	2.2	18.4	111	*124	1.2	7.8	63
WIRED NETWORKS:																		
ABC CONTEMPORARY		3261	1136	4.0	34.8	99	*159	3.2	4.9	80	464	3.4	14.2	85	514	5.1	15.8	127
ABC DIRECTION		2316	900	3.2	38.9	111	*195	4.0	8.4	139	430	3.2	18.6	112	275	2.7	11.9	95
ABC ENTERTAINMENT		4834	1978	6.9	40.9	116	358	7.3	7.4	122	985	7.3	20.4	122	635	6.3	13.1	106
ABC FM		2202	830	2.9	37.7	107	*166	3.4	7.5	124	439	3.3	19.9	120	*226	2.2	10.3	82
ABC INFORMATION		5425	1725	6.1	31.8	90	228	4.6	4.2	69	920	6.8	17.0	102	577	5.7	10.6	85
ABC ROCK		1677	515	1.8	30.7	87	**98	2.0	5.8	96	*191	1.4	11.4	68	*226	2.2	13.5	108
CBS		4430	1534	5.4	34.6	98	*239	4.9	5.4	89	674	5.0	15.2	91	621	6.2	14.0	113
MUTUAL		4992	2090	7.3	41.9	119	471	9.6	9.4	156	911	6.8	18.2	110	708	7.0	14.2	114
NBC		4679	1670	5.9	35.7	102	283	5.8	6.0	100	808	6.0	17.3	104	579	5.7	12.4	99
RADIORADIO		1994	753	2.6	37.8	107	**90	1.8	4.5	74	356	2.6	17.9	107	307	3.0	15.4	124
RKO ONE		2298	856	3.0	37.2	106	*210	4.3	9.1	151	382	2.8	16.6	100	264	2.6	11.5	92
RKO TWO		3311	1327	4.7	40.1	114	*243	5.0	7.3	121	667	4.9	20.1	121	417	4.1	12.6	101
THE SOURCE		2114	821	2.9	38.8	110	**106	2.2	5.0	83	411	3.0	19.4	117	304	3.0	14.4	116
NON-WIRED : BLAIR		8654	3280	11.5	37.9	108	533	10.9	6.2	102	1553	11.5	17.9	108	1194	11.8	13.8	111
INTERNET		12025	4517	15.9	37.6	107	843	17.2	7.0	116	2099	15.6	17.5	105	1574	15.6	13.1	105
KATZ RADIO GROUP		15359	5820	20.4	37.9	108	826	16.8	5.4	89	2829	21.0	18.4	111	2165	21.5	14.1	113
SUPERNET		10628	3723	13.1	35.0	100	685	14.0	6.4	106	1745	12.9	16.4	99	1294	12.8	12.2	98
TELEVISION AVG. HALF HOUR																		
MKDAY 7:00 AM - 9:00 AM		8659	2804	9.8	32.4	92	502	10.2	5.8	96	1316	9.8	15.2	91	986	9.8	11.4	91
MKDAY 9:00 AM - 1:00 PM		12163	4138	14.5	34.0	97	787	16.0	6.5	107	1925	14.3	15.8	95	1426	14.1	11.7	94
MKDAY 1:00 PM - 4:30 PM		16150	5691	20.0	35.2	100	1144	23.3	7.1	117	2643	19.6	16.4	98	1905	18.9	11.8	95
MKDAY 4:30 PM - 7:30 PM		22463	7585	26.6	33.8	96	1499	30.5	6.7	110	3515	26.1	15.6	94	2571	25.5	11.4	92
MKDAY 7:30 PM - 8:00 PM		31795	10907	38.3	34.3	98	2023	41.2	6.4	105	5120	38.0	16.1	97	3763	37.3	11.8	95
MKDAY 11:00 PM - 11:30 PM		23977	8454	29.7	35.3	100	1653	33.7	6.9	114	3863	28.7	16.1	97	2938	29.1	12.3	98
MKDAY 11:30 PM - 1:00 AM		7703	2718	9.5	35.3	100	506	10.3	6.6	108	1185	8.8	15.4	92	1027	10.2	13.3	107
M-SAT 8-11 PM+SUN 7-11 PM		33800	11954	42.0	35.4	101	2166	44.1	6.4	106	5555	41.2	16.4	99	4233	42.0	12.5	101
WKDY DAYTIME NTWK 7AM-4:30PM																		
ALL MY CHILDREN	A	6538	2184	7.7	33.4	95	459	9.4	7.0	116	935	6.9	14.3	86	790	7.8	12.1	97
ANOTHER WORLD	N	4620	1790	6.3	38.7	110	352	7.2	7.6	126	786	5.8	17.0	102	652	6.5	14.1	113
AS THE WORLD TURNS	C	5614	1858	6.5	33.1	94	360	7.3	6.4	106	919	6.8	16.4	98	579	5.7	10.3	83
CAPITOL	C	3396	1189	4.2	35.0	100	243	5.0	7.2	118	573	4.3	16.9	101	373	3.7	11.0	88
CBS MORN. NEWS 1	C	1446	452	1.6	31.3	89	*78	1.6	5.4	89	247	1.8	17.1	103	127	1.3	8.8	71
CBS MORN. NEWS 2	C	1207	363	1.3	30.1	86	*86	1.8	7.1	118	179	1.3	14.8	89	98	1.0	8.1	65
DAYS OF OUR LIVES	N	5877	2456	8.6	41.8	119	475	9.7	8.1	133	997	7.4	17.0	102	984	9.8	16.7	134
FACTS OF LIFE - DAYTIME	N	2290	825	2.9	36.0	102	158	3.2	6.9	114	433	3.2	18.9	114	233	2.3	10.2	82
FAMILY FEUD	A	3023	971	3.4	32.1	91	183	3.7	6.1	100	507	3.8	16.8	101	282	2.8	9.3	75
GENERAL HOSPITAL	A	6097	2001	7.0	32.8	93	403	8.2	6.6	109	928	6.9	15.2	91	669	6.6	11.0	88
GOOD MORNING, AMERICA-730	A	3515	1101	3.9	31.3	89	214	4.4	6.1	100	462	3.4	13.1	79	426	4.2	12.1	97
GOOD MORNING, AMERICA-830	A	2818	962	3.4	34.1	97	187	3.8	6.6	109	422	3.1	15.0	90	353	3.5	12.5	101
GUIDING LIGHT	C	5339	1912	6.7	35.8	102	348	7.1	6.5	108	959	7.1	18.0	108	605	6.0	11.3	91
ONE LIFE TO LIVE	A	4478	1579	5.5	35.3	100	399	8.1	8.9	147	692	5.1	15.5	93	488	4.8	10.9	88
PRESS YOUR LUCK	C	2244	793	2.8	35.3	101	93	1.9	4.1	68	435	3.2	19.4	116	265	2.6	11.8	95
PRICE IS RIGHT 1	C	4348	1458	5.1	33.5	95	304	6.2	7.0	115	764	5.7	17.6	106	390	3.9	9.0	72
PRICE IS RIGHT 2	C	5014	1765	6.2	35.2	100	352	7.2	7.0	116	848	6.3	16.9	102	565	5.6	11.3	91
RYAN'S HOPE	A	3150	917	3.2	29.1	83	151	3.1	4.8	79	444	3.3	14.1	85	323	3.2	10.3	82
SALE OF THE CENTURY	N	2695	893	3.1	33.1	94	216	4.4	8.0	132	438	3.2	16.3	98	239	2.4	8.9	71
SEARCH FOR TOMORROW	N	2319	992	3.5	42.8	122	186	3.8	8.0	132	429	3.2	18.5	111	377	3.7	16.3	131
TODAY SHOW 1	N	2693	862	3.0	32.0	91	130	2.6	4.8	80	424	3.1	15.7	95	308	3.1	11.4	92
TODAY SHOW 2	N	2498	830	2.9	33.2	95	116	2.4	4.6	77	462	3.4	18.5	111	252	2.5	10.1	81
$25,000 PYRAMID	C	2753	876	3.1	31.8	91	118	2.4	4.3	71	468	3.5	17.0	102	290	2.9	10.5	85
WHEEL OF FORTUNE	N	4388	1383	4.9	31.5	90	291	5.9	6.6	109	619	4.6	14.1	85	473	4.7	10.8	87
YOUNG AND THE RESTLESS	C	5695	2174	7.6	38.2	109	507	10.3	8.9	147	939	7.0	16.5	99	728	7.2	12.8	103
WEEKEND DAYTIME NTWK PRE 6PM																		
ABC WIDE WORLD-SPORTS SAT	A	1760	521	1.8	29.6	84	*85	1.7	4.8	80	260	1.9	14.8	89	176	1.7	10.0	80
NBA PLAYOFF GAME -1	C	1136	440	1.5	38.7	110	*66	1.3	5.8	96	274	2.0	24.1	145	*100	1.0	8.8	71
NBC MAJOR LEAGUE PRE-GAME	N	953	393	1.4	41.2	117	**96	2.0	10.1	166	*219	1.6	23.0	138	**78	0.8	8.2	66
SPORTSWORLD - SUN	N	1233	515	1.8	41.8	119	*88	1.8	7.1	118	255	1.9	20.7	124	*171	1.7	13.9	111
SUNDAY MORNING	C	1611	452	1.6	28.1	80	**30	0.6	1.9	31	238	1.8	14.8	89	183	1.8	11.4	91

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PACKAGED PIE CRUSTS (STORE BOUGHT): USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0151
P-19

		TOTAL U.S. '000	ALL USERS A '000	B % DOWN	C % ACROSS	D INDX	HEAVY USERS THREE OR MORE A '000	B % DOWN	C % ACROSS	D INDX	MEDIUM USERS ONE-TWO A '000	B % DOWN	C % ACROSS	D INDX	LIGHT USERS LESS THAN ONE A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	28472	100.0	35.2	100	4909	100.0	6.1	100	13480	100.0	16.6	100	10083	100.0	12.5	100
MKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	8828	31.0	33.9	96	1801	36.7	6.9	114	4059	30.1	15.6	94	2968	29.4	11.4	91
NETWORK AFFILIATES - LATE		20261	7214	25.3	35.6	101	1357	27.6	6.7	110	3267	24.2	16.1	97	2589	25.7	12.8	103
INDEPENDENTS - LATE		2076	700	2.5	33.7	96	133	2.7	6.4	106	276	2.0	13.3	80	292	2.9	14.1	113
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	M	10453	3975	14.0	38.0	108	686	14.0	6.6	108	2049	15.2	19.6	118	1240	12.3	11.9	95
ABC MONDAY NIGHT MOVIE	A	6412	2157	7.6	33.6	96	288	5.9	4.5	74	1104	8.2	17.2	103	764	7.6	11.9	96
ABC SUNDAY NIGHT MOVIE	A	12407	4441	15.6	35.8	102	719	14.6	5.8	96	2147	15.9	17.3	104	1576	15.6	12.7	102
ABC WORLD NEWS TONIGHT	A	6176	1975	6.9	32.0	91	327	6.7	5.3	87	974	7.2	15.8	95	674	6.7	10.9	88
AFTERMASH	C	5863	1962	6.9	33.5	95	*274	5.6	4.7	77	998	7.4	17.0	102	691	6.9	11.8	95
ALICE	C	9594	3296	11.6	34.4	98	636	13.0	6.6	109	1582	11.7	16.5	99	1079	10.7	11.2	90
AMERICAN PARADE	C	6622	2191	7.7	33.1	94	438	8.9	6.6	109	982	7.3	14.8	89	771	7.6	11.6	94
BENSON	A	10886	3578	12.6	32.9	93	699	14.2	6.4	106	1686	12.5	15.5	93	1192	11.8	10.9	88
BLUE THUNDER	A	5036	1778	6.2	35.3	100	280	5.7	5.6	92	931	6.9	18.5	111	567	5.6	11.3	90
CAGNEY & LACEY	C	9965	3408	12.0	34.2	97	663	13.5	6.7	110	1504	11.2	15.1	91	1241	12.3	12.5	100
CBS EVENING NEWS-DEAN	C	3491	981	3.4	28.1	80	*142	2.9	4.1	67	479	3.6	13.7	82	360	3.6	10.3	83
CBS EVENING NEWS-RATHER	C	7123	2298	8.1	32.3	92	467	9.5	6.6	108	1021	7.6	14.3	86	809	8.0	11.4	91
CBS SAT. NEWS-SCHIEFFER	C	3621	1202	4.2	33.2	94	186	3.8	5.1	85	555	4.1	15.3	92	460	4.6	12.7	102
CBS SATURDAY NIGHT MOVIE	C	5436	1948	6.8	35.8	102	315	6.4	5.8	96	941	7.0	17.3	104	692	6.9	12.7	102
CBS WEDNESDAY NIGHT MOVIE	C	6100	1988	7.0	32.6	93	330	6.7	5.4	89	960	7.1	15.7	95	698	6.9	11.4	92
CHEERS	N	8889	3405	12.0	38.3	109	604	12.3	6.8	112	1452	10.8	16.3	98	1350	13.4	15.2	122
DALLAS	C	22109	8239	28.9	37.3	106	1436	29.3	6.5	107	3993	29.6	18.1	109	2810	27.9	12.7	102
DIFF'RENT STROKES	N	6940	2358	8.3	34.0	97	550	11.2	7.9	131	1078	8.0	15.5	93	730	7.2	10.5	84
DOUBLE TROUBLE	N	7223	2629	9.2	36.4	104	450	9.2	6.2	103	1338	9.9	18.5	111	840	8.3	11.6	93
DUCK FACTORY	N	5595	2181	7.7	39.0	111	332	6.8	5.9	98	989	7.3	17.7	106	860	8.5	15.4	123
DUKES OF HAZZARD	C	5768	2108	7.4	36.5	104	406	8.3	7.0	116	1124	8.3	19.5	117	579	5.7	10.0	81
DYNASTY	A	20053	7284	25.6	36.3	103	1401	28.5	7.0	115	3426	25.4	17.1	103	2458	24.4	12.3	98
FACTS OF LIFE	N	8087	2937	10.3	36.3	103	598	12.2	7.4	122	1430	10.6	17.7	106	909	9.0	11.2	90
FALCON CREST	C	20046	7527	26.4	37.5	107	1279	26.1	6.4	105	3625	26.9	18.1	109	2623	26.0	13.1	105
FALL GUY	A	9084	3469	12.2	38.2	109	718	14.6	7.9	130	1678	12.4	18.5	111	1073	10.6	11.8	95
FAMILY TIES	N	7964	3021	10.6	37.9	108	683	13.9	8.6	141	1425	10.6	17.9	107	913	9.1	11.5	92
FANTASY ISLAND	A	7687	2540	8.9	33.0	94	480	9.8	6.2	103	1170	8.7	15.2	91	890	8.8	11.6	93
FOULUPS,BLEEPS & BLUNDERS	A	8861	2921	10.3	33.0	94	552	11.2	6.2	103	1336	9.9	15.1	91	1033	10.2	11.7	94
FOUR SEASONS	C	5095	1880	6.6	36.9	105	*273	5.6	5.4	88	891	6.6	17.5	105	717	7.1	14.1	113
GIMME A BREAK	N	8838	3346	11.8	37.9	108	752	15.3	8.5	140	1642	12.2	18.6	112	951	9.4	10.8	86
HART TO HART	A	8978	3160	11.1	35.2	100	642	13.1	7.2	118	1415	10.5	15.8	95	1104	10.9	12.3	99
HILL STREET BLUES	N	8590	3421	12.0	39.8	113	487	9.9	5.7	94	1542	11.4	18.0	108	1392	13.8	16.2	130
HOTEL	A	14085	4935	17.3	35.0	100	909	18.5	6.5	106	2310	17.1	16.4	99	1715	17.0	12.2	98
JEFFERSONS	C	9360	3179	11.2	34.0	97	629	12.8	6.7	111	1511	11.2	16.1	97	1040	10.3	11.1	89
JENNIFER SLEPT HERE	N	5841	2112	7.4	36.2	103	482	9.8	8.3	136	913	6.8	15.6	94	716	7.1	12.3	98
KATE & ALLIE	C	9206	3104	10.9	33.7	96	458	9.3	5.0	82	1456	10.8	15.8	95	1190	11.8	12.9	104
KNIGHT RIDER	N	7076	2619	9.2	37.0	105	508	10.3	7.2	118	1203	8.9	17.0	102	908	9.0	12.8	103
LOVE BOAT	A	12219	4172	14.7	34.1	97	822	16.7	6.7	111	1928	14.3	15.8	95	1422	14.1	11.6	93
MAGNUM PI	C	11199	4122	14.5	36.8	105	633	12.9	5.7	93	2044	15.2	18.3	110	1446	14.3	12.9	104
MAMA'S FAMILY	N	6057	2179	7.7	36.0	102	504	10.3	8.3	137	946	7.0	15.6	94	728	7.2	12.0	97
MASTER, THE	N	3598	1320	4.6	36.7	104	*245	5.0	6.8	112	558	4.1	15.5	93	517	5.1	14.4	115
MATT HOUSTON	A	6344	2160	7.6	34.0	97	445	9.1	7.0	116	941	7.0	14.8	89	774	7.7	12.2	98
NBC MONDAY NIGHT MOVIE	N	11994	4297	15.1	35.8	102	798	16.3	6.7	110	1937	14.4	16.1	97	1563	15.5	13.0	105
NBC NIGHTLY NEWS	N	5132	1894	6.7	36.9	105	370	7.5	7.2	119	959	7.1	18.7	112	565	5.6	11.0	88
NBC NIGHTLY NEWS-SAT	N	3375	1012	3.6	30.0	85	*159	3.2	4.7	78	455	3.4	13.5	81	398	3.9	11.8	95
NBC NIGHTLY NEWS-SUN	N	3130	918	3.2	29.3	83	*173	3.5	5.5	91	432	3.2	13.8	83	313	3.1	10.0	80
NBC SUNDAY NIGHT MOVIE	N	8284	2881	10.1	34.8	99	507	10.3	6.1	101	1201	8.9	14.5	87	1172	11.6	14.1	114
NEWHART	C	9240	3058	10.7	33.1	94	469	9.6	5.1	84	1411	10.5	15.3	92	1178	11.7	12.7	102
ONE DAY AT A TIME	C	7288	2162	7.6	29.7	84	374	7.6	5.1	85	1085	8.0	14.9	89	703	7.0	9.6	77
PEOPLE ARE FUNNY	N	4855	1697	6.0	35.0	99	453	9.2	9.3	154	697	5.2	14.4	86	548	5.4	11.3	91
REAL PEOPLE	N	8869	3238	11.4	36.5	104	532	10.8	6.0	99	1652	12.3	18.6	112	1055	10.5	11.9	96
REMINGTON STEELE	N	7743	2702	9.5	34.9	99	450	9.2	5.8	96	1322	9.8	17.1	103	930	9.2	12.0	96
RIPLEY'S BELIEVE IT - NOT	A	5345	1761	6.2	32.9	94	310	6.3	5.8	96	801	5.9	15.0	90	650	6.4	12.2	98
RIPTIDE	N	6988	2597	9.1	37.2	106	423	8.6	6.1	100	1224	9.1	17.5	105	951	9.4	13.6	109
SCARECROW & MRS. KING	C	10002	3698	13.0	37.0	105	679	13.8	6.8	112	1815	13.5	18.1	109	1204	11.9	12.0	97
SIMON & SIMON	C	10638	3944	13.9	37.1	105	678	13.8	6.4	105	1881	14.0	17.7	106	1385	13.7	13.0	105
60 MINUTES	C	13293	4318	15.2	32.5	92	680	13.9	5.1	84	2092	15.5	15.7	95	1547	15.3	11.6	93
ST. ELSEWHERE	N	7017	2603	9.1	37.1	106	425	8.7	6.1	100	1238	9.2	17.6	106	940	9.3	13.4	108
THREE'S COMPANY	A	10917	3735	13.1	34.2	97	713	14.5	6.5	108	1778	13.2	16.3	98	1245	12.3	11.4	92
T.J. HOOKER	A	9204	3400	11.9	36.9	105	657	13.4	7.1	118	1510	11.2	16.4	99	1232	12.2	13.4	108
TONIGHT SHOW	N	2372	873	3.1	36.8	105	166	3.4	7.0	115	367	2.7	15.5	93	340	3.4	14.3	115
TRAPPER JOHN, M.D.	C	9846	3303	11.6	33.5	95	679	13.8	6.9	114	1563	11.6	15.9	95	1060	10.5	10.8	86
TV BLOOPERS & PRAC. JOKES	N	9105	3235	11.4	35.5	101	549	11.2	6.0	99	1490	11.1	16.4	98	1196	11.9	13.1	106
20/20	A	9387	3130	11.0	33.3	95	524	10.7	5.6	92	1379	10.2	14.7	88	1227	12.2	13.1	105
WEBSTER	A	11067	3810	13.4	34.4	98	778	15.8	7.0	116	1707	12.7	15.4	93	1325	13.1	12.0	96
WORLD NEWS - SUN	A	3062	1028	3.6	33.6	95	*232	4.7	7.6	125	402	3.0	13.1	79	394	3.9	12.9	103
YELLOW ROSE	N	4978	1874	6.6	37.6	107	468	9.5	9.4	155	823	6.1	16.5	99	583	5.8	11.7	94
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	3254	11.4	36.7	104	597	12.2	6.7	111	1441	10.7	16.2	98	1215	12.0	13.7	110
BASKETBALL - COLLEGE GAMES		4080	1693	5.9	41.5	118	*388	7.9	9.5	157	750	5.6	18.4	110	555	5.5	13.6	109
BASKETBALL - PRO GAMES		3607	1373	4.8	38.1	108	*311	6.3	8.6	142	734	5.4	20.3	122	*328	3.3	9.1	73
BOWLING		3883	1527	5.4	39.3	112	*268	5.5	6.9	114	694	5.1	17.9	107	566	5.6	14.6	117
BOXING		3928	1656	5.8	42.2	120	*299	6.1	7.6	126	706	5.2	18.0	108	652	6.5	16.6	133
FOOTBALL - COLLEGE GAMES		6366	2749	9.7	43.2	123	*451	9.2	7.1	117	1415	10.5	22.2	134	883	8.8	13.9	111
FOOTBALL - PRO GAMES		11300	4599	16.2	40.7	116	772	15.7	6.8	113	2039	15.1	18.0	108	1788	17.7	15.8	127
GOLF		3378	1381	4.9	40.9	116	**240	4.9	7.1	117	505	3.7	14.9	90	636	6.3	18.8	151
POST-SEASON COLL. FOOTBALL		4906	1981	7.0	40.4	115	*327	6.7	6.7	110	978	7.3	19.9	120	677	6.7	13.8	111
POST-SEASON PRO FOOTBALL		6120	2643	9.3	43.2	123	*470	9.6	7.7	127	1155	8.6	18.9	113	1019	10.1	16.7	134
TENNIS		3033	1173	4.1	38.7	110	**162	3.3	5.3	88	*565	4.2	18.6	112	*446	4.4	14.7	118
WRESTLING - PROFESSIONAL		3344	1609	5.7	48.1	137	*331	6.7	9.9	163	864	6.4	25.8	155	*414	4.1	12.4	99

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PACKAGED PIE CRUSTS (STORE BOUGHT) - TYPES
(FEMALE HOMEMAKERS)

0152
P-19

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	REQUIRES MIXING & BAKING A '000	REQUIRES MIXING & BAKING B % DOWN	REQUIRES MIXING & BAKING C % ACROSS	REQUIRES MIXING & BAKING D INDX	REQUIRES NO MIXING (MAY OR MAY NOT REQUIRE BAKING) A '000	REQUIRES NO MIXING (MAY OR MAY NOT REQUIRE BAKING) B % DOWN	REQUIRES NO MIXING (MAY OR MAY NOT REQUIRE BAKING) C % ACROSS	REQUIRES NO MIXING (MAY OR MAY NOT REQUIRE BAKING) D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	28472	100.0	35.2	100	7339	100.0	9.1	100	21156	100.0	26.1	100				
18 - 24	9282	2546	8.9	27.4	78	584	8.0	6.3	69	2040	9.6	22.0	84				
25 - 34	19072	7227	25.4	37.9	108	1672	22.8	8.8	97	6033	28.5	31.6	121				
35 - 44	14591	5631	19.8	38.6	110	1801	24.5	12.3	136	4247	20.1	29.1	111				
45 - 54	11345	4783	16.8	42.2	120	1190	16.2	10.5	116	3412	16.1	30.1	115				
55 - 64	11635	4222	14.8	36.3	103	1135	15.5	9.8	108	2873	13.6	24.7	95				
65 OR OLDER	15061	4063	14.3	27.0	77	958	13.1	6.4	70	2552	12.1	16.9	65				
18 - 34	28354	9773	34.3	34.5	98	2255	30.7	8.0	88	8073	38.2	28.5	109				
18 - 49	48339	17587	61.8	36.4	103	4672	63.7	9.7	107	13782	65.1	28.5	109				
25 - 54	45008	17641	62.0	39.2	111	4662	63.5	10.4	114	13691	64.7	30.4	116				
35 - 49	19985	7814	27.4	39.1	111	2417	32.9	12.1	133	5709	27.0	28.6	109				
50 OR OLDER	32647	10885	38.2	33.3	95	2667	36.3	8.2	90	7374	34.9	22.6	86				
GRADUATED COLLEGE	11155	3809	13.4	34.1	97	955	13.0	8.6	94	3106	14.7	27.8	107				
ATTENDED COLLEGE	13682	5385	18.9	39.4	112	1490	20.3	10.9	120	4156	19.6	30.4	116				
GRADUATED HIGH SCHOOL	33880	12267	43.1	36.2	103	3379	46.0	10.0	110	9177	43.4	27.1	104				
DID NOT GRADUATE HIGH SCHOOL	22270	7011	24.6	31.5	90	1515	20.6	6.8	75	4717	22.3	21.2	81				
EMPLOYED	40306	15637	54.9	38.8	110	3898	53.1	9.7	107	12178	57.6	30.2	116				
EMPLOYED FULL-TIME	32850	12790	44.9	38.9	111	3254	44.3	9.9	109	10100	47.7	30.7	118				
EMPLOYED PART-TIME	7456	2848	10.0	38.2	109	644	8.8	8.6	95	2078	9.8	27.9	107				
NOT EMPLOYED	40680	12834	45.1	31.5	90	3441	46.9	8.5	93	8978	42.4	22.1	84				
PROFESSIONAL/MANAGER	10392	4048	14.2	39.0	111	1110	15.1	10.7	118	3309	15.6	31.8	122				
TECH/CLERICAL/SALES	17574	7082	24.9	40.3	115	1812	24.7	10.3	114	5577	26.4	31.7	121				
PRECISION/CRAFT	985	*492	1.7	49.9	142	**120	1.6	12.2	134	*335	1.6	34.0	130				
OTHER EMPLOYED	11354	4016	14.1	35.4	101	857	11.7	7.5	83	2956	14.0	26.0	100				
SINGLE	9863	2966	10.4	30.1	86	572	7.8	5.8	64	2263	10.7	22.9	88				
MARRIED	51375	19425	68.2	37.8	108	5056	68.9	9.8	109	14789	69.9	28.8	110				
DIVORCED/SEPARATED/WIDOWED	19748	6081	21.4	30.8	88	1711	23.3	8.7	96	4104	19.4	20.8	80				
PARENTS	32590	11842	41.6	36.3	103	3300	45.0	10.1	112	9240	43.7	28.4	109				
WHITE	70416	24513	86.1	34.8	99	6261	85.3	8.9	98	18646	88.1	26.5	101				
BLACK	8778	3505	12.3	39.9	114	904	12.3	10.3	114	2208	10.4	25.2	96				
OTHER	1791	**454	1.6	25.3	72	**174	2.4	9.7	107	**303	1.4	16.9	65				
NORTHEAST-CENSUS	17786	5416	19.0	30.5	87	2044	27.9	11.5	127	3635	17.2	20.4	78				
NORTH CENTRAL	20741	6740	23.7	32.5	92	1732	23.6	8.4	92	5040	23.8	24.3	93				
SOUTH	27775	12252	43.0	44.1	125	2288	31.2	8.2	91	9392	44.4	33.8	129				
WEST	14683	4064	14.3	27.7	79	1276	17.4	8.7	96	3089	14.6	21.0	81				
NORTHEAST-MKTG.	17961	5696	20.0	31.7	90	2062	28.1	11.5	127	3904	18.5	21.7	83				
EAST CENTRAL	11885	4035	14.2	34.0	97	1158	15.8	9.7	108	2981	14.1	25.1	96				
WEST CENTRAL	14090	4426	15.5	31.4	89	1165	15.9	8.3	91	3257	15.4	23.1	88				
SOUTH	24081	10739	37.7	44.6	127	1820	24.8	7.6	83	8308	39.3	34.5	132				
PACIFIC	12969	3576	12.6	27.6	78	1134	15.5	8.7	96	2706	12.8	20.9	80				
COUNTY SIZE A	32439	10027	35.2	30.9	88	2861	39.0	8.8	97	7469	35.3	23.0	88				
COUNTY SIZE B	24915	9608	33.7	38.6	110	2403	32.7	9.6	106	7246	34.3	29.1	111				
COUNTY SIZE C	12930	4968	17.4	38.4	109	1269	17.3	9.8	108	3577	16.9	27.7	106				
COUNTY SIZE D	10703	3868	13.6	36.1	103	806	11.0	7.5	83	2864	13.5	26.8	102				
METRO CENTRAL CITY	24518	7975	28.0	32.5	93	2059	28.1	8.4	93	6042	28.6	24.6	94				
METRO SUBURBAN	35919	12873	45.2	35.8	102	3541	48.2	9.9	109	9583	45.3	26.7	102				
NON METRO	20549	7623	26.8	37.1	106	1739	23.7	8.5	93	5531	26.1	26.9	103				
TOP 5 ADI'S	18341	5536	19.4	30.2	86	1684	22.9	9.2	101	4270	20.2	23.3	89				
TOP 10 ADI'S	25378	7845	27.6	30.9	88	2428	33.1	9.6	106	5901	27.9	23.3	89				
TOP 20 ADI'S	36488	11707	41.1	32.1	91	3406	46.4	9.3	103	8660	40.9	23.7	91				
HSHLD INC. $50,000 OR MORE	6612	2460	8.6	37.2	106	764	10.4	11.6	128	1964	9.3	29.7	114				
$40,000 OR MORE	12659	5091	17.9	40.2	114	1393	19.0	11.0	121	4034	19.1	31.9	122				
$30,000 OR MORE	24698	9764	34.3	39.5	112	2555	34.8	10.3	114	7647	36.1	31.0	119				
$25,000 OR MORE	32077	12714	44.7	39.6	113	3405	46.4	10.6	117	9815	46.4	30.6	117				
$20,000 - $24,999	9144	3296	11.6	36.0	103	805	11.0	8.8	97	2574	12.2	28.1	108				
$15,000 - $19,999	8728	2693	9.5	30.9	88	704	9.6	8.1	89	2181	10.3	25.0	96				
$10,000 - $14,999	12562	4472	15.7	35.6	101	1142	15.6	9.1	100	3044	14.4	24.2	93				
UNDER $10,000	18475	5298	18.6	28.7	82	1282	17.5	6.9	77	3542	16.7	19.2	73				
HOUSEHOLD OF 1 PERSON	11987	3322	11.7	27.7	79	809	11.0	6.7	74	2104	9.9	17.6	67				
2 PEOPLE	26577	9091	31.9	34.2	97	2110	28.8	7.9	88	6742	31.9	25.4	97				
3 OR 4 PEOPLE	30617	11891	41.8	38.8	110	3307	45.1	10.8	119	9157	43.3	29.9	114				
5 OR MORE PEOPLE	11804	4168	14.6	35.3	100	1112	15.2	9.4	104	3153	14.9	26.7	102				
NO CHILD IN HSHLD	46165	15564	54.7	33.7	96	3855	52.5	8.4	92	10985	51.9	23.8	91				
CHILD(REN) UNDER 2 YRS	5325	1586	5.6	29.8	85	*320	4.4	6.0	66	1321	6.2	24.8	95				
2 - 5 YEARS	14221	4787	16.8	33.7	96	1307	17.8	9.2	101	3823	18.1	26.9	103				
6 - 11 YEARS	15117	5747	20.2	38.0	108	1688	23.0	11.2	123	4375	20.7	28.9	111				
12 - 17 YEARS	16611	6198	21.8	37.3	106	1652	22.5	9.9	110	4805	22.7	28.9	111				
RESIDENCE OWNED	55884	21051	73.9	37.7	107	5537	75.4	9.9	109	15681	74.1	28.1	107				
VALUE: $50,000 OR MORE	31744	11758	41.3	37.0	105	3489	47.5	11.0	121	8918	42.2	28.1	108				
VALUE: UNDER $50,000	24140	9293	32.6	38.5	109	2048	27.9	8.5	94	6763	32.0	28.0	107				

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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PACKAGED PIE CRUSTS (STORE BOUGHT) - TYPES
(FEMALE HOMEMAKERS)

0153
P-19

		TOTAL U.S. '000	ALL USERS A '000	B % DOWN	C % ACROSS	D INDX	REQUIRES MIXING & BAKING A '000	B % DOWN	C % ACROSS	D INDX	REQUIRES NO MIXING (MAY OR MAY NOT REQUIRE BAKING) A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	28472	100.0	35.2	100	7339	100.0	9.1	100	21156	100.0	26.1	100				
MAGAZINES	QUINTILE 1	15799	6850	24.1	43.4	123	1995	27.2	12.6	139	4994	23.6	31.6	121				
	QUINTILE 2	17259	5972	21.0	34.6	98	1590	21.7	9.2	102	4522	21.4	26.2	100				
	QUINTILE 3	13545	4604	16.2	34.0	97	1369	18.7	10.1	112	3392	16.0	25.0	96				
	QUINTILE 4	15133	5237	18.4	34.6	98	1076	14.7	7.1	78	3994	18.9	26.4	101				
	QUINTILE 5	19250	5808	20.4	30.2	86	1310	17.8	6.8	75	4254	20.1	22.1	85				
NEWSPAPERS	QUINTILE 1	12413	4594	16.1	37.0	105	1358	18.5	10.9	121	3372	15.9	27.2	104				
	QUINTILE 2	24116	8626	30.3	35.8	102	2225	30.3	9.2	102	6197	29.3	25.7	98				
	QUINTILE 3	11261	4002	14.1	35.5	101	1076	14.7	9.6	105	3148	14.9	28.0	107				
	QUINTILE 4	20255	7014	24.6	34.6	98	1795	24.5	8.9	98	5246	24.8	25.9	99				
	QUINTILE 5	12940	4236	14.9	32.7	93	886	12.1	6.8	76	3194	15.1	24.7	94				
OUTDOOR	QUINTILE 1	14852	5899	20.7	39.7	113	1528	20.8	10.3	114	4608	21.8	31.0	119				
	QUINTILE 2	15725	5588	19.6	35.5	101	1238	16.9	7.9	87	4366	20.6	27.8	106				
	QUINTILE 3	16330	5551	19.5	34.0	97	1427	19.4	8.7	96	4128	19.5	25.3	97				
	QUINTILE 4	16744	5458	19.2	32.6	93	1365	18.6	8.2	90	3877	18.3	23.2	89				
	QUINTILE 5	17334	5977	21.0	34.5	98	1782	24.3	10.3	113	4177	19.7	24.1	92				
RADIO-DRIVE TIME	QUINTILE 1	15911	6168	21.7	38.8	110	1976	26.9	12.4	137	4376	20.7	27.5	105				
	QUINTILE 2	14837	4923	17.3	33.2	94	1160	15.8	7.8	86	3887	18.4	26.2	100				
	QUINTILE 3	15339	5439	19.1	35.5	101	1413	19.3	9.2	102	4090	19.3	26.7	102				
	QUINTILE 4	16723	5999	21.1	35.9	102	1423	19.4	8.5	94	4421	20.9	26.4	101				
	QUINTILE 5	18176	5942	20.9	32.7	93	1366	18.6	7.5	83	4382	20.7	24.1	92				
RADIO-MID-DAY	TERCILE 1	21020	7612	26.7	36.2	103	2017	27.5	9.6	106	5681	26.9	27.0	103				
	TERCILE 2	21610	8064	28.3	37.3	106	2385	32.5	11.0	122	5783	27.3	26.8	102				
	TERCILE 3	38355	12796	44.9	33.4	95	2937	40.0	7.7	84	9692	45.8	25.3	97				
RADIO-TOTAL	QUINTILE 1	15988	6080	21.4	38.0	108	1821	24.8	11.4	126	4443	21.0	27.8	106				
	QUINTILE 2	15626	5305	18.6	33.9	97	1458	19.9	9.3	103	3982	18.8	25.5	98				
	QUINTILE 3	16723	5752	20.2	34.4	98	1370	18.7	8.2	90	4432	20.9	26.5	101				
	QUINTILE 4	16342	6093	21.4	37.3	106	1636	22.3	10.0	110	4453	21.0	27.2	104				
	QUINTILE 5	16306	5242	18.4	32.1	91	1055	14.4	6.5	71	3847	18.2	23.6	90				
TV-PRIME TIME	QUINTILE 1	15953	5724	20.1	35.9	102	1506	20.5	9.4	104	3996	18.9	25.0	96				
	QUINTILE 2	16137	5549	19.5	34.4	98	1476	20.1	9.1	101	4073	19.3	25.2	97				
	QUINTILE 3	16420	5951	20.9	36.2	103	1563	21.3	9.5	105	4547	21.5	27.7	106				
	QUINTILE 4	16687	6020	21.1	36.1	103	1501	20.5	9.0	99	4577	21.6	27.4	105				
	QUINTILE 5	15789	5228	18.4	33.1	94	1293	17.6	8.2	90	3962	18.7	25.1	96				
TV-DAYTIME	TERCILE 1	27736	9496	33.4	34.2	97	2404	32.8	8.7	96	6710	31.7	24.2	93				
	TERCILE 2	26489	9824	34.5	37.1	105	2597	35.4	9.8	108	7499	35.4	28.3	108				
	TERCILE 3	26761	9151	32.1	34.2	97	2338	31.9	8.7	96	6947	32.8	26.0	99				
TV-TOTAL	QUINTILE 1	16345	5467	19.2	33.4	95	1434	19.5	8.8	97	3707	17.5	22.7	87				
	QUINTILE 2	16447	5567	19.6	33.8	96	1425	19.4	8.7	96	4001	18.9	24.3	93				
	QUINTILE 3	15980	5999	21.1	37.5	107	1649	22.5	10.3	114	4512	21.3	28.2	108				
	QUINTILE 4	15887	5930	20.8	37.3	106	1662	22.6	10.5	115	4716	22.3	29.7	114				
	QUINTILE 5	16326	5509	19.3	33.7	96	1170	15.9	7.2	79	4219	19.9	25.8	99				
MAGAZINES-NEWSPAPERS: DUAL		20721	8107	28.5	39.1	111	2251	30.7	10.9	120	6000	28.4	29.0	111				
MAGAZINE IMPERATIVE		19186	7241	25.4	37.7	107	2033	27.7	10.6	117	5480	25.9	28.6	109				
NEWSPAPER IMPERATIVE		21899	7202	25.3	32.9	94	1820	24.8	8.3	92	5304	25.1	24.2	93				
MAGAZINES-OUTDOOR: DUAL		15451	6271	22.0	40.6	115	1463	19.9	9.5	104	4902	23.2	31.7	121				
MAGAZINE IMPERATIVE		25953	9181	32.2	35.4	101	2850	38.8	11.0	121	6399	30.2	24.7	94				
OUTDOOR IMPERATIVE		24400	8080	28.4	33.1	94	1944	26.5	8.0	88	6220	29.4	25.5	98				
MAGAZINES-RADIO: DUAL		18049	6735	23.7	37.3	106	1943	26.5	10.8	119	4943	23.4	27.4	105				
MAGAZINE IMPERATIVE		23571	9052	31.8	38.4	109	2476	33.7	10.5	116	6715	31.7	28.5	109				
RADIO IMPERATIVE		23278	7851	27.6	33.7	96	1994	27.2	8.6	95	5961	28.2	25.6	98				
MAGAZINES-TELEVISION: DUAL		15459	5810	20.4	37.6	107	1809	24.6	11.7	129	4130	19.5	26.7	102				
MAGAZINE IMPERATIVE		25829	9868	34.7	38.2	109	2747	37.4	10.6	117	7589	35.9	29.4	112				
TELEVISION IMPERATIVE		26039	8306	29.2	31.9	91	1853	25.2	7.1	79	5941	28.1	22.8	87				
NEWSPAPERS-OUTDOOR: DUAL		16605	6450	22.7	38.8	110	1539	21.0	9.3	102	4930	23.3	29.7	114				
NEWSPAPER IMPERATIVE		26834	9156	32.2	34.1	97	2683	36.6	10.0	110	6454	30.5	24.1	92				
OUTDOOR IMPERATIVE		23346	8195	28.8	35.1	100	1999	27.2	8.6	94	6409	30.3	27.5	105				
NEWSPAPERS-RADIO: DUAL		17133	6103	21.4	35.6	101	1802	24.6	10.5	116	4360	20.6	25.4	97				
NEWSPAPER IMPERATIVE		25892	9191	32.3	35.5	101	2414	32.9	9.3	103	6776	32.0	26.2	100				
RADIO IMPERATIVE		23167	8003	28.1	34.5	98	2071	28.2	8.9	99	6249	29.5	27.0	103				
NEWSPAPERS-TELEVISION: DUAL		17159	6243	21.9	36.4	103	1685	23.0	9.8	108	4352	20.6	25.4	97				
NEWSPAPER IMPERATIVE		26214	9397	33.0	35.8	102	2594	35.3	9.9	109	7115	33.6	27.1	104				
TELEVISION IMPERATIVE		23412	7869	27.6	33.6	96	2092	28.5	8.9	99	5650	26.7	24.1	92				
OUTDOOR-RADIO: DUAL		15303	5761	20.2	37.6	107	1378	18.8	9.0	99	4625	21.9	30.2	116				
OUTDOOR IMPERATIVE		24901	9023	31.7	36.2	103	2193	29.9	8.8	97	6818	32.2	27.4	105				
RADIO IMPERATIVE		26492	9134	32.1	34.5	98	2699	36.8	10.2	112	6484	30.6	24.5	94				
OUTDOOR-TELEVISION: DUAL		14794	5554	19.5	37.5	107	1409	19.2	9.5	105	4176	19.7	28.2	108				
OUTDOOR IMPERATIVE		25437	9556	33.6	37.6	107	2278	31.0	9.0	99	7573	35.8	29.8	114				
TELEVISION IMPERATIVE		27877	9316	32.7	33.4	95	2545	34.7	9.1	101	6383	30.2	22.9	88				
RADIO-TELEVISION: DUAL		15996	5294	18.6	33.1	94	1418	19.3	8.9	98	3747	17.7	23.4	90				
RADIO IMPERATIVE		25478	9545	33.5	37.5	107	2649	36.1	10.4	115	7390	34.9	29.0	111				
TELEVISION IMPERATIVE		26573	9272	32.6	34.9	99	2389	32.6	9.0	99	6574	31.1	24.7	95				

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PACKAGED PIE CRUSTS (STORE BOUGHT) - TYPES
(FEMALE HOMEMAKERS)

0154
P-19

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	REQUIRES MIXING & BAKING A '000	REQUIRES MIXING & BAKING B % DOWN	REQUIRES MIXING & BAKING C % ACROSS	REQUIRES MIXING & BAKING D INDX	REQUIRES NO MIXING (MAY OR MAY NOT REQUIRE BAKING) A '000	REQUIRES NO MIXING (MAY OR MAY NOT REQUIRE BAKING) B % DOWN	REQUIRES NO MIXING (MAY OR MAY NOT REQUIRE BAKING) C % ACROSS	REQUIRES NO MIXING (MAY OR MAY NOT REQUIRE BAKING) D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	28472	100.0	35.2	100	7339	100.0	9.1	100	21156	100.0	26.1	100				
ATLANTIC MONTHLY	415	*110	0.4	26.5	75	**24	0.3	5.8	64	**79	0.4	19.0	73				
BARRON'S	453	*160	0.6	35.3	100	**63	0.9	13.9	153	**139	0.7	30.7	117				
BETTER HOMES & GARDENS	16256	6449	22.7	39.7	113	1719	23.4	10.6	117	4881	23.1	30.0	115				
BON APPETIT	2535	831	2.9	32.8	93	*160	2.2	6.3	70	636	3.0	25.1	96				
BUSINESS WEEK	1278	551	1.9	43.1	123	*123	1.7	9.6	106	459	2.2	35.9	137				
CAR AND DRIVER	378	*189	0.7	50.0	142	**36	0.5	9.5	105	**148	0.7	39.2	150				
CBS MAGAZINE NETWORK (GROSS)	1498	701	2.5	46.8	133	*171	2.3	11.4	126	494	2.3	33.0	126				
CHANGING TIMES	1505	461	1.6	30.6	87	*161	2.2	10.7	118	341	1.6	22.7	87				
COLONIAL HOMES	1231	556	2.0	45.2	128	*157	2.1	12.8	141	460	2.2	37.4	143				
CONDE NAST MAG. PKG. (GROSS)	14146	5855	20.6	41.4	118	1743	23.7	12.3	136	4386	20.7	31.0	119				
CONSUMERS DIGEST	1323	533	1.9	40.3	115	*151	2.1	11.4	126	411	1.9	31.1	119				
COSMOPOLITAN	7102	2522	8.9	35.5	101	685	9.3	9.6	106	1978	9.3	27.9	107				
COUNTRY LIVING	2481	1150	4.0	46.4	132	338	4.6	13.6	150	869	4.1	35.0	134				
CUISINE	1472	488	1.7	33.2	94	*146	2.0	9.9	109	325	1.5	22.1	85				
CYCLE WORLD	425	*191	0.7	44.9	128	**68	0.9	16.0	177	**110	0.5	25.9	99				
DCI:CREATIVE IDEAS FOR LIV	2510	1001	3.5	39.9	113	358	4.9	14.3	157	692	3.3	27.6	106				
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	3236	11.4	48.3	138	766	10.4	11.4	126	2453	11.6	36.6	140				
DISCOVER	894	346	1.2	38.7	110	**91	1.2	10.2	112	278	1.3	31.1	119				
EBONY	3507	1474	5.2	42.0	120	342	4.7	9.8	108	964	4.6	27.5	105				
ESQUIRE	1083	372	1.3	34.3	98	**115	1.6	10.6	117	*265	1.3	24.5	94				
ESSENCE	1830	725	2.5	39.6	113	*151	2.1	8.3	91	470	2.2	25.7	98				
FAMILY CIRCLE	15930	6165	21.7	38.7	110	1933	26.3	12.1	134	4516	21.3	28.3	109				
THE FAMILY HANDYMAN	1126	550	1.9	48.8	139	*258	3.5	22.9	253	321	1.5	28.5	109				
FAMILY WEEKLY	11468	4280	15.0	37.3	106	1302	17.7	11.4	125	3114	14.7	27.2	104				
FIELD & STREAM	2234	866	3.0	38.8	110	*246	3.4	11.0	122	524	2.5	23.5	90				
FOOD & WINE	579	220	0.8	38.0	108	**70	1.0	12.1	133	*129	0.6	22.3	85				
FORBES	728	333	1.2	45.7	130	**99	1.3	13.6	150	*265	1.3	36.4	139				
FORTUNE	906	358	1.3	39.5	112	**115	1.6	12.7	140	*270	1.3	29.8	114				
GENTLEMEN'S QUARTERLY	791	*222	0.8	28.1	80	**55	0.7	7.0	77	*153	0.7	19.3	74				
GLAMOUR	5265	2229	7.8	42.3	120	648	8.8	12.3	136	1699	8.0	32.3	124				
GOLF DIGEST	636	*227	0.8	35.7	102	**53	0.7	8.3	92	*198	0.9	31.1	119				
GOLF DIGEST/TENNIS (GROSS)	1186	498	1.7	42.0	119	**94	1.3	7.9	87	399	1.9	33.6	129				
GOLF MAGAZINE	441	**168	0.6	38.1	108	**45	0.6	10.2	113	**111	0.5	25.2	96				
GOLF MAGAZINE/SKI (GROSS)	922	319	1.1	34.6	98	**75	1.0	8.1	90	*227	1.1	24.6	94				
GOOD HOUSEKEEPING	16487	6522	22.9	39.6	113	1802	24.6	10.9	121	4817	22.8	29.2	112				
HARPER'S BAZAAR	2423	1071	3.8	44.2	126	336	4.6	13.9	153	795	3.8	32.8	126				
HEALTH	1994	939	3.3	47.1	134	*292	4.0	14.6	162	620	2.9	31.1	119				
HEARST MAG CORP. BUY (GROSS)	44101	17550	61.6	39.8	113	4857	66.2	11.0	122	13203	62.4	29.9	115				
HEARST MAN POWER (GROSS)	1993	876	3.1	44.0	125	*261	3.6	13.1	145	627	3.0	31.5	120				
HEARST WOMAN POWER (GROSS)	31274	11990	42.1	38.3	109	3261	44.4	10.4	115	9009	42.6	28.8	110				
HOUSE BEAUTIFUL	3623	1446	5.1	39.9	114	412	5.6	11.4	125	1067	5.0	29.5	113				
INC.	283	**97	0.3	34.3	97	**42	0.6	14.8	164	**77	0.4	27.2	104				
JET	2928	1262	4.4	43.1	123	333	4.5	11.4	126	797	3.8	27.2	104				
LADIES' HOME JOURNAL	11918	4892	17.2	41.0	117	1241	16.9	10.4	115	3676	17.4	30.8	118				
LHJ FAMILY GRP COMBO(GROSS)	16764	6939	24.4	41.4	118	1888	25.7	11.3	124	5137	24.3	30.6	117				
LIFE	4254	1572	5.5	37.0	105	453	6.2	10.6	118	1167	5.5	27.4	105				
L.A. TIMES HOME MAGAZINE	1145	344	1.2	30.0	85	**114	1.6	10.0	110	*291	1.4	25.4	97				
MADEMOISELLE	2884	1231	4.3	42.7	121	407	5.5	14.1	156	986	4.7	34.2	131				
MC CALL'S	13460	5487	19.3	40.8	116	1462	19.9	10.9	120	4172	19.7	31.0	119				
MC CALL'S/WRK MOTHER (GROSS)	14606	6025	21.2	41.3	117	1650	22.5	11.3	125	4542	21.5	31.1	119				
MECHANIX ILLUSTRATED	772	340	1.2	44.0	125	**158	2.2	20.5	226	*249	1.2	32.3	123				
METROPOLITAN HOME	967	398	1.4	41.2	117	*143	1.9	14.8	163	271	1.3	28.0	107				
MONEY	1588	616	2.2	38.8	110	*159	2.2	10.0	110	424	2.0	26.7	102				
MOTHER EARTH NEWS	1002	435	1.5	43.4	123	*151	2.1	15.1	166	272	1.3	27.1	104				
MS.	825	282	1.0	34.2	97	**62	0.8	7.5	83	212	1.0	25.7	98				
NATIONAL ENQUIRER	10336	3948	13.9	38.2	109	1061	14.5	10.3	113	2683	12.7	26.0	99				
NATIONAL GEOGRAPHIC	9597	3520	12.4	36.7	104	1036	14.1	10.8	119	2772	13.1	28.9	111				
NATIONAL SUNDAY MAGAZINE PKG	49558	17929	63.0	36.2	103	4994	68.0	10.1	111	13193	62.4	26.6	102				
NATURAL HISTORY	573	*158	0.6	27.6	78	**72	1.0	12.6	139	*102	0.5	17.8	68				
NEW WOMAN	1699	655	2.3	38.6	110	*134	1.8	7.9	87	521	2.5	30.7	117				
NEW YORK INCLUDING CUE	443	*134	0.5	30.2	86	**26	0.4	5.9	65	*109	0.5	24.6	94				
THE NEW YORKER	1270	421	1.5	33.1	94	*129	1.8	10.2	112	288	1.4	22.7	87				
NEWSWEEK	6277	2395	8.4	38.2	109	701	9.6	11.2	123	1802	8.5	28.7	110				
THE N.Y. TIMES DAILY EDITION	1205	402	1.4	33.4	95	**61	0.8	5.1	56	334	1.6	27.7	106				
THE N.Y. TIMES MAGAZINE	2081	753	2.6	36.2	103	*192	2.6	9.2	102	558	2.6	26.8	103				
OMNI	788	329	1.2	41.8	119	**93	1.3	11.8	130	274	1.3	34.8	133				
ON CABLE	1158	463	1.6	40.0	114	**113	1.5	9.8	108	350	1.7	30.2	116				
1001 HOME IDEAS	2852	1107	3.9	38.8	110	354	4.8	12.4	137	841	4.0	29.5	113				
ORGANIC GARDENING	1658	491	1.7	29.6	84	*193	2.6	11.6	128	329	1.6	19.8	76				
OUTDOOR LIFE	896	316	1.1	35.3	100	**106	1.4	11.8	131	*197	0.9	22.0	84				
PARADE MAGAZINE	24275	8880	31.2	36.6	104	2408	32.8	9.9	109	6547	30.9	27.0	103				

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PACKAGED PIE CRUSTS (STORE BOUGHT) - TYPES
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	REQUIRES MIXING & BAKING A '000	REQUIRES MIXING & BAKING B % DOWN	REQUIRES MIXING & BAKING C % ACROSS	REQUIRES MIXING & BAKING D INDX	REQUIRES NO MIXING (MAY OR MAY NOT REQUIRE BAKING) A '000	REQUIRES NO MIXING (MAY OR MAY NOT REQUIRE BAKING) B % DOWN	REQUIRES NO MIXING (MAY OR MAY NOT REQUIRE BAKING) C % ACROSS	REQUIRES NO MIXING (MAY OR MAY NOT REQUIRE BAKING) D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	28472	100.0	35.2	100	7339	100.0	9.1	100	21156	100.0	26.1	100				
PARENTS	3845	1443	5.1	37.5	107	449	6.1	11.7	129	1049	5.0	27.3	104				
PENTHOUSE	831	368	1.3	44.3	126	**106	1.4	12.8	141	*271	1.3	32.6	125				
PEOPLE	11645	4547	16.0	39.0	111	1295	17.6	11.1	123	3481	16.5	29.9	114				
PLAYBOY	2006	880	3.1	43.9	125	*178	2.4	8.9	98	688	3.3	34.3	131				
POPULAR HOT RODDING	297	*154	0.5	51.9	147	**36	0.5	12.1	134	**91	0.4	30.6	117				
POPULAR MECHANICS	1018	523	1.8	51.4	146	**155	2.1	15.2	168	378	1.8	37.1	142				
POPULAR SCIENCE	878	421	1.5	47.9	136	**195	2.7	22.2	245	*303	1.4	34.5	132				
PREVENTION	3913	1493	5.2	38.2	109	391	5.3	10.0	110	952	4.5	24.3	93				
PSYCHOLOGY TODAY	1710	728	2.6	42.6	121	*141	1.9	8.2	91	569	2.7	33.3	127				
READER'S DIGEST	22204	8240	28.9	37.1	106	2574	35.1	11.6	128	5812	27.5	26.2	100				
REDBOOK	7684	2946	10.3	38.3	109	775	10.6	10.1	111	2214	10.5	28.8	110				
ROAD & TRACK	410	*182	0.6	44.4	126	**63	0.9	15.4	170	**142	0.7	34.6	133				
ROLLING STONE	969	398	1.4	41.1	117	*148	2.0	15.3	169	277	1.3	28.6	109				
RUNNER'S WORLD	298	*142	0.5	47.7	136	**40	0.5	13.4	148	**69	0.3	23.2	89				
SATURDAY EVENING POST	1169	518	1.8	44.3	126	*147	2.0	12.6	139	352	1.7	30.1	115				
SCIENCE 84	587	289	1.0	49.2	140	**101	1.4	17.2	190	*215	1.0	36.6	140				
SCIENCE DIGEST	482	*197	0.7	40.9	116	**72	1.0	14.9	165	*151	0.7	31.3	120				
SCIENTIFIC AMERICAN	594	*196	0.7	33.0	94	**35	0.5	5.9	65	*145	0.7	24.4	93				
SELF	2089	777	2.7	37.2	106	*246	3.4	11.8	130	512	2.4	24.5	94				
SEVENTEEN	2411	960	3.4	39.8	113	*324	4.4	13.4	148	678	3.2	28.1	108				
SKI	480	*151	0.5	31.5	89	**31	0.4	6.5	71	**117	0.6	24.4	93				
SMITHSONIAN	2760	922	3.2	33.4	95	303	4.1	11.0	121	663	3.1	24.0	92				
SOAP OPERA DIGEST	3013	1246	4.4	41.4	118	299	4.1	9.9	110	873	4.1	29.0	111				
SOUTHERN LIVING	4184	2235	7.8	53.4	152	408	5.6	9.8	108	1761	8.3	42.1	161				
SPORT	559	*203	0.7	36.3	103	**77	1.0	13.8	152	**124	0.6	22.2	85				
THE SPORTING NEWS	436	**192	0.7	44.0	125	**39	0.5	8.9	99	**132	0.6	30.3	116				
SPORTS AFIELD	493	*155	0.5	31.4	89	**34	0.5	6.9	76	**98	0.5	19.9	76				
SPORTS ILLUSTRATED	2758	1038	3.6	37.6	107	297	4.0	10.8	119	810	3.8	29.4	112				
STAR	7456	2889	10.1	38.7	110	837	11.4	11.2	124	1908	9.0	25.6	98				
SUNDAY	24936	8659	30.4	34.7	99	2675	36.4	10.7	118	6208	29.3	24.9	95				
SUNSET	2124	671	2.4	31.6	90	*339	4.6	16.0	176	482	2.3	22.7	87				
TV GUIDE	21661	8260	29.0	38.1	108	2354	32.1	10.9	120	6035	28.5	27.9	107				
TENNIS	550	*270	0.9	49.1	140	**41	0.6	7.5	82	*201	1.0	36.5	140				
TIME	8880	3439	12.1	38.7	110	1082	14.7	12.2	134	2573	12.2	29.0	111				
TOWN & COUNTRY	917	390	1.4	42.5	121	**88	1.2	9.6	106	306	1.4	33.4	128				
TRAVEL & LEISURE	972	434	1.5	44.7	127	*105	1.4	10.8	119	308	1.5	31.7	121				
TRUE STORY	3356	1267	4.4	37.8	107	413	5.6	12.3	136	812	3.8	24.2	93				
U.S.NEWS & WORLD REPORT	3410	1311	4.6	38.4	109	393	5.4	11.5	127	946	4.5	27.7	106				
USA TODAY	1759	727	2.6	41.3	118	245	3.3	13.9	154	534	2.5	30.4	116				
US	1873	881	3.1	47.0	134	*296	4.0	15.8	174	692	3.3	36.9	141				
VOGUE	3909	1618	5.7	41.4	118	441	6.0	11.3	124	1190	5.6	30.4	117				
WALL STREET JOURNAL	1886	796	2.8	42.2	120	*183	2.5	9.7	107	620	2.9	32.9	126				
WEIGHT WATCHERS	2120	863	3.0	40.7	116	322	4.4	15.2	168	583	2.8	27.5	105				
WOMAN'S DAY	14172	5391	18.9	38.0	108	1736	23.7	12.2	135	3851	18.2	27.2	104				
WORKING MOTHER	1146	537	1.9	46.9	133	*187	2.5	16.3	180	370	1.7	32.3	124				
WORKING WOMAN	1322	546	1.9	41.3	117	*126	1.7	9.5	105	431	2.0	32.6	125				
WORLD TENNIS	*163	**77	0.3	47.2	134	**15	0.2	9.2	102	**39	0.2	23.9	92				
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1127	4.0	44.5	127	303	4.1	12.0	132	762	3.6	30.1	115				
BLAIR INSERTS	43657	15787	55.4	36.2	103	4343	59.2	9.9	110	11589	54.8	26.5	102				
DAILY NEWSPAPERS																	
READ ANY	51633	18438	64.8	35.7	102	4707	64.1	9.1	101	13753	65.0	26.6	102				
READ ONE	43463	15203	53.4	35.0	99	3782	51.5	8.7	96	11341	53.6	26.1	100				
READ TWO OR MORE	8170	3235	11.4	39.6	113	925	12.6	11.3	125	2412	11.4	29.5	113				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	18887	66.3	35.9	102	5230	71.3	9.9	110	13858	65.5	26.3	101				
READ ONE	46126	16579	58.2	35.9	102	4527	61.7	9.8	108	12126	57.3	26.3	101				
READ TWO OR MORE	6552	2308	8.1	35.2	100	703	9.6	10.7	118	1732	8.2	26.4	101				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	29.35				30.47				29.55							
30 DAY REACH	71455	25204	88.5	35.3	100	6262	85.3	8.8	97	18929	89.5	26.5	101				
50 SHWG - 30 DAY AV FREQ	14.56	15.51				16.17				15.60							
30 DAY REACH	67742	23884	83.9	35.3	100	5916	80.6	8.7	96	17966	84.9	26.5	102				
25 SHWG - 30 DAY AV FREQ	7.94	8.40				8.85				8.41							
30 DAY REACH	62117	22092	77.6	35.6	101	5423	73.9	8.7	96	16676	78.8	26.8	103				
CABLE TV: HOME WIRED	32077	12338	43.3	38.5	109	3300	45.0	10.3	114	9584	45.3	29.9	114				
HOME NOT WIRED	48909	16134	56.7	33.0	94	4039	55.0	8.3	91	11572	54.7	23.7	91				
HAVE PAY CABLE	15935	6415	22.5	40.3	115	1563	21.3	9.8	108	5269	24.9	33.1	127				

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PACKAGED PIE CRUSTS (STORE BOUGHT) - TYPES
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	REQUIRES MIXING & BAKING A '000	REQUIRES MIXING & BAKING B % DOWN	REQUIRES MIXING & BAKING C % ACROSS	REQUIRES MIXING & BAKING D INDX	REQUIRES NO MIXING (MAY OR MAY NOT REQUIRE BAKING) A '000	REQUIRES NO MIXING (MAY OR MAY NOT REQUIRE BAKING) B % DOWN	REQUIRES NO MIXING (MAY OR MAY NOT REQUIRE BAKING) C % ACROSS	REQUIRES NO MIXING (MAY OR MAY NOT REQUIRE BAKING) D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	28472	100.0	35.2	100	7339	100.0	9.1	100	21156	100.0	26.1	100				
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	16097	56.5	36.6	104	4457	60.7	10.1	112	11898	56.2	27.1	104				
10:00 AM - 3:00 PM	30659	11118	39.0	36.3	103	3113	42.4	10.2	112	8148	38.5	26.6	102				
3:00 PM - 7:00 PM	31045	11145	39.1	35.9	102	2952	40.2	9.5	105	8505	40.2	27.4	105				
7:00 PM - MIDNIGHT	15767	5598	19.7	35.5	101	1505	20.5	9.5	105	4167	19.7	26.4	101				
MIDNIGHT - 6:00 AM	9120	3349	11.8	36.7	104	887	12.1	9.7	107	2531	12.0	27.8	106				
6:00 AM - MIDNIGHT	58527	21192	74.4	36.2	103	5643	76.9	9.6	106	15900	75.2	27.2	104				
ENTIRE DAY	59311	21443	75.3	36.2	103	5687	77.5	9.6	106	16099	76.1	27.1	104				
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	5760	20.2	35.6	101	1689	23.0	10.4	115	4333	20.5	26.8	103				
ALL NEWS	2256	750	2.6	33.2	95	*253	3.4	11.2	124	516	2.4	22.9	88				
AOR/PROGRESSIVE	3874	1362	4.8	35.2	100	313	4.3	8.1	89	1057	5.0	27.3	104				
BEAUTIFUL MUSIC	5660	2053	7.2	36.3	103	564	7.7	10.0	110	1492	7.1	26.4	101				
BLACK	2204	873	3.1	39.6	113	195	2.7	8.8	98	595	2.8	27.0	103				
CLASSICAL	1418	496	1.7	35.0	99	*124	1.7	8.7	96	388	1.8	27.4	105				
CHR/ROCK	9538	3495	12.3	36.6	104	920	12.5	9.6	106	2832	13.4	29.7	114				
COUNTRY	12648	5140	18.1	40.6	116	1247	17.0	9.9	109	3852	18.2	30.5	117				
GOLDEN OLDIES	1191	454	1.6	38.1	108	**127	1.7	10.7	118	327	1.5	27.5	105				
MOR/NOSTALGIA	4757	1634	5.7	34.3	98	422	5.8	8.9	98	1264	6.0	26.6	102				
NEWS/TALK	3863	1225	4.3	31.7	90	360	4.9	9.3	103	813	3.8	21.0	81				
RELIGIOUS	3084	1035	3.6	33.6	95	*153	2.1	5.0	55	825	3.9	26.8	102				
SOFT ROCK	521	*188	0.7	36.1	103	**39	0.5	7.5	83	*152	0.7	29.2	112				
URBAN CONTEMPORARY	1585	623	2.2	39.3	112	*222	3.0	14.0	155	398	1.9	25.1	96				
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	1136	4.0	34.8	99	401	5.5	12.3	136	800	3.8	24.5	94				
ABC DIRECTION	2316	900	3.2	38.9	111	*249	3.4	10.8	119	746	3.5	32.2	123				
ABC ENTERTAINMENT	4834	1978	6.9	40.9	116	562	7.7	11.6	128	1395	6.6	28.9	110				
ABC FM	2202	830	2.9	37.7	107	*203	2.8	9.2	102	692	3.3	31.4	120				
ABC INFORMATION	5425	1725	6.1	31.8	90	546	7.4	10.1	111	1275	6.0	23.5	90				
ABC ROCK	1677	515	1.8	30.7	87	**122	1.7	7.3	80	425	2.0	25.3	97				
CBS	4430	1534	5.4	34.6	98	381	5.2	8.6	95	1118	5.3	25.2	97				
MUTUAL	4992	2090	7.3	41.9	119	602	8.2	12.1	133	1497	7.1	30.0	115				
NBC	4679	1670	5.9	35.7	102	437	6.0	9.3	103	1159	5.5	24.8	95				
RADIORADIO	1994	753	2.6	37.8	107	**130	1.8	6.5	72	568	2.7	28.5	109				
RKO ONE	2298	856	3.0	37.2	106	*213	2.9	9.3	102	682	3.2	29.7	114				
RKO TWO	3311	1327	4.7	40.1	114	321	4.4	9.7	107	952	4.5	28.8	110				
THE SOURCE	2114	821	2.9	38.8	110	**163	2.2	7.7	85	664	3.1	31.4	120				
NON-WIRED : BLAIR	8654	3280	11.5	37.9	108	790	10.8	9.1	101	2588	12.2	29.9	114				
INTERNET	12025	4517	15.9	37.6	107	1246	17.0	10.4	114	3423	16.2	28.5	109				
KATZ RADIO GROUP	15359	5820	20.4	37.9	108	1464	19.9	9.5	105	4258	20.1	27.7	106				
SUPERNET	10628	3723	13.1	35.0	100	1078	14.7	10.1	112	2710	12.8	25.5	98				
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	2804	9.8	32.4	92	663	9.0	7.7	84	1989	9.4	23.0	88				
WKDAY 9:00 AM - 1:00 PM	12163	4138	14.5	34.0	97	1139	15.5	9.4	103	2891	13.7	23.8	91				
WKDAY 1:00 PM - 4:30 PM	16150	5691	20.0	35.2	100	1443	19.7	8.9	99	4042	19.1	25.0	96				
WKDAY 4:30 PM - 7:30 PM	22463	7585	26.6	33.8	96	2026	27.6	9.0	100	5365	25.4	23.9	91				
WKDAY 7:30 PM - 8:00 PM	31795	10907	38.3	34.3	98	2815	38.4	8.9	98	7931	37.5	24.9	95				
WKDAY 11:00 PM - 11:30 PM	23977	8454	29.7	35.3	100	2308	31.4	9.6	106	6006	28.4	25.0	96				
WKDAY 11:30 PM - 1:00 AM	7703	2718	9.5	35.3	100	757	10.3	9.8	108	1995	9.4	25.9	99				
M-SAT 8-11 PM+SUN 7-11 PM	33800	11954	42.0	35.4	101	3144	42.8	9.3	103	8732	41.3	25.8	99				
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	2184	7.7	33.4	95	661	9.0	10.1	112	1568	7.4	24.0	92				
ANOTHER WORLD N	4620	1790	6.3	38.7	110	518	7.1	11.2	124	1135	5.4	24.6	94				
AS THE WORLD TURNS C	5614	1858	6.5	33.1	94	366	5.0	6.5	72	1435	6.8	25.6	98				
CAPITOL C	3396	1189	4.2	35.0	100	220	3.0	6.5	71	867	4.1	25.5	98				
CBS MORN. NEWS 1 C	1446	452	1.6	31.3	89	*85	1.2	5.9	65	321	1.5	22.2	85				
CBS MORN. NEWS 2 C	1207	363	1.3	30.1	86	*65	0.9	5.4	59	263	1.2	21.8	83				
DAYS OF OUR LIVES N	5877	2456	8.6	41.8	119	764	10.4	13.0	143	1643	7.8	28.0	107				
FACTS OF LIFE - DAYTIME N	2290	825	2.9	36.0	102	182	2.5	7.9	88	561	2.7	24.5	94				
FAMILY FEUD A	3023	971	3.4	32.1	91	208	2.8	6.9	76	737	3.5	24.4	93				
GENERAL HOSPITAL A	6097	2001	7.0	32.8	93	463	6.3	7.6	84	1460	6.9	23.9	92				
GOOD MORNING, AMERICA-730 A	3515	1101	3.9	31.3	89	293	4.0	8.3	92	811	3.8	23.1	88				
GOOD MORNING, AMERICA-830 A	2818	962	3.4	34.1	97	241	3.3	8.6	94	690	3.3	24.5	94				
GUIDING LIGHT C	5339	1912	6.7	35.8	102	406	5.5	7.6	84	1430	6.8	26.8	103				
ONE LIFE TO LIVE A	4478	1579	5.5	35.3	100	365	5.0	8.2	90	1122	5.3	25.1	96				
PRESS YOUR LUCK C	2244	793	2.8	35.3	101	183	2.5	8.2	90	556	2.6	24.8	95				
PRICE IS RIGHT 1 C	4348	1458	5.1	33.5	95	348	4.7	8.0	88	1003	4.7	23.1	88				
PRICE IS RIGHT 2 C	5014	1765	6.2	35.2	100	519	7.1	10.4	114	1167	5.5	23.3	89				
RYAN'S HOPE A	3150	917	3.2	29.1	83	308	4.2	9.8	108	625	3.0	19.8	76				
SALE OF THE CENTURY N	2695	893	3.1	33.1	94	305	4.2	11.3	125	531	2.5	19.7	75				
SEARCH FOR TOMORROW N	2319	992	3.5	42.8	122	296	4.0	12.8	141	653	3.1	28.2	108				
TODAY SHOW 1 N	2693	862	3.0	32.0	91	201	2.7	7.5	82	602	2.8	22.4	86				
TODAY SHOW 2 N	2498	830	2.9	33.2	95	215	2.9	8.6	95	538	2.5	21.5	82				
$25,000 PYRAMID C	2753	876	3.1	31.8	91	259	3.5	9.4	104	574	2.7	20.8	80				
WHEEL OF FORTUNE N	4388	1383	4.9	31.5	90	412	5.6	9.4	104	925	4.4	21.1	81				
YOUNG AND THE RESTLESS C	5695	2174	7.6	38.2	109	516	7.0	9.1	100	1576	7.4	27.7	106				
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	521	1.8	29.6	84	130	1.8	7.4	82	345	1.6	19.6	75				
NBA PLAYOFF GAME -1 C	1136	440	1.5	38.7	110	*150	2.0	13.2	146	290	1.4	25.5	98				
NBC MAJOR LEAGUE PRE-GAME N	953	393	1.4	41.2	117	**74	1.0	7.8	86	*273	1.3	28.6	110				
SPORTSWORLD - SUN N	1233	515	1.8	41.8	119	*152	2.1	12.3	136	321	1.5	26.0	100				
SUNDAY MORNING C	1611	452	1.6	28.1	80	*102	1.4	6.3	70	367	1.7	22.8	87				

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PACKAGED PIE CRUSTS (STORE BOUGHT) - TYPES
(FEMALE HOMEMAKERS)

0157
P-19

		TOTAL U.S. '000	ALL USERS A '000	B % DOWN	C % ACROSS	D INDX	REQUIRES MIXING & BAKING A '000	B % DOWN	C % ACROSS	D INDX	REQUIRES NO MIXING (MAY OR MAY NOT REQUIRE BAKING) A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	28472	100.0	35.2	100	7339	100.0	9.1	100	21156	100.0	26.1	100				
MKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	8828	31.0	33.9	96	2344	31.9	9.0	99	6238	29.5	23.9	92				
NETWORK AFFILIATES - LATE		20261	7214	25.3	35.6	101	1972	26.9	9.7	107	5061	23.9	25.0	96				
INDEPENDENTS - LATE		2076	700	2.5	33.7	96	217	3.0	10.5	115	525	2.5	25.3	97				
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	3975	14.0	38.0	108	911	12.4	8.7	96	2884	13.6	27.6	106				
ABC MONDAY NIGHT MOVIE	A	6412	2157	7.6	33.6	96	551	7.5	8.6	95	1600	7.6	25.0	96				
ABC SUNDAY NIGHT MOVIE	A	12407	4441	15.6	35.8	102	1280	17.4	10.3	114	3304	15.6	26.6	102				
ABC WORLD NEWS TONIGHT	A	6176	1975	6.9	32.0	91	531	7.2	8.6	95	1482	7.0	24.0	92				
AFTERMASH	C	5863	1962	6.9	33.5	95	482	6.6	8.2	91	1514	7.2	25.8	99				
ALICE	C	9594	3296	11.6	34.4	98	828	11.3	8.6	95	2432	11.5	25.3	97				
AMERICAN PARADE	C	6622	2191	7.7	33.1	94	748	10.2	11.3	125	1463	6.9	22.1	85				
BENSON	A	10886	3578	12.6	32.9	93	872	11.9	8.0	88	2630	12.4	24.2	92				
BLUE THUNDER	A	5036	1778	6.2	35.3	100	472	6.4	9.4	103	1337	6.3	26.5	102				
CAGNEY & LACEY	C	9965	3408	12.0	34.2	97	698	9.5	7.0	77	2527	11.9	25.4	97				
CBS EVENING NEWS-DEAN	C	3491	981	3.4	28.1	80	306	4.2	8.8	97	631	3.0	18.1	69				
CBS EVENING NEWS-RATHER	C	7123	2298	8.1	32.3	92	639	8.7	9.0	99	1704	8.1	23.9	92				
CBS SAT. NEWS-SCHIEFFER	C	3621	1202	4.2	33.2	94	347	4.7	9.6	106	849	4.0	23.4	90				
CBS SATURDAY NIGHT MOVIE	C	5436	1948	6.8	35.8	102	514	7.0	9.5	104	1468	6.9	27.0	103				
CBS WEDNESDAY NIGHT MOVIE	C	6100	1988	7.0	32.6	93	573	7.8	9.4	104	1379	6.5	22.6	87				
CHEERS	N	8889	3405	12.0	38.3	109	974	13.3	11.0	121	2574	12.2	29.0	111				
DALLAS	C	22109	8239	28.9	37.3	106	2174	29.6	9.8	109	6003	28.4	27.2	104				
DIFF'RENT STROKES	N	6940	2358	8.3	34.0	97	685	9.3	9.9	109	1604	7.6	23.1	88				
DOUBLE TROUBLE	N	7223	2629	9.2	36.4	104	619	8.4	8.6	95	1999	9.4	27.7	106				
DUCK FACTORY	N	5595	2181	7.7	39.0	111	629	8.6	11.2	124	1650	7.8	29.5	113				
DUKES OF HAZZARD	C	5768	2108	7.4	36.5	104	567	7.7	9.8	108	1492	7.1	25.9	99				
DYNASTY	A	20053	7284	25.6	36.3	103	1841	25.1	9.2	101	5331	25.2	26.6	102				
FACTS OF LIFE	N	8087	2937	10.3	36.3	103	652	8.9	8.1	89	2157	10.2	26.7	102				
FALCON CREST	C	20046	7527	26.4	37.5	107	2073	28.2	10.3	114	5387	25.5	26.9	103				
FALL GUY	A	9084	3469	12.2	38.2	109	883	12.0	9.7	107	2595	12.3	28.6	109				
FAMILY TIES	N	7964	3021	10.6	37.9	108	670	9.1	8.4	93	2214	10.5	27.8	106				
FANTASY ISLAND	A	7687	2540	8.9	33.0	94	802	10.9	10.4	115	1771	8.4	23.0	88				
FOULUPS,BLEEPS & BLUNDERS	A	8861	2921	10.3	33.0	94	865	11.8	9.8	108	2048	9.7	23.1	88				
FOUR SEASONS	C	5095	1880	6.6	36.9	105	558	7.6	11.0	121	1394	6.6	27.4	105				
GIMME A BREAK	N	8838	3346	11.8	37.9	108	757	10.3	8.6	95	2408	11.4	27.2	104				
HART TO HART	A	8978	3160	11.1	35.2	100	834	11.4	9.3	103	2283	10.8	25.4	97				
HILL STREET BLUES	N	8590	3421	12.0	39.8	113	985	13.4	11.5	127	2577	12.2	30.0	115				
HOTEL	A	14085	4935	17.3	35.0	100	1311	17.9	9.3	103	3397	16.1	24.1	92				
JEFFERSONS	C	9360	3179	11.2	34.0	97	854	11.6	9.1	101	2255	10.7	24.1	92				
JENNIFER SLEPT HERE	N	5841	2112	7.4	36.2	103	571	7.8	9.8	108	1437	6.8	24.6	94				
KATE & ALLIE	C	9206	3104	10.9	33.7	96	763	10.4	8.3	91	2325	11.0	25.3	97				
KNIGHT RIDER	N	7076	2619	9.2	37.0	105	666	9.1	9.4	104	1844	8.7	26.1	100				
LOVE BOAT	A	12219	4172	14.7	34.1	97	1093	14.9	8.9	99	3072	14.5	25.1	96				
MAGNUM PI	C	11199	4122	14.5	36.8	105	1019	13.9	9.1	100	3181	15.0	28.4	109				
MAMA'S FAMILY	N	6057	2179	7.7	36.0	102	577	7.9	9.5	105	1434	6.8	23.7	91				
MASTER, THE	N	3598	1320	4.6	36.7	104	271	3.7	7.5	83	969	4.6	26.9	103				
MATT HOUSTON	A	6344	2160	7.6	34.0	97	655	8.9	10.3	114	1530	7.2	24.1	92				
NBC MONDAY NIGHT MOVIE	N	11994	4297	15.1	35.8	102	1161	15.8	9.7	107	3072	14.5	25.6	98				
NBC NIGHTLY NEWS	N	5132	1894	6.7	36.9	105	487	6.6	9.5	105	1276	6.0	24.9	95				
NBC NIGHTLY NEWS-SAT	N	3375	1012	3.6	30.0	85	246	3.4	7.3	80	692	3.3	20.5	78				
NBC NIGHTLY NEWS-SUN	N	3130	918	3.2	29.3	83	263	3.6	8.4	93	695	3.3	22.2	85				
NBC SUNDAY NIGHT MOVIE	N	8284	2881	10.1	34.8	99	757	10.3	9.1	101	2147	10.1	25.9	99				
NEWHART	C	9240	3058	10.7	33.1	94	800	10.9	8.7	96	2246	10.6	24.3	93				
ONE DAY AT A TIME	C	7288	2162	7.6	29.7	84	577	7.9	7.9	87	1628	7.7	22.3	86				
PEOPLE ARE FUNNY	N	4855	1697	6.0	35.0	99	466	6.3	9.6	106	1099	5.2	22.6	87				
REAL PEOPLE	N	8869	3238	11.4	36.5	104	793	10.8	8.9	99	2241	10.6	25.3	97				
REMINGTON STEELE	N	7743	2702	9.5	34.9	99	676	9.2	8.7	96	2007	9.5	25.9	99				
RIPLEY'S BELIEVE IT - NOT	A	5345	1761	6.2	32.9	94	398	5.4	7.4	82	1356	6.4	25.4	97				
RIPTIDE	N	6988	2597	9.1	37.2	106	690	9.4	9.9	109	1867	8.8	26.7	102				
SCARECROW & MRS. KING	C	10002	3698	13.0	37.0	105	769	10.5	7.7	85	2720	12.9	27.2	104				
SIMON & SIMON	C	10638	3944	13.9	37.1	105	868	11.8	8.2	90	2926	13.8	27.5	105				
60 MINUTES	C	13293	4318	15.2	32.5	92	1222	16.7	9.2	101	3146	14.9	23.7	91				
ST. ELSEWHERE	N	7017	2603	9.1	37.1	106	613	8.4	8.7	96	2040	9.6	29.1	111				
THREE'S COMPANY	A	10917	3735	13.1	34.2	97	861	11.7	7.9	87	2841	13.4	26.0	100				
T.J. HOOKER	A	9204	3400	11.9	36.9	105	849	11.6	9.2	102	2544	12.0	27.6	106				
TONIGHT SHOW	N	2372	873	3.1	36.8	105	251	3.4	10.6	117	672	3.2	28.3	108				
TRAPPER JOHN, M.D.	C	9846	3303	11.6	33.5	95	770	10.5	7.8	86	2345	11.1	23.8	91				
TV BLOOPERS & PRAC. JOKES	N	9105	3235	11.4	35.5	101	891	12.1	9.8	108	2354	11.1	25.9	99				
20/20	A	9387	3130	11.0	33.3	95	891	12.1	9.5	105	2158	10.2	23.0	88				
WEBSTER	A	11067	3810	13.4	34.4	98	964	13.1	8.7	96	2691	12.7	24.3	93				
WORLD NEWS - SUN	A	3062	1028	3.6	33.6	95	260	3.5	8.5	94	749	3.5	24.5	94				
YELLOW ROSE	N	4978	1874	6.6	37.6	107	495	6.7	9.9	110	1342	6.3	27.0	103				
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	3254	11.4	36.7	104	1073	14.6	12.1	133	2197	10.4	24.7	95				
BASKETBALL - COLLEGE GAMES		4080	1693	5.9	41.5	118	*440	6.0	10.8	119	1226	5.8	30.0	115				
BASKETBALL - PRO GAMES		3607	1373	4.8	38.1	108	*390	5.3	10.8	119	933	4.4	25.9	99				
BOWLING		3883	1527	5.4	39.3	112	593	8.1	15.3	169	998	4.7	25.7	98				
BOXING		3928	1656	5.8	42.2	120	*474	6.5	12.1	133	1072	5.1	27.3	104				
FOOTBALL - COLLEGE GAMES		6366	2749	9.7	43.2	123	730	9.9	11.5	127	2142	10.1	33.6	129				
FOOTBALL - PRO GAMES		11300	4599	16.2	40.7	116	1263	17.2	11.2	123	3582	16.9	31.7	121				
GOLF		3378	1381	4.9	40.9	116	*465	6.3	13.8	152	1019	4.8	30.2	115				
POST-SEASON COLL. FOOTBALL		4906	1981	7.0	40.4	115	568	7.7	11.6	128	1457	6.9	29.7	114				
POST-SEASON PRO FOOTBALL		6120	2643	9.3	43.2	123	748	10.2	12.2	135	2111	10.0	34.5	132				
TENNIS		3033	1173	4.1	38.7	110	*258	3.5	8.5	94	907	4.3	29.9	114				
WRESTLING - PROFESSIONAL		3344	1609	5.7	48.1	137	*413	5.6	12.4	136	1166	5.5	34.9	133				

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PACKAGED PIE CRUSTS (STORE BOUGHT) - KINDS
(FEMALE HOMEMAKERS)

0158
P-19

	TOTAL U.S. '000	DRY CRUST MIX A '000	DRY CRUST MIX B % DOWN	DRY CRUST MIX C % ACROSS	DRY CRUST MIX D INDX	FROZEN PASTRY/ PIE SHELLS A '000	FROZEN PASTRY/ PIE SHELLS B % DOWN	FROZEN PASTRY/ PIE SHELLS C % ACROSS	FROZEN PASTRY/ PIE SHELLS D INDX	GRAHAM CRACKER SHELLS A '000	GRAHAM CRACKER SHELLS B % DOWN	GRAHAM CRACKER SHELLS C % ACROSS	GRAHAM CRACKER SHELLS D INDX	REFRIGERATED PIE CRUSTS A '000	REFRIGERATED PIE CRUSTS B % DOWN	REFRIGERATED PIE CRUSTS C % ACROSS	REFRIGERATED PIE CRUSTS D INDX
TOTAL FEMALE HOMEMAKERS	80986	6506	100.0	8.0	100	18686	100.0	23.1	100	10725	100.0	13.2	100	6968	100.0	8.6	100
18 - 24	9282	*492	7.6	5.3	66	1586	8.5	17.1	74	1193	11.1	12.9	97	741	10.6	8.0	93
25 - 34	19072	1605	24.7	8.4	105	4682	25.1	24.5	106	2840	26.5	14.9	112	2161	31.0	11.3	132
35 - 44	14591	1354	20.8	9.3	116	3872	20.7	26.5	115	2082	19.4	14.3	108	1228	17.6	8.4	98
45 - 54	11345	1080	16.6	9.5	118	3424	18.3	30.2	131	1557	14.5	13.7	104	992	14.2	8.7	102
55 - 64	11635	977	15.0	8.4	105	2726	14.6	23.4	102	1556	14.5	13.4	101	984	14.1	8.5	98
65 OR OLDER	15061	997	15.3	6.6	82	2398	12.8	15.9	69	1498	14.0	9.9	75	862	12.4	5.7	67
18 - 34	28354	2097	32.2	7.4	92	6268	33.5	22.1	96	4033	37.6	14.2	107	2902	41.6	10.2	119
18 - 49	48339	4017	61.7	8.3	103	11785	63.1	24.4	106	6899	64.3	14.3	108	4618	66.3	9.6	111
25 - 54	45008	4039	62.1	9.0	112	11977	64.1	26.6	115	6479	60.4	14.4	109	4381	62.9	9.7	113
35 - 49	19985	1920	29.5	9.6	120	5517	29.5	27.6	120	2866	26.7	14.3	108	1716	24.6	8.6	100
50 OR OLDER	32647	2489	38.3	7.6	95	6902	36.9	21.1	92	3826	35.7	11.7	88	2350	33.7	7.2	84
GRADUATED COLLEGE	11155	881	13.5	7.9	98	2735	14.6	24.5	106	1402	13.1	12.6	95	1146	16.4	10.3	119
ATTENDED COLLEGE	13682	1310	20.1	9.6	119	3473	18.6	25.4	110	2077	19.4	15.2	115	1242	17.8	9.1	106
GRADUATED HIGH SCHOOL	33880	2857	43.9	8.4	105	7884	42.2	23.3	101	4813	44.9	14.2	107	2987	42.9	8.8	102
DID NOT GRADUATE HIGH SCHOOL	22270	1458	22.4	6.5	81	4596	24.6	20.6	89	2434	22.7	10.9	83	1594	22.9	7.2	83
EMPLOYED	40306	3516	54.0	8.7	109	10368	55.5	25.7	111	6327	59.0	15.7	119	3803	54.6	9.4	110
EMPLOYED FULL-TIME	32850	2929	45.0	8.9	111	8686	46.5	26.4	115	5236	48.8	15.9	120	3118	44.7	9.5	110
EMPLOYED PART-TIME	7456	*586	9.0	7.9	98	1682	9.0	22.6	98	1091	10.2	14.6	110	685	9.8	9.2	107
NOT EMPLOYED	40680	2990	46.0	7.4	91	8318	44.5	20.4	89	4399	41.0	10.8	82	3165	45.4	7.8	90
PROFESSIONAL/MANAGER	10392	995	15.3	9.6	119	2872	15.4	27.6	120	1475	13.8	14.2	107	1069	15.3	10.3	120
TECH/CLERICAL/SALES	17574	1637	25.2	9.3	116	4508	24.1	25.7	111	2878	26.8	16.4	124	1729	24.8	9.8	114
PRECISION/CRAFT	985	**91	1.4	9.2	115	**263	1.4	26.7	116	**195	1.8	19.8	149	**124	1.8	12.6	146
OTHER EMPLOYED	11354	794	12.2	7.0	87	2726	14.6	24.0	104	1780	16.6	15.7	118	881	12.6	7.8	90
SINGLE	9863	607	9.3	6.2	77	1886	10.1	19.1	83	1064	9.9	10.8	81	992	14.2	10.1	117
MARRIED	51375	4458	68.5	8.7	108	12856	68.8	25.0	108	7645	71.3	14.9	112	4600	66.0	9.0	104
DIVORCED/SEPARATED/WIDOWED	19748	1440	22.1	7.3	91	3944	21.1	20.0	87	2017	18.8	10.2	77	1377	19.8	7.0	81
PARENTS	32590	2638	40.5	8.1	101	7936	42.5	24.4	106	4499	41.9	13.8	104	3018	43.3	9.3	108
WHITE	70416	5683	87.4	8.1	100	16007	85.7	22.7	99	9314	86.8	13.2	100	5880	84.4	8.4	97
BLACK	8778	650	10.0	7.4	92	2355	12.6	26.8	116	1205	11.2	13.7	104	966	13.9	11.0	128
OTHER	1791	**173	2.7	9.7	120	**324	1.7	18.1	78	**206	1.9	11.5	87	**123	1.8	6.9	80
NORTHEAST-CENSUS	17786	1901	29.2	10.7	133	2925	15.7	16.4	71	1932	18.0	10.9	82	1230	17.7	6.9	80
NORTH CENTRAL	20741	1606	24.7	7.7	96	4163	22.3	20.1	87	2304	21.5	11.1	84	1688	24.2	8.1	95
SOUTH	27775	1879	28.9	6.8	84	8969	48.0	32.3	140	4867	45.4	17.5	132	2978	42.7	10.7	125
WEST	14683	1120	17.2	7.6	95	2630	14.1	17.9	78	1622	15.1	11.0	83	1072	15.4	7.3	85
NORTHEAST-MKTG.	17961	1843	28.3	10.3	128	3015	16.1	16.8	73	2131	19.9	11.9	90	1289	18.5	7.2	83
EAST CENTRAL	11885	1146	17.6	9.6	120	2640	14.1	22.2	96	1418	13.2	11.9	90	917	13.2	7.7	90
WEST CENTRAL	14090	986	15.2	7.0	87	2656	14.2	18.9	82	1538	14.3	10.9	82	1071	15.4	7.6	88
SOUTH	24081	1537	23.6	6.4	79	8048	43.1	33.4	145	4199	39.2	17.4	132	2718	39.0	11.3	131
PACIFIC	12969	994	15.3	7.7	95	2327	12.5	17.9	78	1439	13.4	11.1	84	974	14.0	7.5	87
COUNTY SIZE A	32439	2501	38.4	7.7	96	6293	33.7	19.4	84	3735	34.8	11.5	87	2645	38.0	8.2	95
COUNTY SIZE B	24915	2210	34.0	8.9	110	6338	33.9	25.4	110	3581	33.4	14.4	109	2299	33.0	9.2	107
COUNTY SIZE C	12930	1178	18.1	9.1	113	3245	17.4	25.1	109	1899	17.7	14.7	111	962	13.8	7.4	86
COUNTY SIZE D	10703	617	9.5	5.8	72	2811	15.0	26.3	114	1511	14.1	14.1	107	1063	15.3	9.9	115
METRO CENTRAL CITY	24518	1744	26.8	7.1	89	5286	28.3	21.6	93	2851	26.6	11.6	88	1822	26.1	7.4	86
METRO SUBURBAN	35919	3225	49.6	9.0	112	8243	44.1	22.9	99	4879	45.5	13.6	103	3288	47.2	9.2	106
NON METRO	20549	1537	23.6	7.5	93	5158	27.6	25.1	109	2995	27.9	14.6	110	1858	26.7	9.0	105
TOP 5 ADI'S	18341	1339	20.6	7.3	91	3564	19.1	19.4	84	2220	20.7	12.1	91	1454	20.9	7.9	92
TOP 10 ADI'S	25378	1971	30.3	7.8	97	4910	26.3	19.3	84	3001	28.0	11.8	89	2067	29.7	8.1	95
TOP 20 ADI'S	36488	3050	46.9	8.4	104	7277	38.9	19.9	86	4435	41.4	12.2	92	3012	43.2	8.3	96
HSHLD INC. $50,000 OR MORE	6612	747	11.5	11.3	141	1640	8.8	24.8	107	927	8.6	14.0	106	*679	9.7	10.3	119
$40,000 OR MORE	12659	1242	19.1	9.8	122	3478	18.6	27.5	119	1966	18.3	15.5	117	1389	19.9	11.0	128
$30,000 OR MORE	24698	2413	37.1	9.8	122	6495	34.8	26.3	114	3568	33.3	14.4	109	2355	33.8	9.5	111
$25,000 OR MORE	32077	3120	48.0	9.7	121	8429	45.1	26.3	114	5022	46.8	15.7	118	3041	43.6	9.5	110
$20,000 - $24,999	9144	*652	10.0	7.1	89	2106	11.3	23.0	100	1354	12.6	14.8	112	786	11.3	8.6	100
$15,000 - $19,999	8728	659	10.1	7.6	94	1766	9.5	20.2	88	956	8.9	11.0	83	695	10.0	8.0	93
$10,000 - $14,999	12562	927	14.2	7.4	92	3173	17.0	25.3	109	1545	14.4	12.3	93	984	14.1	7.8	91
UNDER $10,000	18475	1148	17.6	6.2	77	3214	17.2	17.4	75	1848	17.2	10.0	76	1462	21.0	7.9	92
HOUSEHOLD OF 1 PERSON	11987	739	11.4	6.2	77	2195	11.7	18.3	79	1107	10.3	9.2	70	728	10.4	6.1	71
2 PEOPLE	26577	2054	31.6	7.7	96	5762	30.8	21.7	94	3609	33.7	13.6	103	2241	32.2	8.4	98
3 OR 4 PEOPLE	30617	2805	43.1	9.2	114	8005	42.8	26.1	113	4506	42.0	14.7	111	2978	42.7	9.7	113
5 OR MORE PEOPLE	11804	908	14.0	7.7	96	2725	14.6	23.1	100	1504	14.0	12.7	96	1021	14.7	8.6	101
NO CHILD IN HSHLD	46165	3657	56.2	7.9	99	10189	54.5	22.1	96	5836	54.4	12.6	95	3600	51.7	7.8	91
CHILD(REN) UNDER 2 YRS	5325	**216	3.3	4.1	50	913	4.9	17.1	74	667	6.2	12.5	95	*549	7.9	10.3	120
2 - 5 YEARS	14221	1082	16.6	7.6	95	3071	16.4	21.6	94	1938	18.1	13.6	103	1362	19.5	9.6	111
6 - 11 YEARS	15117	1362	20.9	9.0	112	3864	20.7	25.6	111	2067	19.3	13.7	103	1404	20.1	9.3	108
12 - 17 YEARS	16611	1327	20.4	8.0	99	4168	22.3	25.1	109	2187	20.4	13.2	99	1393	20.0	8.4	97
RESIDENCE OWNED	55884	5023	77.2	9.0	112	14028	75.1	25.1	109	7971	74.3	14.3	108	4949	71.0	8.9	103
VALUE: $50,000 OR MORE	31744	3065	47.1	9.7	120	7607	40.7	24.0	104	4404	41.1	13.9	105	2861	41.1	9.0	105
VALUE: UNDER $50,000	24140	1958	30.1	8.1	101	6421	34.4	26.6	115	3566	33.2	14.8	112	2088	30.0	8.6	101

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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PACKAGED PIE CRUSTS (STORE BOUGHT) - KINDS
(FEMALE HOMEMAKERS)

0159
P-19

		TOTAL U.S. '000	DRY CRUST MIX A '000	DRY CRUST MIX B % DOWN	DRY CRUST MIX C % ACROSS	DRY CRUST MIX D INDX	FROZEN PASTRY/ PIE SHELLS A '000	FROZEN PASTRY/ PIE SHELLS B % DOWN	FROZEN PASTRY/ PIE SHELLS C % ACROSS	FROZEN PASTRY/ PIE SHELLS D INDX	GRAHAM CRACKER SHELLS A '000	GRAHAM CRACKER SHELLS B % DOWN	GRAHAM CRACKER SHELLS C % ACROSS	GRAHAM CRACKER SHELLS D INDX	REFRIGERATED PIE CRUSTS A '000	REFRIGERATED PIE CRUSTS B % DOWN	REFRIGERATED PIE CRUSTS C % ACROSS	REFRIGERATED PIE CRUSTS D INDX
TOTAL FEMALE HOMEMAKERS		80986	5505	100.0	8.0	100	18686	100.0	23.1	100	10725	100.0	13.2	100	6968	100.0	8.6	100
MAGAZINES	QUINTILE 1	15799	1813	27.9	11.5	143	4595	24.6	29.1	126	2469	23.0	15.6	118	1839	26.4	11.6	135
	QUINTILE 2	17259	1375	21.1	8.0	99	4010	21.5	23.2	101	2382	22.2	13.8	104	1429	20.5	8.3	96
	QUINTILE 3	13545	1272	19.6	9.4	117	2926	15.7	21.6	94	1759	16.4	13.0	98	1086	15.6	8.0	93
	QUINTILE 4	15133	914	14.0	6.0	75	3577	19.1	23.6	102	1939	18.1	12.8	97	1219	17.5	8.1	94
	QUINTILE 5	19250	1133	17.4	5.9	73	3579	19.2	18.6	81	2177	20.3	11.3	85	1396	20.0	7.3	84
NEWSPAPERS	QUINTILE 1	12413	1229	18.9	9.9	123	2906	15.6	23.4	101	1585	14.8	12.8	96	1044	15.0	8.4	98
	QUINTILE 2	24116	2024	31.1	8.4	104	5569	29.8	23.1	100	3430	32.0	14.2	107	2251	32.3	9.3	108
	QUINTILE 3	11261	869	13.4	7.7	96	2680	14.3	23.8	103	1553	14.5	13.8	104	1019	14.6	9.0	105
	QUINTILE 4	20255	1590	24.4	7.8	98	4558	24.4	22.5	98	2470	23.0	12.2	92	1508	21.6	7.4	87
	QUINTILE 5	12940	793	12.2	6.1	76	2973	15.9	23.0	100	1687	15.7	13.0	98	1147	16.5	8.9	103
OUTDOOR	QUINTILE 1	14852	1474	22.7	9.9	124	3846	20.6	25.9	112	2431	22.7	16.4	124	1610	23.1	10.8	126
	QUINTILE 2	15725	961	14.8	6.1	76	3797	20.3	24.1	105	2075	19.3	13.2	100	1209	17.4	7.7	89
	QUINTILE 3	16330	1238	19.0	7.6	94	3506	18.8	21.5	93	1992	18.6	12.2	92	1389	19.9	8.5	99
	QUINTILE 4	16744	1201	18.5	7.2	89	3593	19.2	21.5	93	2020	18.8	12.1	91	1548	22.2	9.2	107
	QUINTILE 5	17334	1632	25.1	9.4	117	3945	21.1	22.8	99	2208	20.6	12.7	96	1212	17.4	7.0	81
RADIO-DRIVE TIME	QUINTILE 1	15911	1756	27.0	11.0	137	3888	20.8	24.4	106	2056	19.2	12.9	98	1555	22.3	9.8	114
	QUINTILE 2	14837	1013	15.6	6.8	85	3419	18.3	23.0	100	2108	19.7	14.2	107	1006	14.4	6.8	79
	QUINTILE 3	15339	1143	17.6	7.5	93	3551	19.0	23.2	100	2164	20.2	14.1	107	1444	20.7	9.4	109
	QUINTILE 4	16723	1311	20.2	7.8	98	3879	20.8	23.2	101	2263	21.1	13.5	102	1483	21.3	8.9	103
	QUINTILE 5	18176	1283	19.7	7.1	88	3949	21.1	21.7	94	2135	19.9	11.7	89	1480	21.2	8.1	95
RADIO-MID-DAY	TERCILE 1	21020	1821	28.0	8.7	108	4585	24.5	21.8	95	2894	27.0	13.8	104	1934	27.8	9.2	107
	TERCILE 2	21610	2101	32.3	9.7	121	5394	28.9	25.0	108	3114	29.0	14.4	109	1995	28.6	9.2	107
	TERCILE 3	38355	2585	39.7	6.7	84	8707	46.6	22.7	98	4718	44.0	12.3	93	3040	43.6	7.9	92
RADIO-TOTAL	QUINTILE 1	15988	1652	25.4	10.3	129	3791	20.3	23.7	103	2161	20.1	13.5	102	1554	22.3	9.7	113
	QUINTILE 2	15626	1184	18.2	7.6	94	3526	18.9	22.6	98	2192	20.4	14.0	106	1117	16.0	7.1	83
	QUINTILE 3	16723	1252	19.2	7.5	93	3888	20.8	23.2	101	2057	19.2	12.3	93	1539	22.1	9.2	107
	QUINTILE 4	16342	1440	22.1	8.8	110	3925	21.0	24.0	104	2378	22.2	14.6	110	1590	22.8	9.7	113
	QUINTILE 5	16306	978	15.0	6.0	75	3557	19.0	21.8	95	1936	18.1	11.9	90	1169	16.8	7.2	83
TV-PRIME TIME	QUINTILE 1	15953	1143	17.6	7.2	89	3909	20.9	24.5	106	1952	18.2	12.2	92	1410	20.2	8.8	103
	QUINTILE 2	16137	1263	19.4	7.8	97	3729	20.0	23.1	100	2117	19.7	13.1	99	1169	16.8	7.2	84
	QUINTILE 3	16420	1473	22.6	9.0	112	3888	20.8	23.7	103	2136	19.9	13.0	98	1572	22.6	9.6	111
	QUINTILE 4	16687	1367	21.0	8.2	102	3913	20.9	23.4	102	2400	22.4	14.4	109	1555	22.3	9.3	108
	QUINTILE 5	15789	1260	19.4	8.0	99	3246	17.4	20.6	89	2121	19.8	13.4	101	1263	18.1	8.0	93
TV-DAYTIME	TERCILE 1	27736	1997	30.7	7.2	90	6406	34.3	23.1	100	3492	32.6	12.6	95	2307	33.1	8.3	97
	TERCILE 2	26489	2388	36.7	9.0	112	6265	33.5	23.7	103	3948	36.8	14.9	113	2541	36.5	9.6	111
	TERCILE 3	26761	2121	32.6	7.9	99	6015	32.2	22.5	97	3285	30.6	12.3	93	2121	30.4	7.9	92
TV-TOTAL	QUINTILE 1	16345	1098	16.9	6.7	84	3768	20.2	23.1	100	1859	17.3	11.4	86	1217	17.5	7.4	87
	QUINTILE 2	16447	1331	20.5	8.1	101	3744	20.0	22.8	99	2157	20.1	13.1	99	1438	20.6	8.7	102
	QUINTILE 3	15980	1344	20.7	8.4	105	3916	21.0	24.5	106	2232	20.8	14.0	105	1539	22.1	9.6	112
	QUINTILE 4	15887	1563	24.0	9.8	122	3736	20.0	23.5	102	2209	20.6	13.9	105	1537	22.1	9.7	112
	QUINTILE 5	16326	1170	18.0	7.2	89	3522	18.8	21.6	93	2269	21.2	13.9	105	1237	17.8	7.6	88
MAGAZINES-NEWSPAPERS: DUAL		20721	2063	31.7	10.0	124	5247	28.1	25.3	110	3144	29.3	15.2	115	2192	31.5	10.6	123
MAGAZINE IMPERATIVE		19186	1734	26.7	9.0	113	5032	26.9	26.2	114	2729	25.4	14.2	107	1670	24.0	8.7	101
NEWSPAPER IMPERATIVE		21899	1598	24.6	7.3	91	4507	24.1	20.6	89	2696	25.1	12.3	93	1618	23.2	7.4	86
MAGAZINES-OUTDOOR: DUAL		15451	1402	21.5	9.1	113	4291	23.0	27.8	120	2490	23.2	16.1	122	1602	23.0	10.4	121
MAGAZINE IMPERATIVE		25953	2456	37.7	9.5	118	5983	32.0	23.1	100	3255	30.3	12.5	95	2307	33.1	8.9	103
OUTDOOR IMPERATIVE		24400	1599	24.6	6.6	82	5118	27.4	21.0	91	3063	28.6	12.6	95	1911	27.4	7.8	91
MAGAZINES-RADIO: DUAL		18049	1737	26.7	9.6	120	4339	23.2	24.0	104	2497	23.3	13.8	104	1678	24.1	9.3	108
MAGAZINE IMPERATIVE		23571	2269	34.9	9.6	120	6066	32.5	25.7	112	3492	32.6	14.8	112	2391	34.3	10.1	118
RADIO IMPERATIVE		23278	1646	25.3	7.1	88	5049	27.0	21.7	94	3018	28.1	13.0	98	1768	25.4	7.6	88
MAGAZINES-TELEVISION: DUAL		15459	1664	25.6	10.8	134	3863	20.7	25.0	108	2114	19.7	13.7	103	1418	20.4	9.2	107
MAGAZINE IMPERATIVE		25829	2505	38.5	9.7	121	6438	34.5	24.9	108	3944	36.8	15.3	115	2451	35.2	9.5	110
TELEVISION IMPERATIVE		26039	1467	22.5	5.6	70	5708	30.5	21.9	95	3015	28.1	11.6	87	1849	26.5	7.1	83
NEWSPAPERS-OUTDOOR: DUAL		16605	1382	21.2	8.3	104	4165	22.3	25.1	109	2579	24.0	15.5	117	1654	23.7	10.0	116
NEWSPAPER IMPERATIVE		26834	2363	36.3	8.8	110	5847	31.3	21.8	94	3367	31.4	12.5	95	2288	32.8	8.5	99
OUTDOOR IMPERATIVE		23346	1691	26.0	7.2	90	5507	29.5	23.6	102	3176	29.6	13.6	103	2002	28.7	8.6	100
NEWSPAPERS-RADIO: DUAL		17133	1570	24.1	9.2	114	4000	21.4	23.3	101	2314	21.6	13.5	102	1434	20.6	8.4	97
NEWSPAPER IMPERATIVE		25892	2176	33.4	8.4	105	5914	31.6	22.8	99	3512	32.7	13.6	102	2373	34.1	9.2	107
RADIO IMPERATIVE		23167	1790	27.5	7.7	96	5285	28.3	22.8	99	3027	28.2	13.1	99	1879	27.0	8.1	94
NEWSPAPERS-TELEVISION: DUAL		17159	1547	23.8	9.0	112	4256	22.8	24.8	107	2474	23.1	14.4	109	1521	21.8	8.9	103
NEWSPAPER IMPERATIVE		26214	2323	35.7	8.9	110	5906	31.6	22.5	98	3559	33.2	13.6	103	2374	34.1	9.1	105
TELEVISION IMPERATIVE		23412	1580	24.3	6.7	84	5203	27.8	22.2	96	2791	26.0	11.9	90	1874	26.9	8.0	93
OUTDOOR-RADIO: DUAL		15303	1277	19.6	8.3	104	3834	20.5	25.1	109	2293	21.4	15.0	113	1339	19.2	8.7	102
OUTDOOR IMPERATIVE		24901	1918	29.5	7.7	96	5896	31.6	23.7	103	3409	31.8	13.7	103	2293	32.9	9.2	107
RADIO IMPERATIVE		26492	2275	35.0	8.6	107	5910	31.6	22.3	97	3334	31.1	12.6	95	2237	32.1	8.4	98
OUTDOOR-TELEVISION: DUAL		14794	1086	16.7	7.3	91	3723	19.9	25.2	109	2127	19.8	14.4	109	1306	18.7	8.8	103
OUTDOOR IMPERATIVE		25437	2179	33.5	8.6	107	6182	33.1	24.3	105	3744	34.9	14.7	111	2401	34.5	9.4	110
TELEVISION IMPERATIVE		27877	2226	34.2	8.0	99	6255	33.5	22.4	97	3355	31.3	12.0	91	2339	33.6	8.4	98
RADIO-TELEVISION: DUAL		15996	1249	19.2	7.8	97	3402	18.2	21.3	92	1967	18.3	12.3	93	1212	17.4	7.6	88
RADIO IMPERATIVE		25478	2326	35.8	9.1	114	6238	33.4	24.5	106	3665	34.2	14.4	109	2300	33.0	9.0	105
TELEVISION IMPERATIVE		26573	2002	30.8	7.5	94	6414	34.3	24.1	105	3278	30.6	12.3	93	2375	34.1	8.9	104

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PACKAGED PIE CRUSTS (STORE BOUGHT) - KINDS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	DRY CRUST MIX A '000	DRY CRUST MIX B % DOWN	DRY CRUST MIX C % ACROSS	DRY CRUST MIX D INDX	FROZEN PASTRY/ PIE SHELLS A '000	FROZEN PASTRY/ PIE SHELLS B % DOWN	FROZEN PASTRY/ PIE SHELLS C % ACROSS	FROZEN PASTRY/ PIE SHELLS D INDX	GRAHAM CRACKER SHELLS A '000	GRAHAM CRACKER SHELLS B % DOWN	GRAHAM CRACKER SHELLS C % ACROSS	GRAHAM CRACKER SHELLS D INDX	REFRIGERATED PIE CRUSTS A '000	REFRIGERATED PIE CRUSTS B % DOWN	REFRIGERATED PIE CRUSTS C % ACROSS	REFRIGERATED PIE CRUSTS D INDX
TOTAL FEMALE HOMEMAKERS	80986	6506	100.0	8.0	100	18686	100.0	23.1	100	10725	100.0	13.2	100	6968	100.0	8.6	100
ATLANTIC MONTHLY	415	**28	0.4	6.7	84	**63	0.3	15.2	66	**60	0.6	14.5	109	**27	0.4	6.5	76
BARRON'S	453	**63	1.0	13.9	173	**86	0.5	19.0	82	**108	1.0	23.8	180	**86	1.2	19.0	221
BETTER HOMES & GARDENS	16256	1541	23.7	9.5	118	4432	23.7	27.3	118	2769	25.8	17.0	129	1648	23.7	10.1	118
BON APPETIT	2535	*154	2.4	6.1	76	582	3.1	23.0	100	299	2.8	11.8	89	286	4.1	11.3	131
BUSINESS WEEK	1278	**108	1.7	8.5	105	392	2.1	30.7	133	*223	2.1	17.4	132	**142	2.0	11.1	129
CAR AND DRIVER	378	**54	0.8	14.3	178	**83	0.4	22.0	95	**81	0.8	21.4	162	**104	1.5	27.5	320
CBS MAGAZINE NETWORK (GROSS)	1498	*143	2.2	9.5	119	485	2.6	32.4	140	*217	2.0	14.5	109	*259	3.7	17.3	201
CHANGING TIMES	1505	*145	2.2	9.6	120	334	1.8	22.2	96	*162	1.5	10.8	81	**117	1.7	7.8	90
COLONIAL HOMES	1231	*123	1.9	10.0	124	415	2.2	33.7	146	*244	2.3	19.8	150	*146	2.1	11.9	138
CONDE NAST MAG. PKG. (GROSS)	14146	1616	24.8	11.4	142	3989	21.3	28.2	122	2196	20.5	15.5	117	1444	20.7	10.2	119
CONSUMERS DIGEST	1323	*132	2.0	10.0	124	381	2.0	28.8	125	*254	2.4	19.2	145	**94	1.3	7.1	83
COSMOPOLITAN	7102	599	9.2	8.4	105	1711	9.2	24.1	104	935	8.7	13.2	99	631	9.1	8.9	103
COUNTRY LIVING	2481	298	4.6	12.0	150	774	4.1	31.2	135	386	3.6	15.6	117	*228	3.3	9.2	107
CUISINE	1472	*129	2.0	8.8	109	338	1.8	23.0	100	*149	1.4	10.1	76	**109	1.6	7.4	86
CYCLE WORLD	425	**42	0.6	9.9	123	**122	0.7	28.7	124	**72	0.7	16.9	128	**82	1.2	19.3	224
DCI:CREATIVE IDEAS FOR LIV	2510	311	4.8	12.4	154	704	3.8	28.0	122	464	4.3	18.5	140	*290	4.2	11.6	134
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	650	10.0	9.7	121	2473	13.2	36.9	160	1398	13.0	20.9	158	816	11.7	12.2	142
DISCOVER	894	**59	0.9	6.6	82	*217	1.2	24.3	105	**121	1.1	13.5	102	**106	1.5	11.9	138
EBONY	3507	217	3.3	6.2	77	983	5.3	28.0	121	545	5.1	15.5	117	393	5.6	11.2	130
ESQUIRE	1083	**84	1.3	7.8	97	*216	1.2	19.9	86	*192	1.8	17.7	134	**110	1.6	10.2	118
ESSENCE	1830	*95	1.5	5.2	65	522	2.8	28.5	124	323	3.0	17.7	133	215	3.1	11.7	137
FAMILY CIRCLE	15930	1787	27.5	11.2	140	4028	21.6	25.3	110	2560	23.9	16.1	121	1698	24.4	10.7	124
THE FAMILY HANDYMAN	1126	*201	3.1	17.9	222	382	2.0	33.9	147	*191	1.8	17.0	128	*179	2.6	15.9	185
FAMILY WEEKLY	11468	1112	17.1	9.7	121	2799	15.0	24.4	106	1518	14.2	13.2	100	997	14.3	8.7	101
FIELD & STREAM	2234	*217	3.3	9.7	121	626	3.4	28.0	121	*267	2.5	12.0	90	**130	1.9	5.8	68
FOOD & WINE	579	**49	0.8	8.5	105	*147	0.8	25.4	110	**69	0.6	11.9	90	**25	0.4	4.3	50
FORBES	728	**95	1.5	13.0	162	*224	1.2	30.8	133	**146	1.4	20.1	151	**129	1.9	17.7	206
FORTUNE	906	**111	1.7	12.3	153	*246	1.3	27.2	118	*161	1.5	17.8	134	**127	1.8	14.0	163
GENTLEMEN'S QUARTERLY	791	**30	0.5	3.8	47	*145	0.8	18.3	79	**92	0.9	11.6	88	**48	0.7	6.1	71
GLAMOUR	5265	589	9.1	11.2	139	1525	8.2	29.0	126	833	7.8	15.8	119	597	8.6	11.3	132
GOLF DIGEST	636	**42	0.6	6.6	82	*121	0.6	19.0	82	**110	1.0	17.3	131	**91	1.3	14.3	166
GOLF DIGEST/TENNIS (GROSS)	1186	**73	1.1	6.2	77	278	1.5	23.4	102	*201	1.9	16.9	128	*181	2.6	15.3	177
GOLF MAGAZINE	441	**36	0.6	8.2	102	**79	0.4	17.9	78	**49	0.5	11.1	84	**75	1.1	17.0	198
GOLF MAGAZINE/SKI (GROSS)	922	**57	0.9	6.2	77	*194	1.0	21.0	91	**121	1.1	13.1	99	**121	1.7	13.1	153
GOOD HOUSEKEEPING	16487	1752	26.9	10.6	132	4367	23.4	26.5	115	2413	22.5	14.6	111	1667	23.9	10.1	118
HARPER'S BAZAAR	2423	331	5.1	13.7	170	686	3.7	28.3	123	365	3.4	15.1	114	*286	4.1	11.8	137
HEALTH	1994	*280	4.3	14.0	175	729	3.9	36.6	158	337	3.1	16.9	128	*223	3.2	11.2	130
HEARST MAG CORP. BUY (GROSS)	44101	4461	68.6	10.1	126	11772	63.0	26.7	116	6400	59.7	14.5	110	4581	65.7	10.4	121
HEARST MAN POWER (GROSS)	1993	*287	4.4	14.4	179	580	3.1	29.1	126	313	2.9	15.7	119	*305	4.4	15.3	178
HEARST WOMAN POWER (GROSS)	31274	3001	46.1	9.6	119	8026	43.0	25.7	111	4437	41.4	14.2	107	3030	43.5	9.7	113
HOUSE BEAUTIFUL	3623	337	5.2	9.3	116	994	5.3	27.4	119	502	4.7	13.9	105	437	6.3	12.1	140
INC.	283	**36	0.6	12.7	158	**92	0.5	32.5	141	**45	0.4	15.9	120	**36	0.5	12.7	148
JET	2928	216	3.3	7.4	92	914	4.9	31.2	135	537	5.0	18.3	138	329	4.7	11.2	131
LADIES' HOME JOURNAL	11918	1206	18.5	10.1	126	3354	17.9	28.1	122	1782	16.6	15.0	113	1279	18.4	10.7	125
LHJ FAMILY GRP COMBO(GROSS)	16764	1789	27.5	10.7	133	4855	26.0	29.0	126	2610	24.3	15.6	118	1758	25.2	10.5	122
LIFE	4254	422	6.5	9.9	123	997	5.3	23.4	102	556	5.2	13.1	99	428	6.1	10.1	117
L.A. TIMES HOME MAGAZINE	1145	**85	1.3	7.4	92	*283	1.5	24.7	107	**142	1.3	12.4	94	**88	1.3	7.7	89
MADEMOISELLE	2884	394	6.1	13.7	170	841	4.5	29.2	126	436	4.1	15.1	114	*327	4.7	11.3	132
MC CALL'S	13460	1360	20.9	10.1	126	3854	20.6	28.6	124	2135	19.9	15.9	120	1485	21.3	11.0	128
MC CALL'S/MRK MOTHER (GROSS)	14606	1526	23.5	10.4	130	4230	22.6	29.0	126	2378	22.2	16.3	123	1601	23.0	11.0	127
MECHANIX ILLUSTRATED	772	**146	2.2	18.9	235	*265	1.4	34.3	149	**146	1.4	18.9	143	**88	1.3	11.4	132
METROPOLITAN HOME	967	*109	1.7	11.3	140	284	1.5	29.4	127	*159	1.5	16.4	124	**92	1.3	9.5	111
MONEY	1588	*143	2.2	9.0	112	468	2.5	29.5	128	*186	1.7	11.7	88	*168	2.4	10.6	123
MOTHER EARTH NEWS	1002	**116	1.8	11.6	144	*250	1.3	25.0	108	*160	1.5	16.0	121	**131	1.9	13.1	152
MS.	825	**58	0.9	7.0	88	*197	1.1	23.9	103	**93	0.9	11.3	85	**76	1.1	9.2	107
NATIONAL ENQUIRER	10336	853	13.1	8.3	103	2609	14.0	25.2	109	1412	13.2	13.7	103	878	12.6	8.5	99
NATIONAL GEOGRAPHIC	9597	984	15.1	10.3	128	2431	13.0	25.3	110	1312	12.2	13.7	103	999	14.3	10.4	121
NATIONAL SUNDAY MAGAZINE PKG	49558	4361	67.0	8.8	110	11551	61.8	23.3	101	6699	62.5	13.5	102	4167	59.8	8.4	98
NATURAL HISTORY	573	**57	0.9	9.9	124	*111	0.6	19.4	84	**57	0.5	9.9	75	**46	0.7	8.0	93
NEW WOMAN	1699	*109	1.7	6.4	80	423	2.3	24.9	108	*310	2.9	18.2	138	*169	2.4	9.9	116
NEW YORK INCLUDING CUE	443	**26	0.4	5.9	73	**82	0.4	18.5	80	**48	0.4	10.8	82	**48	0.7	10.8	126
THE NEW YORKER	1270	*148	2.3	11.7	145	247	1.3	19.4	84	*159	1.5	12.5	95	*150	2.2	11.8	137
NEWSWEEK	6277	693	10.7	11.0	137	1531	8.2	24.4	106	969	9.0	15.4	117	723	10.4	11.5	134
THE N.Y. TIMES DAILY EDITION	1205	**64	1.0	5.3	66	232	1.2	19.3	83	*132	1.2	11.0	83	*156	2.2	12.9	150
THE N.Y. TIMES MAGAZINE	2081	*183	2.8	8.8	109	478	2.6	23.0	100	227	2.1	10.9	82	*245	3.5	11.8	137
OMNI	788	**77	1.2	9.8	122	*219	1.2	27.8	120	*151	1.4	19.2	145	**70	1.0	8.9	103
ON CABLE	1158	**89	1.4	7.7	96	*287	1.5	24.8	107	**146	1.4	12.6	95	**123	1.8	10.6	123
1001 HOME IDEAS	2852	303	4.7	10.6	132	773	4.1	27.1	117	491	4.6	17.2	130	257	3.7	9.0	105
ORGANIC GARDENING	1658	*153	2.4	9.2	115	301	1.6	18.2	79	*166	1.5	10.0	76	*124	1.8	7.5	87
OUTDOOR LIFE	896	**105	1.6	11.7	146	*205	1.1	22.9	99	**80	0.7	8.9	67	**38	0.5	4.2	49
PARADE MAGAZINE	24275	2056	31.6	8.5	105	5980	32.0	24.6	107	3498	32.6	14.4	109	1925	27.6	7.9	92

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PACKAGED PIE CRUSTS (STORE BOUGHT) - KINDS
(FEMALE HOMEMAKERS)

0161
P-19

	TOTAL U.S. '000	DRY CRUST MIX A '000	B % DOWN	C % ACROSS	D INDX	FROZEN PASTRY/ PIE SHELLS A '000	B % DOWN	C % ACROSS	D INDX	GRAHAM CRACKER SHELLS A '000	B % DOWN	C % ACROSS	D INDX	REFRIGERATED PIE CRUSTS A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	6506	100.0	8.0	100	18686	100.0	23.1	100	10725	100.0	13.2	100	6968	100.0	8.6	100
PARENTS	3845	355	5.5	9.2	115	825	4.4	21.5	93	545	5.1	14.2	107	305	4.4	7.9	92
PENTHOUSE	831	**114	1.8	13.7	171	*177	0.9	21.3	92	*165	1.5	19.9	150	**127	1.8	15.3	178
PEOPLE	11645	1241	19.1	10.7	133	2994	16.0	25.7	111	1554	14.5	13.3	101	1313	18.8	11.3	131
PLAYBOY	2006	*158	2.4	7.9	98	594	3.2	29.6	128	285	2.7	14.2	107	*257	3.7	12.8	149
POPULAR HOT RODDING	297	**47	0.7	15.8	197	**103	0.6	34.7	150	**51	0.5	17.2	130	**53	0.8	17.8	207
POPULAR MECHANICS	1018	**189	2.9	18.6	231	*368	2.0	36.1	157	**161	1.5	15.8	119	**162	2.3	15.9	185
POPULAR SCIENCE	878	**167	2.6	19.0	237	*308	1.6	35.1	152	**123	1.1	14.0	106	**55	0.8	6.3	73
PREVENTION	3913	329	5.1	8.4	105	997	5.3	25.5	110	592	5.5	15.1	114	405	5.8	10.4	120
PSYCHOLOGY TODAY	1710	*117	1.8	6.8	85	486	2.6	28.4	123	*263	2.5	15.4	116	*231	3.3	13.5	157
READER'S DIGEST	22204	2340	36.0	10.5	131	5625	30.1	25.3	110	3075	28.7	13.8	105	1851	26.6	8.3	97
REDBOOK	7684	650	10.0	8.5	105	1948	10.4	25.4	110	1089	10.2	14.2	107	732	10.5	9.5	111
ROAD & TRACK	410	**78	1.2	19.0	237	**84	0.4	20.5	89	**57	0.5	13.9	105	**89	1.3	21.7	252
ROLLING STONE	969	**94	1.4	9.7	121	260	1.4	26.8	116	*150	1.4	15.5	117	**103	1.5	10.6	124
RUNNER'S WORLD	298	**23	0.4	7.7	96	**90	0.5	30.2	131	**79	0.7	26.5	200	**58	0.8	19.5	226
SATURDAY EVENING POST	1169	**145	2.2	12.4	154	334	1.8	28.6	124	*124	1.2	10.6	80	**101	1.4	8.6	100
SCIENCE 84	587	**99	1.5	16.9	210	*185	1.0	31.5	137	**76	0.7	12.9	98	**43	0.6	7.3	85
SCIENCE DIGEST	482	**61	0.9	12.7	158	*119	0.6	24.7	107	**102	1.0	21.2	160	**105	1.5	21.8	253
SCIENTIFIC AMERICAN	594	**37	0.6	6.2	78	*133	0.7	22.4	97	**54	0.5	9.1	69	**56	0.8	9.4	110
SELF	2089	*214	3.3	10.2	128	523	2.8	25.0	109	377	3.5	18.0	136	*160	2.3	7.7	89
SEVENTEEN	2411	*249	3.8	10.3	129	701	3.8	29.1	126	328	3.1	13.6	103	*238	3.4	9.9	115
SKI	480	**21	0.3	4.4	54	**115	0.6	24.0	104	**72	0.7	15.0	113	**46	0.7	9.6	111
SMITHSONIAN	2760	303	4.7	11.0	137	603	3.2	21.8	95	287	2.7	10.4	79	*238	3.4	8.6	100
SOAP OPERA DIGEST	3013	*227	3.5	7.5	94	783	4.2	26.0	113	583	5.4	19.3	146	375	5.4	12.4	145
SOUTHERN LIVING	4184	339	5.2	8.1	101	1769	9.5	42.3	183	934	8.7	22.3	169	526	7.5	12.6	146
SPORT	559	**78	1.2	14.0	174	*138	0.7	24.7	107	**74	0.7	13.2	100	**93	1.3	16.6	193
THE SPORTING NEWS	436	**51	0.8	11.7	146	**133	0.7	30.5	132	**67	0.6	15.4	116	**52	0.7	11.9	139
SPORTS AFIELD	493	**37	0.6	7.5	93	**93	0.5	18.9	82	**50	0.5	10.1	77	**39	0.6	7.9	92
SPORTS ILLUSTRATED	2758	*238	3.7	8.6	107	697	3.7	25.3	110	416	3.9	15.1	114	239	3.4	8.7	101
STAR	7456	682	10.5	9.1	114	2041	10.9	27.4	119	879	8.2	11.8	89	666	9.6	8.9	104
SUNDAY	24936	2403	36.9	9.6	120	5126	27.4	20.6	89	3199	29.8	12.8	97	2204	31.6	8.8	103
SUNSET	2124	*321	4.9	15.1	188	333	1.8	15.7	68	*301	2.8	14.2	107	*188	2.7	8.9	103
TV GUIDE	21661	2062	31.7	9.5	118	5472	29.3	25.3	109	3095	28.9	14.3	108	2110	30.3	9.7	113
TENNIS	550	**31	0.5	5.6	70	*157	0.8	28.5	124	**91	0.8	16.5	125	**90	1.3	16.4	190
TIME	8880	976	15.0	11.0	137	2285	12.2	25.7	112	1275	11.9	14.4	108	944	13.5	10.6	124
TOWN & COUNTRY	917	**81	1.2	8.8	110	264	1.4	28.8	125	*146	1.4	15.9	120	**115	1.7	12.5	146
TRAVEL & LEISURE	972	**83	1.3	8.5	106	283	1.5	29.1	126	*164	1.5	16.9	127	**112	1.6	11.5	134
TRUE STORY	3356	359	5.5	10.7	133	781	4.2	23.3	101	435	4.1	13.0	98	355	5.1	10.6	123
U.S.NEWS & WORLD REPORT	3410	382	5.9	11.2	139	817	4.4	24.0	104	473	4.4	13.9	105	354	5.1	10.4	121
USA TODAY	1759	*209	3.2	11.9	148	439	2.3	25.0	108	315	2.9	17.9	135	*151	2.2	8.6	100
US	1873	*255	3.9	13.6	169	523	2.8	27.9	121	360	3.4	19.2	145	*258	3.7	13.8	160
VOGUE	3909	420	6.5	10.7	134	1100	5.9	28.1	122	550	5.1	14.1	106	360	5.2	9.2	107
WALL STREET JOURNAL	1886	*173	2.7	9.2	114	511	2.7	27.1	117	322	3.0	17.1	129	*163	2.3	8.6	100
WEIGHT WATCHERS	2120	*263	4.0	12.4	154	597	3.2	28.2	122	365	3.4	17.2	130	*285	4.1	13.4	156
WOMAN'S DAY	14172	1579	24.3	11.1	139	3635	19.5	25.6	111	2146	20.0	15.1	114	1504	21.6	10.6	123
WORKING MOTHER	1146	*166	2.6	14.5	180	376	2.0	32.8	142	*244	2.3	21.3	161	*117	1.7	10.2	119
WORKING WOMAN	1322	**108	1.7	8.2	102	450	2.4	34.0	148	*246	2.3	18.6	141	*174	2.5	13.2	153
WORLD TENNIS	*163	**3	0.0	1.8	23	**64	0.3	39.3	170	**20	0.2	12.3	93	**25	0.4	15.3	178
ZIFF-DAVIS MAG NETWK (GROSS)	2532	291	4.5	11.5	143	807	4.3	31.9	138	386	3.6	15.2	115	349	5.0	13.8	160
BLAIR INSERTS	43657	3839	59.0	8.8	109	10117	54.1	23.2	100	6025	56.2	13.8	104	3744	53.7	8.6	100
DAILY NEWSPAPERS																	
READ ANY	51633	4228	65.0	8.2	102	12084	64.7	23.4	101	6984	65.1	13.5	102	4569	65.6	8.8	103
READ ONE	43463	3379	51.9	7.8	97	10041	53.7	23.1	100	5870	54.7	13.5	102	3790	54.4	8.7	101
READ TWO OR MORE	8170	848	13.0	10.4	129	2043	10.9	25.0	108	1114	10.4	13.6	103	779	11.2	9.5	111
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	4573	70.3	8.7	108	12162	65.1	23.1	100	7155	66.7	13.6	103	4491	64.5	8.5	99
READ ONE	46126	3921	60.3	8.5	106	10697	57.2	23.2	101	6419	59.9	13.9	105	3972	57.0	8.6	100
READ TWO OR MORE	6552	652	10.0	10.0	124	1465	7.8	22.4	97	736	6.9	11.2	85	518	7.4	7.9	92
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	31.90				28.74				29.97				30.01			
30 DAY REACH	71455	5542	85.2	7.8	97	16492	88.3	23.1	100	9411	87.7	13.2	99	6307	90.5	8.8	103
50 SHWG - 30 DAY AV FREQ	14.56	17.02				15.16				15.85				15.83			
30 DAY REACH	67742	5209	80.1	7.7	96	15652	83.8	23.1	100	8912	83.1	13.2	99	5985	85.9	8.8	103
25 SHWG - 30 DAY AV FREQ	7.94	9.39				8.20				8.52				8.39			
30 DAY REACH	62117	4745	72.9	7.6	95	14477	77.5	23.3	101	8305	77.4	13.4	101	5662	81.3	9.1	106
CABLE TV: HOME WIRED	32077	3136	48.2	9.8	122	8241	44.1	25.7	111	4305	40.1	13.4	101	3123	44.8	9.7	113
HOME NOT WIRED	48909	3370	51.8	6.9	86	10446	55.9	21.4	93	6420	59.9	13.1	99	3845	55.2	7.9	91
HAVE PAY CABLE	15935	1535	23.6	9.6	120	4437	23.7	27.8	121	2162	20.2	13.6	102	1781	25.6	11.2	130

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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PACKAGED PIE CRUSTS (STORE BOUGHT) - KINDS
(FEMALE HOMEMAKERS)

0162
P-19

	TOTAL U.S. '000	DRY CRUST MIX A '000	DRY CRUST MIX B % DOWN	DRY CRUST MIX C % ACROSS	DRY CRUST MIX D INDX	FROZEN PASTRY/ PIE SHELLS A '000	FROZEN PASTRY/ PIE SHELLS B % DOWN	FROZEN PASTRY/ PIE SHELLS C % ACROSS	FROZEN PASTRY/ PIE SHELLS D INDX	GRAHAM CRACKER SHELLS A '000	GRAHAM CRACKER SHELLS B % DOWN	GRAHAM CRACKER SHELLS C % ACROSS	GRAHAM CRACKER SHELLS D INDX	REFRIGERATED PIE CRUSTS A '000	REFRIGERATED PIE CRUSTS B % DOWN	REFRIGERATED PIE CRUSTS C % ACROSS	REFRIGERATED PIE CRUSTS D INDX
TOTAL FEMALE HOMEMAKERS	80986	6506	100.0	8.0	100	18686	100.0	23.1	100	10725	100.0	13.2	100	6968	100.0	8.6	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	3936	60.5	9.0	112	10493	56.2	23.9	104	6180	57.6	14.1	106	3902	56.0	8.9	103
10:00 AM - 3:00 PM	30659	2761	42.4	9.0	112	7038	37.7	23.0	99	4171	38.9	13.6	103	2812	40.4	9.2	107
3:00 PM - 7:00 PM	31045	2618	40.2	8.4	105	7187	38.5	23.2	100	4138	38.6	13.3	101	2846	40.8	9.2	107
7:00 PM - MIDNIGHT	15767	1315	20.2	8.3	104	3636	19.5	23.1	100	1979	18.5	12.6	95	1393	20.0	8.8	103
MIDNIGHT - 6:00 AM	9120	818	12.6	9.0	112	2205	11.8	24.2	105	1204	11.2	13.2	100	827	11.9	9.1	105
6:00 AM - MIDNIGHT	58527	5017	77.1	8.6	107	13838	74.1	23.6	102	8057	75.1	13.8	104	5270	75.6	9.0	105
ENTIRE DAY	59311	5054	77.7	8.5	106	14034	75.1	23.7	103	8143	75.9	13.7	104	5376	77.2	9.1	105
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	1654	25.4	10.2	127	3551	19.0	22.0	95	2262	21.1	14.0	106	1517	21.8	9.4	109
ALL NEWS	2256	*226	3.5	10.0	125	463	2.5	20.5	89	297	2.8	13.2	99	*211	3.0	9.4	109
AOR/PROGRESSIVE	3874	309	4.7	8.0	99	808	4.3	20.9	90	570	5.3	14.7	111	368	5.3	9.5	110
BEAUTIFUL MUSIC	5660	546	8.4	9.6	120	1329	7.1	23.5	102	708	6.6	12.5	94	492	7.1	8.7	101
BLACK	2204	*129	2.0	5.9	73	624	3.3	28.3	123	338	3.2	15.3	116	244	3.5	11.1	129
CLASSICAL	1418	**111	1.7	7.8	97	*244	1.3	17.2	75	*211	2.0	14.9	112	**148	2.1	10.4	121
CHR/ROCK	9538	905	13.9	9.5	118	2386	12.8	25.0	108	1266	11.8	13.3	100	848	12.2	8.9	103
COUNTRY	12648	997	15.3	7.9	98	3542	19.0	28.0	121	1954	18.2	15.4	117	1169	16.8	9.2	107
GOLDEN OLDIES	1191	**105	1.6	8.8	110	313	1.7	26.3	114	*214	2.0	18.0	136	**120	1.7	10.1	117
MOR/NOSTALGIA	4757	351	5.4	7.4	92	1028	5.5	21.6	94	599	5.6	12.6	95	518	7.4	10.9	127
NEWS/TALK	3863	315	4.8	8.2	102	820	4.4	21.2	92	430	4.0	11.1	84	*230	3.3	6.0	69
RELIGIOUS	3084	*120	1.8	3.9	48	708	3.8	23.0	99	286	2.7	9.3	70	*301	4.3	9.8	113
SOFT ROCK	521	**33	0.5	6.3	79	**131	0.7	25.1	109	**93	0.9	17.9	135	**36	0.5	6.9	80
URBAN CONTEMPORARY	1585	**120	1.8	7.6	94	405	2.2	25.6	111	*251	2.3	15.8	120	*180	2.6	11.4	132
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	*336	5.2	10.3	128	705	3.8	21.6	94	411	3.8	12.6	95	255	3.7	7.8	91
ABC DIRECTION	2316	*254	3.9	11.0	137	609	3.3	26.3	114	332	3.1	14.3	108	*194	2.8	8.4	97
ABC ENTERTAINMENT	4834	462	7.1	9.6	119	1317	7.0	27.2	118	836	7.8	17.3	131	430	6.2	8.9	103
ABC FM	2202	*180	2.8	8.2	102	562	3.0	25.5	111	402	3.7	18.3	138	*281	4.0	12.8	148
ABC INFORMATION	5425	483	7.4	8.9	111	1032	5.5	19.0	82	672	6.3	12.4	94	450	6.5	8.3	96
ABC ROCK	1677	**126	1.9	7.5	94	310	1.7	18.5	80	*182	1.7	10.9	82	*167	2.4	10.0	116
CBS	4430	304	4.7	6.9	85	1111	5.9	25.1	109	614	5.7	13.9	105	355	5.1	8.0	93
MUTUAL	4992	473	7.3	9.5	118	1466	7.8	29.4	127	878	8.2	17.6	133	582	8.4	11.7	136
NBC	4679	478	7.3	10.2	127	1046	5.6	22.4	97	531	5.0	11.3	86	324	4.6	6.9	80
RADIORADIO	1994	**111	1.7	5.6	69	490	2.6	24.6	107	*273	2.5	13.7	103	*200	2.9	10.0	117
RKO ONE	2298	*165	2.5	7.2	89	612	3.3	26.6	115	228	2.1	9.9	75	*188	2.7	8.2	95
RKO TWO	3311	*284	4.4	8.6	107	962	5.1	29.1	126	495	4.6	15.0	113	*205	2.9	6.2	72
THE SOURCE	2114	**154	2.4	7.3	91	550	2.9	26.0	113	314	2.9	14.9	112	*180	2.6	8.5	99
NON-WIRED : BLAIR	8654	760	11.7	8.8	109	2203	11.8	25.5	110	1288	12.0	14.9	112	735	10.5	8.5	99
INTERNET	12025	1119	17.2	9.3	116	3010	16.1	25.0	108	1705	15.9	14.2	107	1231	17.7	10.2	119
KATZ RADIO GROUP	15359	1427	21.9	9.3	116	3747	20.1	24.4	106	2286	21.3	14.9	112	1199	17.2	7.8	91
SUPERNET	10628	907	13.9	8.5	106	2301	12.3	21.7	94	1413	13.2	13.3	100	1077	15.5	10.1	118
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	604	9.3	7.0	87	1811	9.7	20.9	91	1049	9.8	12.1	91	679	9.7	7.8	91
MKDAY 9:00 AM - 1:00 PM	12163	965	14.8	7.9	99	2792	14.9	23.0	99	1565	14.6	12.9	97	989	14.2	8.1	95
MKDAY 1:00 PM - 4:30 PM	16150	1203	18.5	7.4	93	3826	20.5	23.7	103	2133	19.9	13.2	100	1385	19.9	8.6	100
MKDAY 4:30 PM - 7:30 PM	22463	1721	26.5	7.7	95	5090	27.2	22.7	98	2778	25.9	12.4	93	1838	26.4	8.2	95
MKDAY 7:30 PM - 8:00 PM	31795	2397	36.8	7.5	94	7257	38.9	22.9	99	4129	38.5	13.0	98	2759	39.6	8.7	101
MKDAY 11:00 PM - 11:30 PM	23977	1831	28.1	7.6	95	5650	30.2	23.6	102	3055	28.5	12.7	96	2017	28.9	8.4	98
MKDAY 11:30 PM - 1:00 AM	7703	607	9.3	7.9	98	1865	10.0	24.2	105	978	9.1	12.7	96	621	8.9	8.1	94
M-SAT 8-11 PM+SUN 7-11 PM	33800	2663	40.9	7.9	98	7996	42.8	23.7	103	4380	40.8	13.0	98	2895	41.5	8.6	100
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	592	9.1	9.1	113	1422	7.6	21.7	94	903	8.4	13.8	104	669	9.6	10.2	119
ANOTHER WORLD N	4620	356	5.5	7.7	96	1234	6.6	26.7	116	655	6.1	14.2	107	356	5.1	7.7	90
AS THE WORLD TURNS C	5614	324	5.0	5.8	72	1297	6.9	23.1	100	697	6.5	12.4	94	476	6.8	8.5	99
CAPITOL C	3396	193	3.0	5.7	71	873	4.7	25.7	111	385	3.6	11.3	86	261	3.7	7.7	89
CBS MORN. NEWS 1 C	1446	*72	1.1	5.0	62	338	1.8	23.4	101	140	1.3	9.7	73	*85	1.2	5.9	68
CBS MORN. NEWS 2 C	1207	*53	0.8	4.4	55	283	1.5	23.4	102	129	1.2	10.7	81	*66	0.9	5.5	64
DAYS OF OUR LIVES N	5877	587	9.0	10.0	124	1635	8.7	27.8	121	873	8.1	14.9	112	461	6.6	7.8	91
FACTS OF LIFE - DAYTIME N	2290	154	2.4	6.7	84	571	3.1	24.9	108	245	2.3	10.7	81	190	2.7	8.3	96
FAMILY FEUD A	3023	178	2.7	5.9	73	644	3.4	21.3	92	423	3.9	14.0	106	240	3.4	7.9	92
GENERAL HOSPITAL A	6097	369	5.7	6.1	75	1365	7.3	22.4	97	811	7.6	13.3	100	568	8.2	9.3	108
GOOD MORNING, AMERICA-730 A	3515	308	4.7	8.8	109	679	3.6	19.3	84	441	4.1	12.5	95	363	5.2	10.3	120
GOOD MORNING, AMERICA-830 A	2818	241	3.7	8.6	106	641	3.4	22.7	99	364	3.4	12.9	98	242	3.5	8.6	100
GUIDING LIGHT C	5339	364	5.6	6.8	85	1255	6.7	23.5	102	732	6.8	13.7	104	475	6.8	8.9	103
ONE LIFE TO LIVE A	4478	337	5.2	7.5	94	1034	5.5	23.1	100	659	6.1	14.7	111	469	6.7	10.5	122
PRESS YOUR LUCK C	2244	174	2.7	7.8	97	551	2.9	24.6	106	290	2.7	12.9	98	176	2.5	7.8	91
PRICE IS RIGHT 1 C	4348	327	5.0	7.5	94	962	5.1	22.1	96	571	5.3	13.1	99	349	5.0	8.0	93
PRICE IS RIGHT 2 C	5014	466	7.2	9.3	116	1172	6.3	23.4	101	681	6.3	13.6	103	377	5.4	7.5	87
RYAN'S HOPE A	3150	244	3.8	7.7	96	575	3.1	18.3	79	347	3.2	11.0	83	229	3.3	7.3	84
SALE OF THE CENTURY N	2695	244	3.8	9.1	113	607	3.2	22.5	98	269	2.5	10.0	75	217	3.1	8.1	94
SEARCH FOR TOMORROW N	2319	220	3.4	9.5	118	668	3.6	28.8	125	366	3.4	15.8	119	232	3.3	10.0	116
TODAY SHOW 1 N	2693	173	2.7	6.4	80	559	3.0	20.8	90	370	3.4	13.7	104	175	2.5	6.5	76
TODAY SHOW 2 N	2498	204	3.1	8.2	102	496	2.7	19.9	86	265	2.5	10.6	80	186	2.7	7.4	87
$25,000 PYRAMID C	2753	224	3.4	8.1	101	618	3.3	22.4	97	317	3.0	11.5	87	181	2.6	6.6	76
WHEEL OF FORTUNE N	4388	313	4.8	7.1	89	976	5.2	22.2	96	487	4.5	11.1	84	327	4.7	7.5	87
YOUNG AND THE RESTLESS C	5695	413	6.3	7.3	90	1439	7.7	25.3	110	838	7.8	14.7	111	498	7.1	8.7	102
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	141	2.2	8.0	100	348	1.9	19.8	86	195	1.8	11.1	84	135	1.9	7.7	89
NBA PLAYOFF GAME -1 C	1136	*144	2.2	12.7	158	293	1.6	25.8	112	124	1.2	10.9	82	**73	1.0	6.4	75
NBC MAJOR LEAGUE PRE-GAME N	953	**64	1.0	6.7	84	325	1.7	34.1	148	**137	1.3	14.4	109	**93	1.3	9.8	113
SPORTSWORLD - SUN N	1233	*90	1.4	7.3	91	393	2.1	31.9	138	154	1.4	12.5	94	*143	2.1	11.6	135
SUNDAY MORNING C	1611	*93	1.4	5.8	72	331	1.8	20.5	89	188	1.8	11.7	88	*85	1.2	5.3	61

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PACKAGED PIE CRUSTS (STORE BOUGHT) - KINDS
(FEMALE HOMEMAKERS)

0163
P-19

		TOTAL U.S. '000	DRY CRUST MIX A '000	DRY CRUST MIX B % DOWN	DRY CRUST MIX C % ACROSS	DRY CRUST MIX D INDX	FROZEN PASTRY/ PIE SHELLS A '000	FROZEN PASTRY/ PIE SHELLS B % DOWN	FROZEN PASTRY/ PIE SHELLS C % ACROSS	FROZEN PASTRY/ PIE SHELLS D INDX	GRAHAM CRACKER SHELLS A '000	GRAHAM CRACKER SHELLS B % DOWN	GRAHAM CRACKER SHELLS C % ACROSS	GRAHAM CRACKER SHELLS D INDX	REFRIGERATED PIE CRUSTS A '000	REFRIGERATED PIE CRUSTS B % DOWN	REFRIGERATED PIE CRUSTS C % ACROSS	REFRIGERATED PIE CRUSTS D INDX
TOTAL FEMALE HOMEMAKERS		80986	6506	100.0	8.0	100	18686	100.0	23.1	100	10725	100.0	13.2	100	6968	100.0	8.6	100
MKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	2063	31.7	7.9	99	5924	31.7	22.7	99	3269	30.5	12.5	95	2164	31.1	8.3	97
NETWORK AFFILIATES - LATE		20261	1544	23.7	7.6	95	4850	26.0	23.9	104	2560	23.9	12.6	95	1684	24.2	8.3	97
INDEPENDENTS - LATE		2076	213	3.3	10.3	128	452	2.4	21.8	94	215	2.0	10.4	78	162	2.3	7.8	91
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	648	10.0	6.2	77	2575	13.8	24.6	107	1484	13.8	14.2	107	1042	15.0	10.0	116
ABC MONDAY NIGHT MOVIE	A	6412	442	6.8	6.9	86	1456	7.8	22.7	98	787	7.3	12.3	93	488	7.0	7.6	88
ABC SUNDAY NIGHT MOVIE	A	12407	1084	16.7	8.7	109	2916	15.6	23.5	102	1694	15.8	13.7	103	1028	14.8	8.3	96
ABC WORLD NEWS TONIGHT	A	6176	497	7.6	8.0	100	1286	6.9	20.8	90	762	7.1	12.3	93	456	6.5	7.4	86
AFTERMASH	C	5863	460	7.1	7.8	98	1367	7.3	23.3	101	752	7.0	12.8	97	551	7.9	9.4	109
ALICE	C	9594	806	12.4	8.4	105	2136	11.4	22.3	96	1234	11.5	12.9	97	885	12.7	9.2	107
AMERICAN PARADE	C	6622	638	9.8	9.6	120	1392	7.4	21.0	91	800	7.5	12.1	91	537	7.7	8.1	94
BENSON	A	10886	764	11.7	7.0	87	2478	13.3	22.8	99	1321	12.3	12.1	92	850	12.2	7.8	91
BLUE THUNDER	A	5036	353	5.4	7.0	87	1112	6.0	22.1	96	740	6.9	14.7	111	436	6.3	8.7	101
CAGNEY & LACEY	C	9965	632	9.7	6.3	79	2350	12.6	23.6	102	1203	11.2	12.1	91	821	11.8	8.2	96
CBS EVENING NEWS-DEAN	C	3491	262	4.0	7.5	93	634	3.4	18.2	79	304	2.8	8.7	66	*213	3.1	6.1	71
CBS EVENING NEWS-RATHER	C	7123	554	8.5	7.8	97	1502	8.0	21.1	91	881	8.2	12.4	93	583	8.4	8.2	95
CBS SAT. NEWS-SCHIEFFER	C	3621	302	4.6	8.3	104	858	4.6	23.7	103	416	3.9	11.5	87	253	3.6	7.0	81
CBS SATURDAY NIGHT MOVIE	C	5436	446	6.9	8.2	102	1280	6.9	23.5	102	702	6.5	12.9	98	465	6.7	8.6	99
CBS WEDNESDAY NIGHT MOVIE	C	6100	441	6.8	7.2	90	1345	7.2	22.0	96	686	6.4	11.2	85	447	6.4	7.3	85
CHEERS	N	8889	862	13.2	9.7	121	2424	13.0	27.3	118	1140	10.6	12.8	97	856	12.3	9.6	112
DALLAS	C	22109	1743	26.8	7.9	98	5724	30.6	25.9	112	3114	29.0	14.1	106	1983	28.5	9.0	104
DIFF'RENT STROKES	N	6940	584	9.0	8.4	105	1523	8.2	21.9	95	779	7.3	11.2	85	626	9.0	9.0	105
DOUBLE TROUBLE	N	7223	511	7.9	7.1	88	1841	9.9	25.5	110	960	9.0	13.3	100	514	7.4	7.1	83
DUCK FACTORY	N	5595	528	8.1	9.4	117	1559	8.3	27.9	121	709	6.6	12.7	96	541	7.8	9.7	112
DUKES OF HAZZARD	C	5768	407	6.3	7.1	88	1426	7.6	24.7	107	946	8.8	16.4	124	471	6.8	8.2	95
DYNASTY	A	20053	1600	24.6	8.0	99	4911	26.3	24.5	106	2646	24.7	13.2	100	1777	25.5	8.9	103
FACTS OF LIFE	N	8087	532	8.2	6.6	82	2079	11.1	25.7	111	989	9.2	12.2	92	579	8.3	7.2	83
FALCON CREST	C	20046	1680	25.8	8.4	104	5042	27.0	25.2	109	2641	24.6	13.2	99	1888	27.1	9.4	109
FALL GUY	A	9084	698	10.7	7.7	96	2225	11.9	24.5	106	1520	14.2	16.7	126	822	11.8	9.0	105
FAMILY TIES	N	7964	574	8.8	7.2	90	2063	11.0	25.9	112	1090	10.2	13.7	103	680	9.8	8.5	99
FANTASY ISLAND	A	7687	632	9.7	8.2	102	1763	9.4	22.9	99	924	8.6	12.0	91	589	8.5	7.7	89
FOULUPS,BLEEPS & BLUNDERS	A	8861	718	11.0	8.1	101	2017	10.8	22.8	99	1127	10.5	12.7	96	688	9.9	7.8	90
FOUR SEASONS	C	5095	474	7.3	9.3	116	1274	6.8	25.0	108	610	5.7	12.0	90	545	7.8	10.7	124
GIMME A BREAK	N	8838	645	9.9	7.3	91	2317	12.4	26.2	114	1198	11.2	13.6	102	734	10.5	8.3	97
HART TO HART	A	8978	613	9.4	6.8	85	2139	11.4	23.8	103	1037	9.7	11.6	87	822	11.8	9.2	106
HILL STREET BLUES	N	8590	836	12.8	9.7	121	2368	12.7	27.6	119	1289	12.0	15.0	113	834	12.0	9.7	113
HOTEL	A	14085	1180	18.1	8.4	104	3298	17.6	23.4	101	1554	14.5	11.0	83	1109	15.9	7.9	92
JEFFERSONS	C	9360	794	12.2	8.5	106	2087	11.2	22.3	97	1123	10.5	12.0	91	897	12.9	9.6	111
JENNIFER SLEPT HERE	N	5841	502	7.7	8.6	107	1409	7.5	24.1	105	744	6.9	12.7	96	514	7.4	8.8	102
KATE & ALLIE	C	9206	681	10.5	7.4	92	2106	11.3	22.9	99	1008	9.4	10.9	83	702	10.1	7.6	89
KNIGHT RIDER	N	7076	576	8.9	8.1	101	1754	9.4	24.8	107	1049	9.8	14.8	112	660	9.5	9.3	108
LOVE BOAT	A	12219	895	13.8	7.3	91	2743	14.7	22.4	97	1643	15.3	13.4	102	1096	15.7	9.0	104
MAGNUM PI	C	11199	790	12.1	7.1	88	2834	15.2	25.3	110	1795	16.7	16.0	121	1110	15.9	9.9	115
MAMA'S FAMILY	N	6057	474	7.3	7.8	97	1479	7.9	24.4	106	726	6.8	12.0	91	442	6.3	7.3	85
MASTER, THE	N	3598	231	3.6	6.4	80	943	5.0	26.2	114	479	4.5	13.3	101	*250	3.6	6.9	81
MATT HOUSTON	A	6344	494	7.6	7.8	97	1371	7.3	21.6	94	769	7.2	12.1	92	562	8.1	8.9	103
NBC MONDAY NIGHT MOVIE	N	11994	918	14.1	7.7	95	2861	15.3	23.9	103	1513	14.1	12.6	95	1013	14.5	8.4	98
NBC NIGHTLY NEWS	N	5132	465	7.1	9.1	113	1222	6.5	23.8	103	742	6.9	14.5	109	455	6.5	8.9	103
NBC NIGHTLY NEWS-SAT	N	3375	200	3.1	5.9	74	639	3.4	18.9	82	370	3.4	11.0	83	*189	2.7	5.6	65
NBC NIGHTLY NEWS-SUN	N	3130	228	3.5	7.3	91	599	3.2	19.1	83	346	3.2	11.1	83	*155	2.2	5.0	58
NBC SUNDAY NIGHT MOVIE	N	8284	636	9.8	7.7	96	2069	11.1	25.0	108	993	9.3	12.0	91	717	10.3	8.7	101
NEWHART	C	9240	659	10.1	7.1	89	1998	10.7	21.6	94	1134	10.6	12.3	93	755	10.8	8.2	95
ONE DAY AT A TIME	C	7288	536	8.2	7.4	92	1452	7.8	19.9	86	723	6.7	9.9	75	465	6.7	6.4	74
PEOPLE ARE FUNNY	N	4855	342	5.3	7.0	88	1166	6.2	24.0	104	574	5.4	11.8	89	373	5.4	7.7	89
REAL PEOPLE	N	8869	624	9.6	7.0	88	2222	11.9	25.1	109	1135	10.6	12.8	97	711	10.2	8.0	93
REMINGTON STEELE	N	7743	511	7.9	6.6	82	1738	9.3	22.4	97	1166	10.9	15.1	114	648	9.3	8.4	97
RIPLEY'S BELIEVE IT - NOT	A	5345	354	5.4	6.6	82	1119	6.0	20.9	91	652	6.1	12.2	92	465	6.7	8.7	101
RIPTIDE	N	6988	519	8.0	7.4	92	1558	8.3	22.3	97	1006	9.4	14.4	109	721	10.3	10.3	120
SCARECROW & MRS. KING	C	10002	655	10.1	6.5	82	2627	14.1	26.3	114	1399	13.0	14.0	106	973	14.0	9.7	113
SIMON & SIMON	C	10638	677	10.4	6.4	79	2692	14.4	25.3	110	1509	14.1	14.2	107	957	13.7	9.0	105
60 MINUTES	C	13293	1088	16.7	8.2	102	2700	14.4	20.3	88	1608	15.0	12.1	91	1041	14.9	7.8	91
ST. ELSEWHERE	N	7017	468	7.2	6.7	83	1747	9.3	24.9	108	1009	9.4	14.4	109	600	8.6	8.6	99
THREE'S COMPANY	A	10917	787	12.1	7.2	90	2594	13.9	23.8	103	1323	12.3	12.1	92	953	13.7	8.7	101
T.J. HOOKER	A	9204	685	10.5	7.4	93	2181	11.7	23.7	103	1303	12.1	14.2	107	853	12.2	9.3	108
TONIGHT SHOW	N	2372	229	3.5	9.7	120	614	3.3	25.9	112	353	3.3	14.9	112	180	2.6	7.6	88
TRAPPER JOHN, M.D.	C	9846	743	11.4	7.5	94	2221	11.9	22.6	98	1072	10.0	10.9	82	799	11.5	8.1	94
TV BLOOPERS & PRAC. JOKES	N	9105	741	11.4	8.1	101	2070	11.1	22.7	99	1095	10.2	12.0	91	815	11.7	9.0	104
20/20	A	9387	786	12.1	8.4	104	2025	10.8	21.6	93	1059	9.9	11.3	85	729	10.5	7.8	90
WEBSTER	A	11067	835	12.8	7.5	94	2576	13.8	23.3	101	1336	12.5	12.1	91	884	12.7	8.0	93
WORLD NEWS - SUN	A	3062	*215	3.3	7.0	87	621	3.3	20.3	88	383	3.6	12.5	94	*299	4.3	9.8	113
YELLOW ROSE	N	4978	384	5.9	7.7	96	1222	6.5	24.5	106	676	6.3	13.6	103	425	6.1	8.5	99
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	1036	15.9	11.7	145	1964	10.5	22.1	96	1335	12.4	15.0	114	816	11.7	9.2	107
BASKETBALL - COLLEGE GAMES		4080	*398	6.1	9.8	121	1011	5.4	24.8	107	627	5.8	15.4	116	*508	7.3	12.5	145
BASKETBALL - PRO GAMES		3607	*365	5.6	10.1	126	785	4.2	21.8	94	661	6.2	18.3	138	*311	4.5	8.6	100
BOWLING		3883	588	9.0	15.1	188	742	4.0	19.1	83	602	5.6	15.5	117	*448	6.4	11.5	134
BOXING		3928	*443	6.8	11.3	140	1101	5.9	28.0	121	493	4.6	12.6	95	*437	6.3	11.1	129
FOOTBALL - COLLEGE GAMES		6366	578	8.9	9.1	113	1848	9.9	29.0	126	1287	12.0	20.2	153	697	10.0	10.9	127
FOOTBALL - PRO GAMES		11300	1142	17.6	10.1	126	3110	16.6	27.5	119	1858	17.3	16.4	124	1263	18.1	11.2	130
GOLF		3378	*400	6.1	11.8	147	900	4.8	26.6	115	523	4.9	15.5	117	**286	4.1	8.5	98
POST-SEASON COLL. FOOTBALL		4906	*467	7.2	9.5	118	1408	7.5	28.7	124	852	7.9	17.4	131	*425	6.1	8.7	101
POST-SEASON PRO FOOTBALL		6120	645	9.9	10.5	131	1799	9.6	29.4	127	1103	10.3	18.0	136	784	11.3	12.8	149
TENNIS		3033	*237	3.6	7.8	97	675	3.6	22.3	96	*406	3.8	13.4	101	*324	4.6	10.7	124
WRESTLING - PROFESSIONAL		3344	*368	5.7	11.0	137	1128	6.0	33.7	146	586	5.5	17.5	132	*461	6.6	13.8	160

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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BREAD

		'000	%	UNWEIGHTED
4A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE IT?				
	YES	77591	95.8	8997
	NO	3395	4.2	438

IF YES	ALL		SOLE		PRIMARY		SECONDARY		
4B. WHICH TYPES ARE USED BY YOUR HOUSEHOLD?	'000	%	'000	%	'000	%	'000	%	UNWEIGHTED
WHITE	58331	72.0	21871	27.0	30458	37.6	6002	7.4	6494
RYE OR PUMPERNICKEL	18926	23.4	1282	1.6	8363	10.3	9281	11.5	2247
WHOLE WHEAT	43486	53.7	10033	12.4	21673	26.8	11780	14.5	5036
OTHER	12338	15.2	1605	2.0	4195	5.2	6538	8.1	1434
DO NOT KNOW	427	.5							54

		'000	%	UNWEIGHTED
4C. ABOUT HOW MANY LOAVES OR PACKAGES OF BREAD WERE USED BY YOUR ENTIRE HOUSEHOLD IN THE LAST 7 DAYS?				
SIX OR MORE	H	6639	8.2	655
FIVE	H	3383	4.2	355
FOUR	H	6721	8.3	653
THREE	H	10834	13.4	1145
TWO	M	24215	29.9	2621
ONE OR LESS	L	25137	31.0	3458
NONE	L	663	.8	110

ENGLISH MUFFINS

		'000	%	UNWEIGHTED
5A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE THEM?				
	YES	42280	52.2	4876
	NO	38706	47.8	4559

IF YES	ALL		SOLE		PRIMARY		SECONDARY		
5B. WHICH BRANDS ARE USED BY YOUR HOUSEHOLD?	'000	%	'000	%	'000	%	'000	%	UNWEIGHTED
ARNOLDS	2557	3.2	873	1.1	1029	1.3	655	.8	302
BAYS	1538	1.9	643	.8	664	.8	232	.3	185
COLONIAL	1187	1.5	392	.5	548	.7	247	.3	153
EARTH GRAINS	1858	2.3	471	.6	792	1.0	595	.7	219
KILPATRICK	792	1.0	368	.5	260	.3	165	.2	88
NEWLYWED	942	1.2	340	.4	359	.4	243	.3	107
OROWEAT	3465	4.3	1298	1.6	1456	1.8	710	.9	351
PEPPERIDGE FARM	5254	6.5	1997	2.5	2094	2.6	1162	1.4	646
RAINBO	2142	2.6	693	.9	1015	1.3	434	.5	234
THOMAS	18269	22.6	11034	13.6	5951	7.3	1284	1.6	2148
WONDER	8773	10.8	3405	4.2	3345	4.1	2024	2.5	983
OTHER BRANDS	12983	16.0	7075	8.7	3483	4.3	2425	3.0	1380
	475	.6							52

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BREAD: USAGE IN LAST 7 DAYS
(FEMALE HOMEMAKERS)

0166
P-19

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS THREE OR MORE A '000	HEAVY USERS THREE OR MORE B % DOWN	HEAVY USERS THREE OR MORE C % ACROSS	HEAVY USERS THREE OR MORE D INDX	MEDIUM USERS TWO A '000	MEDIUM USERS TWO B % DOWN	MEDIUM USERS TWO C % ACROSS	MEDIUM USERS TWO D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL FEMALE HOMEMAKERS	80986	77591	100.0	95.8	100	27576	100.0	34.1	100	24215	100.0	29.9	100	25800	100.0	31.9	100
18 - 24	9282	8901	11.5	95.9	100	2684	9.7	28.9	85	3233	13.4	34.8	116	2985	11.6	32.2	101
25 - 34	19072	18345	23.6	96.2	100	6730	24.4	35.3	104	5648	23.3	29.6	99	5967	23.1	31.3	98
35 - 44	14591	14041	18.1	96.2	100	7249	26.3	49.7	146	3772	15.6	25.9	86	3021	11.7	20.7	65
45 - 54	11345	10941	14.1	96.4	101	4294	15.6	37.8	111	3368	13.9	29.7	99	3279	12.7	28.9	91
55 - 64	11635	11174	14.4	96.0	100	3405	12.3	29.3	86	3346	13.8	28.8	96	4423	17.1	38.0	119
65 OR OLDER	15061	14188	18.3	94.2	98	3214	11.7	21.3	63	4848	20.0	32.2	108	6126	23.7	40.7	128
18 - 34	28354	27246	35.1	96.1	100	9414	34.1	33.2	98	8881	36.7	31.3	105	8951	34.7	31.6	99
18 - 49	48339	46538	60.0	96.3	100	18834	68.3	39.0	114	14381	59.4	29.8	99	13323	51.6	27.6	87
25 - 54	45008	43327	55.8	96.3	100	18273	66.3	40.6	119	12788	52.8	28.4	95	12266	47.5	27.3	86
35 - 49	19985	19292	24.9	96.5	101	9421	34.2	47.1	138	5500	22.7	27.5	92	4372	16.9	21.9	69
50 OR OLDER	32647	31052	40.0	95.1	99	8742	31.7	26.8	79	9834	40.6	30.1	101	12477	48.4	38.2	120
GRADUATED COLLEGE	11155	10661	13.7	95.6	100	2771	10.0	24.8	73	3490	14.4	31.3	105	4400	17.1	39.4	124
ATTENDED COLLEGE	13682	13128	16.9	96.0	100	4432	16.1	32.4	95	3887	16.1	28.4	95	4810	18.6	35.2	110
GRADUATED HIGH SCHOOL	33880	32757	42.2	96.7	101	12455	45.2	36.8	108	10211	42.2	30.1	101	10091	39.1	29.8	93
DID NOT GRADUATE HIGH SCHOOL	22270	21045	27.1	94.5	99	7919	28.7	35.6	104	6627	27.4	29.8	100	6499	25.2	29.2	92
EMPLOYED	40306	38710	49.9	96.0	100	12705	46.1	31.5	93	11789	48.7	29.2	98	14215	55.1	35.3	111
EMPLOYED FULL-TIME	32850	31541	40.7	96.0	100	10243	37.1	31.2	92	9336	38.6	28.4	95	11962	46.4	36.4	114
EMPLOYED PART-TIME	7456	7170	9.2	96.2	100	2463	8.9	33.0	97	2454	10.1	32.9	110	2253	8.7	30.2	95
NOT EMPLOYED	40680	38880	50.1	95.6	100	14871	53.9	36.6	107	12425	51.3	30.5	102	11585	44.9	28.5	89
PROFESSIONAL/MANAGER	10392	10091	13.0	97.1	101	2778	10.1	26.7	79	3007	12.4	28.9	97	4305	16.7	41.4	130
TECH/CLERICAL/SALES	17574	16818	21.7	95.7	100	5482	19.9	31.2	92	5070	20.9	28.8	96	6266	24.3	35.7	112
PRECISION/CRAFT	985	929	1.2	94.3	98	*347	1.3	35.2	103	**266	1.1	27.0	90	*317	1.2	32.2	101
OTHER EMPLOYED	11354	10872	14.0	95.8	100	4098	14.9	36.1	106	3446	14.2	30.4	102	3328	12.9	29.3	92
SINGLE	9863	9332	12.0	94.6	99	2440	8.8	24.7	73	2527	10.4	25.6	86	4366	16.9	44.3	139
MARRIED	51375	49708	64.1	96.8	101	20219	73.3	39.4	116	16623	68.6	32.4	108	12866	49.9	25.0	79
DIVORCED/SEPARATED/WIDOWED	19748	18551	23.9	93.9	98	4918	17.8	24.9	73	5065	20.9	25.6	86	8568	33.2	43.4	136
PARENTS	32590	31491	40.6	96.6	101	16272	59.0	49.9	147	9497	39.2	29.1	97	5722	22.2	17.6	55
WHITE	70416	67745	87.3	96.2	100	23579	85.5	33.5	98	20988	86.7	29.8	100	23178	89.8	32.9	103
BLACK	8778	8221	10.6	93.7	98	3420	12.4	39.0	114	2585	10.7	29.4	98	2216	8.6	25.2	79
OTHER	1791	1624	2.1	90.7	95	**577	2.1	32.2	95	*642	2.7	35.8	120	*405	1.6	22.6	71
NORTHEAST-CENSUS	17786	17118	22.1	96.2	100	6613	24.0	37.2	109	5173	21.4	29.1	97	5332	20.7	30.0	94
NORTH CENTRAL	20741	20187	26.0	97.3	102	8000	29.0	38.6	113	6151	25.4	29.7	99	6036	23.4	29.1	91
SOUTH	27775	26510	34.2	95.4	100	9093	33.0	32.7	96	8687	35.9	31.3	105	8731	33.8	31.4	99
WEST	14683	13776	17.8	93.8	98	3870	14.0	26.4	77	4204	17.4	28.6	96	5702	22.1	38.8	122
NORTHEAST-MKTG.	17961	17239	22.2	96.0	100	6472	23.5	36.0	106	5443	22.5	30.3	101	5323	20.6	29.6	93
EAST CENTRAL	11885	11525	14.9	97.0	101	4587	16.6	38.6	113	3664	15.1	30.8	103	3274	12.7	27.5	86
WEST CENTRAL	14090	13682	17.6	97.1	101	5140	18.6	36.5	107	4127	17.0	29.3	98	4416	17.1	31.3	98
SOUTH	24081	22998	29.6	95.5	100	8010	29.0	33.3	98	7253	30.0	30.1	101	7735	30.0	32.1	101
PACIFIC	12969	12147	15.7	93.7	98	3367	12.2	26.0	76	3728	15.4	28.7	96	5052	19.6	39.0	122
COUNTY SIZE A	32439	30871	39.8	95.2	99	10259	37.2	31.6	93	10120	41.8	31.2	104	10492	40.7	32.3	102
COUNTY SIZE B	24915	23973	30.9	96.2	100	8808	31.9	35.4	104	7439	30.7	29.9	100	7726	29.9	31.0	97
COUNTY SIZE C	12930	12355	15.9	95.6	100	4497	16.3	34.8	102	3443	14.2	26.6	89	4415	17.1	34.1	107
COUNTY SIZE D	10703	10392	13.4	97.1	101	4012	14.5	37.5	110	3212	13.3	30.0	100	3168	12.3	29.6	93
METRO CENTRAL CITY	24518	23250	30.0	94.8	99	7873	28.6	32.1	94	7335	30.3	29.9	100	8042	31.2	32.8	103
METRO SUBURBAN	35919	34644	44.6	96.5	101	11791	42.8	32.8	96	11010	45.5	30.7	103	11843	45.9	33.0	103
NON METRO	20549	19696	25.4	95.8	100	7911	28.7	38.5	113	5870	24.2	28.6	96	5915	22.9	28.8	90
TOP 5 ADI'S	18341	17288	22.3	94.3	98	5998	21.8	32.7	96	5229	21.6	28.5	95	6061	23.5	33.0	104
TOP 10 ADI'S	25378	24146	31.1	95.1	99	8406	30.5	33.1	97	7706	31.8	30.4	102	8034	31.1	31.7	99
TOP 20 ADI'S	36488	34743	44.8	95.2	99	11589	42.0	31.8	93	11291	46.6	30.9	103	11863	46.0	32.5	102
HSHLD INC. $50,000 OR MORE	6612	6386	8.2	96.6	101	2126	7.7	32.2	94	2026	8.4	30.6	102	2234	8.7	33.8	106
$40,000 OR MORE	12659	12254	15.8	96.8	101	4334	15.7	34.2	101	3831	15.8	30.3	101	4090	15.9	32.3	101
$30,000 OR MORE	24698	23947	30.9	97.0	101	8964	32.5	36.3	107	7390	30.5	29.9	100	7592	29.4	30.7	96
$25,000 OR MORE	32077	31063	40.0	96.8	101	11596	42.1	36.2	106	9684	40.0	30.2	101	9783	37.9	30.5	96
$20,000 - $24,999	9144	8773	11.3	95.9	100	3023	11.0	33.1	97	3097	12.8	33.9	113	2653	10.3	29.0	91
$15,000 - $19,999	8728	8467	10.9	97.0	101	2826	10.2	32.4	95	2882	11.9	33.0	110	2759	10.7	31.6	99
$10,000 - $14,999	12562	11913	15.4	94.8	99	4179	15.2	33.3	98	3660	15.1	29.1	97	4075	15.8	32.4	102
UNDER $10,000	18475	17374	22.4	94.0	98	5952	21.6	32.2	95	4892	20.2	26.5	89	6531	25.3	35.4	111
HOUSEHOLD OF 1 PERSON	11987	11163	14.4	93.1	97	1389	5.0	11.6	34	2206	9.1	18.4	62	7568	29.3	63.1	198
2 PEOPLE	26577	25571	33.0	96.2	100	5113	18.5	19.2	56	9583	39.6	36.1	121	10875	42.2	40.9	128
3 OR 4 PEOPLE	30617	29417	37.9	96.1	100	13017	47.2	42.5	125	9965	41.2	32.5	109	6436	24.9	21.0	66
5 OR MORE PEOPLE	11804	11439	14.7	96.9	101	8058	29.2	68.3	200	2461	10.2	20.8	70	921	3.6	7.8	24
NO CHILD IN HSHLD	46165	43921	56.6	95.1	99	10070	36.5	21.8	64	14097	58.2	30.5	102	19754	76.6	42.8	134
CHILD(REN) UNDER 2 YRS	5325	5169	6.7	97.1	101	2222	8.1	41.7	123	1633	6.7	30.7	103	1314	5.1	24.7	77
2 - 5 YEARS	14221	13723	17.7	96.5	101	6835	24.8	48.1	141	4492	18.6	31.6	106	2395	9.3	16.8	53
6 - 11 YEARS	15117	14685	18.9	97.1	101	8429	30.6	55.8	164	4009	16.6	26.5	89	2247	8.7	14.9	47
12 - 17 YEARS	16611	16039	20.7	96.6	101	9846	35.7	59.3	174	4030	16.6	24.3	81	2163	8.4	13.0	41
RESIDENCE OWNED	55884	53860	69.4	96.4	101	19314	70.0	34.6	101	17417	71.9	31.2	104	17129	66.4	30.7	96
VALUE: $50,000 OR MORE	31744	30589	39.4	96.4	101	10526	38.2	33.2	97	10078	41.6	31.7	106	9984	38.7	31.5	99
VALUE: UNDER $50,000	24140	23271	30.0	96.4	101	8788	31.9	36.4	107	7339	30.3	30.4	102	7144	27.7	29.6	93

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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BREAD: USAGE IN LAST 7 DAYS
(FEMALE HOMEMAKERS)

0167
P-19

		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS THREE OR MORE A '000	HEAVY USERS THREE OR MORE B % DOWN	HEAVY USERS THREE OR MORE C % ACROSS	HEAVY USERS THREE OR MORE D INDX	MEDIUM USERS TWO A '000	MEDIUM USERS TWO B % DOWN	MEDIUM USERS TWO C % ACROSS	MEDIUM USERS TWO D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL FEMALE HOMEMAKERS		80986	77591	100.0	95.8	100	27576	100.0	34.1	100	24215	100.0	29.9	100	25800	100.0	31.9	100
MAGAZINES	QUINTILE 1	15799	15226	19.6	96.4	101	5550	20.1	35.1	103	4620	19.1	29.2	98	5056	19.6	32.0	100
	QUINTILE 2	17259	16576	21.4	96.0	100	6161	22.3	35.7	105	5256	21.7	30.5	102	5159	20.0	29.9	94
	QUINTILE 3	13545	12923	16.7	95.4	100	4664	16.9	34.4	101	4039	16.7	29.8	100	4221	16.4	31.2	98
	QUINTILE 4	15133	14558	18.8	96.2	100	4898	17.8	32.4	95	4530	18.7	29.9	100	5131	19.9	33.9	106
	QUINTILE 5	19250	18307	23.6	95.1	99	6304	22.9	32.7	96	5770	23.8	30.0	100	6233	24.2	32.4	102
NEWSPAPERS	QUINTILE 1	12413	11930	15.4	96.1	100	4313	15.6	34.7	102	3762	15.5	30.3	101	3855	14.9	31.1	97
	QUINTILE 2	24116	23394	30.2	97.0	101	8345	30.3	34.6	102	7361	30.4	30.5	102	7688	29.8	31.9	100
	QUINTILE 3	11261	10663	13.7	94.7	99	3844	13.9	34.1	100	3406	14.1	30.2	101	3413	13.2	30.3	95
	QUINTILE 4	20255	19333	24.9	95.4	100	6524	23.7	32.2	95	6038	24.9	29.8	100	6770	26.2	33.4	105
	QUINTILE 5	12940	12271	15.8	94.8	99	4549	16.5	35.2	103	3648	15.1	28.2	94	4074	15.8	31.5	99
OUTDOOR	QUINTILE 1	14852	14439	18.6	97.2	101	5253	19.0	35.4	104	4263	17.6	28.7	96	4922	19.1	33.1	104
	QUINTILE 2	15725	15078	19.4	95.9	100	5567	20.2	35.4	104	5017	20.7	31.9	107	4495	17.4	28.6	90
	QUINTILE 3	16330	15545	20.0	95.2	99	5246	19.0	32.1	94	5178	21.4	31.7	106	5121	19.8	31.4	98
	QUINTILE 4	16744	16063	20.7	95.9	100	5732	20.8	34.2	101	4953	20.5	29.6	99	5379	20.8	32.1	101
	QUINTILE 5	17334	16466	21.2	95.0	99	5779	21.0	33.3	98	4804	19.8	27.7	93	5884	22.8	33.9	107
RADIO-DRIVE TIME	QUINTILE 1	15911	15144	19.5	95.2	99	5904	21.4	37.1	109	4661	19.2	29.3	98	4579	17.7	28.8	90
	QUINTILE 2	14837	14311	18.4	96.5	101	5284	19.2	35.6	105	4263	17.6	28.7	96	4764	18.5	32.1	101
	QUINTILE 3	15339	14705	19.0	95.9	100	5295	19.2	34.5	101	4675	19.3	30.5	102	4735	18.4	30.9	97
	QUINTILE 4	16723	15986	20.6	95.6	100	5335	19.3	31.9	94	5275	21.8	31.5	105	5376	20.8	32.1	101
	QUINTILE 5	18176	17445	22.5	96.0	100	5757	20.9	31.7	93	5340	22.1	29.4	98	6347	24.6	34.9	110
RADIO-MID-DAY	TERCILE 1	21020	20111	25.9	95.7	100	7851	28.5	37.4	110	5922	24.5	28.2	94	6337	24.6	30.1	95
	TERCILE 2	21610	20778	26.8	96.1	100	7394	26.8	34.2	100	6818	28.2	31.6	106	6566	25.4	30.4	95
	TERCILE 3	38355	36702	47.3	95.7	100	12331	44.7	32.1	94	11475	47.4	29.9	100	12897	50.0	33.6	106
RADIO-TOTAL	QUINTILE 1	15988	15291	19.7	95.6	100	5955	21.6	37.2	109	4483	18.5	28.0	94	4852	18.8	30.3	95
	QUINTILE 2	15626	14911	19.2	95.4	100	5440	19.7	34.8	102	4616	19.1	29.5	99	4855	18.8	31.1	98
	QUINTILE 3	16723	16087	20.7	96.2	100	5864	21.3	35.1	103	5001	20.7	29.9	100	5222	20.2	31.2	98
	QUINTILE 4	16342	15690	20.2	96.0	100	5095	18.5	31.2	92	5133	21.2	31.4	105	5462	21.2	33.4	105
	QUINTILE 5	16306	15613	20.1	95.8	100	5222	18.9	32.0	94	4982	20.6	30.6	102	5408	21.0	33.2	104
TV-PRIME TIME	QUINTILE 1	15953	15100	19.5	94.7	99	5847	21.2	36.7	108	4242	17.5	26.6	89	5011	19.4	31.4	99
	QUINTILE 2	16137	15547	20.0	96.3	101	5538	20.1	34.3	101	5106	21.1	31.6	106	4903	19.0	30.4	95
	QUINTILE 3	16420	15884	20.5	96.7	101	5466	19.8	33.3	98	5067	20.9	30.9	103	5350	20.7	32.6	102
	QUINTILE 4	16687	15986	20.6	95.8	100	5547	20.1	33.2	98	5228	21.6	31.3	105	5211	20.2	31.2	98
	QUINTILE 5	15789	15074	19.4	95.5	100	5178	18.8	32.8	96	4572	18.9	29.0	97	5324	20.6	33.7	106
TV-DAYTIME	TERCILE 1	27736	26408	34.0	95.2	99	10086	36.6	36.4	107	8168	33.7	29.4	98	8154	31.6	29.4	92
	TERCILE 2	26489	25482	32.8	96.2	100	9340	33.9	35.3	104	8243	34.0	31.1	104	7899	30.6	29.8	94
	TERCILE 3	26761	25702	33.1	96.0	100	8151	29.6	30.5	89	7803	32.2	29.2	98	9748	37.8	36.4	114
TV-TOTAL	QUINTILE 1	16345	15444	19.9	94.5	99	5973	21.7	36.5	107	4508	18.6	27.6	92	4963	19.2	30.4	95
	QUINTILE 2	16447	15822	20.4	96.2	100	5923	21.5	36.0	106	5005	20.7	30.4	102	4894	19.0	29.8	93
	QUINTILE 3	15980	15360	19.8	96.1	100	5300	19.2	33.2	97	4807	19.9	30.1	101	5253	20.4	32.9	103
	QUINTILE 4	15887	15271	19.7	96.1	100	5086	18.4	32.0	94	4986	20.6	31.4	105	5198	20.1	32.7	103
	QUINTILE 5	16326	15694	20.2	96.1	100	5294	19.2	32.4	95	4909	20.3	30.1	101	5491	21.3	33.6	106
MAGAZINES-NEWSPAPERS: DUAL		20721	19986	25.8	96.5	101	7474	27.1	36.1	106	6051	25.0	29.2	98	6460	25.0	31.2	98
MAGAZINE IMPERATIVE		19186	18263	23.5	95.2	99	6547	23.7	34.1	100	5692	23.5	29.7	99	6025	23.4	31.4	99
NEWSPAPER IMPERATIVE		21899	21079	27.2	96.3	100	7181	26.0	32.8	96	6948	28.7	31.7	106	6950	26.9	31.7	100
MAGAZINES-OUTDOOR: DUAL		15451	14931	19.2	96.6	101	5257	19.1	34.0	100	4753	19.6	30.8	103	4921	19.1	31.8	100
MAGAZINE IMPERATIVE		25953	24724	31.9	95.3	99	9178	33.3	35.4	104	7494	30.9	28.9	97	8052	31.2	31.0	97
OUTDOOR IMPERATIVE		24400	23310	30.0	95.5	100	8277	30.0	33.9	100	7493	30.9	30.7	103	7540	29.2	30.9	97
MAGAZINES-RADIO: DUAL		18049	17271	22.3	95.7	100	6658	24.1	36.9	108	5051	20.9	28.0	94	5563	21.6	30.8	97
MAGAZINE IMPERATIVE		23571	22746	29.3	96.5	101	7978	28.9	33.8	99	7420	30.6	31.5	105	7347	28.5	31.2	98
RADIO IMPERATIVE		23278	22239	28.7	95.5	100	8122	29.5	34.9	102	6851	28.3	29.4	98	7266	28.2	31.2	98
MAGAZINES-TELEVISION: DUAL		15459	14825	19.1	95.9	100	5653	20.5	36.6	107	4624	19.1	29.9	100	4548	17.6	29.4	92
MAGAZINE IMPERATIVE		25829	24795	32.0	96.0	100	8773	31.8	34.0	100	7718	31.9	29.9	100	8304	32.2	32.1	101
TELEVISION IMPERATIVE		26039	24796	32.0	95.2	99	8815	32.0	33.9	99	7618	31.5	29.3	98	8363	32.4	32.1	101
NEWSPAPERS-OUTDOOR: DUAL		16605	16023	20.7	96.5	101	5830	21.1	35.1	103	5043	20.8	30.4	102	5150	20.0	31.0	97
NEWSPAPER IMPERATIVE		26834	25840	33.3	96.3	101	9235	33.5	34.4	101	8066	33.3	30.1	101	8538	33.1	31.8	100
OUTDOOR IMPERATIVE		23346	22310	28.8	95.6	100	8029	29.1	34.4	101	7202	29.7	30.8	103	7080	27.4	30.3	95
NEWSPAPERS-RADIO: DUAL		17133	16473	21.2	96.1	100	5996	21.7	35.0	103	5017	20.7	29.3	98	5459	21.2	31.9	100
NEWSPAPER IMPERATIVE		25892	25054	32.3	96.8	101	8592	31.2	33.2	97	8172	33.7	31.6	106	8291	32.1	32.0	101
RADIO IMPERATIVE		23167	22054	28.4	95.2	99	8388	30.4	36.2	106	6494	26.8	28.0	94	7172	27.8	31.0	97
NEWSPAPERS-TELEVISION: DUAL		17159	16441	21.2	95.8	100	6423	23.3	37.4	110	5156	21.3	30.0	100	4862	18.8	28.3	89
NEWSPAPER IMPERATIVE		26214	25374	32.7	96.8	101	8380	30.4	32.0	94	8217	33.9	31.3	105	8777	34.0	33.5	105
TELEVISION IMPERATIVE		23412	22183	28.6	94.8	99	8107	29.4	34.6	102	6650	27.5	28.4	95	7426	28.8	31.7	100
OUTDOOR-RADIO: DUAL		15303	14717	19.0	96.2	100	5610	20.3	36.7	108	4322	17.8	28.2	94	4786	18.6	31.3	98
OUTDOOR IMPERATIVE		24901	23942	30.9	96.1	100	8247	29.9	33.1	97	7975	32.9	32.0	107	7721	29.9	31.0	97
RADIO IMPERATIVE		26492	25260	32.6	95.3	100	9273	33.6	35.0	103	7645	31.6	28.9	97	8342	32.3	31.5	99
OUTDOOR-TELEVISION: DUAL		14794	14083	18.2	95.2	99	5591	20.3	37.8	111	4235	17.5	28.6	96	4257	16.5	28.8	90
OUTDOOR IMPERATIVE		25437	24662	31.8	97.0	101	8182	29.7	32.2	94	8161	33.7	32.1	107	8319	32.2	32.7	103
TELEVISION IMPERATIVE		27877	26638	34.3	95.6	100	9558	34.7	34.3	101	8072	33.3	29.0	97	9007	34.9	32.3	101
RADIO-TELEVISION: DUAL		15996	15268	19.7	95.4	100	6000	21.8	37.5	110	4537	18.7	28.4	95	4732	18.3	29.6	93
RADIO IMPERATIVE		25478	24394	31.4	95.7	100	8751	31.7	34.3	101	7490	30.9	29.4	98	8153	31.6	32.0	100
TELEVISION IMPERATIVE		26573	25464	32.8	95.8	100	9016	32.7	33.9	100	8084	33.4	30.4	102	8363	32.4	31.5	99

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BREAD: USAGE IN LAST 7 DAYS
(FEMALE HOMEMAKERS)

0168
P-19

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS THREE OR MORE A '000	HEAVY USERS THREE OR MORE B % DOWN	HEAVY USERS THREE OR MORE C % ACROSS	HEAVY USERS THREE OR MORE D INDX	MEDIUM USERS TWO A '000	MEDIUM USERS TWO B % DOWN	MEDIUM USERS TWO C % ACROSS	MEDIUM USERS TWO D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL FEMALE HOMEMAKERS	80986	77591	100.0	95.8	100	27576	100.0	34.1	100	24215	100.0	29.9	100	25800	100.0	31.9	100
ATLANTIC MONTHLY	415	399	0.5	96.1	100	**99	0.4	23.9	70	**183	0.8	44.1	147	*117	0.5	28.2	88
BARRON'S	453	434	0.6	95.8	100	**188	0.7	41.5	122	**116	0.5	25.6	86	*130	0.5	28.7	90
BETTER HOMES & GARDENS	16256	15652	20.2	96.3	100	5803	21.0	35.7	105	4686	19.4	28.8	96	5164	20.0	31.8	100
BON APPETIT	2535	2445	3.2	96.4	101	686	2.5	27.1	79	661	2.7	26.1	87	1099	4.3	43.4	136
BUSINESS WEEK	1278	1213	1.6	94.9	99	396	1.4	31.0	91	*297	1.2	23.2	78	520	2.0	40.7	128
CAR AND DRIVER	378	350	0.5	92.6	97	**94	0.3	24.9	73	**115	0.5	30.4	102	*142	0.6	37.6	118
CBS MAGAZINE NETWORK (GROSS)	1498	1462	1.9	97.6	102	480	1.7	32.0	94	445	1.8	29.7	99	537	2.1	35.8	113
CHANGING TIMES	1505	1446	1.9	96.1	100	487	1.8	32.4	95	375	1.5	24.9	83	584	2.3	38.8	122
COLONIAL HOMES	1231	1198	1.5	97.3	102	400	1.5	32.5	95	413	1.7	33.5	112	385	1.5	31.3	98
CONDE NAST MAG. PKG. (GROSS)	14146	13489	17.4	95.4	100	4566	16.6	32.3	95	4125	17.0	29.2	98	4798	18.6	33.9	106
CONSUMERS DIGEST	1323	1285	1.7	97.1	101	455	1.6	34.4	101	347	1.4	26.2	88	483	1.9	36.5	115
COSMOPOLITAN	7102	6747	8.7	95.0	99	2335	8.5	32.9	97	1906	7.9	26.8	90	2506	9.7	35.3	111
COUNTRY LIVING	2481	2390	3.1	96.3	101	884	3.2	35.6	105	761	3.1	30.7	103	745	2.9	30.0	94
CUISINE	1472	1441	1.9	97.9	102	377	1.4	25.6	75	483	2.0	32.8	110	581	2.3	39.5	124
CYCLE WORLD	425	425	0.5	100.0	104	*170	0.6	40.0	117	**173	0.7	40.7	136	**82	0.3	19.3	61
DCI:CREATIVE IDEAS FOR LIV	2510	2460	3.2	98.0	102	1061	3.8	42.3	124	768	3.2	30.6	102	631	2.4	25.1	79
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	6505	8.4	97.2	101	2125	7.7	31.7	93	2195	9.1	32.8	110	2185	8.5	32.6	102
DISCOVER	894	856	1.1	95.7	100	352	1.3	39.4	116	232	1.0	26.0	87	272	1.1	30.4	96
EBONY	3507	3316	4.3	94.6	99	1341	4.9	38.2	112	1053	4.3	30.0	100	923	3.6	26.3	83
ESQUIRE	1083	1004	1.3	92.7	97	411	1.5	38.0	111	267	1.1	24.7	82	327	1.3	30.2	95
ESSENCE	1830	1741	2.2	95.1	99	713	2.6	39.0	114	556	2.3	30.4	102	472	1.8	25.8	81
FAMILY CIRCLE	15930	15456	19.9	97.0	101	5814	21.1	36.5	107	5222	21.6	32.8	110	4420	17.1	27.7	87
THE FAMILY HANDYMAN	1126	1089	1.4	96.7	101	454	1.6	40.3	118	276	1.1	24.5	82	360	1.4	32.0	100
FAMILY WEEKLY	11468	11098	14.3	96.8	101	3911	14.2	34.1	100	3276	13.5	28.6	96	3911	15.2	34.1	107
FIELD & STREAM	2234	2157	2.8	96.6	101	1007	3.7	45.1	132	572	2.4	25.6	86	578	2.2	25.9	81
FOOD & WINE	579	554	0.7	95.7	100	*151	0.5	26.1	77	*152	0.6	26.3	88	250	1.0	43.2	136
FORBES	728	710	0.9	97.5	102	*189	0.7	26.0	76	*219	0.9	30.1	101	303	1.2	41.6	131
FORTUNE	906	884	1.1	97.6	102	*287	1.0	31.7	93	*232	1.0	25.6	86	366	1.4	40.4	127
GENTLEMEN'S QUARTERLY	791	748	1.0	94.6	99	317	1.1	40.1	118	**127	0.5	16.1	54	304	1.2	38.4	121
GLAMOUR	5265	5109	6.6	97.0	101	1726	6.3	32.8	96	1659	6.9	31.5	105	1724	6.7	32.7	103
GOLF DIGEST	636	624	0.8	98.1	102	*292	1.1	45.9	135	*141	0.6	22.2	74	*191	0.7	30.0	94
GOLF DIGEST/TENNIS (GROSS)	1186	1123	1.4	94.7	99	422	1.5	35.6	104	285	1.2	24.0	80	416	1.6	35.1	110
GOLF MAGAZINE	441	430	0.6	97.5	102	*150	0.5	34.0	100	**163	0.7	37.0	124	**117	0.5	26.5	83
GOLF MAGAZINE/SKI (GROSS)	922	894	1.2	97.0	101	293	1.1	31.8	93	*320	1.3	34.7	116	280	1.1	30.4	95
GOOD HOUSEKEEPING	16487	15948	20.6	96.7	101	5977	21.7	36.3	106	5036	20.8	30.5	102	4935	19.1	29.9	94
HARPER'S BAZAAR	2423	2337	3.0	96.5	101	843	3.1	34.8	102	650	2.7	26.8	90	844	3.3	34.8	109
HEALTH	1994	1954	2.5	98.0	102	749	2.7	37.6	110	445	1.8	22.3	75	760	2.9	38.1	120
HEARST MAG CORP. BUY (GROSS)	44101	42470	54.7	96.3	101	15637	56.7	35.5	104	12841	53.0	29.1	97	13992	54.2	31.7	100
HEARST MAN POWER (GROSS)	1993	1912	2.5	95.9	100	916	3.3	46.0	135	515	2.1	25.8	86	482	1.9	24.2	76
HEARST WOMAN POWER (GROSS)	31274	30154	38.9	96.4	101	11009	39.9	35.2	103	9157	37.8	29.3	98	9987	38.7	31.9	100
HOUSE BEAUTIFUL	3623	3431	4.4	94.7	99	1256	4.6	34.7	102	1101	4.5	30.4	102	1074	4.2	29.6	93
INC.	283	276	0.4	97.5	102	**95	0.3	33.6	99	**42	0.2	14.8	50	*139	0.5	49.1	154
JET	2928	2717	3.5	92.8	97	1198	4.3	40.9	120	907	3.7	31.0	104	612	2.4	20.9	66
LADIES' HOME JOURNAL	11918	11474	14.8	96.3	100	4020	14.6	33.7	99	3715	15.3	31.2	104	3739	14.5	31.4	98
LHJ FAMILY GRP COMBO(GROSS)	16764	16205	20.9	96.7	101	5856	21.2	34.9	103	5065	20.9	30.2	101	5284	20.5	31.5	99
LIFE	4254	4030	5.2	94.7	99	1502	5.4	35.3	104	1235	5.1	29.0	97	1293	5.0	30.4	95
L.A. TIMES HOME MAGAZINE	1145	983	1.3	85.9	90	*199	0.7	17.4	51	272	1.1	23.8	79	513	2.0	44.8	141
MADEMOISELLE	2884	2758	3.6	95.6	100	947	3.4	32.8	96	852	3.5	29.5	99	960	3.7	33.3	104
MC CALL'S	13460	13020	16.8	96.7	101	4748	17.2	35.3	104	4236	17.5	31.5	105	4037	15.6	30.0	94
MC CALL'S/WRK MOTHER (GROSS)	14606	14145	18.2	96.8	101	5160	18.7	35.3	104	4589	19.0	31.4	105	4396	17.0	30.1	94
MECHANIX ILLUSTRATED	772	758	1.0	98.2	102	289	1.0	37.4	110	*289	1.2	37.4	125	*179	0.7	23.2	73
METROPOLITAN HOME	967	924	1.2	95.6	100	*201	0.7	20.8	61	330	1.4	34.1	114	394	1.5	40.7	128
MONEY	1588	1533	2.0	96.5	101	384	1.4	24.2	71	475	2.0	29.9	100	673	2.6	42.4	133
MOTHER EARTH NEWS	1002	958	1.2	95.6	100	373	1.4	37.2	109	287	1.2	28.6	96	298	1.2	29.7	93
MS.	825	782	1.0	94.8	99	321	1.2	38.9	114	*215	0.9	26.1	87	247	1.0	29.9	94
NATIONAL ENQUIRER	10336	9913	12.8	95.9	100	3773	13.7	36.5	107	3374	13.9	32.6	109	2767	10.7	26.8	84
NATIONAL GEOGRAPHIC	9597	9179	11.8	95.6	100	3104	11.3	32.3	95	2867	11.8	29.9	100	3208	12.4	33.4	105
NATIONAL SUNDAY MAGAZINE PKG	49558	47722	61.5	96.3	101	16674	60.5	33.6	99	15139	62.5	30.5	102	15909	61.7	32.1	101
NATURAL HISTORY	573	565	0.7	98.6	103	*226	0.8	39.4	116	**164	0.7	28.6	96	175	0.7	30.5	96
NEW WOMAN	1699	1600	2.1	94.2	98	489	1.8	28.8	85	397	1.6	23.4	78	713	2.8	42.0	132
NEW YORK INCLUDING CUE	443	435	0.6	98.2	102	*161	0.6	36.3	107	**103	0.4	23.3	78	171	0.7	38.6	121
THE NEW YORKER	1270	1245	1.6	98.0	102	351	1.3	27.6	81	341	1.4	26.9	90	554	2.1	43.6	137
NEWSWEEK	6277	5961	7.7	95.0	99	2062	7.5	32.9	96	1791	7.4	28.5	95	2108	8.2	33.6	105
THE N.Y. TIMES DAILY EDITION	1205	1148	1.5	95.3	99	388	1.4	32.2	95	339	1.4	28.1	94	421	1.6	34.9	110
THE N.Y. TIMES MAGAZINE	2081	1925	2.5	92.5	97	597	2.2	28.7	84	611	2.5	29.4	98	717	2.8	34.5	108
OMNI	788	771	1.0	97.8	102	268	1.0	34.0	100	*214	0.9	27.2	91	289	1.1	36.7	115
ON CABLE	1158	1091	1.4	94.2	98	532	1.9	45.9	135	301	1.2	26.0	87	258	1.0	22.3	70
1001 HOME IDEAS	2852	2776	3.6	97.3	102	1086	3.9	38.1	112	906	3.7	31.8	106	784	3.0	27.5	86
ORGANIC GARDENING	1658	1618	2.1	97.6	102	677	2.5	40.8	120	443	1.8	26.7	89	498	1.9	30.0	94
OUTDOOR LIFE	896	831	1.1	92.7	97	351	1.3	39.2	115	*297	1.2	33.1	111	*182	0.7	20.3	64
PARADE MAGAZINE	24275	23395	30.2	96.4	101	8256	29.9	34.0	100	7591	31.3	31.3	105	7548	29.3	31.1	98

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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BREAD: USAGE IN LAST 7 DAYS
(FEMALE HOMEMAKERS)

0169
P-19

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS THREE OR MORE A '000	HEAVY USERS THREE OR MORE B % DOWN	HEAVY USERS THREE OR MORE C % ACROSS	HEAVY USERS THREE OR MORE D INDX	MEDIUM USERS TWO A '000	MEDIUM USERS TWO B % DOWN	MEDIUM USERS TWO C % ACROSS	MEDIUM USERS TWO D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL FEMALE HOMEMAKERS	80986	77591	100.0	95.8	100	27576	100.0	34.1	100	24215	100.0	29.9	100	25800	100.0	31.9	100
PARENTS	3845	3739	4.8	97.2	101	1502	5.4	39.1	115	1338	5.5	34.8	116	899	3.5	23.4	73
PENTHOUSE	831	741	1.0	89.2	93	*273	1.0	32.9	96	*256	1.1	30.8	103	*212	0.8	25.5	80
PEOPLE	11645	11161	14.4	95.8	100	3891	14.1	33.4	98	3606	14.9	31.0	104	3664	14.2	31.5	99
PLAYBOY	2006	1868	2.4	93.1	97	728	2.6	36.3	107	559	2.3	27.9	93	581	2.3	29.0	91
POPULAR HOT RODDING	297	279	0.4	93.9	98	*160	0.6	53.9	158	**59	0.2	19.9	66	**60	0.2	20.2	63
POPULAR MECHANICS	1018	982	1.3	96.5	101	449	1.6	44.1	130	*276	1.1	27.1	91	*257	1.0	25.2	79
POPULAR SCIENCE	878	838	1.1	95.4	100	388	1.4	44.2	130	*178	0.7	20.3	68	*272	1.1	31.0	97
PREVENTION	3913	3809	4.9	97.3	102	1381	5.0	35.3	104	1099	4.5	28.1	94	1329	5.2	34.0	107
PSYCHOLOGY TODAY	1710	1669	2.2	97.6	102	585	2.1	34.2	100	523	2.2	30.6	102	561	2.2	32.8	103
READER'S DIGEST	22204	21448	27.6	96.6	101	7954	28.8	35.8	105	6786	28.0	30.6	102	6708	26.0	30.2	95
REDBOOK	7684	7459	9.6	97.1	101	2698	9.8	35.1	103	2215	9.1	28.8	96	2546	9.9	33.1	104
ROAD & TRACK	410	394	0.5	96.1	100	**146	0.5	35.6	105	**76	0.3	18.5	62	*172	0.7	42.0	132
ROLLING STONE	969	948	1.2	97.8	102	363	1.3	37.5	110	252	1.0	26.0	87	333	1.3	34.4	108
RUNNER'S WORLD	298	298	0.4	100.0	104	**78	0.3	26.2	77	**73	0.3	24.5	82	*147	0.6	49.3	155
SATURDAY EVENING POST	1169	1129	1.5	96.6	101	365	1.3	31.2	92	437	1.8	37.4	125	326	1.3	27.9	88
SCIENCE 84	587	583	0.8	99.3	104	*183	0.7	31.2	92	*197	0.8	33.6	112	*204	0.8	34.8	109
SCIENCE DIGEST	482	476	0.6	98.8	103	*251	0.9	52.1	153	**81	0.3	16.8	56	*144	0.6	29.9	94
SCIENTIFIC AMERICAN	594	593	0.8	99.8	104	*166	0.6	27.9	82	*171	0.7	28.8	96	256	1.0	43.1	135
SELF	2089	1978	2.5	94.7	99	673	2.4	32.2	95	569	2.3	27.2	91	736	2.9	35.2	111
SEVENTEEN	2411	2304	3.0	95.6	100	994	3.6	41.2	121	743	3.1	30.8	103	566	2.2	23.5	74
SKI	480	463	0.6	96.5	101	*143	0.5	29.8	87	**157	0.6	32.7	109	*163	0.6	34.0	107
SMITHSONIAN	2760	2678	3.5	97.0	101	785	2.8	28.4	84	1029	4.2	37.3	125	865	3.4	31.3	98
SOAP OPERA DIGEST	3013	2920	3.8	96.9	101	1359	4.9	45.1	132	877	3.6	29.1	97	684	2.7	22.7	71
SOUTHERN LIVING	4184	4045	5.2	96.7	101	1064	3.9	25.4	75	1427	5.9	34.1	114	1554	6.0	37.1	117
SPORT	559	506	0.7	90.5	94	*203	0.7	36.3	107	**119	0.5	21.3	71	*184	0.7	32.9	103
THE SPORTING NEWS	436	407	0.5	93.3	97	**196	0.7	45.0	132	**142	0.6	32.6	109	**69	0.3	15.8	50
SPORTS AFIELD	493	454	0.6	92.1	96	*216	0.8	43.8	129	**158	0.7	32.0	107	**80	0.3	16.2	51
SPORTS ILLUSTRATED	2758	2617	3.4	94.9	99	958	3.5	34.7	102	759	3.1	27.5	92	900	3.5	32.6	102
STAR	7456	7099	9.1	95.2	99	2890	10.5	38.8	114	2278	9.4	30.6	102	1931	7.5	25.9	81
SUNDAY	24936	23950	30.9	96.0	100	8365	30.3	33.5	99	7787	32.2	31.2	104	7799	30.2	31.3	98
SUNSET	2124	2044	2.6	96.2	100	510	1.8	24.0	71	596	2.5	28.1	94	938	3.6	44.2	139
TV GUIDE	21661	20640	26.6	95.3	99	7642	27.7	35.3	104	6484	26.8	29.9	100	6513	25.2	30.1	94
TENNIS	550	499	0.6	90.7	95	*130	0.5	23.6	69	**144	0.6	26.2	88	*225	0.9	40.9	128
TIME	8880	8466	10.9	95.3	100	3165	11.5	35.6	105	2487	10.3	28.0	94	2813	10.9	31.7	99
TOWN & COUNTRY	917	894	1.2	97.5	102	*239	0.9	26.1	77	*226	0.9	24.6	82	429	1.7	46.8	147
TRAVEL & LEISURE	972	950	1.2	97.7	102	279	1.0	28.7	84	326	1.3	33.5	112	346	1.3	35.6	112
TRUE STORY	3356	3199	4.1	95.3	99	1666	6.0	49.6	146	848	3.5	25.3	85	685	2.7	20.4	64
U.S.NEWS & WORLD REPORT	3410	3239	4.2	95.0	99	1128	4.1	33.1	97	948	3.9	27.8	93	1163	4.5	34.1	107
USA TODAY	1759	1717	2.2	97.6	102	561	2.0	31.9	94	567	2.3	32.2	108	589	2.3	33.5	105
US	1873	1812	2.3	96.7	101	686	2.5	36.6	108	482	2.0	25.7	86	644	2.5	34.4	108
VOGUE	3909	3644	4.7	93.2	97	1220	4.4	31.2	92	1045	4.3	26.7	89	1379	5.3	35.3	111
WALL STREET JOURNAL	1886	1853	2.4	98.3	103	469	1.7	24.9	73	608	2.5	32.2	108	776	3.0	41.1	129
WEIGHT WATCHERS	2120	2030	2.6	95.8	100	766	2.8	36.1	106	670	2.8	31.6	106	594	2.3	28.0	88
WOMAN'S DAY	14172	13771	17.7	97.2	101	5580	20.2	39.4	116	4340	17.9	30.6	102	3852	14.9	27.2	85
WORKING MOTHER	1146	1125	1.4	98.2	102	413	1.5	36.0	106	353	1.5	30.8	103	359	1.4	31.3	98
WORKING WOMAN	1322	1268	1.6	95.9	100	457	1.7	34.6	102	324	1.3	24.5	82	487	1.9	36.8	116
WORLD TENNIS	*163	*162	0.2	99.4	104	**75	0.3	46.0	135	**47	0.2	28.8	96	**41	0.2	25.2	79
ZIFF-DAVIS MAG NETWK (GROSS)	2532	2407	3.1	95.1	99	821	3.0	32.4	95	605	2.5	23.9	80	982	3.8	38.8	122
BLAIR INSERTS	43657	42068	54.2	96.4	101	14533	52.7	33.3	98	13467	55.6	30.8	103	14068	54.5	32.2	101
DAILY NEWSPAPERS																	
READ ANY	51633	49570	63.9	96.0	100	17848	64.7	34.6	102	15613	64.5	30.2	101	16110	62.4	31.2	98
READ ONE	43463	41699	53.7	95.9	100	15032	54.5	34.6	102	13189	54.5	30.3	101	13479	52.2	31.0	97
READ TWO OR MORE	8170	7872	10.1	96.4	101	2816	10.2	34.5	101	2424	10.0	29.7	99	2632	10.2	32.2	101
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	50779	65.4	96.4	101	17779	64.5	33.8	99	16064	66.3	30.5	102	16935	65.6	32.1	101
READ ONE	46126	44496	57.3	96.5	101	15440	56.0	33.5	98	14121	58.3	30.6	102	14935	57.9	32.4	102
READ TWO OR MORE	6552	6283	8.1	95.9	100	2339	8.5	35.7	105	1943	8.0	29.7	99	2001	7.8	30.5	96
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.81				27.63				27.81				28.00			
30 DAY REACH	71455	68487	88.3	95.8	100	24400	88.5	34.1	100	21442	88.5	30.0	100	22645	87.8	31.7	99
50 SHWG - 30 DAY AV FREQ	14.56	14.68				14.53				14.70				14.81			
30 DAY REACH	67742	64998	83.8	95.9	100	23273	84.4	34.4	101	20299	83.8	30.0	100	21426	83.0	31.6	99
25 SHWG - 30 DAY AV FREQ	7.94	7.99				7.94				7.87				8.16			
30 DAY REACH	62117	59682	76.9	96.1	100	21282	77.2	34.3	101	18969	78.3	30.5	102	19430	75.3	31.3	98
CABLE TV: HOME WIRED	32077	30942	39.9	96.5	101	10959	39.7	34.2	100	9620	39.7	30.0	100	10363	40.2	32.3	101
HOME NOT WIRED	48909	46649	60.1	95.4	100	16617	60.3	34.0	100	14595	60.3	29.8	100	15437	59.8	31.6	99
HAVE PAY CABLE	15935	15397	19.8	96.6	101	5641	20.5	35.4	104	4969	20.5	31.2	104	4788	18.6	30.0	94

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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BREAD: USAGE IN LAST 7 DAYS
(FEMALE HOMEMAKERS)

0170
P-19

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS THREE OR MORE A '000	HEAVY USERS THREE OR MORE B % DOWN	HEAVY USERS THREE OR MORE C % ACROSS	HEAVY USERS THREE OR MORE D INDX	MEDIUM USERS TWO A '000	MEDIUM USERS TWO B % DOWN	MEDIUM USERS TWO C % ACROSS	MEDIUM USERS TWO D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL FEMALE HOMEMAKERS	80986	77591	100.0	95.8	100	27576	100.0	34.1	100	24215	100.0	29.9	100	25800	100.0	31.9	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	42155	54.3	96.0	100	15040	54.5	34.2	101	13151	54.3	29.9	100	13964	54.1	31.8	100
10:00 AM - 3:00 PM	30659	29437	37.9	96.0	100	11040	40.0	36.0	106	9106	37.6	29.7	99	9290	36.0	30.3	95
3:00 PM - 7:00 PM	31045	29693	38.3	95.6	100	10865	39.4	35.0	103	9032	37.3	29.1	97	9796	38.0	31.6	99
7:00 PM - MIDNIGHT	15767	15065	19.4	95.5	100	5468	19.8	34.7	102	4421	18.3	28.0	94	5177	20.1	32.8	103
MIDNIGHT - 6:00 AM	9120	8809	11.4	96.6	101	3018	10.9	33.1	97	2582	10.7	28.3	95	2209	12.4	35.2	110
6:00 AM - MIDNIGHT	58527	56176	72.4	96.0	100	20311	73.7	34.7	102	17230	71.2	29.4	98	18634	72.2	31.8	100
ENTIRE DAY	59311	56924	73.4	96.0	100	20580	74.6	34.7	102	17457	72.1	29.4	98	18888	73.2	31.8	100
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	15613	20.1	96.5	101	5680	20.6	35.1	103	4831	20.0	29.9	100	5102	19.8	31.5	99
ALL NEWS	2256	2077	2.7	92.1	96	696	2.5	30.9	91	601	2.5	26.6	89	780	3.0	34.6	109
AOR/PROGRESSIVE	3874	3759	4.8	97.0	101	1249	4.5	32.2	95	1046	4.3	27.0	90	1465	5.7	37.8	119
BEAUTIFUL MUSIC	5660	5378	6.9	95.0	99	1915	6.9	33.8	99	1704	7.0	30.1	101	1758	6.8	31.1	97
BLACK	2204	2002	2.6	90.8	95	832	3.0	37.7	111	657	2.7	29.8	100	514	2.0	23.3	73
CLASSICAL	1418	1384	1.8	97.6	102	395	1.4	27.9	82	429	1.8	30.3	101	560	2.2	39.5	124
CHR/ROCK	9538	9205	11.9	96.5	101	3205	11.6	33.6	99	2890	11.9	30.3	101	3110	12.1	32.6	102
COUNTRY	12648	12147	15.7	96.0	100	4764	17.3	37.7	111	3614	14.9	28.6	96	3770	14.6	29.8	94
GOLDEN OLDIES	1191	1100	1.4	92.4	96	308	1.1	25.9	76	398	1.6	33.4	112	394	1.5	33.1	104
MOR/NOSTALGIA	4757	4623	6.0	97.2	101	1606	5.8	33.8	99	1533	6.3	32.2	108	1484	5.8	31.2	98
NEWS/TALK	3863	3645	4.7	94.4	98	1105	4.0	28.6	84	932	3.8	24.1	81	1609	6.2	41.7	131
RELIGIOUS	3084	2948	3.8	95.6	100	1207	4.4	39.1	115	913	3.8	29.6	99	828	3.2	26.8	84
SOFT ROCK	521	491	0.6	94.2	98	*154	0.6	29.6	87	*200	0.8	38.4	128	*137	0.5	26.3	83
URBAN CONTEMPORARY	1585	1475	1.9	93.1	97	672	2.4	42.4	125	450	1.9	28.4	95	353	1.4	22.3	70
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	3160	4.1	96.9	101	1301	4.7	39.9	117	1005	4.2	30.8	103	854	3.3	26.2	82
ABC DIRECTION	2316	2213	2.9	95.6	100	854	3.1	36.9	108	600	2.5	25.9	87	758	2.9	32.7	103
ABC ENTERTAINMENT	4834	4631	6.0	95.8	100	1761	6.4	36.4	107	1323	5.5	27.4	92	1546	6.0	32.0	100
ABC FM	2202	2117	2.7	96.1	100	885	3.2	40.2	118	602	2.5	27.3	91	630	2.4	28.6	90
ABC INFORMATION	5425	5183	6.7	95.5	100	1830	6.6	33.7	99	1485	6.1	27.4	92	1868	7.2	34.4	108
ABC ROCK	1677	1648	2.1	98.3	103	692	2.5	41.3	121	410	1.7	24.4	82	546	2.1	32.6	102
CBS	4430	4219	5.4	95.2	99	1313	4.8	29.6	87	1261	5.2	28.5	95	1645	6.4	37.1	117
MUTUAL	4992	4867	6.3	97.5	102	1876	6.8	37.6	110	1491	6.2	29.9	100	1501	5.8	30.1	94
NBC	4679	4494	5.8	96.0	100	1705	6.2	36.4	107	1364	5.6	29.2	97	1425	5.5	30.5	96
RADIORADIO	1994	1887	2.4	94.6	99	683	2.5	34.3	101	621	2.6	31.1	104	584	2.3	29.3	92
RKO ONE	2298	2207	2.8	96.0	100	650	2.4	28.3	83	750	3.1	32.6	109	806	3.1	35.1	110
RKO TWO	3311	3138	4.0	94.8	99	1092	4.0	33.0	97	946	3.9	28.6	96	1100	4.3	33.2	104
THE SOURCE	2114	1998	2.6	94.5	99	680	2.5	32.2	94	685	2.8	32.4	108	633	2.5	29.9	94
NON-WIRED : BLAIR	8654	8370	10.8	96.7	101	3292	11.9	38.0	112	2336	9.6	27.0	90	2742	10.6	31.7	99
INTERNET	12025	11596	14.9	96.4	101	4159	15.1	34.6	102	3530	14.6	29.4	98	3907	15.1	32.5	102
KATZ RADIO GROUP	15359	14641	18.9	95.3	99	5166	18.7	33.6	99	4447	18.4	29.0	97	5029	19.5	32.7	103
SUPERNET	10628	10174	13.1	95.7	100	3522	12.8	33.1	97	3146	13.0	29.6	99	3506	13.6	33.0	104
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	8267	10.7	95.5	100	2862	10.4	33.1	97	2458	10.2	28.4	95	2947	11.4	34.0	107
WKDAY 9:00 AM - 1:00 PM	12163	11583	14.9	95.2	99	4495	16.3	37.0	109	3500	14.5	28.8	96	3588	13.9	29.5	93
WKDAY 1:00 PM - 4:30 PM	16150	15446	19.9	95.6	100	5990	21.7	37.1	109	4767	19.7	29.5	99	4689	18.2	29.0	91
WKDAY 4:30 PM - 7:30 PM	22463	21380	27.6	95.2	99	7555	27.4	33.6	99	6558	27.1	29.2	98	7267	28.2	32.4	102
WKDAY 7:30 PM - 8:00 PM	31795	30292	39.0	95.3	99	10628	38.5	33.4	98	9302	38.4	29.3	98	10362	40.2	32.6	102
WKDAY 11:00 PM - 11:30 PM	23977	22997	29.6	95.9	100	8617	31.2	35.9	106	6855	28.3	28.6	96	7525	29.2	31.4	99
WKDAY 11:30 PM - 1:00 AM	7703	7416	9.6	96.3	100	2978	10.8	38.7	114	2145	8.9	27.8	93	2292	8.9	29.8	93
M-SAT 8-11 PM+SUN 7-11 PM	33800	32318	41.7	95.6	100	11745	42.6	34.7	102	9972	41.2	29.5	99	10601	41.1	31.4	98
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	6251	8.1	95.6	100	2496	9.1	38.2	112	1927	8.0	29.5	99	1828	7.1	28.0	88
ANOTHER WORLD N	4620	4406	5.7	95.4	100	1777	6.4	38.5	113	1336	5.5	28.9	97	1293	5.0	28.0	88
AS THE WORLD TURNS C	5614	5369	6.9	95.6	100	2001	7.3	35.6	105	1694	7.0	30.2	101	1675	6.5	29.8	94
CAPITOL C	3396	3207	4.1	94.4	99	1199	4.3	35.3	104	962	4.0	28.3	95	1046	4.1	30.8	97
CBS MORN. NEWS 1 C	1446	1318	1.7	91.1	95	372	1.3	25.7	76	489	2.0	33.8	113	456	1.8	31.5	99
CBS MORN. NEWS 2 C	1207	1087	1.4	90.1	94	315	1.1	26.1	77	375	1.5	31.1	104	398	1.5	33.0	104
DAYS OF OUR LIVES N	5877	5633	7.3	95.8	100	2253	8.2	38.3	113	1804	7.4	30.7	103	1577	6.1	26.8	84
FACTS OF LIFE - DAYTIME N	2290	2136	2.8	93.3	97	898	3.3	39.2	115	619	2.6	27.0	90	619	2.4	27.0	85
FAMILY FEUD A	3023	2881	3.7	95.3	99	1141	4.1	37.7	111	773	3.2	25.6	86	967	3.7	32.0	100
GENERAL HOSPITAL A	6097	5825	7.5	95.5	100	2362	8.6	38.7	114	1767	7.3	29.0	97	1696	6.6	27.8	87
GOOD MORNING, AMERICA-730 A	3515	3385	4.4	96.3	101	1113	4.0	31.7	93	919	3.8	26.1	87	1353	5.2	38.5	121
GOOD MORNING, AMERICA-830 A	2818	2702	3.5	95.9	100	994	3.6	35.3	104	826	3.4	29.3	98	882	3.4	31.3	98
GUIDING LIGHT C	5339	5097	6.6	95.5	100	1796	6.5	33.6	99	1575	6.5	29.5	99	1725	6.7	32.3	101
ONE LIFE TO LIVE A	4478	4309	5.6	96.2	100	1761	6.4	39.3	115	1355	5.6	30.3	101	1192	4.6	26.6	84
PRESS YOUR LUCK C	2244	2172	2.8	96.8	101	930	3.4	41.4	122	617	2.5	27.5	92	625	2.4	27.9	87
PRICE IS RIGHT 1 C	4348	4082	5.3	93.9	98	1582	5.7	36.4	107	1248	5.2	28.7	96	1251	4.8	28.8	90
PRICE IS RIGHT 2 C	5014	4736	6.1	94.5	99	1900	6.9	37.9	111	1368	5.6	27.3	91	1467	5.7	29.3	92
RYAN'S HOPE A	3150	3005	3.9	95.4	100	1266	4.6	40.2	118	893	3.7	28.3	95	846	3.3	26.9	84
SALE OF THE CENTURY N	2695	2519	3.2	93.5	98	1017	3.7	37.7	111	704	2.9	26.1	87	798	3.1	29.6	93
SEARCH FOR TOMORROW N	2319	2220	2.9	95.7	100	816	3.0	35.2	103	770	3.2	33.2	111	635	2.5	27.4	86
TODAY SHOW 1 N	2693	2589	3.3	96.1	100	779	2.8	28.9	85	748	3.1	27.8	93	1063	4.1	39.5	124
TODAY SHOW 2 N	2498	2394	3.1	95.8	100	703	2.5	28.1	83	713	2.9	28.5	95	978	3.8	39.2	123
$25,000 PYRAMID C	2753	2642	3.4	96.0	100	934	3.4	33.9	100	857	3.5	31.1	104	851	3.3	30.9	97
WHEEL OF FORTUNE N	4388	4213	5.4	96.0	100	1551	5.6	35.3	104	1216	5.0	27.7	93	1446	5.6	33.0	103
YOUNG AND THE RESTLESS C	5695	5327	6.9	93.5	98	2122	7.7	37.3	109	1666	6.9	29.3	98	1539	6.0	27.0	85
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	1660	2.1	94.3	98	644	2.3	36.6	107	477	2.0	27.1	91	538	2.1	30.6	96
NBA PLAYOFF GAME -1 C	1136	1079	1.4	95.0	99	411	1.5	36.2	106	275	1.1	24.2	81	392	1.5	34.5	108
NBC MAJOR LEAGUE PRE-GAME N	953	914	1.2	95.9	100	310	1.1	32.5	96	*246	1.0	25.8	86	358	1.4	37.6	118
SPORTSWORLD - SUN N	1233	1181	1.5	95.8	100	375	1.4	30.4	89	374	1.5	30.3	101	432	1.7	35.0	110
SUNDAY MORNING C	1611	1484	1.9	92.1	96	332	1.2	20.6	61	445	1.8	27.6	92	706	2.7	43.8	138

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BREAD: USAGE IN LAST 7 DAYS
(FEMALE HOMEMAKERS)

0171
P-19

		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS THREE OR MORE A '000	HEAVY USERS THREE OR MORE B % DOWN	HEAVY USERS THREE OR MORE C % ACROSS	HEAVY USERS THREE OR MORE D INDX	MEDIUM USERS TWO A '000	MEDIUM USERS TWO B % DOWN	MEDIUM USERS TWO C % ACROSS	MEDIUM USERS TWO D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL FEMALE HOMEMAKERS		80986	77591	100.0	95.8	100	27576	100.0	34.1	100	24215	100.0	29.9	100	25800	100.0	31.9	100
MKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	24848	32.0	95.3	100	8252	29.9	31.7	93	7768	32.1	29.8	100	8828	34.2	33.9	106
NETWORK AFFILIATES - LATE		20261	19479	25.1	96.1	100	7254	26.3	35.8	105	5783	23.9	28.5	95	6442	25.0	31.8	100
INDEPENDENTS - LATE		2076	1914	2.5	92.2	96	582	2.1	28.0	82	678	2.8	32.7	109	654	2.5	31.5	99
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	10021	12.9	95.9	100	4108	14.9	39.3	115	2764	11.4	26.4	88	3149	12.2	30.1	95
ABC MONDAY NIGHT MOVIE	A	6412	6212	8.0	96.9	101	2228	8.1	34.7	102	1756	7.3	27.4	92	2229	8.6	34.8	109
ABC SUNDAY NIGHT MOVIE	A	12407	11777	15.2	94.9	99	4196	15.2	33.8	99	3511	14.5	28.3	95	4070	15.8	32.8	103
ABC WORLD NEWS TONIGHT	A	6176	5853	7.5	94.8	99	1932	7.0	31.3	92	1779	7.3	28.8	96	2142	8.3	34.7	109
AFTERMASH	C	5863	5591	7.2	95.4	100	2088	7.6	35.6	105	1509	6.2	25.7	86	1994	7.7	34.0	107
ALICE	C	9594	9146	11.8	95.3	100	3146	11.4	32.8	96	2780	11.5	29.0	97	3219	12.5	33.6	105
AMERICAN PARADE	C	6622	6248	8.1	94.4	98	2040	7.4	30.8	90	2040	8.4	30.8	103	2168	8.4	32.7	103
BENSON	A	10886	10410	13.4	95.6	100	3840	13.9	35.3	104	3108	12.8	28.6	95	3461	13.4	31.8	100
BLUE THUNDER	A	5036	4860	6.3	96.5	101	1842	6.7	36.6	107	1446	6.0	28.7	96	1572	6.1	31.2	98
CAGNEY & LACEY	C	9965	9652	12.4	96.9	101	3386	12.3	34.0	100	3056	12.6	30.7	103	3209	12.4	32.2	101
CBS EVENING NEWS-DEAN	C	3491	3251	4.2	93.1	97	851	3.1	24.4	72	1119	4.6	32.1	107	1281	5.0	36.7	115
CBS EVENING NEWS-RATHER	C	7123	6763	8.7	94.9	99	2078	7.5	29.2	86	2162	8.9	30.4	102	2524	9.8	35.4	111
CBS SAT. NEWS-SCHIEFFER	C	3621	3387	4.4	93.5	98	895	3.2	24.7	73	1092	4.5	30.2	101	1400	5.4	38.7	121
CBS SATURDAY NIGHT MOVIE	C	5436	5209	6.7	95.8	100	2034	7.4	37.4	110	1555	6.4	28.6	96	1619	6.3	29.8	93
CBS WEDNESDAY NIGHT MOVIE	C	6100	5785	7.5	94.8	99	2109	7.6	34.6	102	1825	7.5	29.9	100	1851	7.2	30.3	95
CHEERS	N	8889	8557	11.0	96.3	100	3316	12.0	37.3	110	2514	10.4	28.3	95	2728	10.6	30.7	96
DALLAS	C	22109	21139	27.2	95.6	100	7503	27.2	33.9	100	6284	26.0	28.4	95	7352	28.5	33.3	104
DIFF'RENT STROKES	N	6940	6605	8.5	95.2	99	2541	9.2	36.6	108	1942	8.0	28.0	94	2122	8.2	30.6	96
DOUBLE TROUBLE	N	7223	6975	9.0	96.6	101	2902	10.5	40.2	118	1875	7.7	26.0	87	2199	8.5	30.4	96
DUCK FACTORY	N	5595	5354	6.9	95.7	100	2018	7.3	36.1	106	1694	7.0	30.3	101	1642	6.4	29.3	92
DUKES OF HAZZARD	C	5768	5475	7.1	94.9	99	2195	8.0	38.1	112	1828	7.5	31.7	106	1452	5.6	25.2	79
DYNASTY	A	20053	19299	24.9	96.2	100	7205	26.1	35.9	106	5684	23.5	28.3	95	6410	24.8	32.0	100
FACTS OF LIFE	N	8087	7809	10.1	96.6	101	2999	10.9	37.1	109	2505	10.3	31.0	104	2305	8.9	28.5	89
FALCON CREST	C	20046	19254	24.8	96.0	100	6949	25.2	34.7	102	5657	23.4	28.2	94	6649	25.8	33.2	104
FALL GUY	A	9084	8726	11.2	96.1	100	3537	12.8	38.9	114	2411	10.0	26.5	89	2778	10.8	30.6	96
FAMILY TIES	N	7964	7618	9.8	95.7	100	3257	11.8	40.9	120	2051	8.5	25.8	86	2309	8.9	29.0	91
FANTASY ISLAND	A	7687	7295	9.4	94.9	99	2677	9.7	34.8	102	2154	8.9	28.0	94	2465	9.6	32.1	101
FOULUPS,BLEEPS & BLUNDERS	A	8861	8552	11.0	96.5	101	3000	10.9	33.9	99	2594	10.7	29.3	98	2958	11.5	33.4	105
FOUR SEASONS	C	5095	4846	6.2	95.1	99	1751	6.3	34.4	101	1388	5.7	27.2	91	1707	6.6	33.5	105
GIMME A BREAK	N	8838	8426	10.9	95.3	100	3494	12.7	39.5	116	2360	9.7	26.7	89	2571	10.0	29.1	91
HART TO HART	A	8978	8603	11.1	95.8	100	3088	11.2	34.4	101	2592	10.7	28.9	97	2922	11.3	32.5	102
HILL STREET BLUES	N	8590	8222	10.6	95.7	100	3307	12.0	38.5	113	2487	10.3	29.0	97	2428	9.4	28.3	89
HOTEL	A	14085	13599	17.5	96.5	101	5136	18.6	36.5	107	3849	15.9	27.3	91	4614	17.9	32.8	103
JEFFERSONS	C	9360	8949	11.5	95.6	100	3151	11.4	33.7	99	2664	11.0	28.5	95	3134	12.1	33.5	105
JENNIFER SLEPT HERE	N	5841	5529	7.1	94.7	99	2149	7.8	36.8	108	1783	7.4	30.5	102	1596	6.2	27.3	86
KATE & ALLIE	C	9206	8853	11.4	96.2	100	3007	10.9	32.7	96	2985	12.3	32.4	108	2860	11.1	31.1	98
KNIGHT RIDER	N	7076	6827	8.8	96.5	101	2660	9.6	37.6	110	2000	8.3	28.3	95	2167	8.4	30.6	96
LOVE BOAT	A	12219	11698	15.1	95.7	100	4264	15.5	34.9	102	3642	15.0	29.8	100	3792	14.7	31.0	97
MAGNUM PI	C	11199	10716	13.8	95.7	100	4040	14.7	36.1	106	3269	13.5	29.2	98	3408	13.2	30.4	96
MAMA'S FAMILY	N	6057	5734	7.4	94.7	99	1936	7.0	32.0	94	1941	8.0	32.0	107	1857	7.2	30.7	96
MASTER, THE	N	3598	3398	4.4	94.4	99	1430	5.2	39.7	117	951	3.9	26.4	88	1017	3.9	28.3	89
MATT HOUSTON	A	6344	6051	7.8	95.4	100	2394	8.7	37.7	111	1591	6.6	25.1	84	2066	8.0	32.6	102
NBC MONDAY NIGHT MOVIE	N	11994	11486	14.8	95.8	100	4653	16.9	38.8	114	3373	13.9	28.1	94	3460	13.4	28.8	91
NBC NIGHTLY NEWS	N	5132	4924	6.3	95.9	100	1520	5.5	29.6	87	1668	6.9	32.5	109	1736	6.7	33.8	106
NBC NIGHTLY NEWS-SAT	N	3375	3232	4.2	95.8	100	1004	3.6	29.7	87	1175	4.9	34.8	116	1054	4.1	31.2	98
NBC NIGHTLY NEWS-SUN	N	3130	2993	3.9	95.6	100	999	3.6	31.9	94	1048	4.3	33.5	112	946	3.7	30.2	95
NBC SUNDAY NIGHT MOVIE	N	8284	7959	10.3	96.1	100	3243	11.8	39.1	115	2685	11.1	32.4	108	2030	7.9	24.5	77
NEWHART	C	9240	8823	11.4	95.5	100	3026	11.0	32.7	96	2882	11.9	31.2	104	2915	11.3	31.5	99
ONE DAY AT A TIME	C	7288	7007	9.0	96.1	100	2678	9.7	36.7	108	2047	8.5	28.1	94	2282	8.8	31.3	98
PEOPLE ARE FUNNY	N	4855	4616	5.9	95.1	99	1561	5.7	32.2	94	1603	6.6	33.0	110	1453	5.6	29.9	94
REAL PEOPLE	N	8869	8535	11.0	96.2	100	3036	11.0	34.2	101	2597	10.7	29.3	98	2902	11.2	32.7	103
REMINGTON STEELE	N	7743	7398	9.5	95.5	100	2942	10.7	38.0	112	2120	8.8	27.4	92	2337	9.1	30.2	95
RIPLEY'S BELIEVE IT - NOT	A	5345	5153	6.6	96.4	101	1780	6.5	33.3	98	1677	6.9	31.4	105	1695	6.6	31.7	100
RIPTIDE	N	6988	6690	8.6	95.7	100	2543	9.2	36.4	107	2102	8.7	30.1	101	2045	7.9	29.3	92
SCARECROW & MRS. KING	C	10002	9540	12.3	95.4	100	3173	11.5	31.7	93	2883	11.9	28.8	96	3484	13.5	34.8	109
SIMON & SIMON	C	10638	10301	13.3	96.8	101	3986	14.5	37.5	110	3057	12.6	28.7	96	3258	12.6	30.6	96
60 MINUTES	C	13293	12628	16.3	95.0	99	3997	14.5	30.1	88	3865	16.0	29.1	97	4766	18.5	35.9	113
ST. ELSEWHERE	N	7017	6764	8.7	96.4	101	2780	10.1	39.6	116	1917	7.9	27.3	91	2067	8.0	29.5	92
THREE'S COMPANY	A	10917	10562	13.6	96.7	101	3842	13.9	35.2	103	3250	13.4	29.8	100	3470	13.4	31.8	100
T.J. HOOKER	A	9204	8776	11.3	95.3	100	2940	10.7	31.9	94	2760	11.4	30.0	100	3076	11.9	33.4	105
TONIGHT SHOW	N	2372	2285	2.9	96.3	101	732	2.7	30.9	91	700	2.9	29.5	99	853	3.3	36.0	113
TRAPPER JOHN, M.D.	C	9846	9479	12.2	96.3	100	3511	12.7	35.7	105	2647	10.9	26.9	90	3321	12.9	33.7	106
TV BLOOPERS & PRAC. JOKES	N	9105	8771	11.3	96.3	101	3223	11.7	35.4	104	2770	11.4	30.4	102	2779	10.8	30.5	96
20/20	A	9387	9051	11.7	96.4	101	3066	11.1	32.7	96	2754	11.4	29.3	98	3230	12.5	34.4	108
WEBSTER	A	11067	10574	13.6	95.5	100	4022	14.6	36.3	107	3063	12.6	27.7	93	3489	13.5	31.5	99
WORLD NEWS - SUN	A	3062	2897	3.7	94.6	99	973	3.5	31.8	93	895	3.7	29.2	98	1029	4.0	33.6	105
YELLOW ROSE	N	4978	4785	6.2	96.1	100	1783	6.5	35.8	105	1473	6.1	29.6	99	1529	5.9	30.7	96
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	8651	11.1	97.4	102	3150	11.4	35.5	104	2973	12.3	33.5	112	2528	9.8	28.5	89
BASKETBALL - COLLEGE GAMES		4080	3932	5.1	96.4	101	1242	4.5	30.4	89	1305	5.4	32.0	107	1384	5.4	33.9	106
BASKETBALL - PRO GAMES		3607	3409	4.4	94.5	99	1261	4.6	35.0	103	1116	4.6	30.9	103	1033	4.0	28.6	90
BOWLING		3883	3777	4.9	97.3	102	1408	5.1	36.3	106	1371	5.7	35.3	118	998	3.9	25.7	81
BOXING		3928	3830	4.9	97.5	102	1883	6.8	47.9	141	1127	4.7	28.7	96	820	3.2	20.9	66
FOOTBALL - COLLEGE GAMES		6366	6171	8.0	96.9	101	2283	8.3	35.9	105	1957	8.1	30.7	103	1931	7.5	30.3	95
FOOTBALL - PRO GAMES		11300	11024	14.2	97.6	102	4052	14.7	35.9	105	3415	14.1	30.2	101	3557	13.8	31.5	99
GOLF		3378	3263	4.2	96.6	101	1014	3.7	30.0	88	1203	5.0	35.6	119	1047	4.1	31.0	97
POST-SEASON COLL. FOOTBALL		4906	4737	6.1	96.6	101	1762	6.4	35.9	105	1548	6.4	31.6	106	1426	5.5	29.1	91
POST-SEASON PRO FOOTBALL		6120	5946	7.7	97.2	101	2298	8.3	37.5	110	2028	8.4	33.1	111	1620	6.3	26.5	83
TENNIS		3033	2898	3.7	95.5	100	987	3.6	32.5	96	968	4.0	31.9	107	943	3.7	31.1	98
WRESTLING - PROFESSIONAL		3344	3283	4.2	98.2	102	1635	5.9	48.9	144	963	4.0	28.8	96	686	2.7	20.5	64

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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BREAD - TYPES
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	WHITE A '000	WHITE B % DOWN	WHITE C % ACROSS	WHITE D INDX	RYE OR PUMPERNICKEL A '000	RYE OR PUMPERNICKEL B % DOWN	RYE OR PUMPERNICKEL C % ACROSS	RYE OR PUMPERNICKEL D INDX	WHOLE WHEAT A '000	WHOLE WHEAT B % DOWN	WHOLE WHEAT C % ACROSS	WHOLE WHEAT D INDX	OTHER A '000	OTHER B % DOWN	OTHER C % ACROSS	OTHER D INDX
TOTAL FEMALE HOMEMAKERS	80986	58331	100.0	72.0	100	18926	100.0	23.4	100	43486	100.0	53.7	100	12338	100.0	15.2	100
18 - 24	9282	7296	12.5	78.6	109	1510	8.0	16.3	70	4655	10.7	50.2	93	1280	10.4	13.8	91
25 - 34	19072	13772	23.6	72.2	100	4019	21.2	21.1	90	11498	26.4	60.3	112	2906	23.6	15.2	100
35 - 44	14591	11381	19.5	78.0	108	3748	19.8	25.7	110	8118	18.7	55.6	104	2343	19.0	16.1	105
45 - 54	11345	8262	14.2	72.8	101	3142	16.6	27.7	119	5810	13.4	51.2	95	1826	14.8	16.1	106
55 - 64	11635	7805	13.4	67.1	93	3177	16.8	27.3	117	6086	14.0	52.3	97	1953	15.8	16.8	110
65 OR OLDER	15061	9816	16.8	65.2	90	3330	17.6	22.1	95	7220	16.8	48.6	91	2030	16.5	13.5	88
18 - 34	28354	21068	36.1	74.3	103	5529	29.2	19.5	83	16152	37.1	57.0	106	4186	33.9	14.8	97
18 - 49	48339	36594	62.7	75.7	105	10671	56.4	22.1	94	27211	62.6	56.3	105	7339	59.5	15.2	100
25 - 54	45008	33415	57.3	74.2	103	10909	57.6	24.2	104	25425	58.5	56.5	105	7075	57.3	15.7	103
35 - 49	19985	15526	26.6	77.7	108	5142	27.2	25.7	110	11058	25.4	55.3	103	3153	25.6	15.8	104
50 OR OLDER	32647	21737	37.3	66.6	92	8255	43.6	25.3	108	16275	37.4	49.9	93	4999	40.5	15.3	101
GRADUATED COLLEGE	11155	6620	11.3	59.3	82	3236	17.1	29.0	124	7636	17.6	68.5	127	2225	18.0	19.9	131
ATTENDED COLLEGE	13682	9251	15.9	67.6	94	3524	18.6	25.8	110	8736	20.1	63.9	119	2481	20.1	18.1	119
GRADUATED HIGH SCHOOL	33880	25494	43.7	75.2	104	8714	46.0	25.7	110	18279	42.0	54.0	100	4920	39.9	14.5	95
DID NOT GRADUATE HIGH SCHOOL	22270	16966	29.1	76.2	106	3453	18.2	15.5	66	8835	20.3	39.7	74	2712	22.0	12.2	80
EMPLOYED	40306	28210	48.4	70.0	97	9761	51.6	24.2	104	23533	54.1	58.4	109	6488	52.6	16.1	106
EMPLOYED FULL-TIME	32850	22794	39.1	69.4	96	7913	41.8	24.1	103	19270	44.3	58.7	109	5216	42.3	15.9	104
EMPLOYED PART-TIME	7456	5415	9.3	72.6	101	1848	9.8	24.8	106	4263	9.8	57.2	106	1272	10.3	17.1	112
NOT EMPLOYED	40680	30122	51.6	74.0	103	9165	48.4	22.5	96	19953	45.9	49.0	91	5850	47.4	14.4	94
PROFESSIONAL/MANAGER	10392	6286	10.8	60.5	84	3064	16.2	29.5	126	7031	16.2	67.7	126	1989	16.1	19.1	126
TECH/CLERICAL/SALES	17574	12395	21.2	70.5	98	4418	23.3	25.1	108	10454	24.0	59.5	111	2756	22.3	15.7	103
PRECISION/CRAFT	985	703	1.2	71.4	99	**237	1.3	24.1	103	526	1.2	53.4	99	**214	1.7	21.7	143
OTHER EMPLOYED	11354	8825	15.1	77.7	108	2043	10.8	18.0	77	5522	12.7	48.6	91	1529	12.4	13.5	88
SINGLE	9863	6368	10.9	64.6	90	2245	11.9	22.8	97	5255	12.1	53.3	99	1809	14.7	18.3	120
MARRIED	51375	38583	66.1	75.1	104	12619	66.7	24.6	105	28569	65.7	55.6	104	8055	65.3	15.7	103
DIVORCED/SEPARATED/WIDOWED	19748	13380	22.9	67.8	94	4062	21.5	20.6	88	9662	22.2	48.9	91	2474	20.1	12.5	82
PARENTS	32590	26602	45.6	81.6	113	6976	36.9	21.4	92	17849	41.0	54.8	102	4427	35.9	13.6	89
WHITE	70416	50212	86.1	71.3	99	17741	93.7	25.2	108	39371	90.5	55.9	104	11326	91.8	16.1	106
BLACK	8778	6835	11.7	77.9	108	927	4.9	10.6	45	3180	7.3	36.2	67	779	6.3	8.9	58
OTHER	1791	1284	2.2	71.7	100	**259	1.4	14.5	62	*935	2.2	52.2	97	**233	1.9	13.0	85
NORTHEAST-CENSUS	17786	13273	22.8	74.6	104	7602	40.2	42.7	183	8251	19.0	46.4	86	3428	27.8	19.3	127
NORTH CENTRAL	20741	15944	27.3	76.9	107	4935	26.1	23.8	102	12588	28.9	60.7	113	2800	22.7	13.5	89
SOUTH	27775	21262	36.5	76.6	106	4186	22.1	15.1	64	12085	27.8	43.5	81	2800	22.7	10.1	66
WEST	14683	7852	13.5	53.5	74	2204	11.6	15.0	64	10563	24.3	71.9	134	3310	26.8	22.5	148
NORTHEAST-MKTG.	17961	13164	22.6	73.3	102	7723	40.8	43.0	184	8484	19.5	47.2	88	3182	25.8	17.7	116
EAST CENTRAL	11885	8914	15.3	75.0	104	3203	16.9	26.9	115	6337	14.6	53.3	99	1693	13.7	14.2	94
WEST CENTRAL	14090	10812	18.5	76.7	107	3030	16.0	21.5	92	9014	20.7	64.0	119	1966	15.9	14.0	92
SOUTH	24081	18646	32.0	77.4	108	3055	16.1	12.7	54	10392	23.9	43.2	80	2490	20.2	10.3	68
PACIFIC	12969	6795	11.6	52.4	73	1916	10.1	14.8	63	9260	21.3	71.4	133	3007	24.4	23.2	152
COUNTY SIZE A	32439	22351	38.3	68.9	96	9449	49.9	29.1	125	17064	39.2	52.6	98	5512	44.7	17.0	112
COUNTY SIZE B	24915	18205	31.2	73.1	101	5759	30.4	23.1	99	13727	31.6	55.1	103	3848	31.2	15.4	101
COUNTY SIZE C	12930	9187	15.7	71.1	99	2282	12.1	17.6	76	7647	17.6	59.1	110	1871	15.2	14.5	95
COUNTY SIZE D	10703	8588	14.7	80.2	111	1437	7.6	13.4	57	5048	11.6	47.2	88	1107	9.0	10.3	68
METRO CENTRAL CITY	24518	16910	29.0	69.0	96	6028	31.9	24.6	105	12835	29.5	52.3	97	4112	33.3	16.8	110
METRO SUBURBAN	35919	25624	43.9	71.3	99	9586	50.6	26.7	114	20345	46.8	56.6	105	5870	47.6	16.3	107
NON METRO	20549	15798	27.1	76.9	107	3312	17.5	16.1	69	10306	23.7	50.2	93	2356	19.1	11.5	75
TOP 5 ADI'S	18341	12517	21.5	68.2	95	6122	32.3	33.4	143	9625	22.1	52.5	98	3466	28.1	18.9	124
TOP 10 ADI'S	25378	17522	30.0	69.0	96	7926	41.9	31.2	134	12887	29.6	50.8	95	4409	35.7	17.4	114
TOP 20 ADI'S	36488	25065	43.0	68.7	95	10547	55.7	28.9	124	19194	44.1	52.6	98	6466	52.4	17.7	116
HSHLD INC. $50,000 OR MORE	6612	4524	7.8	68.4	95	2356	12.4	35.6	152	4364	10.0	66.0	123	1296	10.5	19.6	129
$40,000 OR MORE	12659	8895	15.2	70.3	98	4167	22.0	32.9	141	8256	19.0	65.2	121	2664	21.6	21.0	138
$30,000 OR MORE	24698	17138	29.4	69.4	96	7472	39.5	30.3	129	15739	36.2	63.7	119	4960	40.2	20.1	132
$25,000 OR MORE	32077	22497	38.6	70.1	97	9449	49.9	29.5	126	19950	45.9	62.2	116	6184	50.1	19.3	127
$20,000 - $24,999	9144	6641	11.4	72.6	101	2183	11.5	23.9	102	4982	11.5	54.5	101	1377	11.2	15.1	99
$15,000 - $19,999	8728	6660	11.4	76.3	106	1996	10.5	22.9	98	4649	10.7	53.3	99	1212	9.8	13.9	91
$10,000 - $14,999	12562	9295	15.9	74.0	103	2557	13.5	20.4	87	6277	14.4	50.0	93	1480	12.0	11.8	77
UNDER $10,000	18475	13238	22.7	71.7	99	2742	14.5	14.8	64	7628	17.5	41.3	77	2085	16.9	11.3	74
HOUSEHOLD OF 1 PERSON	11987	6826	11.7	56.9	79	2690	14.2	22.4	96	6042	13.9	50.4	94	1678	13.6	14.0	92
2 PEOPLE	26577	17655	30.3	66.4	92	6711	35.5	25.3	108	14474	33.3	54.5	101	4249	34.4	16.0	105
3 OR 4 PEOPLE	30617	23500	40.3	76.8	107	6854	36.2	22.4	96	16578	38.1	54.1	101	4996	40.5	16.3	107
5 OR MORE PEOPLE	11804	10350	17.7	87.7	122	2671	14.1	22.6	97	6392	14.7	54.2	101	1414	11.5	12.0	79
NO CHILD IN HSHLD	46165	29964	51.4	64.9	90	11556	61.1	25.0	107	24450	56.2	53.0	99	7573	61.4	16.4	108
CHILD(REN) UNDER 2 YRS	5325	4383	7.5	82.3	114	833	4.4	15.6	67	2726	6.3	51.2	95	568	4.6	10.7	70
2 - 5 YEARS	14221	11311	19.4	79.5	110	2558	13.5	18.0	77	7832	18.0	55.1	103	1834	14.9	12.9	85
6 - 11 YEARS	15117	12348	21.2	81.7	113	3088	16.3	20.4	87	8179	18.8	54.1	101	2121	17.2	14.0	92
12 - 17 YEARS	16611	13825	23.7	83.2	116	3949	20.9	23.8	102	8965	20.6	54.0	101	2265	18.4	13.6	90
RESIDENCE OWNED	55884	40425	69.3	72.3	100	13962	73.8	25.0	107	31441	72.3	56.3	105	8927	72.4	16.0	105
VALUE: $50,000 OR MORE	31744	21707	37.2	68.4	95	9281	49.0	29.2	125	19512	44.9	61.5	114	5967	48.4	18.8	123
VALUE: UNDER $50,000	24140	18717	32.1	77.5	108	4681	24.7	19.4	83	11928	27.4	49.4	92	2960	24.0	12.3	80

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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BREAD - TYPES
(FEMALE HOMEMAKERS)

0173
P-19

		TOTAL U.S. '000	WHITE A '000	WHITE B % DOWN	WHITE C % ACROSS	WHITE D INDX	RYE OR PUMPERNICKEL A '000	RYE OR PUMPERNICKEL B % DOWN	RYE OR PUMPERNICKEL C % ACROSS	RYE OR PUMPERNICKEL D INDX	WHOLE WHEAT A '000	WHOLE WHEAT B % DOWN	WHOLE WHEAT C % ACROSS	WHOLE WHEAT D INDX	OTHER A '000	OTHER B % DOWN	OTHER C % ACROSS	OTHER D INDX
TOTAL FEMALE HOMEMAKERS		80986	58331	100.0	72.0	100	18926	100.0	23.4	100	43486	100.0	53.7	100	12338	100.0	15.2	100
MAGAZINES	QUINTILE 1	15799	10997	18.9	69.6	97	4382	23.2	27.7	119	9935	22.8	62.9	117	3006	24.4	19.0	125
	QUINTILE 2	17259	11949	20.5	69.2	96	4674	24.7	27.1	116	10262	23.6	59.5	111	2826	22.9	16.4	107
	QUINTILE 3	13545	9766	16.7	72.1	100	3055	16.1	22.6	97	7144	16.4	52.7	98	1964	15.9	14.5	95
	QUINTILE 4	15133	10915	18.7	72.1	100	3273	17.3	21.6	93	7839	18.0	51.8	96	2331	18.9	15.4	101
	QUINTILE 5	19250	14705	25.2	76.4	106	3543	18.7	18.4	79	8307	19.1	43.2	80	2211	17.9	11.5	75
NEWSPAPERS	QUINTILE 1	12413	8900	15.3	71.7	100	4222	22.3	34.0	146	7242	16.7	58.3	109	2200	17.8	17.7	116
	QUINTILE 2	24116	17147	29.4	71.1	99	6731	35.6	27.9	119	13766	31.7	57.1	106	3829	31.0	15.9	104
	QUINTILE 3	11261	7607	13.0	67.6	94	2742	14.5	24.3	104	6366	14.6	56.5	105	1772	14.4	15.7	103
	QUINTILE 4	20255	14986	25.7	74.0	103	3705	19.6	18.3	78	10554	24.3	52.1	97	2915	23.6	14.4	94
	QUINTILE 5	12940	9691	16.6	74.9	104	1526	8.1	11.8	50	5559	12.8	43.0	80	1622	13.1	12.5	82
OUTDOOR	QUINTILE 1	14852	10860	18.6	73.1	102	3741	19.8	25.2	108	8372	19.3	56.4	105	2649	21.5	17.8	117
	QUINTILE 2	15725	11553	19.8	73.5	102	3852	20.4	24.5	105	8516	19.6	54.2	101	2259	18.3	14.4	94
	QUINTILE 3	16330	11602	19.9	71.0	99	3934	20.8	24.1	103	8979	20.6	55.0	102	2383	19.3	14.6	96
	QUINTILE 4	16744	11661	20.0	69.6	97	3820	20.2	22.8	98	8992	20.7	53.7	100	2791	22.6	16.7	109
	QUINTILE 5	17334	12654	21.7	73.0	101	3580	18.9	20.7	88	8627	19.8	49.8	93	2256	18.3	13.0	85
RADIO-DRIVE TIME	QUINTILE 1	15911	11471	19.7	72.1	100	3754	19.8	23.6	101	8814	20.3	55.4	103	2557	20.7	16.1	105
	QUINTILE 2	14837	10874	18.6	73.3	102	3685	19.5	24.8	106	8344	19.2	56.2	105	2311	18.7	15.6	102
	QUINTILE 3	15339	10874	18.6	70.9	98	3544	18.7	23.1	99	8138	18.7	53.1	99	2184	17.7	14.2	93
	QUINTILE 4	16723	12126	20.8	72.5	101	3921	20.7	23.4	100	9055	20.8	54.1	101	2416	19.6	14.4	95
	QUINTILE 5	18176	12987	22.3	71.5	99	4022	21.3	22.1	95	9135	21.0	50.3	94	2869	23.3	15.8	104
RADIO-MID-DAY	TERCILE 1	21020	14982	25.7	71.3	99	5354	28.3	25.5	109	11485	26.4	54.6	102	3158	25.6	15.0	99
	TERCILE 2	21610	15711	26.9	72.7	101	5055	26.7	23.4	100	11800	27.1	54.6	102	3387	27.5	15.7	103
	TERCILE 3	38355	27639	47.4	72.1	100	8518	45.0	22.2	95	20201	46.5	52.7	98	5793	47.0	15.1	99
RADIO-TOTAL	QUINTILE 1	15988	11333	19.4	70.9	98	3539	18.7	22.1	95	8989	20.7	56.2	105	2382	19.3	14.9	98
	QUINTILE 2	15626	11295	19.4	72.3	100	3983	21.0	25.5	109	8277	19.0	53.0	99	2445	19.8	15.6	103
	QUINTILE 3	16723	12229	21.0	73.1	102	4151	21.9	24.8	106	9396	21.6	56.2	105	2535	20.5	15.2	100
	QUINTILE 4	16342	11752	20.1	71.9	100	3575	18.9	21.9	94	8884	20.4	54.4	101	2583	20.9	15.8	104
	QUINTILE 5	16306	11722	20.1	71.9	100	3679	19.4	22.6	97	7940	18.3	48.7	91	2393	19.4	14.7	96
TV-PRIME TIME	QUINTILE 1	15953	11809	20.2	74.0	103	3979	21.0	24.9	107	8004	18.4	50.2	93	2307	18.7	14.5	95
	QUINTILE 2	16137	11818	20.3	73.2	102	4202	22.2	26.0	111	8540	19.6	52.9	99	2696	21.9	16.7	110
	QUINTILE 3	16420	12062	20.7	73.5	102	3806	20.1	23.2	99	9071	20.9	55.2	103	2326	18.9	14.2	93
	QUINTILE 4	16687	11810	20.2	70.8	98	3863	20.4	23.1	99	8951	20.6	53.6	100	2576	20.9	15.4	101
	QUINTILE 5	15789	10832	18.6	68.6	95	3077	16.3	19.5	83	8920	20.5	56.5	105	2432	19.7	15.4	101
TV-DAYTIME	TERCILE 1	27736	20962	35.9	75.6	105	5846	30.9	21.1	90	13271	30.5	47.8	89	3927	31.8	14.2	93
	TERCILE 2	26489	19310	33.1	72.9	101	6209	32.8	23.4	100	14513	33.4	54.8	102	3856	31.3	14.6	96
	TERCILE 3	26761	18059	31.0	67.5	94	6872	36.3	25.7	110	15702	36.1	58.7	109	4555	36.9	17.0	112
TV-TOTAL	QUINTILE 1	16345	12300	21.1	75.3	104	3334	17.6	20.4	87	7747	17.8	47.4	88	2264	18.3	13.9	91
	QUINTILE 2	16447	12115	20.8	73.7	102	4168	22.0	25.3	108	8114	18.7	49.3	92	2569	20.8	15.6	103
	QUINTILE 3	15980	11278	19.3	70.6	98	4010	21.2	25.1	107	9107	20.9	57.0	106	2284	18.5	14.3	94
	QUINTILE 4	15887	11523	19.8	72.5	101	3822	20.2	24.1	103	8841	20.3	55.6	104	2659	21.6	16.7	110
	QUINTILE 5	16326	11114	19.1	68.1	95	3593	19.0	22.0	94	9677	22.3	59.3	110	2562	20.8	15.7	103
MAGAZINES-NEWSPAPERS: DUAL		20721	14239	24.4	68.7	95	6396	33.8	30.9	132	12561	28.9	60.6	113	3699	30.0	17.9	117
MAGAZINE IMPERATIVE		19186	13495	23.1	70.3	98	3915	20.7	20.4	87	11212	25.8	58.4	109	3123	25.3	16.3	107
NEWSPAPER IMPERATIVE		21899	16057	27.5	73.3	102	5976	31.6	27.3	117	11496	26.4	52.5	98	3195	25.9	14.6	96
MAGAZINES-OUTDOOR: DUAL		15451	10896	18.7	70.5	98	4415	23.3	28.6	122	9646	22.2	62.4	116	2655	21.5	17.2	113
MAGAZINE IMPERATIVE		25953	17905	30.7	69.0	96	6403	33.8	24.7	106	14827	34.1	57.1	106	4325	35.1	16.7	109
OUTDOOR IMPERATIVE		24400	18068	31.0	74.0	103	5130	27.1	21.0	90	11851	27.3	48.6	90	3441	27.9	14.1	93
MAGAZINES-RADIO: DUAL		18049	12373	21.2	68.6	95	4649	24.6	25.8	110	10794	24.8	59.8	111	3004	24.3	16.6	109
MAGAZINE IMPERATIVE		23571	16619	28.5	70.5	98	6380	33.7	27.1	116	14102	32.4	59.8	111	4226	34.3	17.9	118
RADIO IMPERATIVE		23278	17559	30.1	75.4	105	4962	26.2	21.3	91	11376	26.2	48.9	91	3043	24.7	13.1	86
MAGAZINES-TELEVISION: DUAL		15459	11139	19.1	72.1	100	4185	22.1	27.1	116	8874	20.4	57.4	107	2733	22.2	17.7	116
MAGAZINE IMPERATIVE		25829	17696	30.3	68.5	95	6738	35.6	26.1	112	15984	36.8	61.9	115	4320	35.0	16.7	110
TELEVISION IMPERATIVE		26039	19451	33.3	74.7	104	5290	28.0	20.3	87	11511	26.5	44.2	82	3313	26.9	12.7	84
NEWSPAPERS-OUTDOOR: DUAL		16605	11907	20.4	71.7	100	5261	27.8	31.7	136	9937	22.9	59.8	111	2805	22.7	16.9	111
NEWSPAPER IMPERATIVE		26834	18794	32.2	70.0	97	7465	39.4	27.8	119	14963	34.4	55.8	104	4288	34.8	16.0	105
OUTDOOR IMPERATIVE		23346	17230	29.5	73.8	102	4135	21.8	17.7	76	11905	27.4	51.0	95	3378	27.4	14.5	95
NEWSPAPERS-RADIO: DUAL		17133	12265	21.0	71.6	99	4974	26.3	29.0	124	9926	22.8	57.9	108	2843	23.0	16.6	109
NEWSPAPER IMPERATIVE		25892	18233	31.3	70.4	98	7558	39.9	29.2	125	14735	33.9	56.9	106	4211	34.1	16.3	107
RADIO IMPERATIVE		23167	16799	28.8	72.5	101	4168	22.0	18.0	77	12132	27.9	52.4	98	3240	26.3	14.0	92
NEWSPAPERS-TELEVISION: DUAL		17159	12443	21.3	72.5	101	4862	25.7	28.3	121	9099	20.9	53.0	99	2877	23.3	16.8	110
NEWSPAPER IMPERATIVE		26214	18042	30.9	68.8	96	7737	40.9	29.5	126	16088	37.0	61.4	114	4196	34.0	16.0	105
TELEVISION IMPERATIVE		23412	17518	30.0	74.8	104	4207	22.2	18.0	77	10899	25.1	46.6	87	3031	24.6	12.9	85
OUTDOOR-RADIO: DUAL		15303	10877	18.6	71.1	99	3824	20.2	25.0	107	8596	19.8	56.2	105	2787	22.6	18.2	120
OUTDOOR IMPERATIVE		24901	18275	31.3	73.4	102	6130	32.4	24.6	105	13416	30.9	53.9	100	3572	29.0	14.3	94
RADIO IMPERATIVE		26492	19029	32.6	71.8	100	6004	31.7	22.7	97	14283	32.8	53.9	100	3747	30.4	14.1	93
OUTDOOR-TELEVISION: DUAL		14794	11039	18.9	74.6	104	3767	19.9	25.5	109	7651	17.6	51.7	96	1961	15.9	13.3	87
OUTDOOR IMPERATIVE		25437	17976	30.8	70.7	98	6398	33.8	25.2	108	14947	34.4	58.8	109	4409	35.7	17.3	114
TELEVISION IMPERATIVE		27877	20332	34.9	72.9	101	6223	32.9	22.3	96	13795	31.7	49.5	92	4146	33.6	14.9	98
RADIO-TELEVISION: DUAL		15996	11851	20.3	74.1	103	3739	19.8	23.4	100	7982	18.4	49.9	93	2111	17.1	13.2	87
RADIO IMPERATIVE		25478	17652	30.3	69.3	96	6202	32.8	24.3	104	15132	34.8	59.4	111	4179	33.9	16.4	108
TELEVISION IMPERATIVE		26573	19441	33.3	73.2	102	6204	32.8	23.3	100	13487	31.0	50.8	95	4086	33.1	15.4	101

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BREAD – TYPES
(FEMALE HOMEMAKERS)

0174
P-19

	TOTAL U.S. '000	WHITE A '000	WHITE B % DOWN	WHITE C % ACROSS	WHITE D INDX	RYE OR PUMPERNICKEL A '000	RYE OR PUMPERNICKEL B % DOWN	RYE OR PUMPERNICKEL C % ACROSS	RYE OR PUMPERNICKEL D INDX	WHOLE WHEAT A '000	WHOLE WHEAT B % DOWN	WHOLE WHEAT C % ACROSS	WHOLE WHEAT D INDX	OTHER A '000	OTHER B % DOWN	OTHER C % ACROSS	OTHER D INDX
TOTAL FEMALE HOMEMAKERS	80986	58331	100.0	72.0	100	18926	100.0	23.4	100	43486	100.0	53.7	100	12338	100.0	15.2	100
ATLANTIC MONTHLY	415	*214	0.4	51.6	72	*194	1.0	46.7	200	250	0.6	60.2	112	*108	0.9	26.0	171
BARRON'S	453	*319	0.5	70.4	98	*183	1.0	40.4	173	*319	0.7	70.4	131	**114	0.9	25.2	165
BETTER HOMES & GARDENS	16256	11753	20.1	72.3	100	4609	24.4	28.4	121	9785	22.5	60.2	112	2821	22.9	17.4	114
BON APPETIT	2535	1438	2.5	56.7	79	785	4.1	31.0	133	1719	4.0	67.8	126	769	6.2	30.3	199
BUSINESS WEEK	1278	801	1.4	62.7	87	314	1.7	24.6	105	686	1.6	53.7	100	*225	1.8	17.6	116
CAR AND DRIVER	378	*260	0.4	68.8	95	**90	0.5	23.8	102	*168	0.4	44.4	83	**102	0.8	27.0	177
CBS MAGAZINE NETWORK (GROSS)	1498	1058	1.8	70.6	98	335	1.8	22.4	96	927	2.1	61.9	115	402	3.3	26.8	176
CHANGING TIMES	1505	918	1.6	61.0	85	456	2.4	30.3	130	909	2.1	60.4	112	*272	2.2	18.1	119
COLONIAL HOMES	1231	833	1.4	67.7	94	427	2.3	34.7	148	726	1.7	59.0	110	*217	1.8	17.6	116
CONDE NAST MAG. PKG. (GROSS)	14146	9769	16.7	69.1	96	3577	18.9	25.3	108	8502	19.6	60.1	112	2754	22.3	19.5	128
CONSUMERS DIGEST	1323	985	1.7	74.5	103	395	2.1	29.9	128	748	1.7	56.5	105	*279	2.3	21.1	138
COSMOPOLITAN	7102	4704	8.1	66.2	92	1906	10.1	26.8	115	4347	10.0	61.2	114	1227	9.9	17.3	113
COUNTRY LIVING	2481	1703	2.9	68.6	95	664	3.5	26.8	115	1611	3.7	64.9	121	460	3.7	18.5	122
CUISINE	1472	830	1.4	56.4	78	505	2.7	34.3	147	898	2.1	61.0	114	388	3.1	26.4	173
CYCLE WORLD	425	357	0.6	84.0	117	**65	0.3	15.3	65	*238	0.5	56.0	104	**56	0.5	13.2	86
DCI:CREATIVE IDEAS FOR LIV	2510	1868	3.2	74.4	103	616	3.3	24.5	105	1588	3.7	63.3	118	426	3.5	17.0	111
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	4793	8.2	71.6	99	1657	8.8	24.8	106	4071	9.4	60.8	113	1004	8.1	15.0	98
DISCOVER	894	561	1.0	62.8	87	*204	1.1	22.8	98	577	1.3	64.5	120	*201	1.6	22.5	148
EBONY	3507	2673	4.6	76.2	106	449	2.4	12.8	55	1525	3.5	43.5	81	379	3.1	10.8	71
ESQUIRE	1083	741	1.3	68.4	95	*171	0.9	15.8	68	618	1.4	57.1	106	*166	1.3	15.3	101
ESSENCE	1830	1376	2.4	75.2	104	*178	0.9	9.7	42	848	2.0	46.3	86	217	1.8	11.9	78
FAMILY CIRCLE	15930	11564	19.8	72.6	101	4399	23.2	27.6	118	9751	22.4	61.2	114	2732	22.1	17.2	113
THE FAMILY HANDYMAN	1126	816	1.4	72.5	101	376	2.0	33.4	143	661	1.5	58.7	109	*261	2.1	23.2	152
FAMILY WEEKLY	11468	8225	14.1	71.7	100	2336	12.3	20.4	87	6823	15.7	59.5	111	1698	13.8	14.8	97
FIELD & STREAM	2234	1665	2.9	74.5	103	562	3.0	25.2	108	1229	2.8	55.0	102	*328	2.7	14.7	96
FOOD & WINE	579	323	0.6	55.8	77	*194	1.0	33.5	143	363	0.8	62.7	117	*158	1.3	27.3	179
FORBES	728	400	0.7	54.9	76	*181	1.0	24.9	106	518	1.2	71.2	133	*204	1.7	28.0	184
FORTUNE	906	634	1.1	70.0	97	316	1.7	34.9	149	637	1.5	70.3	131	*206	1.7	22.7	149
GENTLEMEN'S QUARTERLY	791	517	0.9	65.4	91	*183	1.0	23.1	99	529	1.2	66.9	125	*191	1.5	24.1	158
GLAMOUR	5265	3730	6.4	70.8	98	1378	7.3	26.2	112	3329	7.7	63.2	118	1032	8.4	19.6	129
GOLF DIGEST	636	378	0.6	59.4	83	*245	1.3	38.5	165	469	1.1	73.7	137	*141	1.1	22.2	146
GOLF DIGEST/TENNIS (GROSS)	1186	770	1.3	64.9	90	362	1.9	30.5	131	821	1.9	69.2	129	*258	2.1	21.8	143
GOLF MAGAZINE	441	*248	0.4	56.2	78	*214	1.1	48.5	208	345	0.8	78.2	146	**135	1.1	30.6	201
GOLF MAGAZINE/SKI (GROSS)	922	577	1.0	62.6	87	361	1.9	39.2	168	621	1.4	67.4	125	*256	2.1	27.8	182
GOOD HOUSEKEEPING	16487	12026	20.6	72.9	101	4588	24.2	27.8	119	10090	23.2	61.2	114	2715	22.0	16.5	108
HARPER'S BAZAAR	2423	1712	2.9	70.7	98	621	3.3	25.6	110	1339	3.1	55.3	103	502	4.1	20.7	136
HEALTH	1994	1353	2.3	67.9	94	526	2.8	26.4	113	1175	2.7	58.9	110	393	3.2	19.7	129
HEARST MAG CORP. BUY (GROSS)	44101	31122	53.4	70.6	98	12277	64.9	27.8	119	27127	62.4	61.5	115	7840	63.5	17.8	117
HEARST MAN POWER (GROSS)	1993	1366	2.3	68.5	95	726	3.8	36.4	156	1258	2.9	63.1	118	390	3.2	19.6	128
HEARST WOMAN POWER (GROSS)	31274	22297	38.2	71.3	99	8509	45.0	27.2	116	19291	44.4	61.7	115	5276	42.8	16.9	111
HOUSE BEAUTIFUL	3623	2517	4.3	69.5	96	989	5.2	27.3	117	2169	5.0	59.9	111	725	5.9	20.0	131
INC.	283	*180	0.3	63.6	88	**70	0.4	24.7	106	*178	0.4	62.9	117	**85	0.7	30.0	197
JET	2928	2204	3.8	75.3	105	396	2.1	13.5	58	1288	3.0	44.0	82	335	2.7	11.4	75
LADIES' HOME JOURNAL	11918	8561	14.7	71.8	100	2992	15.8	25.1	107	7241	16.7	60.8	113	2107	17.1	17.7	116
LHJ FAMILY GRP COMBO(GROSS)	16764	11995	20.6	71.6	99	4186	22.1	25.0	107	10195	23.4	60.8	113	3025	24.5	18.0	118
LIFE	4254	2939	5.0	69.1	96	1239	6.5	29.1	125	2463	5.7	57.9	108	721	5.8	16.9	111
L.A. TIMES HOME MAGAZINE	1145	455	0.8	39.7	55	*169	0.9	14.8	63	739	1.7	64.5	120	401	3.3	35.0	230
MADEMOISELLE	2884	2047	3.5	71.0	99	699	3.7	24.2	104	1620	3.7	56.2	105	665	5.4	23.1	151
MC CALL'S	13460	9568	16.4	71.1	99	3605	19.0	26.8	115	8190	18.8	60.8	113	2345	19.0	17.4	114
MC CALL'S/WRK MOTHER (GROSS)	14606	10483	18.0	71.8	100	3919	20.7	26.8	115	8903	20.5	61.0	114	2569	20.8	17.6	115
MECHANIX ILLUSTRATED	772	508	0.9	65.8	91	*270	1.4	35.0	150	527	1.2	68.3	127	*195	1.6	25.3	166
METROPOLITAN HOME	967	622	1.1	64.3	89	304	1.6	31.4	135	579	1.3	59.9	112	248	2.0	25.6	168
MONEY	1588	1012	1.7	63.7	88	425	2.2	26.8	115	980	2.3	61.7	115	384	3.1	24.2	159
MOTHER EARTH NEWS	1002	607	1.0	60.6	84	*240	1.3	24.0	102	684	1.6	68.3	127	*249	2.0	24.9	163
MS.	825	530	0.9	64.2	89	*167	0.9	20.2	87	565	1.3	68.5	128	*147	1.2	17.8	117
NATIONAL ENQUIRER	10336	7914	13.6	76.6	106	2039	10.8	19.7	84	5301	12.2	51.3	96	1368	11.1	13.2	87
NATIONAL GEOGRAPHIC	9597	6025	10.3	62.8	87	2915	15.4	30.4	130	6317	14.5	65.8	123	1993	16.2	20.8	136
NATIONAL SUNDAY MAGAZINE PKG	49558	35169	60.3	71.0	99	13453	71.1	27.1	116	28221	64.9	56.9	106	8126	65.9	16.4	108
NATURAL HISTORY	573	327	0.6	57.1	79	*153	0.8	26.7	114	367	0.8	64.0	119	*95	0.8	16.6	109
NEW WOMAN	1699	1101	1.9	64.8	90	412	2.2	24.2	104	1061	2.4	62.4	116	322	2.6	19.0	124
NEW YORK INCLUDING CUE	443	223	0.4	50.3	70	221	1.2	49.9	213	277	0.6	62.5	116	*113	0.9	25.5	167
THE NEW YORKER	1270	723	1.2	56.9	79	472	2.5	37.2	159	779	1.8	61.3	114	299	2.4	23.5	155
NEWSWEEK	6277	4019	6.9	64.0	89	1871	9.9	29.8	128	3904	9.0	62.2	116	1023	8.3	16.3	107
THE N.Y. TIMES DAILY EDITION	1205	779	1.3	64.6	90	628	3.3	52.1	223	612	1.4	50.8	95	278	2.3	23.1	151
THE N.Y. TIMES MAGAZINE	2081	1307	2.2	62.8	87	1099	5.8	52.8	226	1108	2.5	53.2	99	526	4.3	25.3	166
OMNI	788	490	0.8	62.2	86	*224	1.2	28.4	122	564	1.3	71.6	133	*169	1.4	21.4	141
ON CABLE	1158	906	1.6	78.2	109	*235	1.2	20.3	87	684	1.6	59.1	110	*180	1.5	15.5	102
1001 HOME IDEAS	2852	2080	3.6	72.9	101	667	3.5	23.4	100	1779	4.1	62.4	116	525	4.3	18.4	121
ORGANIC GARDENING	1658	1025	1.8	61.8	86	427	2.3	25.8	110	1147	2.6	69.2	129	*286	2.3	17.2	113
OUTDOOR LIFE	896	682	1.2	76.1	106	*178	0.9	19.9	85	449	1.0	50.1	93	*128	1.0	14.3	94
PARADE MAGAZINE	24275	17304	29.7	71.3	99	6828	36.1	28.1	120	13545	31.1	55.8	104	3936	31.9	16.2	106

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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BREAD - TYPES
(FEMALE HOMEMAKERS)

0175
P-19

	TOTAL U.S. '000	WHITE A '000	WHITE B % DOWN	WHITE C % ACROSS	WHITE D INDX	RYE OR PUMPERNICKEL A '000	RYE OR PUMPERNICKEL B % DOWN	RYE OR PUMPERNICKEL C % ACROSS	RYE OR PUMPERNICKEL D INDX	WHOLE WHEAT A '000	WHOLE WHEAT B % DOWN	WHOLE WHEAT C % ACROSS	WHOLE WHEAT D INDX	OTHER A '000	OTHER B % DOWN	OTHER C % ACROSS	OTHER D INDX
TOTAL FEMALE HOMEMAKERS	80986	58331	100.0	72.0	100	18926	100.0	23.4	100	43486	100.0	53.7	100	12338	100.0	15.2	100
PARENTS	3845	3001	5.1	78.0	108	785	4.1	20.4	87	2416	5.6	62.8	117	508	4.1	13.2	87
PENTHOUSE	831	528	0.9	63.5	88	*186	1.0	22.4	96	441	1.0	53.1	99	**148	1.2	17.8	117
PEOPLE	11645	8026	13.8	68.9	96	2913	15.4	25.0	107	7027	16.2	60.3	112	2076	16.8	17.8	117
PLAYBOY	2006	1362	2.3	67.9	94	476	2.5	23.7	102	1086	2.5	54.1	101	290	2.4	14.5	95
POPULAR HOT RODDING	297	*223	0.4	75.1	104	**38	0.2	12.8	55	*179	0.4	60.3	112	**42	0.3	14.1	93
POPULAR MECHANICS	1018	680	1.2	66.8	93	473	2.5	46.5	199	693	1.6	68.1	127	*206	1.7	20.2	133
POPULAR SCIENCE	878	512	0.9	58.3	81	*253	1.3	28.8	123	572	1.3	65.1	121	*266	2.2	30.3	199
PREVENTION	3913	2279	3.9	58.2	81	1202	6.4	30.7	131	2651	6.1	67.7	126	857	6.9	21.9	144
PSYCHOLOGY TODAY	1710	1206	2.1	70.5	98	526	2.8	30.8	132	1098	2.5	64.2	120	315	2.6	18.4	121
READER'S DIGEST	22204	15562	26.7	70.1	97	5383	28.4	24.2	104	13369	30.7	60.2	112	3558	28.8	16.0	105
REDBOOK	7684	5567	9.5	72.4	101	2015	10.6	26.2	112	4854	11.2	63.2	118	1334	10.8	17.4	114
ROAD & TRACK	410	*265	0.5	64.6	90	**141	0.7	34.4	147	*232	0.5	56.6	105	**115	0.9	28.0	184
ROLLING STONE	969	668	1.1	68.9	96	302	1.6	31.2	133	634	1.5	65.4	122	*198	1.6	20.4	134
RUNNER'S WORLD	298	*196	0.3	65.8	91	**114	0.6	38.3	164	*226	0.5	75.8	141	**86	0.7	28.9	189
SATURDAY EVENING POST	1169	786	1.3	67.2	93	340	1.8	29.1	124	691	1.6	59.1	110	*167	1.4	14.3	94
SCIENCE 84	587	313	0.5	53.3	74	*206	1.1	35.1	150	484	1.1	82.5	154	*167	1.4	28.4	187
SCIENCE DIGEST	482	287	0.5	59.5	83	*138	0.7	28.6	123	323	0.7	67.0	125	**96	0.8	19.9	131
SCIENTIFIC AMERICAN	594	326	0.6	54.9	76	*161	0.9	27.1	116	433	1.0	72.9	136	*110	0.9	18.5	122
SELF	2089	1437	2.5	68.8	96	483	2.6	23.1	99	1338	3.1	64.0	119	368	3.0	17.6	116
SEVENTEEN	2411	2002	3.4	83.0	115	634	3.3	26.3	113	1289	3.0	53.5	100	360	2.9	14.9	98
SKI	480	330	0.6	68.8	95	*147	0.8	30.6	131	276	0.6	57.5	107	**121	1.0	25.2	165
SMITHSONIAN	2760	1505	2.6	54.5	76	945	5.0	34.2	147	1782	4.1	64.6	120	676	5.5	24.5	161
SOAP OPERA DIGEST	3013	2399	4.1	79.6	111	645	3.4	21.4	92	1492	3.4	49.5	92	433	3.5	14.4	94
SOUTHERN LIVING	4184	2925	5.0	69.9	97	1041	5.5	24.9	106	2483	5.7	59.3	111	578	4.7	13.8	91
SPORT	559	410	0.7	73.3	102	**127	0.7	22.7	97	290	0.7	51.9	97	**106	0.9	19.0	124
THE SPORTING NEWS	436	*367	0.6	84.2	117	**113	0.6	25.9	111	*296	0.7	67.9	126	**41	0.3	9.4	62
SPORTS AFIELD	493	399	0.7	80.9	112	*115	0.6	23.3	100	243	0.6	49.3	92	**88	0.7	17.8	117
SPORTS ILLUSTRATED	2758	1949	3.3	70.7	98	930	4.9	33.7	144	1733	4.0	62.8	117	525	4.3	19.0	125
STAR	7456	5775	9.9	77.5	108	1815	9.6	24.3	104	3636	8.4	48.8	91	975	7.9	13.1	86
SUNDAY	24936	17820	30.5	71.5	99	7709	40.7	30.9	132	13845	31.8	55.5	103	4179	33.9	16.8	110
SUNSET	2124	946	1.6	44.5	62	399	2.1	18.8	80	1727	4.0	81.3	151	536	4.3	25.2	166
TV GUIDE	21661	16059	27.5	74.1	103	4820	25.5	22.3	95	11610	26.7	53.6	100	3636	29.5	16.8	110
TENNIS	550	392	0.7	71.3	99	**118	0.6	21.5	92	352	0.8	64.0	119	**117	0.9	21.3	140
TIME	8880	5872	10.1	66.1	92	2578	13.6	29.0	124	5457	12.5	61.5	114	1724	14.0	19.4	127
TOWN & COUNTRY	917	591	1.0	64.4	89	287	1.5	31.3	134	634	1.5	69.1	129	241	2.0	26.3	173
TRAVEL & LEISURE	972	548	0.9	56.4	78	351	1.9	36.1	155	646	1.5	66.5	124	*228	1.8	23.5	154
TRUE STORY	3356	2732	4.7	81.4	113	477	2.5	14.2	61	1446	3.3	43.1	80	474	3.8	14.1	93
U.S.NEWS & WORLD REPORT	3410	2195	3.8	64.4	89	1067	5.6	31.3	134	2343	5.4	68.7	128	562	4.6	16.5	108
USA TODAY	1759	1215	2.1	69.1	96	526	2.8	29.9	128	1182	2.7	67.2	125	405	3.3	23.0	151
US	1873	1416	2.4	75.6	105	387	2.0	20.7	88	1151	2.6	61.5	114	352	2.9	18.8	123
VOGUE	3909	2555	4.4	65.4	91	1017	5.4	26.0	111	2216	5.1	56.7	106	689	5.6	17.6	116
WALL STREET JOURNAL	1886	1169	2.0	62.0	86	653	3.5	34.6	148	1144	2.6	60.7	113	417	3.4	22.1	145
WEIGHT WATCHERS	2120	1482	2.5	69.9	97	494	2.6	23.3	100	1281	2.9	60.4	113	463	3.8	21.8	143
WOMAN'S DAY	14172	10342	17.7	73.0	101	4181	22.1	29.5	126	8616	19.8	60.8	113	2505	20.3	17.7	116
WORKING MOTHER	1146	915	1.6	79.8	111	314	1.7	27.4	117	713	1.6	62.2	116	*224	1.8	19.5	128
WORKING WOMAN	1322	873	1.5	66.0	92	243	1.3	18.4	79	850	2.0	64.3	120	264	2.1	20.0	131
WORLD TENNIS	*163	**92	0.2	56.4	78	**12	0.1	7.4	32	**117	0.3	71.8	134	**65	0.5	39.9	262
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1633	2.8	64.5	90	681	3.6	26.9	115	1496	3.4	59.1	110	495	4.0	19.5	128
BLAIR INSERTS	43657	30864	52.9	70.7	98	12795	67.6	29.3	125	24663	56.7	56.5	105	7353	59.6	16.8	111
DAILY NEWSPAPERS																	
READ ANY	51633	36784	63.1	71.2	99	14078	74.4	27.3	117	28919	66.5	56.0	104	8261	67.0	16.0	105
READ ONE	43463	30996	53.1	71.3	99	11527	60.9	26.5	113	24181	55.6	55.6	104	6814	55.2	15.7	103
READ TWO OR MORE	8170	5788	9.9	70.8	98	2552	13.5	31.2	134	4738	10.9	58.0	108	1447	11.7	17.7	116
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	37451	64.2	71.1	99	14497	76.6	27.5	118	29908	68.8	56.8	106	8560	69.4	16.2	107
READ ONE	46126	32781	56.2	71.1	99	12206	64.5	26.5	113	25886	59.5	56.1	105	7332	59.4	15.9	104
READ TWO OR MORE	6552	4670	8.0	71.3	99	2291	12.1	35.0	150	4022	9.2	61.4	114	1229	10.0	18.8	123
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.95				28.74				28.27				29.65			
30 DAY REACH	71455	51277	87.9	71.8	100	17072	90.2	23.9	102	38880	89.4	54.4	101	11061	89.6	15.5	102
50 SHWG - 30 DAY AV FREQ	14.56	14.75				15.22				14.90				15.55			
30 DAY REACH	67742	48682	83.5	71.9	100	16149	85.3	23.8	102	36961	85.0	54.6	102	10589	85.8	15.6	103
25 SHWG - 30 DAY AV FREQ	7.94	8.04				8.19				8.10				8.36			
30 DAY REACH	62117	44657	76.6	71.9	100	14996	79.2	24.1	103	33994	78.2	54.7	102	9827	79.6	15.8	104
CABLE TV: HOME WIRED	32077	23556	40.4	73.4	102	8065	42.6	25.1	108	18578	42.7	57.9	108	5387	43.7	16.8	110
HOME NOT WIRED	48909	34775	59.6	71.1	99	10861	57.4	22.2	95	24908	57.3	50.9	95	6950	56.3	14.2	93
HAVE PAY CABLE	15935	12197	20.9	76.5	106	4458	23.6	28.0	120	9305	21.4	58.4	109	2952	23.9	18.5	122

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BREAD - TYPES
(FEMALE HOMEMAKERS)

0176
P-19

	TOTAL U.S. '000	WHITE A '000	WHITE B % DOWN	WHITE C % ACROSS	WHITE D INDX	RYE OR PUMPERNICKEL A '000	RYE OR PUMPERNICKEL B % DOWN	RYE OR PUMPERNICKEL C % ACROSS	RYE OR PUMPERNICKEL D INDX	WHOLE WHEAT A '000	WHOLE WHEAT B % DOWN	WHOLE WHEAT C % ACROSS	WHOLE WHEAT D INDX	OTHER A '000	OTHER B % DOWN	OTHER C % ACROSS	OTHER D INDX
TOTAL FEMALE HOMEMAKERS	80986	58331	100.0	72.0	100	18926	100.0	23.4	100	43486	100.0	53.7	100	12338	100.0	15.2	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	31596	54.2	71.9	100	10763	56.9	24.5	105	24639	56.7	56.1	104	6687	54.2	15.2	100
10:00 AM - 3:00 PM	30659	22159	38.0	72.3	100	7587	40.1	24.7	106	16771	38.6	54.7	102	4675	37.9	15.2	100
3:00 PM - 7:00 PM	31045	22380	38.4	72.1	100	7022	37.1	22.6	97	17539	40.3	56.5	105	4904	39.7	15.8	104
7:00 PM - MIDNIGHT	15767	11190	19.2	71.0	99	3553	18.8	22.5	96	8864	20.4	56.2	105	2417	19.6	15.3	101
MIDNIGHT - 6:00 AM	9120	6487	11.1	71.1	99	2024	10.7	22.2	95	5337	12.3	58.5	109	1496	12.1	16.4	108
6:00 AM - MIDNIGHT	58527	42246	72.4	72.2	100	13955	73.7	23.8	102	32331	74.3	55.2	103	8969	72.7	15.3	101
ENTIRE DAY	59311	42823	73.4	72.2	100	14132	74.7	23.8	102	32836	75.5	55.4	103	9129	74.0	15.4	101
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	11661	20.0	72.1	100	4167	22.0	25.8	110	9678	22.3	59.8	111	2690	21.8	16.6	109
ALL NEWS	2256	1364	2.3	60.5	84	767	4.1	34.0	145	1180	2.7	52.3	97	434	3.5	19.2	126
AOR/PROGRESSIVE	3874	2711	4.6	70.0	97	1137	6.0	29.3	126	2415	5.6	62.3	116	715	5.8	18.5	121
BEAUTIFUL MUSIC	5660	4012	6.9	70.9	98	1409	7.4	24.9	107	3174	7.3	56.1	104	922	7.5	16.3	107
BLACK	2204	1671	2.9	75.8	105	363	1.9	16.5	70	840	1.9	38.1	71	314	2.5	14.2	94
CLASSICAL	1418	928	1.6	65.4	91	394	2.1	27.8	119	880	2.0	62.1	116	302	2.4	21.3	140
CHR/ROCK	9538	7312	12.5	76.7	106	2234	11.8	23.4	100	5236	12.0	54.9	102	1367	11.1	14.3	94
COUNTRY	12648	9539	16.4	75.4	105	2564	13.5	20.3	87	6533	15.0	51.7	96	1638	13.3	13.0	85
GOLDEN OLDIES	1191	894	1.5	75.1	104	238	1.3	20.0	86	614	1.4	51.6	96	*155	1.3	13.0	85
MOR/NOSTALGIA	4757	3367	5.8	70.8	98	1275	6.7	26.8	115	2818	6.5	59.2	110	913	7.4	19.2	126
NEWS/TALK	3863	2499	4.3	64.7	90	1107	5.8	28.7	123	2283	5.2	59.1	110	637	5.2	16.5	108
RELIGIOUS	3084	2173	3.7	70.5	98	694	3.7	22.5	96	1651	3.8	53.5	100	381	3.1	12.4	81
SOFT ROCK	521	401	0.7	77.0	107	*143	0.8	27.4	117	266	0.6	51.1	95	**57	0.5	10.9	72
URBAN CONTEMPORARY	1585	1253	2.1	79.1	110	292	1.5	18.4	79	679	1.6	42.8	80	199	1.6	12.6	82
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	2617	4.5	80.3	111	730	3.9	22.4	96	1634	3.8	50.1	93	459	3.7	14.1	92
ABC DIRECTION	2316	1738	3.0	75.0	104	726	3.8	31.3	134	1157	2.7	50.0	93	423	3.4	18.3	120
ABC ENTERTAINMENT	4834	3480	6.0	72.0	100	1318	7.0	27.3	117	2546	5.9	52.7	98	801	6.5	16.6	109
ABC FM	2202	1836	3.1	83.4	116	472	2.5	21.4	92	1163	2.7	52.8	98	283	2.3	12.9	84
ABC INFORMATION	5425	3579	6.1	66.0	92	1360	7.2	25.1	107	3258	7.5	60.1	112	902	7.3	16.6	109
ABC ROCK	1677	1322	2.3	78.8	109	583	3.1	34.8	149	1035	2.4	61.7	115	367	3.0	21.9	144
CBS	4430	2783	4.8	62.8	87	1083	5.7	24.4	105	2634	6.1	59.5	111	763	6.2	17.2	113
MUTUAL	4992	3852	6.6	77.2	107	1385	7.3	27.7	119	2905	6.7	58.2	108	867	7.0	17.4	114
NBC	4679	3407	5.8	72.8	101	1372	7.2	29.3	125	2548	5.9	54.5	101	803	6.5	17.2	113
RADIORADIO	1994	1496	2.6	75.0	104	518	2.7	26.0	111	1184	2.7	59.4	111	*182	1.5	9.1	60
RKO ONE	2298	1726	3.0	75.1	104	408	2.2	17.8	76	1295	3.0	56.4	105	350	2.8	15.2	100
RKO TWO	3311	2436	4.2	73.6	102	838	4.4	25.3	108	1672	3.8	50.5	94	526	4.3	15.9	104
THE SOURCE	2114	1553	2.7	73.5	102	575	3.0	27.2	116	1130	2.6	53.5	100	*237	1.9	11.2	74
NON-WIRED : BLAIR	8654	6452	11.1	74.6	104	1778	9.4	20.5	88	4895	11.3	56.6	105	1330	10.8	15.4	101
INTERNET	12025	8695	14.9	72.3	100	3057	16.2	25.4	109	6792	15.6	56.5	105	1854	15.0	15.4	101
KATZ RADIO GROUP	15359	10741	18.4	69.9	97	4092	21.6	26.6	114	9024	20.8	58.8	109	2658	21.5	17.3	114
SUPERNET	10628	7712	13.2	72.6	101	2518	13.3	23.7	101	5959	13.7	56.1	104	1667	13.5	15.7	103
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	6064	10.4	70.0	97	1856	9.8	21.4	92	4660	10.7	53.8	100	1226	9.9	14.2	93
WKDAY 9:00 AM - 1:00 PM	12163	9109	15.6	74.9	104	2462	13.0	20.2	87	5960	13.7	49.0	91	1648	13.4	13.5	89
WKDAY 1:00 PM - 4:30 PM	16150	12295	21.1	76.1	106	3333	17.6	20.6	88	7601	17.5	47.1	88	2168	17.6	13.4	88
WKDAY 4:30 PM - 7:30 PM	22463	16151	27.7	71.9	100	5154	27.2	22.9	98	11366	26.1	50.6	94	3337	27.0	14.9	98
WKDAY 7:30 PM - 8:00 PM	31795	22840	39.2	71.8	100	7556	39.9	23.8	102	16128	37.1	50.7	94	4753	38.5	14.9	98
WKDAY 11:00 PM - 11:30 PM	23977	17784	30.5	74.2	103	5831	30.8	24.3	104	12580	28.9	52.5	98	3533	28.6	14.7	97
WKDAY 11:30 PM - 1:00 AM	7703	5949	10.2	77.2	107	1785	9.4	23.2	99	3877	8.9	50.3	94	1154	9.4	15.0	98
M-SAT 8-11 PM+SUN 7-11 PM	33800	24699	42.3	73.1	101	8302	43.9	24.6	105	17745	40.8	52.5	98	5131	41.6	15.2	100
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	5109	8.8	78.1	108	1331	7.0	20.4	87	3243	7.5	49.6	92	870	7.1	13.3	87
ANOTHER WORLD N	4620	3456	5.9	74.8	104	1031	5.4	22.3	95	2033	4.7	44.0	82	578	4.7	12.5	82
AS THE WORLD TURNS C	5614	4224	7.2	75.2	104	1039	5.5	18.5	79	2597	6.0	46.3	86	728	5.9	13.0	85
CAPITOL C	3396	2574	4.4	75.8	105	639	3.4	18.8	81	1501	3.5	44.2	82	409	3.3	12.0	79
CBS MORN. NEWS 1 C	1446	924	1.6	63.9	89	265	1.4	18.3	78	690	1.6	47.7	89	136	1.1	9.4	62
CBS MORN. NEWS 2 C	1207	762	1.3	63.1	88	232	1.2	19.2	82	620	1.4	51.4	96	136	1.1	11.3	74
DAYS OF OUR LIVES N	5877	4339	7.4	73.8	103	1325	7.0	22.5	96	2931	6.7	49.9	93	849	6.9	14.4	95
FACTS OF LIFE - DAYTIME N	2290	1729	3.0	75.5	105	386	2.0	16.9	72	971	2.2	42.4	79	309	2.5	13.5	89
FAMILY FEUD A	3023	2281	3.9	75.5	105	440	2.3	14.6	62	1357	3.1	44.9	84	424	3.4	14.0	92
GENERAL HOSPITAL A	6097	4801	8.2	78.7	109	1284	6.8	21.1	90	2855	6.6	46.8	87	742	6.0	12.2	80
GOOD MORNING, AMERICA-730 A	3515	2569	4.4	73.1	101	807	4.3	23.0	98	1933	4.4	55.0	102	623	5.0	17.7	116
GOOD MORNING, AMERICA-830 A	2818	1995	3.4	70.8	98	700	3.7	24.8	106	1620	3.7	57.5	107	411	3.3	14.6	96
GUIDING LIGHT C	5339	3994	6.8	74.8	104	1148	6.1	21.5	92	2465	5.7	46.2	86	786	6.4	14.7	97
ONE LIFE TO LIVE A	4478	3524	6.0	78.7	109	816	4.3	18.2	78	2174	5.0	48.5	90	556	4.5	12.4	81
PRESS YOUR LUCK C	2244	1733	3.0	77.2	107	512	2.7	22.8	98	1108	2.5	49.4	92	269	2.2	12.0	79
PRICE IS RIGHT 1 C	4348	3354	5.7	77.1	107	873	4.6	20.1	86	1940	4.5	44.6	83	476	3.9	10.9	72
PRICE IS RIGHT 2 C	5014	3859	6.6	77.0	107	1017	5.4	20.3	87	2241	5.2	44.7	83	565	4.6	11.3	74
RYAN'S HOPE A	3150	2502	4.3	79.4	110	846	4.5	26.9	115	1449	3.3	46.0	86	382	3.1	12.1	80
SALE OF THE CENTURY N	2695	2037	3.5	75.6	105	439	2.3	16.3	70	1056	2.4	39.2	73	357	2.9	13.2	87
SEARCH FOR TOMORROW N	2319	1755	3.0	75.7	105	395	2.1	17.0	73	1082	2.5	46.7	87	344	2.8	14.8	97
TODAY SHOW 1 N	2693	1801	3.1	66.9	93	635	3.4	23.6	101	1405	3.2	52.2	97	322	2.6	12.0	78
TODAY SHOW 2 N	2498	1679	2.9	67.2	93	572	3.0	22.9	98	1213	2.8	48.6	90	363	2.9	14.5	95
$25,000 PYRAMID C	2753	2061	3.5	74.9	104	687	3.6	25.0	107	1234	2.8	44.8	83	297	2.4	10.8	71
WHEEL OF FORTUNE N	4388	3285	5.6	74.9	104	805	4.3	18.3	79	2120	4.9	48.3	90	625	5.1	14.2	93
YOUNG AND THE RESTLESS C	5695	4383	7.5	77.0	107	876	4.6	15.4	66	2486	5.7	43.7	81	660	5.3	11.6	76
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	1262	2.2	71.7	100	429	2.3	24.4	104	912	2.1	51.8	97	311	2.5	17.7	116
NBA PLAYOFF GAME -1 C	1136	801	1.4	70.5	98	244	1.3	21.5	92	529	1.2	46.6	87	147	1.2	12.9	85
NBC MAJOR LEAGUE PRE-GAME N	953	700	1.2	73.5	102	**126	0.7	13.2	57	447	1.0	46.9	87	*166	1.3	17.4	114
SPORTSWORLD - SUN N	1233	961	1.6	77.9	108	264	1.4	21.4	92	606	1.4	49.1	92	*115	0.9	9.3	61
SUNDAY MORNING C	1611	1034	1.8	64.2	89	424	2.2	26.3	113	902	2.1	56.0	104	198	1.6	12.3	81

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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BREAD - TYPES
(FEMALE HOMEMAKERS)

0177
P-19

		TOTAL U.S. '000	WHITE A '000	WHITE B % DOWN	WHITE C % ACROSS	WHITE D INDX	RYE OR PUMPERNICKEL A '000	RYE OR PUMPERNICKEL B % DOWN	RYE OR PUMPERNICKEL C % ACROSS	RYE OR PUMPERNICKEL D INDX	WHOLE WHEAT A '000	WHOLE WHEAT B % DOWN	WHOLE WHEAT C % ACROSS	WHOLE WHEAT D INDX	OTHER A '000	OTHER B % DOWN	OTHER C % ACROSS	OTHER D INDX
TOTAL FEMALE HOMEMAKERS		80986	58331	100.0	72.0	100	18926	100.0	23.4	100	43486	100.0	53.7	100	12338	100.0	15.2	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	18387	31.5	70.5	98	6002	31.7	23.0	99	13040	30.0	50.0	93	3666	29.7	14.1	92
NETWORK AFFILIATES - LATE		20261	14910	25.6	73.6	102	4802	25.4	23.7	101	10727	24.7	52.9	99	2916	23.6	14.4	94
INDEPENDENTS - LATE		2076	1327	2.3	63.9	89	695	3.7	33.5	143	1131	2.6	54.5	101	433	3.5	20.9	137
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	8097	13.9	77.5	108	2350	12.4	22.5	96	5023	11.6	48.1	89	1321	10.7	12.6	83
ABC MONDAY NIGHT MOVIE	A	6412	4675	8.0	72.9	101	1629	8.6	25.4	109	3358	7.7	52.4	98	1071	8.7	16.7	110
ABC SUNDAY NIGHT MOVIE	A	12407	8794	15.1	70.9	98	3110	16.4	25.1	107	6617	15.2	53.3	99	1940	15.7	15.6	103
ABC WORLD NEWS TONIGHT	A	6176	4350	7.5	70.4	98	1430	7.6	23.2	99	3106	7.1	50.3	94	882	7.1	14.3	94
AFTERMASH	C	5863	4189	7.2	71.4	99	1487	7.9	25.4	109	2980	6.9	50.8	95	853	6.9	14.5	95
ALICE	C	9594	6932	11.9	72.3	100	2293	12.1	23.9	102	4861	11.2	50.7	94	1503	12.2	15.7	103
AMERICAN PARADE	C	6622	4746	8.1	71.7	100	1516	8.0	22.9	98	3388	7.8	51.2	95	957	7.8	14.5	95
BENSON	A	10886	7710	13.2	70.8	98	2781	14.7	25.5	109	5759	13.2	52.9	99	1718	13.9	15.8	104
BLUE THUNDER	A	5036	3596	6.2	71.4	99	1106	5.8	22.0	94	2763	6.4	54.9	102	773	6.3	15.3	101
CAGNEY & LACEY	C	9965	7452	12.8	74.8	104	2458	13.0	24.7	106	5364	12.3	53.8	100	1502	12.2	15.1	99
CBS EVENING NEWS-DEAN	C	3491	2276	3.9	65.2	91	883	4.7	25.3	108	1942	4.5	55.6	104	515	4.2	14.8	97
CBS EVENING NEWS-RATHER	C	7123	4968	8.5	69.7	97	1655	8.7	23.2	99	3847	8.8	54.0	101	990	8.0	13.9	91
CBS SAT. NEWS-SCHIEFFER	C	3621	2296	3.9	63.4	88	642	3.4	17.7	76	1970	4.5	54.4	101	565	4.6	15.6	102
CBS SATURDAY NIGHT MOVIE	C	5436	3988	6.8	73.4	102	1353	7.1	24.9	107	2823	6.5	51.9	97	816	6.6	15.0	99
CBS WEDNESDAY NIGHT MOVIE	C	6100	4446	7.6	72.9	101	1353	7.1	22.2	95	3184	7.3	52.2	97	1012	8.2	16.6	109
CHEERS	N	8889	6639	11.4	74.7	104	2399	12.7	27.0	115	5021	11.5	56.5	105	1328	10.8	14.9	98
DALLAS	C	22109	15898	27.3	71.9	100	5335	28.2	24.1	103	11790	27.1	53.3	99	2967	24.0	13.4	88
DIFF'RENT STROKES	N	6940	5155	8.8	74.3	103	1519	8.0	21.9	94	3245	7.5	46.8	87	960	7.8	13.8	91
DOUBLE TROUBLE	N	7223	5533	9.5	76.6	106	1473	7.8	20.4	87	3841	8.8	53.2	99	1113	9.0	15.4	101
DUCK FACTORY	N	5595	4253	7.3	76.0	106	1298	6.9	23.2	99	2935	6.7	52.5	98	833	6.8	14.9	98
DUKES OF HAZZARD	C	5768	4271	7.3	74.0	103	1165	6.2	20.2	86	2692	6.2	46.7	87	802	6.5	13.9	91
DYNASTY	A	20053	14944	25.6	74.5	103	4300	22.7	21.4	92	10198	23.5	50.9	95	2623	21.3	13.1	86
FACTS OF LIFE	N	8087	6063	10.4	75.0	104	1760	9.3	21.8	93	4224	9.7	52.2	97	1284	10.4	15.9	104
FALCON CREST	C	20046	14546	24.9	72.6	101	4672	24.7	23.3	100	10524	24.2	52.5	98	2771	22.5	13.8	91
FALL GUY	A	9084	6838	11.7	75.3	105	2030	10.7	22.3	96	4670	10.7	51.4	96	1272	10.3	14.0	92
FAMILY TIES	N	7964	6095	10.4	76.5	106	1827	9.7	22.9	98	3949	9.1	49.6	92	1165	9.4	14.6	96
FANTASY ISLAND	A	7687	5576	9.6	72.5	101	1807	9.5	23.5	101	3721	8.6	48.4	90	1179	9.6	15.3	101
FOULUPS,BLEEPS & BLUNDERS	A	8861	6545	11.2	73.9	103	2086	11.0	23.5	101	4738	10.9	53.5	100	1275	10.3	14.4	94
FOUR SEASONS	C	5095	3749	6.4	73.6	102	1392	7.4	27.3	117	2631	6.1	51.6	96	746	6.0	14.6	96
GIMME A BREAK	N	8838	6737	11.5	76.2	106	2022	10.7	22.9	98	4007	9.2	45.3	84	1195	9.7	13.5	89
HART TO HART	A	8978	6324	10.8	70.4	98	2006	10.6	22.3	96	4640	10.7	51.7	96	1374	11.1	15.3	100
HILL STREET BLUES	N	8590	6282	10.8	73.1	102	2455	13.0	28.6	122	4777	11.0	55.6	104	1327	10.8	15.4	101
HOTEL	A	14085	10577	18.1	75.1	104	3226	17.0	22.9	98	7256	16.7	51.5	96	2067	16.8	14.7	96
JEFFERSONS	C	9360	6875	11.8	73.5	102	2204	11.6	23.5	101	4600	10.6	49.1	92	1436	11.6	15.3	101
JENNIFER SLEPT HERE	N	5841	4479	7.7	76.7	106	1293	6.8	22.1	95	2850	6.6	48.8	91	858	7.0	14.7	96
KATE & ALLIE	C	9206	6931	11.9	75.3	105	2339	12.4	25.4	109	4813	11.1	52.3	97	1371	11.1	14.9	98
KNIGHT RIDER	N	7076	5303	9.1	74.9	104	1491	7.9	21.1	90	3808	8.8	53.8	100	1034	8.4	14.6	96
LOVE BOAT	A	12219	8773	15.0	71.8	100	2842	15.0	23.3	100	5898	13.6	48.3	90	1757	14.2	14.4	94
MAGNUM PI	C	11199	8103	13.9	72.4	100	2503	13.2	22.4	96	6083	14.0	54.3	101	1709	13.9	15.3	100
MAMA'S FAMILY	N	6057	4361	7.5	72.0	100	1577	8.3	26.0	111	3280	7.5	54.2	101	879	7.1	14.5	95
MASTER, THE	N	3598	2773	4.8	77.1	107	768	4.1	21.3	91	1849	4.3	51.4	96	618	5.0	17.2	113
MATT HOUSTON	A	6344	4682	8.0	73.8	102	1571	8.3	24.8	106	3391	7.8	53.5	100	921	7.5	14.5	95
NBC MONDAY NIGHT MOVIE	N	11994	8996	15.4	75.0	104	2733	14.4	22.8	98	6315	14.5	52.7	98	1605	13.0	13.4	88
NBC NIGHTLY NEWS	N	5132	3508	6.0	68.4	95	1314	6.9	25.6	110	2724	6.3	53.1	99	799	6.5	15.6	102
NBC NIGHTLY NEWS-SAT	N	3375	2350	4.0	69.6	97	762	4.0	22.6	97	1662	3.8	49.2	92	349	2.8	10.3	68
NBC NIGHTLY NEWS-SUN	N	3130	2202	3.8	70.4	98	780	4.1	24.9	107	1562	3.6	49.9	93	433	3.5	13.8	91
NBC SUNDAY NIGHT MOVIE	N	8284	6412	11.0	77.4	107	1746	9.2	21.1	90	4256	9.8	51.4	96	1089	8.8	13.1	86
NEWHART	C	9240	6948	11.9	75.2	104	2334	12.3	25.3	108	4779	11.0	51.7	96	1352	11.0	14.6	96
ONE DAY AT A TIME	C	7288	5419	9.3	74.4	103	1719	9.1	23.6	101	3557	8.2	48.8	91	1107	9.0	15.2	100
PEOPLE ARE FUNNY	N	4855	3583	6.1	73.8	102	1191	6.3	24.5	105	2650	6.1	54.6	102	750	6.1	15.4	101
REAL PEOPLE	N	8869	6545	11.2	73.8	102	1915	10.1	21.6	92	4432	10.2	50.0	93	1289	10.4	14.5	95
REMINGTON STEELE	N	7743	5778	9.9	74.6	104	1996	10.5	25.8	110	4032	9.3	52.1	97	1120	9.1	14.5	95
RIPLEY'S BELIEVE IT - NOT	A	5345	3862	6.6	72.3	100	1276	6.7	23.9	102	3165	7.3	59.2	110	793	6.4	14.8	97
RIPTIDE	N	6988	5338	9.2	76.4	106	1593	8.4	22.8	98	3608	8.3	51.6	96	968	7.8	13.9	91
SCARECROW & MRS. KING	C	10002	7153	12.3	71.5	99	2253	11.9	22.5	96	5278	12.1	52.8	98	1446	11.7	14.5	95
SIMON & SIMON	C	10638	8077	13.8	75.9	105	2260	11.9	21.2	91	5427	12.5	51.0	95	1538	12.5	14.5	95
60 MINUTES	C	13293	9036	15.5	68.0	94	3419	18.1	25.7	110	7065	16.2	53.1	99	2124	17.2	16.0	105
ST. ELSEWHERE	N	7017	5299	9.1	75.5	105	1702	9.0	24.3	104	3771	8.7	53.7	100	1013	8.2	14.4	95
THREE'S COMPANY	A	10917	7842	13.4	71.8	100	2480	13.1	22.7	97	5744	13.2	52.6	98	1716	13.9	15.7	103
T.J. HOOKER	A	9204	6583	11.3	71.5	99	2307	12.2	25.1	107	4705	10.8	51.1	95	1397	11.3	15.2	100
TONIGHT SHOW	N	2372	1660	2.8	70.0	97	608	3.2	25.6	110	1273	2.9	53.7	100	430	3.5	18.1	119
TRAPPER JOHN, M.D.	C	9846	7406	12.7	75.2	104	2585	13.7	26.3	112	4796	11.0	48.7	91	1490	12.1	15.1	99
TV BLOOPERS & PRAC. JOKES	N	9105	6716	11.5	73.8	102	2128	11.2	23.4	100	4691	10.8	51.5	96	1389	11.3	15.3	100
20/20	A	9387	6873	11.8	73.2	102	2454	13.0	26.1	112	4978	11.4	53.0	99	1501	12.2	16.0	105
WEBSTER	A	11067	7895	13.5	71.3	99	2597	13.7	23.5	100	5869	13.5	53.0	99	1785	14.5	16.1	106
WORLD NEWS - SUN	A	3062	2163	3.7	70.6	98	771	4.1	25.2	108	1520	3.5	49.6	92	541	4.4	17.7	116
YELLOW ROSE	N	4978	3760	6.4	75.5	105	1195	6.3	24.0	103	2724	6.3	54.7	102	697	5.6	14.0	92
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	6493	11.1	73.1	102	2374	12.5	26.7	114	5390	12.4	60.7	113	1432	11.6	16.1	106
BASKETBALL - COLLEGE GAMES		4080	2993	5.1	73.4	102	1029	5.4	25.2	108	2496	5.7	61.2	114	516	4.2	12.6	83
BASKETBALL - PRO GAMES		3607	2548	4.4	70.6	98	936	4.9	25.9	111	2179	5.0	60.4	113	501	4.1	13.9	91
BOWLING		3883	2840	4.9	73.1	102	1096	5.8	28.2	121	2229	5.1	57.4	107	682	5.5	17.6	115
BOXING		3928	3118	5.3	79.4	110	831	4.4	21.2	91	2159	5.0	55.0	102	*548	4.4	14.0	92
FOOTBALL - COLLEGE GAMES		6366	4696	8.1	73.8	102	1602	8.5	25.2	108	4033	9.3	63.4	118	1083	8.8	17.0	112
FOOTBALL - PRO GAMES		11300	8359	14.3	74.0	103	2658	14.0	23.5	101	7104	16.3	62.9	117	2294	18.6	20.3	133
GOLF		3378	2312	4.0	68.4	95	1096	5.8	32.4	139	2247	5.2	66.5	124	569	4.6	16.8	111
POST-SEASON COLL. FOOTBALL		4906	3587	6.1	73.1	102	1151	6.1	23.5	100	2939	6.8	59.9	112	768	6.2	15.7	103
POST-SEASON PRO FOOTBALL		6120	4455	7.6	72.8	101	1615	8.5	26.4	113	4067	9.4	66.5	124	1310	10.6	21.4	141
TENNIS		3033	2047	3.5	67.5	94	870	4.6	28.7	123	1965	4.5	64.8	121	688	5.6	22.7	149
WRESTLING - PROFESSIONAL		3344	2803	4.8	83.8	116	541	2.9	16.2	69	1426	3.3	42.6	79	*453	3.7	13.5	89

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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ENGLISH MUFFINS: BRANDS
(FEMALE HOMEMAKERS)

0178
P-19

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	OROWHEAT A '000	OROWHEAT B % DOWN	OROWHEAT C % ACROSS	OROWHEAT D INDX	PEPPERIDGE FARM A '000	PEPPERIDGE FARM B % DOWN	PEPPERIDGE FARM C % ACROSS	PEPPERIDGE FARM D INDX	THOMAS A '000	THOMAS B % DOWN	THOMAS C % ACROSS	THOMAS D INDX
TOTAL FEMALE HOMEMAKERS	80986	42280	100.0	52.2	100	3465	100.0	4.3	100	5254	100.0	6.5	100	18269	100.0	22.6	100
18 - 24	9282	4229	10.0	45.6	87	*466	13.4	5.0	117	*581	11.1	6.3	96	1569	8.6	16.9	75
25 - 34	19072	10899	25.8	57.1	109	989	28.5	5.2	121	1194	22.7	6.3	97	4886	26.7	25.6	114
35 - 44	14591	8288	19.6	56.8	109	*558	16.1	3.8	89	1113	21.2	7.6	118	3581	19.6	24.5	109
45 - 54	11345	6490	15.4	57.2	110	*451	13.0	4.0	93	813	15.5	7.2	110	2938	16.1	25.9	115
55 - 64	11635	6285	14.9	54.0	103	*537	15.5	4.6	108	678	12.9	5.8	90	2800	15.3	24.1	107
65 OR OLDER	15061	6089	14.4	40.4	77	*463	13.4	3.1	72	875	16.7	5.8	90	2495	13.7	16.6	73
18 - 34	28354	15128	35.8	53.4	102	1455	42.0	5.1	120	1776	33.8	6.3	97	6455	35.3	22.8	101
18 - 49	48339	26556	62.8	54.9	105	2245	64.8	4.6	109	3311	63.0	6.8	106	11350	62.1	23.5	104
25 - 54	45008	25677	60.7	57.0	109	1999	57.7	4.4	104	3120	59.4	6.9	107	11405	62.4	25.3	112
35 - 49	19985	11428	27.0	57.2	110	790	22.8	4.0	92	1535	29.2	7.7	118	4895	26.8	24.5	109
50 OR OLDER	32647	15724	37.2	48.2	92	1220	35.2	3.7	87	1943	37.0	6.0	92	6919	37.9	21.2	94
GRADUATED COLLEGE	11155	7569	17.9	67.9	130	894	25.8	8.0	187	952	18.1	8.5	132	3441	18.8	30.8	137
ATTENDED COLLEGE	13682	8473	20.0	61.9	119	912	26.3	6.7	156	993	18.9	7.3	112	3513	19.2	25.7	114
GRADUATED HIGH SCHOOL	33880	18434	43.6	54.4	104	1031	29.8	3.0	71	2543	48.4	7.5	116	7832	42.9	23.1	102
DID NOT GRADUATE HIGH SCHOOL	22270	7805	18.5	35.0	67	*627	18.1	2.8	66	766	14.6	3.4	53	3482	19.1	15.6	69
EMPLOYED	40306	23399	55.3	58.1	111	1995	57.6	4.9	116	2830	53.9	7.0	108	10419	57.0	25.8	115
EMPLOYED FULL-TIME	32850	18983	44.9	57.8	111	1711	49.4	5.2	122	2383	45.4	7.3	112	8484	46.4	25.8	114
EMPLOYED PART-TIME	7456	4416	10.4	59.2	113	*284	8.2	3.8	89	*448	8.5	6.0	93	1935	10.6	26.0	115
NOT EMPLOYED	40680	18881	44.7	46.4	89	1470	42.4	3.6	84	2424	46.1	6.0	92	7850	43.0	19.3	86
PROFESSIONAL/MANAGER	10392	6961	16.5	67.0	128	*699	20.2	6.7	157	844	16.1	8.1	125	3297	18.0	31.7	141
TECH/CLERICAL/SALES	17574	10718	25.4	61.0	117	830	24.0	4.7	110	1186	22.6	6.7	104	4699	25.7	26.7	119
PRECISION/CRAFT	985	551	1.3	55.9	107	**41	1.2	4.2	97	**114	2.2	11.6	178	**253	1.4	25.7	114
OTHER EMPLOYED	11354	5169	12.2	45.5	87	*424	12.2	3.7	87	687	13.1	6.1	93	2171	11.9	19.1	85
SINGLE	9863	5345	12.6	54.2	104	432	12.5	4.4	102	691	13.2	7.0	108	2658	14.5	26.9	119
MARRIED	51375	28089	66.4	54.7	105	2112	61.0	4.1	96	3438	65.4	6.7	103	12023	65.8	23.4	104
DIVORCED/SEPARATED/WIDOWED	19748	8847	20.9	44.8	86	920	26.6	4.7	109	1126	21.4	5.7	88	3587	19.6	18.2	81
PARENTS	32590	17648	41.7	54.2	104	1386	40.0	4.3	99	2239	42.6	6.9	106	7224	39.5	22.2	98
WHITE	70416	38416	90.9	54.6	104	3175	91.6	4.5	105	4591	87.4	6.5	100	16585	90.8	23.6	104
BLACK	8778	2930	6.9	33.4	64	*235	6.8	2.7	63	584	11.1	6.7	103	1208	6.6	13.8	61
OTHER	1791	934	2.2	52.1	100	**55	1.6	3.1	72	**79	1.5	4.4	68	*476	2.6	26.6	118
NORTHEAST-CENSUS	17786	13111	31.0	73.7	141	**141	4.1	0.8	19	1247	23.7	7.0	108	9409	51.5	52.9	235
NORTH CENTRAL	20741	10392	24.6	50.1	96	**10	0.3	0.0	1	1167	22.2	5.6	87	3072	16.8	14.8	66
SOUTH	27775	8833	20.9	31.8	61	683	19.7	2.5	57	2364	45.0	8.5	131	2413	13.2	8.7	39
WEST	14683	9943	23.5	67.7	130	2631	75.9	17.9	419	476	9.1	3.2	50	3375	18.5	23.0	102
NORTHEAST-MKTG.	17961	13340	31.6	74.3	142	*257	7.4	1.4	33	1182	22.5	6.6	101	9243	50.6	51.5	228
EAST CENTRAL	11885	5686	13.4	47.8	92	**6	0.2	0.1	1	711	13.5	6.0	92	2867	15.7	24.1	107
WEST CENTRAL	14090	7300	17.3	51.8	99	**101	2.9	0.7	17	829	15.8	5.9	91	1474	8.1	10.5	46
SOUTH	24081	6863	16.2	28.5	55	649	18.7	2.7	63	2162	41.1	9.0	138	1385	7.6	5.8	25
PACIFIC	12969	9090	21.5	70.1	134	2451	70.7	18.9	442	*370	7.0	2.9	44	3299	18.1	25.4	113
COUNTY SIZE A	32439	20310	48.0	62.6	120	1518	43.8	4.7	109	2329	44.3	7.2	111	10633	58.2	32.8	145
COUNTY SIZE B	24915	12688	30.0	50.9	98	1159	33.4	4.7	109	1578	30.0	6.3	98	5132	28.1	20.6	91
COUNTY SIZE C	12930	6165	14.6	47.7	91	725	20.9	5.6	131	867	16.5	6.7	103	2167	11.9	16.8	74
COUNTY SIZE D	10703	3117	7.4	29.1	56	**63	1.8	0.6	14	*480	9.1	4.5	69	*338	1.9	3.2	14
METRO CENTRAL CITY	24518	13174	31.2	53.7	103	1476	42.6	6.0	141	1558	29.7	6.4	98	5650	30.9	23.0	102
METRO SUBURBAN	35919	21582	51.0	60.1	115	1539	44.4	4.3	100	2453	46.7	6.8	105	10743	58.8	29.9	133
NON METRO	20549	7523	17.8	36.6	70	*450	13.0	2.2	51	1243	23.7	6.0	93	1876	10.3	9.1	40
TOP 5 ADI'S	18341	13001	30.7	70.9	136	844	24.4	4.6	108	1123	21.4	6.1	94	8079	44.2	44.0	195
TOP 10 ADI'S	25378	16682	39.5	65.7	126	1107	31.9	4.4	102	1652	31.4	6.5	100	9599	52.5	37.8	168
TOP 20 ADI'S	36488	22769	53.9	62.4	120	1851	53.4	5.1	119	2518	47.9	6.9	106	11855	64.9	32.5	144
HSHLD INC. $50,000 OR MORE	6612	4950	11.7	74.9	143	**296	8.5	4.5	105	*669	12.7	10.1	156	2315	12.7	35.0	155
$40,000 OR MORE	12659	9311	22.0	73.6	141	*611	17.6	4.8	113	1266	24.1	10.0	154	4623	25.3	36.5	162
$30,000 OR MORE	24698	16772	39.7	67.9	130	1239	35.8	5.0	117	2005	38.2	8.1	125	7974	43.6	32.3	143
$25,000 OR MORE	32077	21459	50.8	66.9	128	1735	50.1	5.4	126	2588	49.3	8.1	124	10075	55.1	31.4	139
$20,000 - $24,999	9144	4622	10.9	50.5	97	*409	11.8	4.5	105	690	13.1	7.5	116	1887	10.3	20.6	91
$15,000 - $19,999	8728	4500	10.6	51.6	99	*304	8.8	3.5	81	469	8.9	5.4	83	1795	9.8	20.6	91
$10,000 - $14,999	12562	5260	12.4	41.9	80	514	14.8	4.1	96	829	15.8	6.6	102	2089	11.4	16.6	74
UNDER $10,000	18475	6440	15.2	34.9	67	*503	14.5	2.7	64	678	12.9	3.7	57	2424	13.3	13.1	58
HOUSEHOLD OF 1 PERSON	11987	5307	12.6	44.3	85	472	13.6	3.9	92	658	12.5	5.5	85	2281	12.5	19.0	84
2 PEOPLE	26577	13639	32.3	51.3	98	1353	39.0	5.1	119	1659	31.6	6.2	96	5881	32.2	22.1	98
3 OR 4 PEOPLE	30617	16928	40.0	55.3	106	1146	33.1	3.7	87	2153	41.0	7.0	108	7584	41.5	24.8	110
5 OR MORE PEOPLE	11804	6407	15.2	54.3	104	*494	14.3	4.2	98	*784	14.9	6.6	102	2524	13.8	21.4	95
NO CHILD IN HSHLD	46165	23559	55.7	51.0	98	1983	57.2	4.3	100	2887	54.9	6.3	96	10618	58.1	23.0	102
CHILD(REN) UNDER 2 YRS	5325	2509	5.9	47.1	90	**208	6.0	3.9	91	*380	7.2	7.1	110	875	4.8	16.4	73
2 - 5 YEARS	14221	7108	16.8	50.0	96	*722	20.8	5.1	119	975	18.6	6.9	106	2634	14.4	18.5	82
6 - 11 YEARS	15117	8067	19.1	53.4	102	682	19.7	4.5	105	1063	20.2	7.0	108	3294	18.0	21.8	97
12 - 17 YEARS	16611	9322	22.0	56.1	107	*549	15.8	3.3	77	1160	22.1	7.0	108	3916	21.4	23.6	105
RESIDENCE OWNED	55884	29835	70.6	53.4	102	2260	65.2	4.0	95	3824	72.8	6.8	105	13028	71.3	23.3	103
VALUE: $50,000 OR MORE	31744	20765	49.1	65.4	125	1818	52.5	5.7	134	2495	47.5	7.9	121	9486	51.9	29.9	132
VALUE: UNDER $50,000	24140	9070	21.5	37.6	72	*442	12.8	1.8	43	1329	25.3	5.5	85	3542	19.4	14.7	65

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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ENGLISH MUFFINS: BRANDS
(FEMALE HOMEMAKERS)

0179
P-19

		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS %	ALL USERS D INDX	ORONEAT A '000	ORONEAT B % DOWN	ORONEAT C % ACROSS %	ORONEAT D INDX	PEPPERIDGE FARM A '000	PEPPERIDGE FARM B % DOWN	PEPPERIDGE FARM C % ACROSS %	PEPPERIDGE FARM D INDX	THOMAS A '000	THOMAS B % DOWN	THOMAS C % ACROSS %	THOMAS D INDX
TOTAL FEMALE HOMEMAKERS		80986	42280	100.0	52.2	100	3465	100.0	4.3	100	5254	100.0	6.5	100	18269	100.0	22.6	100
MAGAZINES	QUINTILE 1	15799	10095	23.9	63.9	122	1019	29.4	6.4	151	1201	22.9	7.6	117	4642	25.4	29.4	130
	QUINTILE 2	17259	10504	24.8	60.9	117	865	25.0	5.0	117	1363	25.9	7.9	122	4615	25.3	26.7	119
	QUINTILE 3	13545	7277	17.2	53.7	103	626	18.1	4.6	108	872	16.6	6.4	99	3100	17.0	22.9	101
	QUINTILE 4	15133	6986	16.5	46.2	88	*428	12.4	2.8	66	870	16.6	5.7	89	2919	16.0	19.3	86
	QUINTILE 5	19250	7418	17.5	38.5	74	*526	15.2	2.7	64	949	18.1	4.9	76	2993	16.4	15.5	69
NEWSPAPERS	QUINTILE 1	12413	8305	19.6	66.9	128	*345	10.0	2.8	65	989	18.8	8.0	123	4763	26.1	38.4	170
	QUINTILE 2	24116	13930	32.9	57.8	111	1147	33.1	4.8	111	1741	33.1	7.2	111	5858	32.1	24.3	108
	QUINTILE 3	11261	6042	14.3	53.7	103	*543	15.7	4.8	113	868	16.5	7.7	119	2337	12.8	20.8	92
	QUINTILE 4	20255	9848	23.3	48.6	93	909	26.2	4.5	105	1153	21.9	5.7	88	4070	22.3	20.1	89
	QUINTILE 5	12940	4156	9.8	32.1	62	*522	15.1	4.0	94	*503	9.6	3.9	60	1242	6.8	9.6	43
OUTDOOR	QUINTILE 1	14852	8514	20.1	57.3	110	791	22.8	5.3	124	980	18.7	6.6	102	3912	21.4	26.3	117
	QUINTILE 2	15725	8563	20.3	54.5	104	558	16.1	3.5	83	1010	19.2	6.4	99	3549	19.4	22.6	100
	QUINTILE 3	16330	8805	20.8	53.9	103	828	23.9	5.1	119	1080	20.6	6.6	102	3945	21.6	24.2	107
	QUINTILE 4	16744	8613	20.4	51.4	99	754	21.8	4.5	105	1028	19.6	6.1	95	3859	21.1	23.0	102
	QUINTILE 5	17334	7785	18.4	44.9	86	*533	15.4	3.1	72	1156	22.0	6.7	103	3003	16.4	17.3	77
RADIO-DRIVE TIME	QUINTILE 1	15911	8699	20.6	54.7	105	687	19.8	4.3	101	1248	23.8	7.8	121	3813	20.9	24.0	106
	QUINTILE 2	14837	8114	19.2	54.7	105	798	23.0	5.4	126	849	16.2	5.7	88	3586	19.6	24.2	107
	QUINTILE 3	15339	8254	19.5	53.8	103	*411	11.9	2.7	63	1026	19.5	6.7	103	3801	20.8	24.8	110
	QUINTILE 4	16723	8879	21.0	53.1	102	699	20.2	4.2	98	1192	22.7	7.1	110	3795	20.8	22.7	101
	QUINTILE 5	18176	8335	19.7	45.9	88	870	25.1	4.8	112	940	17.9	5.2	80	3274	17.9	18.0	80
RADIO-MID-DAY	TERCILE 1	21020	11730	27.7	55.8	107	1000	28.9	4.8	111	1471	28.0	7.0	108	5232	28.6	24.9	110
	TERCILE 2	21610	11353	26.9	52.5	101	898	25.9	4.2	97	1379	26.2	6.4	98	5038	27.6	23.3	103
	TERCILE 3	38355	19197	45.4	50.1	96	1567	45.2	4.1	95	2405	45.8	6.3	97	7999	43.8	20.9	92
RADIO-TOTAL	QUINTILE 1	15988	8888	21.0	55.6	106	724	20.9	4.5	106	1206	23.0	7.5	116	3899	21.3	24.4	108
	QUINTILE 2	15626	8398	19.9	53.7	103	756	21.8	4.8	113	1008	19.2	6.5	99	3788	20.7	24.2	107
	QUINTILE 3	16723	9130	21.6	54.6	105	698	20.1	4.2	98	1129	21.5	6.8	104	4061	22.2	24.3	108
	QUINTILE 4	16342	8765	20.7	53.6	103	676	19.5	4.1	97	1101	21.0	6.7	104	3722	20.4	22.8	101
	QUINTILE 5	16306	7100	16.8	43.5	83	611	17.6	3.7	88	811	15.4	5.0	77	2799	15.3	17.2	76
TV-PRIME TIME	QUINTILE 1	15953	7808	18.5	48.9	94	*562	16.2	3.5	82	1128	21.5	7.1	109	3697	20.2	23.2	103
	QUINTILE 2	16137	9099	21.5	56.4	108	795	22.9	4.9	115	1195	22.7	7.4	114	4137	22.6	25.6	114
	QUINTILE 3	16420	8652	20.5	52.7	101	694	20.0	4.2	99	949	18.1	5.8	89	3781	20.7	23.0	102
	QUINTILE 4	16687	8798	20.8	52.7	101	684	19.7	4.1	96	1192	22.7	7.1	110	3675	20.1	22.0	98
	QUINTILE 5	15789	7924	18.7	50.2	96	730	21.1	4.6	108	790	15.0	5.0	77	2979	16.3	18.9	84
TV-DAYTIME	TERCILE 1	27736	12622	29.9	45.5	87	1106	31.9	4.0	93	1699	32.3	6.1	94	5064	27.7	18.3	81
	TERCILE 2	26489	14261	33.7	53.8	103	875	25.3	3.3	77	1848	35.2	7.0	108	6243	34.2	23.6	104
	TERCILE 3	26761	15388	36.4	57.5	110	1484	42.8	5.5	130	1708	32.5	6.4	98	6961	38.1	26.0	115
TV-TOTAL	QUINTILE 1	16345	7706	18.2	47.1	90	779	22.5	4.8	111	1132	21.5	6.9	107	3268	17.9	20.0	89
	QUINTILE 2	16447	8030	19.0	48.8	94	*530	15.3	3.2	75	1064	20.3	6.5	100	3447	18.9	21.0	93
	QUINTILE 3	15980	8782	20.8	55.0	105	703	20.3	4.4	103	1145	21.8	7.2	110	3630	19.9	22.7	101
	QUINTILE 4	15887	8948	21.2	56.3	108	729	21.0	4.6	107	1020	19.4	6.4	99	4440	24.3	27.9	124
	QUINTILE 5	16326	8814	20.8	54.0	103	724	20.9	4.4	104	894	17.0	5.5	84	3484	19.1	21.3	95
MAGAZINES-NEWSPAPERS: DUAL		20721	13663	32.3	65.9	126	991	28.6	4.8	112	1680	32.0	8.1	125	6663	36.5	32.2	143
MAGAZINE IMPERATIVE		19186	10347	24.5	53.9	103	1270	36.7	6.6	155	1307	24.9	6.8	105	3983	21.8	20.8	92
NEWSPAPER IMPERATIVE		21899	11558	27.3	52.8	101	712	20.5	3.3	76	1520	28.9	6.9	107	5187	28.4	23.7	105
MAGAZINES-OUTDOOR: DUAL		15451	9843	23.3	63.7	122	963	27.8	6.2	146	1236	23.5	8.0	123	4439	24.3	28.7	127
MAGAZINE IMPERATIVE		25953	15070	35.6	58.1	111	1290	37.2	5.0	116	1859	35.4	7.2	110	6724	36.8	25.9	115
OUTDOOR IMPERATIVE		24400	11445	27.1	46.9	90	734	21.2	3.0	70	1303	24.8	5.3	82	4632	25.4	19.0	84
MAGAZINES-RADIO: DUAL		18049	10725	25.4	59.4	114	966	27.9	5.4	125	1258	23.9	7.0	107	4571	25.0	25.3	112
MAGAZINE IMPERATIVE		23571	14404	34.1	61.1	117	1295	37.4	5.5	128	1786	34.0	7.6	117	6459	35.4	27.4	121
RADIO IMPERATIVE		23278	11003	26.0	47.3	91	782	22.6	3.4	79	1468	27.9	6.3	97	5022	27.5	21.6	96
MAGAZINES-TELEVISION: DUAL		15459	9019	21.3	58.3	112	877	25.3	5.7	133	1185	22.6	7.7	118	3817	20.9	24.7	109
MAGAZINE IMPERATIVE		25829	16238	38.4	62.9	120	1408	40.6	5.5	127	1942	37.0	7.5	116	7350	40.2	28.5	126
TELEVISION IMPERATIVE		26039	10919	25.8	41.9	80	757	21.8	2.9	68	1507	28.7	5.8	89	4399	24.1	16.9	75
NEWSPAPERS-OUTDOOR: DUAL		16605	10406	24.6	62.7	120	749	21.6	4.5	105	1229	23.4	7.4	114	4786	26.2	28.8	128
NEWSPAPER IMPERATIVE		26834	15547	36.8	57.9	111	1057	30.5	3.9	92	2058	39.2	7.7	118	7214	39.5	26.9	119
OUTDOOR IMPERATIVE		23346	11084	26.2	47.5	91	1176	33.9	5.0	118	1363	25.9	5.8	90	4379	24.0	18.8	83
NEWSPAPERS-RADIO: DUAL		17133	10214	24.2	59.6	114	691	19.9	4.0	94	1523	29.0	8.9	137	4876	26.7	28.5	126
NEWSPAPER IMPERATIVE		25892	15466	36.6	59.7	114	1079	31.1	4.2	97	1757	33.4	6.8	105	7073	38.7	27.3	121
RADIO IMPERATIVE		23167	11104	26.3	47.9	92	1178	34.0	5.1	119	1231	23.4	5.3	82	4465	24.4	19.3	85
NEWSPAPERS-TELEVISION: DUAL		17159	9609	22.7	56.0	107	*547	15.8	3.2	75	1392	26.5	8.1	125	4658	25.5	27.1	120
NEWSPAPER IMPERATIVE		26214	16488	39.0	62.9	120	1250	36.1	4.8	111	1873	35.6	7.1	110	7516	41.1	28.7	127
TELEVISION IMPERATIVE		23412	9669	22.9	41.3	79	1026	29.6	4.4	102	1294	24.6	5.5	85	3431	18.8	14.7	65
OUTDOOR-RADIO: DUAL		15303	8497	20.1	55.5	106	758	21.9	5.0	116	1017	19.4	6.6	102	3976	21.8	26.0	115
OUTDOOR IMPERATIVE		24901	13482	31.9	54.1	104	943	27.2	3.8	89	1565	29.8	6.3	97	5580	30.5	22.4	99
RADIO IMPERATIVE		26492	14011	33.1	52.9	101	1128	32.6	4.3	100	1854	35.3	7.0	108	6158	33.7	23.2	103
OUTDOOR-TELEVISION: DUAL		14794	7891	18.7	53.3	102	624	18.0	4.2	99	1125	21.4	7.6	117	3330	18.2	22.5	100
OUTDOOR IMPERATIVE		25437	14745	34.9	58.0	111	1209	34.9	4.8	111	1565	29.8	6.2	95	6660	36.5	26.2	116
TELEVISION IMPERATIVE		27877	13135	31.1	47.1	90	1205	34.8	4.3	101	1761	33.5	6.3	97	5560	30.4	19.9	88
RADIO-TELEVISION: DUAL		15996	8250	19.5	51.6	99	716	20.7	4.5	105	1352	25.7	8.5	130	3617	19.8	22.6	100
RADIO IMPERATIVE		25478	14559	34.4	57.1	109	1103	31.8	4.3	101	1520	28.9	6.0	92	6630	36.3	26.0	115
TELEVISION IMPERATIVE		26573	12917	30.6	48.6	93	1097	31.7	4.1	96	1617	30.8	6.1	94	5185	28.4	19.5	86

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ENGLISH MUFFINS: BRANDS
(FEMALE HOMEMAKERS)

0180
P-19

	TOTAL U.S. '000	ALL USERS A '000	B % DOWN	C % ACROSS	D INDX	OROWHEAT A '000	B % DOWN	C % ACROSS	D INDX	PEPPERIDGE FARM A '000	B % DOWN	C % ACROSS	D INDX	THOMAS A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	42280	100.0	52.2	100	3465	100.0	4.3	100	5254	100.0	6.5	100	18269	100.0	22.6	100
ATLANTIC MONTHLY	415	252	0.6	60.7	116	**20	0.6	4.8	113	**17	0.3	4.1	63	*167	0.9	40.2	178
BARRON'S	453	350	0.8	77.3	148	**18	0.5	4.0	93	**22	0.4	4.9	75	*185	1.0	40.8	181
BETTER HOMES & GARDENS	16256	9912	23.4	61.0	117	668	19.3	4.1	96	1091	20.8	6.7	103	4230	23.2	26.0	115
BON APPETIT	2535	1903	4.5	75.1	144	*207	6.0	8.2	191	*185	3.5	7.3	112	955	5.2	37.7	167
BUSINESS WEEK	1278	829	2.0	64.9	124	**35	1.0	2.7	64	*152	2.9	11.9	183	386	2.1	30.2	134
CAR AND DRIVER	378	*217	0.5	57.4	110	**14	0.4	3.7	87	**29	0.6	7.7	118	**120	0.7	31.7	141
CBS MAGAZINE NETWORK (GROSS)	1498	1009	2.4	67.4	129	**50	1.4	3.3	78	**95	1.8	6.3	98	548	3.0	36.6	162
CHANGING TIMES	1505	875	2.1	58.1	111	**51	1.5	3.4	79	*170	3.2	11.3	174	417	2.3	27.7	123
COLONIAL HOMES	1231	781	1.8	63.4	122	**45	1.3	3.7	85	*131	2.5	10.6	164	365	2.0	29.7	131
CONDE NAST MAG. PKG. (GROSS)	14146	8684	20.5	61.4	118	753	21.7	5.3	124	1144	21.8	8.1	125	4414	24.2	31.2	138
CONSUMERS DIGEST	1523	830	2.0	62.7	120	**96	2.8	7.3	170	**134	2.6	10.1	156	398	2.2	30.1	133
COSMOPOLITAN	7102	4428	10.5	62.3	119	556	16.0	7.8	183	664	12.6	9.3	144	2191	12.0	30.9	137
COUNTRY LIVING	2401	1599	3.8	66.4	123	**126	3.6	5.1	119	277	5.3	11.2	172	647	3.5	26.1	116
CUISINE	1472	1052	2.5	71.5	137	**158	4.6	10.7	251	**93	1.8	6.3	97	531	2.9	36.1	160
CYCLE WORLD	425	*289	0.7	68.0	130	**0	0.0	0.0	0	**15	0.3	3.5	54	**119	0.7	28.0	124
DCI:CREATIVE IDEAS FOR LIV	2510	1309	3.1	52.2	100	**122	3.5	4.9	114	*197	3.7	7.8	121	534	2.9	21.3	94
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	3385	8.0	50.6	97	*262	7.6	3.9	91	794	15.1	11.9	183	1158	6.3	17.3	77
DISCOVER	894	446	1.1	49.9	96	**29	0.8	3.2	76	**64	1.2	7.2	110	225	1.2	25.2	112
EBONY	3507	1446	3.4	41.2	79	**75	2.2	2.1	50	271	5.2	7.7	119	644	3.5	18.4	81
ESQUIRE	1083	589	1.4	54.4	104	**13	0.4	1.2	28	*166	3.2	15.3	236	258	1.4	23.8	106
ESSENCE	1830	718	1.7	39.2	75	**37	1.1	2.0	47	*146	2.8	8.0	123	340	1.9	18.6	82
FAMILY CIRCLE	15930	9891	23.4	62.1	119	786	22.7	4.9	115	1089	20.7	6.8	105	4462	24.4	28.0	124
THE FAMILY HANDYMAN	1126	677	1.6	60.1	115	**31	0.9	2.8	64	**119	2.3	10.6	163	307	1.7	27.3	121
FAMILY WEEKLY	11468	5874	13.9	51.2	98	595	17.2	5.2	121	745	14.2	6.5	100	2068	11.3	18.0	80
FIELD & STREAM	2234	1073	2.5	48.0	92	**49	1.4	2.2	51	**121	2.3	5.4	83	451	2.5	20.2	89
FOOD & WINE	579	379	0.9	65.5	125	**27	0.8	4.7	109	**47	0.9	8.1	125	169	0.9	29.2	129
FORBES	728	474	1.1	65.1	125	**41	1.2	5.6	132	**57	1.1	7.8	121	*239	1.3	32.8	146
FORTUNE	906	602	1.4	66.4	127	**31	0.9	3.4	80	**46	0.9	5.1	78	334	1.8	36.9	163
GENTLEMEN'S QUARTERLY	791	431	1.0	54.5	104	**89	2.6	11.3	263	**106	2.0	13.4	207	216	1.2	27.3	121
GLAMOUR	5265	3270	7.7	62.1	119	*290	8.4	5.5	129	399	7.6	7.6	117	1605	8.8	30.5	135
GOLF DIGEST	636	381	0.9	59.9	115	**34	1.0	5.3	125	**51	1.0	8.0	124	*158	0.9	24.8	110
GOLF DIGEST/TENNIS (GROSS)	1186	671	1.6	56.6	108	**47	1.4	4.0	93	**89	1.7	7.5	116	308	1.7	26.0	115
GOLF MAGAZINE	441	321	0.8	72.8	139	**20	0.6	4.5	106	**22	0.4	5.0	77	*208	1.1	47.2	209
GOLF MAGAZINE/SKI (GROSS)	922	625	1.5	67.8	130	**81	2.3	8.8	205	**46	0.9	5.0	77	379	2.1	41.1	182
GOOD HOUSEKEEPING	16487	10170	24.1	61.7	118	723	20.9	4.4	102	1294	24.6	7.8	121	4373	23.9	26.5	118
HARPER'S BAZAAR	2423	1574	3.7	65.0	124	**84	2.4	3.5	81	*201	3.8	8.3	128	971	5.3	40.1	178
HEALTH	1994	1087	2.6	54.5	104	**112	3.2	5.6	131	*157	3.0	7.9	121	549	3.0	27.5	122
HEARST MAG CORP. BUY (GROSS)	44101	27259	64.5	61.8	118	2188	63.1	5.0	116	3806	72.4	8.6	133	12488	68.4	28.3	126
HEARST MAN POWER (GROSS)	1993	1258	3.0	63.1	121	**109	3.1	5.5	128	*188	3.6	9.4	145	477	2.6	23.9	106
HEARST WOMAN POWER (GROSS)	31274	19140	45.3	61.2	117	1630	47.0	5.2	122	2525	48.1	8.1	124	8596	47.1	27.5	122
HOUSE BEAUTIFUL	3623	2208	5.2	60.9	117	*147	4.2	4.1	95	366	7.0	10.1	156	1007	5.5	27.8	123
INC.	283	*216	0.5	76.3	146	**3	0.1	1.1	25	**29	0.6	10.2	158	*122	0.7	43.1	191
JET	2928	1141	2.7	39.0	75	*96	2.8	3.3	77	311	5.9	10.6	164	447	2.4	15.3	68
LADIES' HOME JOURNAL	11918	7076	16.7	59.4	114	610	17.6	5.1	120	897	17.1	7.5	116	3078	16.8	25.8	114
LHJ FAMILY GRP COMBO(GROSS)	16764	9729	23.0	58.0	111	893	25.8	5.3	125	1228	23.4	7.3	113	4280	23.4	25.5	113
LIFE	4254	2579	6.1	60.6	116	*217	6.3	5.1	119	356	6.8	8.4	129	1209	6.6	28.4	126
L.A. TIMES HOME MAGAZINE	1145	764	1.8	66.7	128	*131	3.8	11.4	267	**31	0.6	2.7	42	457	2.5	39.9	177
MADEMOISELLE	2884	1745	4.1	60.5	116	**123	3.5	4.3	100	254	4.8	8.8	136	950	5.2	32.9	146
MC CALL'S	13460	7987	18.9	59.3	114	701	20.2	5.2	122	1125	21.4	8.4	129	3229	17.7	24.0	106
MC CALL'S/WRK MOTHER (GROSS)	14606	8627	20.4	59.1	113	710	20.5	4.9	114	1211	23.0	8.3	128	3606	19.7	24.7	109
MECHANIX ILLUSTRATED	772	423	1.0	54.8	105	**15	0.4	1.9	45	**86	1.6	11.1	172	*200	1.1	25.9	115
METROPOLITAN HOME	967	604	1.4	62.5	120	**75	2.2	7.8	181	**103	2.0	10.7	164	331	1.8	34.2	152
MONEY	1588	993	2.3	62.5	120	**61	1.8	3.8	90	**136	2.6	8.6	132	467	2.6	29.4	130
MOTHER EARTH NEWS	1002	651	1.5	65.0	124	**66	1.9	6.6	154	**102	1.9	10.2	157	*242	1.3	24.2	107
MS.	825	525	1.2	63.6	122	**21	0.6	2.5	59	**93	1.8	11.3	174	247	1.4	29.9	133
NATIONAL ENQUIRER	10336	5047	11.9	48.8	94	509	14.7	4.9	115	580	11.0	5.6	86	2214	12.1	21.4	95
NATIONAL GEOGRAPHIC	9597	6249	14.8	65.1	125	756	21.8	7.9	184	740	14.1	7.7	119	2573	14.1	26.8	119
NATIONAL SUNDAY MAGAZINE PKG	49558	29183	69.0	58.9	113	2303	66.5	4.6	109	3484	66.3	7.0	108	13287	72.7	26.8	119
NATURAL HISTORY	573	420	1.0	73.3	140	**30	0.9	5.2	122	**64	1.2	11.2	172	*219	1.2	38.2	169
NEW WOMAN	1699	953	2.3	56.1	107	**137	4.0	8.1	188	*134	2.6	7.9	122	508	2.8	29.9	133
NEW YORK INCLUDING CUE	443	369	0.9	83.3	160	**11	0.3	2.5	58	**24	0.5	5.4	84	285	1.6	64.3	285
THE NEW YORKER	1270	914	2.2	72.0	138	**34	1.0	2.7	63	*90	1.7	7.1	109	590	3.2	46.5	206
NEWSWEEK	6277	4024	9.5	64.1	123	405	11.7	6.5	151	535	10.2	8.5	131	1834	10.0	29.2	130
THE N.Y. TIMES DAILY EDITION	1205	1005	2.4	83.4	160	**33	1.0	2.7	64	**61	1.2	5.1	78	722	4.0	59.9	266
THE N.Y. TIMES MAGAZINE	2081	1703	4.0	81.8	157	**42	1.2	2.0	47	*158	3.0	7.6	117	1331	7.3	64.0	284
OMNI	788	474	1.1	60.2	115	**76	2.2	9.6	225	**60	1.1	7.6	117	*221	1.2	28.0	124
ON CABLE	1158	676	1.6	58.4	112	**10	0.3	0.9	20	**56	1.1	4.8	75	*247	1.4	21.3	95
1001 HOME IDEAS	2852	1566	3.7	54.9	105	**171	4.9	6.0	140	*173	3.3	6.1	94	653	3.6	22.9	101
ORGANIC GARDENING	1658	928	2.2	56.0	107	**90	2.6	5.4	127	*142	2.7	8.6	132	375	2.1	22.6	100
OUTDOOR LIFE	896	354	0.8	39.5	76	**18	0.5	2.0	47	**53	1.0	5.9	91	*153	0.8	17.1	76
PARADE MAGAZINE	24275	14991	35.5	61.8	118	1235	35.6	5.1	119	1624	30.9	6.7	103	7287	39.9	30.0	133

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ENGLISH MUFFINS: BRANDS
(FEMALE HOMEMAKERS)

0181
P-19

	TOTAL U.S. '000	ALL USERS A '000	B % DOWN	C % ACROSS	D INDX	OROWEAT A '000	B % DOWN	C % ACROSS	D INDX	PEPPERIDGE FARM A '000	B % DOWN	C % ACROSS	D INDX	THOMAS A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	42280	100.0	52.2	100	3465	100.0	4.3	100	5254	100.0	6.5	100	18269	100.0	22.6	100
PARENTS	3845	2147	5.1	55.8	107	**163	4.7	4.2	99	*197	3.7	5.1	79	873	4.8	22.7	101
PENTHOUSE	831	443	1.0	53.3	102	**40	1.2	4.8	113	**70	1.3	8.4	130	*245	1.3	29.5	131
PEOPLE	11645	7309	17.3	62.8	120	875	25.3	7.5	176	786	15.0	6.7	104	3384	18.5	29.1	129
PLAYBOY	2006	1167	2.8	58.2	111	**92	2.7	4.6	107	*173	3.3	8.6	133	556	3.0	27.7	123
POPULAR HOT RODDING	297	*142	0.3	47.8	92	**10	0.3	3.4	79	**11	0.2	3.7	57	**66	0.4	22.2	99
POPULAR MECHANICS	1018	727	1.7	71.4	137	**68	2.0	6.7	156	**95	1.8	9.3	144	*234	1.3	23.0	102
POPULAR SCIENCE	878	651	1.5	74.1	142	**12	0.3	1.4	32	**36	0.7	4.1	63	*311	1.7	35.4	157
PREVENTION	3913	2402	5.7	61.4	118	*245	7.1	6.3	146	290	5.5	7.4	114	1113	6.1	28.4	126
PSYCHOLOGY TODAY	1710	1140	2.7	66.7	128	**61	1.8	3.6	83	*139	2.6	8.1	125	549	3.0	32.1	142
READER'S DIGEST	22204	12808	30.3	57.7	110	1261	36.4	5.7	133	1536	29.2	6.9	107	5056	27.7	22.8	101
REDBOOK	7684	4542	10.7	59.1	113	*351	10.1	4.6	107	567	10.8	7.4	114	2033	11.1	26.5	117
ROAD & TRACK	410	303	0.7	73.9	142	**27	0.8	6.6	154	**34	0.6	8.3	128	*155	0.8	37.8	168
ROLLING STONE	969	663	1.6	68.4	131	**54	1.6	5.6	130	**98	1.9	10.1	156	358	2.0	36.9	164
RUNNER'S WORLD	298	*148	0.4	49.7	95	**16	0.5	5.4	125	**24	0.5	8.1	124	**90	0.5	30.2	134
SATURDAY EVENING POST	1169	763	1.8	65.3	125	**47	1.4	4.0	94	**53	1.0	4.5	70	288	1.6	24.6	109
SCIENCE 84	587	425	1.0	72.4	139	**54	1.6	9.2	215	**28	0.5	4.8	74	*223	1.2	38.0	168
SCIENCE DIGEST	482	298	0.7	61.8	118	**29	0.8	6.0	141	**42	0.8	8.7	134	*153	0.8	31.7	141
SCIENTIFIC AMERICAN	594	413	1.0	69.5	133	**32	0.9	5.4	126	**66	1.3	11.1	171	*182	1.0	30.6	136
SELF	2089	1216	2.9	58.2	111	**116	3.3	5.6	130	*177	3.4	8.5	131	629	3.4	30.1	133
SEVENTEEN	2411	1385	3.3	57.4	110	**62	1.8	2.6	60	*175	3.3	7.3	112	553	3.0	22.9	102
SKI	480	304	0.7	63.3	121	**61	1.8	12.7	297	**25	0.5	5.2	80	*172	0.9	35.8	159
SMITHSONIAN	2760	1906	4.5	69.1	132	*183	5.3	6.6	155	285	5.4	10.3	159	831	4.5	30.1	133
SOAP OPERA DIGEST	3013	1489	3.5	49.4	95	**42	1.2	1.4	33	*176	3.3	5.8	90	725	4.0	24.1	107
SOUTHERN LIVING	4184	2077	4.9	49.6	95	*140	4.0	3.3	78	597	11.4	14.3	220	624	3.4	14.9	66
SPORT	559	305	0.7	54.6	105	**13	0.4	2.3	54	**68	1.3	12.2	188	*145	0.8	25.9	115
THE SPORTING NEWS	436	*294	0.7	67.4	129	**4	0.1	0.9	21	**49	0.9	11.2	173	**170	0.9	39.0	173
SPORTS AFIELD	493	233	0.6	47.3	91	**11	0.3	2.2	52	**51	1.0	10.3	159	**89	0.5	18.1	80
SPORTS ILLUSTRATED	2758	1823	4.3	66.1	127	**155	4.5	5.6	131	*217	4.1	7.9	121	854	4.7	31.0	137
STAR	7456	3716	8.8	49.8	95	*259	7.5	3.5	81	423	8.1	5.7	87	1829	10.0	24.5	109
SUNDAY	24936	15769	37.3	63.2	121	1116	32.2	4.5	105	1940	36.9	7.8	120	7406	40.5	29.7	132
SUNSET	2124	1657	3.9	78.0	149	459	13.2	21.6	505	**69	1.3	3.2	50	454	2.5	21.4	95
TV GUIDE	21661	12177	28.8	56.2	108	1111	32.1	5.1	120	1503	28.6	6.9	107	5728	31.4	26.4	117
TENNIS	550	290	0.7	52.7	101	**14	0.4	2.5	59	**38	0.7	6.9	106	*150	0.8	27.3	121
TIME	8880	5982	14.1	67.4	129	487	14.1	5.5	128	704	13.4	7.9	122	2991	16.4	33.7	149
TOWN & COUNTRY	917	574	1.4	62.6	120	**47	1.4	5.1	120	**103	2.0	11.2	173	361	2.0	39.4	175
TRAVEL & LEISURE	972	660	1.6	67.9	130	**50	1.4	5.1	120	**54	1.0	5.6	86	252	1.4	25.9	115
TRUE STORY	3356	1462	3.5	43.6	83	**52	1.5	1.5	36	*237	4.5	7.1	109	527	2.9	15.7	70
U.S.NEWS & WORLD REPORT	3410	2047	4.8	60.0	115	*158	4.6	4.6	108	237	4.5	7.0	107	847	4.6	24.8	110
USA TODAY	1759	1215	2.9	69.1	132	**78	2.3	4.4	104	*216	4.1	12.3	189	580	3.2	33.0	146
US	1873	1149	2.7	61.3	118	**134	3.9	7.2	167	**122	2.3	6.5	100	626	3.4	33.4	148
VOGUE	3909	2453	5.8	62.8	120	*224	6.5	5.7	134	314	6.0	8.0	124	1230	6.7	31.5	139
WALL STREET JOURNAL	1886	1337	3.2	70.9	136	**84	2.4	4.5	104	*127	2.4	6.7	104	553	3.0	29.3	130
WEIGHT WATCHERS	2120	1278	3.0	60.3	115	*134	3.9	6.3	148	*136	2.6	6.4	99	546	3.0	25.8	114
WOMAN'S DAY	14172	8946	21.2	63.1	121	705	20.3	5.0	116	1020	19.4	7.2	111	4161	22.8	29.4	130
WORKING MOTHER	1146	640	1.5	55.8	107	**9	0.3	0.8	18	**86	1.6	7.5	116	377	2.1	32.9	146
WORKING WOMAN	1322	857	2.0	64.8	124	**14	0.4	1.1	25	*141	2.7	10.7	164	451	2.5	34.1	151
WORLD TENNIS	*163	**101	0.2	62.0	119	**0	0.0	0.0	0	**15	0.3	9.2	142	**35	0.2	21.5	95
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1559	3.7	61.6	118	*135	3.9	5.3	125	*199	3.8	7.9	121	695	3.8	27.4	122
BLAIR INSERTS	43657	26599	62.9	60.9	117	1942	56.0	4.4	104	3214	61.2	7.4	113	12716	69.6	29.1	129
DAILY NEWSPAPERS																	
READ ANY	51633	29348	69.4	56.8	109	2161	62.4	4.2	98	3799	72.3	7.4	113	13243	72.5	25.6	114
READ ONE	43463	24053	56.9	55.3	106	1942	56.0	4.5	104	3234	61.6	7.4	115	10317	56.5	23.7	105
READ TWO OR MORE	8170	5295	12.5	64.8	124	*220	6.3	2.7	63	565	10.8	6.9	107	2926	16.0	35.8	159
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	31003	73.3	58.9	113	2303	66.5	4.4	102	3796	72.2	7.2	111	14225	77.9	27.0	120
READ ONE	46126	26447	62.6	57.3	110	2133	61.6	4.6	108	3238	61.6	7.0	108	11569	63.3	25.1	111
READ TWO OR MORE	6552	4556	10.8	69.5	133	*170	4.9	2.6	61	558	10.6	8.5	131	2656	14.5	40.5	180
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	29.13				32.02				26.00				30.42			
30 DAY REACH	71455	38058	90.0	53.3	102	3198	92.3	4.5	105	4678	89.0	6.5	101	16654	91.2	23.3	103
50 SHWG - 30 DAY AV FREQ	14.56	15.22				17.00				13.73				15.79			
30 DAY REACH	67742	36499	86.3	53.9	103	3022	87.2	4.5	104	4427	84.3	6.5	101	16078	88.0	23.7	105
25 SHWG - 30 DAY AV FREQ	7.94	8.23				9.08				7.50				8.50			
30 DAY REACH	62117	33698	79.7	54.2	104	2849	82.2	4.6	107	4037	76.8	6.5	100	14926	81.7	24.0	107
CABLE TV: HOME WIRED	32077	18231	43.1	56.8	109	1293	37.3	4.0	94	2331	44.4	7.3	112	8355	45.7	26.0	115
HOME NOT WIRED	48909	24049	56.9	49.2	94	2172	62.7	4.4	104	2923	55.6	6.0	92	9914	54.3	20.3	90
HAVE PAY CABLE	15935	9993	23.6	62.7	120	*702	20.3	4.4	103	1181	22.5	7.4	114	4946	27.1	31.0	138

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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ENGLISH MUFFINS: BRANDS
(FEMALE HOMEMAKERS)

0182
P-19

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	OROWHEAT A '000	OROWHEAT B % DOWN	OROWHEAT C % ACROSS	OROWHEAT D INDX	PEPPERIDGE FARM A '000	PEPPERIDGE FARM B % DOWN	PEPPERIDGE FARM C % ACROSS	PEPPERIDGE FARM D INDX	THOMAS A '000	THOMAS B % DOWN	THOMAS C % ACROSS	THOMAS D INDX
TOTAL FEMALE HOMEMAKERS	80986	42280	100.0	52.2	100	3465	100.0	4.3	100	5254	100.0	6.5	100	18269	100.0	22.6	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	24269	57.4	55.3	106	1853	53.5	4.2	99	3098	59.0	7.1	109	10829	59.3	24.7	109
10:00 AM - 3:00 PM	30659	16569	39.2	54.0	104	1388	40.1	4.5	106	2092	39.8	6.8	105	7307	40.0	23.8	106
3:00 PM - 7:00 PM	31045	17172	40.6	55.3	106	1399	40.4	4.5	105	2229	42.4	7.2	111	7407	40.5	23.9	106
7:00 PM - MIDNIGHT	15767	8451	20.0	53.6	103	806	23.3	5.1	119	1024	19.5	6.5	100	3528	19.3	22.4	99
MIDNIGHT - 6:00 AM	9120	5101	12.1	55.9	107	386	11.1	4.2	99	795	15.1	8.7	134	2283	12.5	25.0	111
6:00 AM - MIDNIGHT	58527	32003	75.7	54.7	105	2514	72.6	4.3	100	4088	77.8	7.0	108	14090	77.1	24.1	107
ENTIRE DAY	59311	32414	76.7	54.7	105	2540	73.3	4.3	100	4173	79.4	7.0	108	14307	78.3	24.1	107
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	9507	22.5	58.8	113	811	23.4	5.0	117	1042	19.8	6.4	99	4141	22.7	25.6	114
ALL NEWS	2256	1592	3.8	70.6	135	**103	3.0	4.6	107	*130	2.5	5.8	89	996	5.5	44.1	196
AOR/PROGRESSIVE	3874	2466	5.8	63.7	122	*221	6.4	5.7	133	*211	4.0	5.4	84	1310	7.2	33.8	150
BEAUTIFUL MUSIC	5660	3398	8.0	60.0	115	*245	7.1	4.3	101	556	10.6	9.8	151	1430	7.8	25.3	112
BLACK	2204	825	2.0	37.4	72	**85	2.5	3.9	90	*161	3.1	7.3	113	325	1.8	14.7	65
CLASSICAL	1418	954	2.3	67.3	129	**71	2.0	5.0	117	**112	2.1	7.9	122	491	2.7	34.6	153
CHR/ROCK	9538	5437	12.9	57.0	109	357	10.3	3.7	87	576	11.0	6.0	93	2826	15.5	29.6	131
COUNTRY	12648	5553	13.1	43.9	84	493	14.2	3.9	91	890	16.9	7.0	108	1889	10.3	14.9	66
GOLDEN OLDIES	1191	614	1.5	51.6	99	**15	0.4	1.3	29	**63	1.2	5.3	82	338	1.9	28.4	126
MOR/NOSTALGIA	4757	2878	6.8	60.5	116	*243	7.0	5.1	119	309	5.9	6.5	100	1231	6.7	25.9	115
NEWS/TALK	3863	2590	6.1	67.0	128	**139	4.0	3.6	84	290	5.5	7.5	116	1166	6.4	30.2	134
RELIGIOUS	3084	1370	3.2	44.4	85	**123	3.5	4.0	93	*173	3.3	5.6	86	500	2.7	16.2	72
SOFT ROCK	521	*249	0.6	47.8	92	**9	0.3	1.7	40	**28	0.5	5.4	83	*145	0.8	27.8	123
URBAN CONTEMPORARY	1585	790	1.9	49.8	95	**45	1.3	2.8	66	*158	3.0	10.0	154	487	2.7	30.7	136
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	1640	3.9	50.3	96	**79	2.3	2.4	57	*143	2.7	4.4	68	829	4.5	25.4	113
ABC DIRECTION	2316	1425	3.4	61.5	118	**84	2.4	3.6	85	*172	3.3	7.4	114	691	3.8	29.8	132
ABC ENTERTAINMENT	4834	2570	6.1	53.2	102	**108	3.1	2.2	52	345	6.6	7.1	110	1251	6.8	25.9	115
ABC FM	2202	1093	2.6	49.6	95	**68	2.0	3.1	72	*271	5.2	12.3	190	488	2.7	22.2	98
ABC INFORMATION	5425	3088	7.3	56.9	109	*253	7.3	4.7	109	375	7.1	6.9	107	1353	7.4	24.9	111
ABC ROCK	1677	1011	2.4	60.3	115	**61	1.8	3.6	85	**114	2.2	6.8	105	586	3.2	34.9	155
CBS	4430	2596	6.1	58.6	112	*203	5.9	4.6	107	280	5.3	6.3	97	997	5.5	22.5	100
MUTUAL	4992	2799	6.6	56.1	107	*211	6.1	4.2	99	482	9.2	9.7	149	1258	6.9	25.2	112
NBC	4679	2823	6.7	60.3	116	**95	2.7	2.0	47	261	5.0	5.6	86	1306	7.1	27.9	124
RADIORADIO	1994	1099	2.6	55.1	106	**38	1.1	1.9	45	**114	2.2	5.7	88	502	2.7	25.2	112
RKO ONE	2298	1171	2.8	51.0	98	**91	2.6	4.0	93	*82	1.6	3.6	55	594	3.3	25.8	115
RKO TWO	3311	1582	3.7	47.8	92	**86	2.5	2.6	61	275	5.2	8.3	128	794	4.3	24.0	106
THE SOURCE	2114	1114	2.6	52.7	101	**60	1.7	2.8	66	*156	3.0	7.4	114	584	3.2	27.6	122
NON-WIRED : BLAIR	8654	4554	10.8	52.6	101	408	11.8	4.7	110	501	9.5	5.8	89	1711	9.4	19.8	88
INTERNET	12025	7093	16.8	59.0	113	709	20.5	5.9	138	738	14.0	6.1	95	3507	19.2	29.2	129
KATZ RADIO GROUP	15359	9211	21.8	60.0	115	510	14.7	3.3	78	1159	22.1	7.5	116	4735	25.9	30.8	137
SUPERNET	10628	5542	13.1	52.1	100	513	14.8	4.8	113	810	15.4	7.6	117	2242	12.3	21.1	94
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	4349	10.3	50.2	96	494	14.3	5.7	133	673	12.8	7.8	120	1689	9.2	19.5	86
MKDAY 9:00 AM - 1:00 PM	12163	5583	13.2	45.9	88	556	16.0	4.6	107	699	13.3	5.7	89	2229	12.2	18.3	81
MKDAY 1:00 PM - 4:30 PM	16150	7334	17.3	45.4	87	571	16.5	3.5	83	979	18.6	6.1	93	3010	16.5	18.6	83
MKDAY 4:30 PM - 7:30 PM	22463	11195	26.5	49.8	95	983	28.4	4.4	102	1417	27.0	6.3	97	4949	27.1	22.0	98
MKDAY 7:30 PM - 8:00 PM	31795	15854	37.5	49.9	96	1308	37.7	4.1	96	2090	39.8	6.6	101	7060	38.6	22.2	98
MKDAY 11:00 PM - 11:30 PM	23977	12392	29.3	51.7	99	853	24.6	3.6	83	1772	33.7	7.4	114	5057	27.7	21.1	93
MKDAY 11:30 PM - 1:00 AM	7703	4006	9.5	52.0	100	288	8.3	3.7	87	584	11.1	7.6	117	1537	8.4	20.0	88
M-SAT 8-11 PM+SUN 7-11 PM	33800	17728	41.9	52.4	100	1412	40.8	4.2	98	2308	43.9	6.8	105	8033	44.0	23.8	105
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	3212	7.6	49.1	94	303	8.7	4.6	108	328	6.2	5.0	77	1466	8.0	22.4	99
ANOTHER WORLD N	4620	1902	4.5	41.2	79	**106	3.1	2.3	54	318	6.1	6.9	106	779	4.3	16.9	75
AS THE WORLD TURNS C	5614	2165	5.1	38.6	74	*125	3.6	2.2	52	276	5.3	4.9	76	735	4.0	13.1	58
CAPITOL C	3396	1398	3.3	41.2	79	**53	1.5	1.6	36	235	4.5	6.9	107	504	2.8	14.8	66
CBS MORN. NEWS 1 C	1446	563	1.3	38.9	75	**41	1.2	2.8	66	87	1.7	6.0	93	211	1.2	14.6	65
CBS MORN. NEWS 2 C	1207	534	1.3	44.2	85	**42	1.2	3.5	81	*50	1.0	4.1	64	227	1.2	18.8	83
DAYS OF OUR LIVES N	5877	2820	6.7	48.0	92	*189	5.5	3.2	75	426	8.1	7.2	112	1174	6.4	20.0	89
FACTS OF LIFE - DAYTIME N	2290	947	2.2	41.4	79	*67	1.9	2.9	68	131	2.5	5.7	88	309	1.7	13.5	60
FAMILY FEUD A	3023	1353	3.2	44.8	86	*96	2.8	3.2	74	153	2.9	5.1	78	496	2.7	16.4	73
GENERAL HOSPITAL A	6097	2963	7.0	48.6	93	238	6.9	3.9	91	353	6.7	5.8	89	1315	7.2	21.6	96
GOOD MORNING, AMERICA-730 A	3515	1769	4.2	50.3	96	154	4.4	4.4	102	281	5.3	8.0	123	721	3.9	20.5	91
GOOD MORNING, AMERICA-830 A	2818	1591	3.8	56.5	108	162	4.7	5.7	134	197	3.7	7.0	108	631	3.5	22.4	99
GUIDING LIGHT C	5339	2285	5.4	42.8	82	*142	4.1	2.7	62	342	6.5	6.4	99	833	4.6	15.6	69
ONE LIFE TO LIVE A	4478	2040	4.8	45.6	87	195	5.6	4.4	102	224	4.3	5.0	77	771	4.2	17.2	76
PRESS YOUR LUCK C	2244	999	2.4	44.5	85	**73	2.1	3.3	76	*70	1.3	3.1	48	466	2.6	20.8	92
PRICE IS RIGHT 1 C	4348	1569	3.7	36.1	69	*65	1.9	1.5	35	240	4.6	5.5	85	603	3.3	13.9	61
PRICE IS RIGHT 2 C	5014	1881	4.4	37.5	72	*98	2.8	2.0	46	260	4.9	5.2	80	690	3.8	13.8	61
RYAN'S HOPE A	3150	1573	3.7	49.9	96	*96	2.8	3.0	71	118	2.2	3.7	58	854	4.7	27.1	120
SALE OF THE CENTURY N	2695	1085	2.6	40.3	77	*79	2.3	2.9	69	115	2.2	4.3	66	459	2.5	17.0	76
SEARCH FOR TOMORROW N	2319	1016	2.4	43.8	84	**125	3.6	5.4	126	185	3.5	8.0	123	391	2.1	16.9	75
TODAY SHOW 1 N	2693	1376	3.3	51.1	98	*115	3.3	4.3	100	165	3.1	6.1	94	590	3.2	21.9	97
TODAY SHOW 2 N	2498	1192	2.8	47.7	91	*103	3.0	4.1	96	177	3.4	7.1	109	490	2.7	19.6	87
$25,000 PYRAMID C	2753	1147	2.7	41.7	80	**56	1.6	2.0	48	109	2.1	4.0	61	523	2.9	19.0	84
WHEEL OF FORTUNE N	4388	1936	4.6	44.1	85	181	5.2	4.1	96	325	6.2	7.4	114	743	4.1	16.9	75
YOUNG AND THE RESTLESS C	5695	2110	5.0	37.1	71	*95	2.7	1.7	39	347	6.6	6.1	94	787	4.3	13.8	61
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	902	2.1	51.3	98	**56	1.6	3.2	74	114	2.2	6.5	100	433	2.4	24.6	109
NBA PLAYOFF GAME -1 C	1136	473	1.1	41.6	80	**22	0.6	1.9	45	*73	1.4	6.4	99	196	1.1	17.3	76
NBC MAJOR LEAGUE PRE-GAME N	953	361	0.9	37.9	73	**47	1.4	4.9	115	**64	1.2	6.7	104	**84	0.5	8.8	39
SPORTSWORLD - SUN N	1233	507	1.2	41.1	79	**49	1.4	4.0	93	**42	0.8	3.4	53	192	1.1	15.6	69
SUNDAY MORNING C	1611	759	1.8	47.1	90	**94	2.7	5.8	136	*125	2.4	7.8	120	233	1.3	14.5	64

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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ENGLISH MUFFINS: BRANDS
(FEMALE HOMEMAKERS)

0183
P-19

		TOTAL U.S. '000	ALL USERS A '000	B % DOWN	C ACROSS %	D INDX	OROWHEAT A '000	B % DOWN	C ACROSS %	D INDX	PEPPERIDGE FARM A '000	B % DOWN	C ACROSS %	D INDX	THOMAS A '000	B % DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEMAKERS		80986	42280	100.0	52.2	100	3465	100.0	4.3	100	5254	100.0	6.5	100	18269	100.0	22.6	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	12261	29.0	47.0	90	940	27.1	3.6	84	1626	30.9	6.2	96	5255	28.8	20.2	89
NETWORK AFFILIATES - LATE		20261	10401	24.6	51.3	98	749	21.6	3.7	86	1451	27.6	7.2	110	4286	23.5	21.2	94
INDEPENDENTS - LATE		2076	1377	3.3	66.3	127	120	3.5	5.8	135	162	3.1	7.8	120	744	4.1	35.8	159
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	5030	11.9	48.1	92	271	7.8	2.6	61	664	12.6	6.4	98	2436	13.3	23.3	103
ABC MONDAY NIGHT MOVIE	A	6412	3364	8.0	52.5	100	255	7.4	4.0	93	506	9.6	7.9	122	1475	8.1	23.0	102
ABC SUNDAY NIGHT MOVIE	A	12407	6577	15.6	53.0	102	509	14.7	4.1	96	776	14.8	6.3	96	2955	16.2	23.8	106
ABC WORLD NEWS TONIGHT	A	6176	2911	6.9	47.1	90	160	4.6	2.6	61	430	8.2	7.0	107	1318	7.2	21.3	95
AFTERMASH	C	5863	2886	6.8	49.2	94	*230	6.6	3.9	92	438	8.3	7.5	115	1379	7.5	23.5	104
ALICE	C	9594	4701	11.1	49.0	94	363	10.5	3.8	88	579	11.0	6.0	93	2218	12.1	23.1	102
AMERICAN PARADE	C	6622	3297	7.8	49.8	95	226	6.5	3.4	80	372	7.1	5.6	87	1322	7.2	20.0	88
BENSON	A	10886	5735	13.6	52.7	101	429	12.4	3.9	92	670	12.8	6.2	95	2790	15.3	25.6	114
BLUE THUNDER	A	5036	2476	5.9	49.2	94	278	8.0	5.5	129	278	5.3	5.5	85	1079	5.9	21.4	95
CAGNEY & LACEY	C	9965	5324	12.6	53.4	102	474	13.7	4.8	111	577	11.0	5.8	89	2333	12.8	23.4	104
CBS EVENING NEWS-DEAN	C	3491	1861	4.4	53.3	102	*157	4.5	4.5	105	197	3.7	5.6	87	841	4.6	24.1	107
CBS EVENING NEWS-RATHER	C	7123	3544	8.4	49.8	95	303	8.7	4.3	99	467	8.9	6.6	101	1518	8.3	21.3	94
CBS SAT. NEWS-SCHIEFFER	C	3621	1834	4.3	50.6	97	246	7.1	6.8	159	193	3.7	5.3	82	868	4.8	24.0	106
CBS SATURDAY NIGHT MOVIE	C	5436	2739	6.5	50.4	97	217	6.3	4.0	93	415	7.9	7.6	118	1264	6.9	23.3	103
CBS WEDNESDAY NIGHT MOVIE	C	6100	2920	6.9	47.9	92	250	7.2	4.1	96	312	5.9	5.1	79	1209	6.6	19.8	88
CHEERS	N	8889	5127	12.1	57.7	110	398	11.5	4.5	105	480	9.1	5.4	83	2658	14.5	29.9	133
DALLAS	C	22109	11100	26.3	50.2	96	710	20.5	3.2	75	1663	31.7	7.5	116	5039	27.6	22.8	101
DIFF'RENT STROKES	N	6940	3402	8.0	49.0	94	*194	5.6	2.8	65	560	10.7	8.1	124	1527	8.4	22.0	98
DOUBLE TROUBLE	N	7223	3721	8.8	51.5	99	394	11.4	5.5	127	453	8.6	6.3	97	1572	8.6	21.8	96
DUCK FACTORY	N	5595	3069	7.3	54.9	105	277	8.0	5.0	116	269	5.1	4.8	74	1537	8.4	27.5	122
DUKES OF HAZZARD	C	5768	2324	5.5	40.3	77	*195	5.6	3.4	79	405	7.7	7.0	108	825	4.5	14.3	63
DYNASTY	A	20053	10155	24.0	50.6	97	724	20.9	3.6	84	1439	27.4	7.2	111	4443	24.3	22.2	98
FACTS OF LIFE	N	8087	4143	9.8	51.2	98	363	10.5	4.5	105	567	10.8	7.0	108	1821	10.0	22.5	100
FALCON CREST	C	20046	9922	23.5	49.5	95	453	13.1	2.3	53	1446	27.5	7.2	111	4281	23.4	21.4	95
FALL GUY	A	9084	4394	10.4	48.4	93	412	11.9	4.5	106	629	12.0	6.9	107	1823	10.0	20.1	89
FAMILY TIES	N	7964	3878	9.2	48.7	93	262	7.6	3.3	77	440	8.4	5.5	85	1918	10.5	24.1	107
FANTASY ISLAND	A	7687	3946	9.3	51.3	98	344	9.9	4.5	105	477	9.1	6.2	96	1704	9.3	22.2	98
FOULUPS,BLEEPS & BLUNDERS	A	8861	4539	10.7	51.2	98	359	10.4	4.1	95	548	10.4	6.2	95	2019	11.1	22.8	101
FOUR SEASONS	C	5095	2735	6.5	53.7	103	*217	6.3	4.3	100	433	8.2	8.5	131	1381	7.6	27.1	120
GIMME A BREAK	N	8838	4131	9.8	46.7	90	*208	6.0	2.4	55	459	8.7	5.2	80	2066	11.3	23.4	104
HART TO HART	A	8978	4427	10.5	49.3	94	324	9.4	3.6	84	568	10.8	6.3	98	1752	9.6	19.5	87
HILL STREET BLUES	N	8590	4772	11.3	55.6	106	425	12.3	4.9	116	477	9.1	5.6	86	2243	12.3	26.1	116
HOTEL	A	14085	7182	17.0	51.0	98	581	16.8	4.1	96	1033	19.7	7.3	113	3236	17.7	23.0	102
JEFFERSONS	C	9360	4542	10.7	48.5	93	384	11.1	4.1	96	541	10.3	5.8	89	2179	11.9	23.3	103
JENNIFER SLEPT HERE	N	5841	3045	7.2	52.1	100	*207	6.0	3.5	83	454	8.6	7.8	120	1446	7.9	24.8	110
KATE & ALLIE	C	9206	5053	12.0	54.9	105	393	11.3	4.3	100	546	10.4	5.9	91	2237	12.2	24.3	108
KNIGHT RIDER	N	7076	3600	8.5	50.9	97	350	10.1	4.9	116	429	8.2	6.1	93	1535	8.4	21.7	96
LOVE BOAT	A	12219	6297	14.9	51.5	99	579	16.7	4.7	111	738	14.0	6.0	93	2918	16.0	23.9	106
MAGNUM PI	C	11199	5544	13.1	49.5	95	573	16.5	5.1	120	735	14.0	6.6	101	2224	12.2	19.9	88
MAMA'S FAMILY	N	6057	3054	7.2	50.4	97	*227	6.6	3.7	88	420	8.0	6.9	107	1339	7.3	22.1	98
MASTER, THE	N	3598	1750	4.1	48.6	93	*185	5.3	5.1	120	235	4.5	6.5	101	782	4.3	21.7	96
MATT HOUSTON	A	6344	3603	8.5	56.8	109	415	12.0	6.5	153	358	6.8	5.6	87	1728	9.5	27.2	121
NBC MONDAY NIGHT MOVIE	N	11994	6201	14.7	51.7	99	477	13.8	4.0	93	709	13.5	5.9	91	2796	15.3	23.3	103
NBC NIGHTLY NEWS	N	5132	2443	5.8	47.6	91	303	8.7	5.9	138	363	6.9	7.1	109	1014	5.6	19.8	88
NBC NIGHTLY NEWS-SAT	N	3375	1514	3.6	44.9	86	**81	2.3	2.4	56	*203	3.9	6.0	93	691	3.8	20.5	91
NBC NIGHTLY NEWS-SUN	N	3130	1460	3.5	46.6	89	**95	2.7	3.0	71	*208	4.0	6.6	102	708	3.9	22.6	100
NBC SUNDAY NIGHT MOVIE	N	8284	4253	10.1	51.3	98	*391	11.3	4.7	110	570	10.8	6.9	106	2205	12.1	26.6	118
NEWHART	C	9240	5035	11.9	54.5	104	364	10.5	3.9	92	567	10.8	6.1	95	2288	12.5	24.8	110
ONE DAY AT A TIME	C	7288	3645	8.6	50.0	96	*252	7.3	3.5	81	414	7.9	5.7	88	1573	8.6	21.6	96
PEOPLE ARE FUNNY	N	4855	2349	5.6	48.4	93	*199	5.7	4.1	96	385	7.3	7.9	122	958	5.2	19.7	87
REAL PEOPLE	N	8869	4198	9.9	47.3	91	230	6.6	2.6	61	605	11.5	6.8	105	1861	10.2	21.0	93
REMINGTON STEELE	N	7743	4150	9.8	53.6	103	274	7.9	3.5	83	650	12.4	8.4	129	1951	10.7	25.2	112
RIPLEY'S BELIEVE IT - NOT	A	5345	2929	6.9	54.8	105	329	9.5	6.2	144	336	6.4	6.3	97	1172	6.4	21.9	97
RIPTIDE	N	6988	3578	8.5	51.2	98	294	8.5	4.2	98	492	9.4	7.0	109	1570	8.6	22.5	100
SCARECROW & MRS. KING	C	10002	4878	11.5	48.8	93	383	11.1	3.8	89	675	12.8	6.7	104	2179	11.9	21.8	97
SIMON & SIMON	C	10638	5035	11.9	47.3	91	549	15.8	5.2	121	732	13.9	6.9	106	1952	10.7	18.3	81
60 MINUTES	C	13293	6881	16.3	51.8	99	581	16.8	4.4	102	872	16.6	6.6	101	3194	17.5	24.0	107
ST. ELSEWHERE	N	7017	3895	9.2	55.5	106	293	8.5	4.2	98	638	12.1	9.1	140	1755	9.6	25.0	111
THREE'S COMPANY	A	10917	5489	13.0	50.3	96	300	8.7	2.7	64	652	12.4	6.0	92	2501	13.7	22.9	102
T.J. HOOKER	A	9204	4441	10.5	48.3	92	438	12.6	4.8	111	534	10.2	5.8	89	1902	10.4	20.7	92
TONIGHT SHOW	N	2372	1360	3.2	57.3	110	*62	1.8	2.6	61	191	3.6	8.1	124	633	3.5	26.7	118
TRAPPER JOHN, M.D.	C	9846	4608	10.9	46.8	90	291	8.4	3.0	69	666	12.7	6.8	104	2094	11.5	21.3	94
TV BLOOPERS & PRAC. JOKES	N	9105	4740	11.2	52.1	100	388	11.2	4.3	100	525	10.0	5.8	89	2029	11.1	22.3	99
20/20	A	9387	5214	12.3	55.5	106	485	14.0	5.2	121	738	14.0	7.9	121	2119	11.6	22.6	100
WEBSTER	A	11067	5824	13.8	52.6	101	483	13.9	4.4	102	668	12.7	6.0	93	2859	15.6	25.8	115
WORLD NEWS - SUN	A	3062	1587	3.8	51.8	99	*180	5.2	5.9	137	*222	4.2	7.3	112	772	4.2	25.2	112
YELLOW ROSE	N	4978	2400	5.7	48.2	92	*240	6.9	4.8	113	341	6.5	6.9	106	888	4.9	17.8	79
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	5217	12.3	58.8	113	**320	9.2	3.6	84	688	13.1	7.7	119	2536	13.9	28.6	127
BASKETBALL - COLLEGE GAMES		4080	2218	5.2	54.4	104	**89	2.6	2.2	51	*373	7.1	9.1	141	1082	5.9	26.5	118
BASKETBALL - PRO GAMES		3607	1975	4.7	54.8	105	**108	3.1	3.0	70	*280	5.3	7.8	120	955	5.2	26.5	117
BOWLING		3883	2247	5.3	57.9	111	**180	5.2	4.6	108	*282	5.4	7.3	112	1229	6.7	31.7	140
BOXING		3928	2046	4.8	52.1	100	**198	5.7	5.0	118	**242	4.6	6.2	95	872	4.8	22.2	98
FOOTBALL - COLLEGE GAMES		6366	3302	7.8	51.9	99	**207	6.0	3.3	76	657	12.5	10.3	159	1498	8.2	23.5	104
FOOTBALL - PRO GAMES		11300	6282	14.9	55.6	106	*652	18.8	5.8	135	904	17.2	8.0	123	2638	14.4	23.3	103
GOLF		3378	2199	5.2	65.1	125	**235	6.8	7.0	163	*334	6.4	9.9	152	1082	5.9	32.0	142
POST-SEASON COLL. FOOTBALL		4906	2459	5.8	50.1	96	**209	6.0	4.3	100	*463	8.8	9.4	145	1055	5.8	21.5	95
POST-SEASON PRO FOOTBALL		6120	3391	8.0	55.4	106	*385	11.1	6.3	147	*370	7.0	6.0	93	1413	7.7	23.1	102
TENNIS		3033	1926	4.6	63.5	122	**138	4.0	4.5	106	*373	7.1	12.3	190	1112	6.1	36.7	163
WRESTLING - PROFESSIONAL		3344	1337	3.2	40.0	77	**69	2.0	2.1	48	**221	4.2	6.6	102	571	3.1	17.1	76

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ENGLISH MUFFINS: BRANDS
(FEMALE HOMEMAKERS)

0184
P-19

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	WONDER A '000	WONDER B % DOWN	WONDER C % ACROSS	WONDER D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	42280	100.0	52.2	100	8773	100.0	10.8	100								
18 - 24	9282	4229	10.0	45.6	87	989	11.3	10.7	98								
25 - 34	19072	10899	25.8	57.1	109	2389	27.2	12.5	116								
35 - 44	14591	8288	19.6	56.8	109	2027	23.1	13.9	128								
45 - 54	11345	6490	15.4	57.2	110	1287	14.7	11.3	105								
55 - 64	11635	6285	14.9	54.0	103	1039	11.8	8.9	82								
65 OR OLDER	15061	6089	14.4	40.4	77	1042	11.9	6.9	64								
18 - 34	28354	15128	35.8	53.4	102	3378	38.5	11.9	110								
18 - 49	48339	26556	62.8	54.9	105	6031	68.7	12.5	115								
25 - 54	45008	25677	60.7	57.0	109	5703	65.0	12.7	117								
35 - 49	19985	11428	27.0	57.2	110	2653	30.2	13.3	123								
50 OR OLDER	32647	15724	37.2	48.2	92	2742	31.3	8.4	78								
GRADUATED COLLEGE	11155	7569	17.9	67.9	130	1108	12.6	9.9	92								
ATTENDED COLLEGE	13682	8473	20.0	61.9	119	1749	19.9	12.8	118								
GRADUATED HIGH SCHOOL	33880	18434	43.6	54.4	104	4183	47.7	12.3	114								
DID NOT GRADUATE HIGH SCHOOL	22270	7805	18.5	35.0	67	1734	19.8	7.8	72								
EMPLOYED	40306	23399	55.3	58.1	111	4392	50.1	10.9	101								
EMPLOYED FULL-TIME	32850	18983	44.9	57.8	111	3512	40.0	10.7	99								
EMPLOYED PART-TIME	7456	4416	10.4	59.2	113	880	10.0	11.8	109								
NOT EMPLOYED	40680	18881	44.7	46.4	89	4381	49.9	10.8	99								
PROFESSIONAL/MANAGER	10392	6961	16.5	67.0	128	987	11.3	9.5	88								
TECH/CLERICAL/SALES	17574	10718	25.4	61.0	117	2232	25.4	12.7	117								
PRECISION/CRAFT	985	551	1.3	55.9	107	**136	1.6	13.8	127								
OTHER EMPLOYED	11354	5169	12.2	45.5	87	1036	11.8	9.1	84								
SINGLE	9863	5345	12.6	54.2	104	811	9.2	8.2	76								
MARRIED	51375	28089	66.4	54.7	105	6173	70.4	12.0	111								
DIVORCED/SEPARATED/WIDOWED	19748	8847	20.9	44.8	86	1790	20.4	9.1	84								
PARENTS	32590	17648	41.7	54.2	104	4540	51.7	13.9	129								
WHITE	70416	38416	90.9	54.6	104	8084	92.1	11.5	106								
BLACK	8778	2930	6.9	33.4	64	556	6.3	6.3	58								
OTHER	1791	934	2.2	52.1	100	**133	1.5	7.4	69								
NORTHEAST-CENSUS	17786	13111	31.0	73.7	141	1644	18.7	9.2	85								
NORTH CENTRAL	20741	10392	24.6	50.1	96	4024	45.9	19.4	179								
SOUTH	27775	8833	20.9	31.8	61	1026	11.7	3.7	34								
WEST	14683	9943	23.5	67.7	130	2079	23.7	14.2	131								
NORTHEAST-MKTG.	17961	13340	31.6	74.3	142	1567	17.9	8.7	81								
EAST CENTRAL	11885	5686	13.4	47.8	92	1410	16.1	11.9	110								
WEST CENTRAL	14090	7300	17.3	51.8	99	3050	34.8	21.6	200								
SOUTH	24081	6863	16.2	28.5	55	869	9.9	3.6	33								
PACIFIC	12969	9090	21.5	70.1	134	1878	21.4	14.5	134								
COUNTY SIZE A	32439	20310	48.0	62.6	120	3706	42.2	11.4	105								
COUNTY SIZE B	24915	12688	30.0	50.9	98	2711	30.9	10.9	100								
COUNTY SIZE C	12930	6165	14.6	47.7	91	1453	16.6	11.2	104								
COUNTY SIZE D	10703	3117	7.4	29.1	56	903	10.3	8.4	78								
METRO CENTRAL CITY	24518	13174	31.2	53.7	103	2510	28.6	10.2	95								
METRO SUBURBAN	35919	21582	51.0	60.1	115	4409	50.3	12.3	113								
NON METRO	20549	7523	17.8	36.6	70	1854	21.1	9.0	83								
TOP 5 ADI'S	18341	13001	30.7	70.9	136	2115	24.1	11.5	106								
TOP 10 ADI'S	25378	16682	39.5	65.7	126	2699	30.8	10.6	98								
TOP 20 ADI'S	36488	22769	53.9	62.4	120	4176	47.6	11.4	106								
HSHLD INC. $50,000 OR MORE	6612	4950	11.7	74.9	143	907	10.3	13.7	127								
$40,000 OR MORE	12659	9311	22.0	73.6	141	1835	20.9	14.5	134								
$30,000 OR MORE	24698	16772	39.7	67.9	130	3328	37.9	13.5	124								
$25,000 OR MORE	32077	21459	50.8	66.9	128	4117	46.9	12.8	118								
$20,000 - $24,999	9144	4622	10.9	50.5	97	891	10.2	9.7	90								
$15,000 - $19,999	8728	4500	10.6	51.6	99	1134	12.9	13.0	120								
$10,000 - $14,999	12562	5260	12.4	41.9	80	1047	11.9	8.3	77								
UNDER $10,000	18475	6440	15.2	34.9	67	1584	18.1	8.6	79								
HOUSEHOLD OF 1 PERSON	11987	5307	12.6	44.3	85	844	9.6	7.0	65								
2 PEOPLE	26577	13639	32.3	51.3	98	2398	27.3	9.0	83								
3 OR 4 PEOPLE	30617	16928	40.0	55.3	106	3702	42.2	12.1	112								
5 OR MORE PEOPLE	11804	6407	15.2	54.3	104	1829	20.8	15.5	143								
NO CHILD IN HSHLD	46165	23559	55.7	51.0	98	4004	45.6	8.7	80								
CHILD(REN) UNDER 2 YRS	5325	2509	5.9	47.1	90	680	7.8	12.8	118								
2 - 5 YEARS	14221	7108	16.8	50.0	96	1869	21.3	13.1	121								
6 - 11 YEARS	15117	8067	19.1	53.4	102	2236	25.5	14.8	137								
12 - 17 YEARS	16611	9322	22.0	56.1	107	2439	27.8	14.7	136								
RESIDENCE OWNED	55884	29835	70.6	53.4	102	6163	70.2	11.0	102								
VALUE: $50,000 OR MORE	31744	20765	49.1	65.4	125	3963	45.2	12.5	115								
VALUE: UNDER $50,000	24140	9070	21.5	37.6	72	2200	25.1	9.1	84								

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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ENGLISH MUFFINS: BRANDS
(FEMALE HOMEMAKERS)

0185
P-19

		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS %	ALL USERS D INDX	WONDER A '000	WONDER B % DOWN	WONDER C % ACROSS %	WONDER D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX
TOTAL FEMALE HOMEMAKERS		80986	42280	100.0	52.2	100	8773	100.0	10.8	100								
MAGAZINES	QUINTILE 1	15799	10095	23.9	63.9	122	2185	24.9	13.8	128								
	QUINTILE 2	17259	10504	24.8	60.9	117	1918	21.9	11.1	103								
	QUINTILE 3	13545	7277	17.2	53.7	103	1612	18.4	11.9	110								
	QUINTILE 4	15133	6986	16.5	46.2	88	1468	16.7	9.7	90								
	QUINTILE 5	19250	7418	17.5	38.5	74	1590	18.1	8.3	76								
NEWSPAPERS	QUINTILE 1	12413	8305	19.6	66.9	128	1357	15.5	10.9	101								
	QUINTILE 2	24116	13930	32.9	57.8	111	2946	33.6	12.2	113								
	QUINTILE 3	11261	6042	14.3	53.7	103	1313	15.0	11.7	108								
	QUINTILE 4	20255	9848	23.3	48.6	93	2313	26.4	11.4	105								
	QUINTILE 5	12940	4156	9.8	32.1	62	844	9.6	6.5	60								
OUTDOOR	QUINTILE 1	14852	8514	20.1	57.3	110	1628	18.6	11.0	101								
	QUINTILE 2	15725	8563	20.3	54.5	104	1987	22.6	12.6	117								
	QUINTILE 3	16330	8805	20.8	53.9	103	1927	22.0	11.8	109								
	QUINTILE 4	16744	8613	20.4	51.4	99	1726	19.7	10.3	95								
	QUINTILE 5	17334	7785	18.4	44.9	86	1505	17.2	8.7	80								
RADIO-DRIVE TIME	QUINTILE 1	15911	8699	20.6	54.7	105	2046	23.3	12.9	119								
	QUINTILE 2	14837	8114	19.2	54.7	105	1653	18.8	11.1	103								
	QUINTILE 3	15339	8254	19.5	53.8	103	1504	17.1	9.8	91								
	QUINTILE 4	16723	8879	21.0	53.1	102	1786	20.4	10.7	99								
	QUINTILE 5	18176	8335	19.7	45.9	88	1785	20.3	9.8	91								
RADIO-MID-DAY	TERCILE 1	21020	11730	27.7	55.8	107	2736	31.2	13.0	120								
	TERCILE 2	21610	11353	26.9	52.5	101	2455	28.0	11.4	105								
	TERCILE 3	38355	19197	45.4	50.1	96	3583	40.8	9.3	86								
RADIO-TOTAL	QUINTILE 1	15988	8888	21.0	55.6	106	2190	25.0	13.7	126								
	QUINTILE 2	15626	8398	19.9	53.7	103	1647	18.8	10.5	97								
	QUINTILE 3	16723	9130	21.6	54.6	105	1885	21.5	11.3	104								
	QUINTILE 4	16342	8765	20.7	53.6	103	1627	18.5	10.0	92								
	QUINTILE 5	16306	7100	16.8	43.5	83	1424	16.2	8.7	81								
TV-PRIME TIME	QUINTILE 1	15953	7808	18.5	48.9	94	1617	18.4	10.1	94								
	QUINTILE 2	16137	9099	21.5	56.4	108	1795	20.5	11.1	103								
	QUINTILE 3	16420	8652	20.5	52.7	101	1755	20.0	10.7	99								
	QUINTILE 4	16687	8798	20.8	52.7	101	1881	21.4	11.3	104								
	QUINTILE 5	15789	7924	18.7	50.2	96	1726	19.7	10.9	101								
TV-DAYTIME	TERCILE 1	27736	12632	29.9	45.5	87	2705	30.8	9.8	90								
	TERCILE 2	26489	14261	33.7	53.8	103	3106	35.4	11.7	108								
	TERCILE 3	26761	15388	36.4	57.5	110	2961	33.8	11.1	102								
TV-TOTAL	QUINTILE 1	16345	7706	18.2	47.1	90	1602	18.3	9.8	90								
	QUINTILE 2	16447	8030	19.0	48.8	94	1771	20.2	10.8	99								
	QUINTILE 3	15980	8782	20.8	55.0	105	1895	21.6	11.9	109								
	QUINTILE 4	15887	8948	21.2	56.3	108	1636	18.6	10.3	95								
	QUINTILE 5	16326	8814	20.8	54.0	103	1869	21.3	11.4	106								
MAGAZINES-NEWSPAPERS: DUAL		20721	13663	32.3	65.9	126	2414	27.5	11.7	108								
MAGAZINE IMPERATIVE		19186	10347	24.5	53.9	103	2360	26.9	12.3	114								
NEWSPAPER IMPERATIVE		21899	11558	27.3	52.8	101	2512	28.6	11.5	106								
MAGAZINES-OUTDOOR: DUAL		15451	9843	23.3	63.7	122	2090	23.8	13.5	125								
MAGAZINE IMPERATIVE		25953	15070	35.6	58.1	111	2934	33.4	11.3	104								
OUTDOOR IMPERATIVE		24400	11445	27.1	46.9	90	2533	28.9	10.4	96								
MAGAZINES-RADIO: DUAL		18049	10725	25.4	59.4	114	2382	27.2	13.2	122								
MAGAZINE IMPERATIVE		23571	14404	34.1	61.1	117	2809	32.0	11.9	110								
RADIO IMPERATIVE		23278	11003	26.0	47.3	91	2445	27.9	10.5	97								
MAGAZINES-TELEVISION: DUAL		15459	9019	21.3	58.3	112	1983	22.6	12.8	118								
MAGAZINE IMPERATIVE		25829	16238	38.4	62.9	120	3197	36.4	12.4	114								
TELEVISION IMPERATIVE		26039	10919	25.8	41.9	80	2363	26.9	9.1	84								
NEWSPAPERS-OUTDOOR: DUAL		16605	10406	24.6	62.7	120	1911	21.8	11.5	106								
NEWSPAPER IMPERATIVE		26834	15547	36.8	57.9	111	3241	36.9	12.1	111								
OUTDOOR IMPERATIVE		23346	11084	26.2	47.5	91	2655	30.3	11.4	105								
NEWSPAPERS-RADIO: DUAL		17133	10214	24.2	59.6	114	2132	24.3	12.4	115								
NEWSPAPER IMPERATIVE		25892	15466	36.6	59.7	114	2843	32.4	11.0	101								
RADIO IMPERATIVE		23167	11104	26.3	47.9	92	2661	30.3	11.5	106								
NEWSPAPERS-TELEVISION: DUAL		17159	9609	22.7	56.0	107	2049	23.4	11.9	110								
NEWSPAPER IMPERATIVE		26214	16488	39.0	62.9	120	3073	35.0	11.7	108								
TELEVISION IMPERATIVE		23412	9669	22.9	41.3	79	2266	25.8	9.7	89								
OUTDOOR-RADIO: DUAL		15303	8497	20.1	55.5	106	1911	21.8	12.5	115								
OUTDOOR IMPERATIVE		24901	13482	31.9	54.1	104	2795	31.9	11.2	104								
RADIO IMPERATIVE		26492	14011	33.1	52.9	101	3008	34.3	11.4	105								
OUTDOOR-TELEVISION: DUAL		14794	7891	18.7	53.3	102	1849	21.1	12.5	115								
OUTDOOR IMPERATIVE		25437	14745	34.9	58.0	111	2946	33.6	11.6	107								
TELEVISION IMPERATIVE		27877	13135	31.1	47.1	90	2677	30.5	9.6	89								
RADIO-TELEVISION: DUAL		15996	8250	19.5	51.6	99	1727	19.7	10.8	100								
RADIO IMPERATIVE		25478	14559	34.4	57.1	109	3195	36.4	12.5	116								
TELEVISION IMPERATIVE		26573	12917	30.6	48.6	93	2694	30.7	10.1	94								

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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ENGLISH MUFFINS: BRANDS
(FEMALE HOMEMAKERS)

0186
P-19

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	WONDER A '000	WONDER B % DOWN	WONDER C % ACROSS	WONDER D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	42280	100.0	52.2	100	8773	100.0	10.8	100								
ATLANTIC MONTHLY	415	252	0.6	60.7	116	**19	0.2	4.6	42								
BARRON'S	453	350	0.8	77.3	148	**91	1.0	20.1	185								
BETTER HOMES & GARDENS	16256	9912	23.4	61.0	117	2375	27.1	14.6	135								
BON APPETIT	2535	1903	4.5	75.1	144	*238	2.7	9.4	87								
BUSINESS WEEK	1278	829	2.0	64.9	124	**105	1.2	8.2	76								
CAR AND DRIVER	378	*217	0.5	57.4	110	**17	0.2	4.5	42								
CBS MAGAZINE NETWORK (GROSS)	1498	1009	2.4	67.4	129	*200	2.3	13.4	123								
CHANGING TIMES	1505	875	2.1	58.1	111	*159	1.8	10.6	98								
COLONIAL HOMES	1231	781	1.8	63.4	122	**91	1.0	7.4	68								
CONDE NAST MAG. PKG. (GROSS)	14146	8684	20.5	61.4	118	1984	22.6	14.0	129								
CONSUMERS DIGEST	1323	830	2.0	62.7	120	**143	1.6	10.8	100								
COSMOPOLITAN	7102	4428	10.5	62.3	119	840	9.6	11.8	109								
COUNTRY LIVING	2481	1599	3.8	64.4	123	*318	3.6	12.8	118								
CUISINE	1472	1052	2.5	71.5	137	**146	1.7	9.9	92								
CYCLE WORLD	425	*289	0.7	68.0	130	**108	1.2	25.4	235								
DCI:CREATIVE IDEAS FOR LIV	2510	1309	3.1	52.2	100	313	3.6	12.5	115								
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	3385	8.0	50.6	97	492	5.6	7.3	68								
DISCOVER	894	446	1.1	49.9	96	**79	0.9	8.8	82								
EBONY	3507	1446	3.4	41.2	79	297	3.4	8.5	78								
ESQUIRE	1083	589	1.4	54.4	104	**108	1.2	10.0	92								
ESSENCE	1830	718	1.7	39.2	75	*132	1.5	7.2	67								
FAMILY CIRCLE	15930	9891	23.4	62.1	119	2169	24.7	13.6	126								
THE FAMILY HANDYMAN	1126	677	1.6	60.1	115	*205	2.3	18.2	168								
FAMILY WEEKLY	11468	5874	13.9	51.2	98	1455	16.6	12.7	117								
FIELD & STREAM	2234	1073	2.5	48.0	92	*258	2.9	11.5	107								
FOOD & WINE	579	379	0.9	65.5	125	**21	0.2	3.6	33								
FORBES	728	474	1.1	65.1	125	**64	0.7	8.8	81								
FORTUNE	906	602	1.4	66.4	127	**100	1.1	11.0	102								
GENTLEMEN'S QUARTERLY	791	431	1.0	54.5	104	**72	0.8	9.1	84								
GLAMOUR	5265	3270	7.7	62.1	119	698	8.0	13.3	122								
GOLF DIGEST	636	381	0.9	59.9	115	**66	0.8	10.4	96								
GOLF DIGEST/TENNIS (GROSS)	1186	671	1.6	56.6	108	**136	1.6	11.5	106								
GOLF MAGAZINE	441	321	0.8	72.8	139	**43	0.5	9.8	90								
GOLF MAGAZINE/SKI (GROSS)	922	625	1.5	67.8	130	**87	1.0	9.4	87								
GOOD HOUSEKEEPING	16487	10170	24.1	61.7	118	2406	27.4	14.6	135								
HARPER'S BAZAAR	2423	1574	3.7	65.0	124	*285	3.2	11.8	109								
HEALTH	1994	1087	2.6	54.5	104	*261	3.0	13.1	121								
HEARST MAG CORP. BUY (GROSS)	44101	27259	64.5	61.8	118	6012	68.5	13.6	126								
HEARST MAN POWER (GROSS)	1993	1258	3.0	63.1	121	402	4.6	20.2	186								
HEARST WOMAN POWER (GROSS)	31274	19140	45.3	61.2	117	4403	50.2	14.1	130								
HOUSE BEAUTIFUL	3623	2208	5.2	60.9	117	445	5.1	12.3	113								
INC.	283	*216	0.5	76.3	146	**54	0.6	19.1	176								
JET	2928	1141	2.7	39.0	75	280	3.2	9.6	88								
LADIES' HOME JOURNAL	11918	7076	16.7	59.4	114	1772	20.2	14.9	137								
LHJ FAMILY GRP COMBO(GROSS)	16764	9729	23.0	58.0	111	2404	27.4	14.3	132								
LIFE	4254	2579	6.1	60.6	116	478	5.4	11.2	104								
L.A. TIMES HOME MAGAZINE	1145	764	1.8	66.7	128	**79	0.9	6.9	64								
MADEMOISELLE	2884	1745	4.1	60.5	116	378	4.3	13.1	121								
MC CALL'S	13460	7987	18.9	59.3	114	1662	18.9	12.3	114								
MC CALL'S/WRK MOTHER (GROSS)	14606	8627	20.4	59.1	113	1776	20.2	12.2	112								
MECHANIX ILLUSTRATED	772	423	1.0	54.8	105	**142	1.6	18.4	170								
METROPOLITAN HOME	967	604	1.4	62.5	120	**58	0.7	6.0	55								
MONEY	1588	993	2.3	62.5	120	*173	2.0	10.9	101								
MOTHER EARTH NEWS	1002	651	1.5	65.0	124	*127	1.4	12.7	117								
MS.	825	525	1.2	63.6	122	*125	1.4	15.2	140								
NATIONAL ENQUIRER	10336	5047	11.9	48.8	94	1127	12.8	10.9	101								
NATIONAL GEOGRAPHIC	9597	6249	14.8	65.1	125	1150	13.1	12.0	111								
NATIONAL SUNDAY MAGAZINE PKG	49558	29183	69.0	58.9	113	6000	68.4	12.1	112								
NATURAL HISTORY	573	420	1.0	73.3	140	**61	0.7	10.6	98								
NEW WOMAN	1699	953	2.3	56.1	107	*149	1.7	8.8	81								
NEW YORK INCLUDING CUE	443	369	0.9	83.3	160	**9	0.1	2.0	19								
THE NEW YORKER	1270	914	2.2	72.0	138	**90	1.0	7.1	65								
NEWSWEEK	6277	4024	9.5	64.1	123	740	8.4	11.8	109								
THE N.Y. TIMES DAILY EDITION	1205	1005	2.4	83.4	160	**27	0.3	2.2	21								
THE N.Y. TIMES MAGAZINE	2081	1703	4.0	81.8	157	**99	1.1	4.8	44								
OMNI	788	474	1.1	60.2	115	**97	1.1	12.3	114								
ON CABLE	1158	676	1.6	58.4	112	*268	3.1	23.1	214								
1001 HOME IDEAS	2852	1566	3.7	54.9	105	371	4.2	13.0	120								
ORGANIC GARDENING	1658	928	2.2	56.0	107	*221	2.5	13.3	123								
OUTDOOR LIFE	896	354	0.8	39.5	76	**68	0.8	7.6	70								
PARADE MAGAZINE	24275	14991	35.5	61.8	118	2625	29.9	10.8	100								

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ENGLISH MUFFINS: BRANDS
(FEMALE HOMEMAKERS)

0187
P-19

	TOTAL U.S. '000	ALL USERS A '000	B % DOWN	C % ACROSS	D INDX	WONDER A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	42280	100.0	52.2	100	8773	100.0	10.8	100								
PARENTS	3845	2147	5.1	55.8	107	662	7.5	17.2	159								
PENTHOUSE	831	443	1.0	53.3	102	**126	1.4	15.2	140								
PEOPLE	11645	7309	17.3	62.8	120	1517	17.3	13.0	120								
PLAYBOY	2006	1167	2.8	58.2	111	*130	1.5	6.5	60								
POPULAR HOT RODDING	297	*142	0.3	47.8	92	**83	0.9	27.9	258								
POPULAR MECHANICS	1018	727	1.7	71.4	137	*290	3.3	28.5	263								
POPULAR SCIENCE	878	651	1.5	74.1	142	**120	1.4	13.7	126								
PREVENTION	3913	2402	5.7	61.4	118	467	5.3	11.9	110								
PSYCHOLOGY TODAY	1710	1140	2.7	66.7	128	*247	2.8	14.4	133								
READER'S DIGEST	22204	12808	30.3	57.7	110	2739	31.2	12.3	114								
REDBOOK	7684	4542	10.7	59.1	113	1158	13.2	15.1	139								
ROAD & TRACK	410	303	0.7	73.9	142	**61	0.7	14.9	137								
ROLLING STONE	969	663	1.6	68.4	131	*110	1.3	11.4	105								
RUNNER'S WORLD	298	*148	0.4	49.7	95	**29	0.3	9.7	90								
SATURDAY EVENING POST	1169	763	1.8	65.3	125	*142	1.6	12.1	112								
SCIENCE 84	587	425	1.0	72.4	139	**44	0.5	7.5	69								
SCIENCE DIGEST	482	298	0.7	61.8	118	**82	0.9	17.0	157								
SCIENTIFIC AMERICAN	594	413	1.0	69.5	133	**61	0.7	10.3	95								
SELF	2089	1216	2.9	58.2	111	341	3.9	16.3	151								
SEVENTEEN	2411	1385	3.3	57.4	110	386	4.4	16.0	148								
SKI	480	304	0.7	63.3	121	**44	0.5	9.2	85								
SMITHSONIAN	2760	1906	4.5	69.1	132	203	2.3	7.4	68								
SOAP OPERA DIGEST	3013	1489	3.5	49.4	95	400	4.6	13.3	123								
SOUTHERN LIVING	4184	2077	4.9	49.6	95	*179	2.0	4.3	39								
SPORT	559	305	0.7	54.6	105	**24	0.3	4.3	40								
THE SPORTING NEWS	436	*294	0.7	67.4	129	**25	0.3	5.7	53								
SPORTS AFIELD	493	233	0.6	47.3	91	**30	0.3	6.1	56								
SPORTS ILLUSTRATED	2758	1823	4.3	66.1	127	379	4.3	13.7	127								
STAR	7456	3716	8.8	49.8	95	839	9.6	11.3	104								
SUNDAY	24936	15769	37.3	63.2	121	3499	39.9	14.0	130								
SUNSET	2124	1657	3.9	78.0	149	*305	3.5	14.4	133								
TV GUIDE	21661	12177	28.8	56.2	108	2606	29.7	12.0	111								
TENNIS	550	290	0.7	52.7	101	**70	0.8	12.7	117								
TIME	8880	5982	14.1	67.4	129	1076	12.3	12.1	112								
TOWN & COUNTRY	917	574	1.4	62.6	120	**38	0.4	4.1	38								
TRAVEL & LEISURE	972	660	1.6	67.9	130	**87	1.0	9.0	83								
TRUE STORY	3356	1462	3.5	43.6	83	376	4.3	11.2	103								
U.S.NEWS & WORLD REPORT	3410	2047	4.8	60.0	115	354	4.0	10.4	96								
USA TODAY	1759	1215	2.9	69.1	132	*180	2.1	10.2	94								
US	1873	1149	2.7	61.3	118	*193	2.2	10.3	95								
VOGUE	3909	2453	5.8	62.8	120	568	6.5	14.5	134								
WALL STREET JOURNAL	1886	1337	3.2	70.9	136	*213	2.4	11.3	104								
WEIGHT WATCHERS	2120	1278	3.0	60.3	115	324	3.7	15.3	141								
WOMAN'S DAY	14172	8946	21.2	63.1	121	1864	21.2	13.2	121								
WORKING MOTHER	1146	640	1.5	55.8	107	**113	1.3	9.9	91								
WORKING WOMAN	1322	857	2.0	64.8	124	*174	2.0	13.2	122								
WORLD TENNIS	*163	**101	0.2	62.0	119	**2	0.0	1.2	11								
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1559	3.7	61.6	118	259	3.0	10.2	94								
BLAIR INSERTS	43657	26599	62.9	60.9	117	5160	58.8	11.8	109								
DAILY NEWSPAPERS																	
READ ANY	51633	29348	69.4	56.8	109	5832	66.5	11.3	104								
READ ONE	43463	24053	56.9	55.3	106	4927	56.2	11.3	105								
READ TWO OR MORE	8170	5295	12.5	64.8	124	904	10.3	11.1	102								
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	31003	73.3	58.9	113	6309	71.9	12.0	111								
READ ONE	46126	26447	62.6	57.3	110	5569	63.5	12.1	111								
READ TWO OR MORE	6552	4556	10.8	69.5	133	740	8.4	11.3	104								
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	29.13				28.19											
30 DAY REACH	71455	38058	90.0	53.3	102	7902	90.1	11.1	102								
50 SHWG - 30 DAY AV FREQ	14.56	15.22				14.72											
30 DAY REACH	67742	36499	86.3	53.9	103	7580	86.4	11.2	103								
25 SHWG - 30 DAY AV FREQ	7.94	8.23				7.79											
30 DAY REACH	62117	33698	79.7	54.2	104	7143	81.4	11.5	106								
CABLE TV: HOME WIRED	32077	18231	43.1	56.8	109	4054	46.2	12.6	117								
HOME NOT WIRED	48909	24049	56.9	49.2	94	4719	53.8	9.6	89								
HAVE PAY CABLE	15935	9993	23.6	62.7	120	2499	28.5	15.7	145								

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ENGLISH MUFFINS: BRANDS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	WONDER A '000	WONDER B % DOWN	WONDER C % ACROSS	WONDER D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D IND
TOTAL FEMALE HOMEMAKERS	80986	42280	100.0	52.2	100	8773	100.0	10.8	100								
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	24269	57.4	55.3	106	5043	57.5	11.5	106								
10:00 AM - 3:00 PM	30659	16569	39.2	54.0	104	3757	42.8	12.3	113								
3:00 PM - 7:00 PM	31045	17172	40.6	55.3	106	3893	44.4	12.5	116								
7:00 PM - MIDNIGHT	15767	8451	20.0	53.6	103	1793	20.4	11.4	105								
MIDNIGHT - 6:00 AM	9120	5101	12.1	55.9	107	1051	12.0	11.5	106								
6:00 AM - MIDNIGHT	58527	32003	75.7	54.7	105	6731	76.7	11.5	106								
ENTIRE DAY	59311	32414	76.7	54.7	105	6806	77.6	11.5	106								
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	9507	22.5	58.8	113	2294	26.1	14.2	131								
ALL NEWS	2256	1592	3.8	70.6	135	*182	2.1	8.1	74								
AOR/PROGRESSIVE	3874	2466	5.8	63.7	122	451	5.1	11.6	107								
BEAUTIFUL MUSIC	5660	3398	8.0	60.0	115	616	7.0	10.9	100								
BLACK	2204	825	2.0	37.4	72	*209	2.4	9.5	88								
CLASSICAL	1418	954	2.3	67.3	129	*167	1.9	11.8	109								
CHR/ROCK	9538	5437	12.9	57.0	109	1085	12.4	11.4	105								
COUNTRY	12648	5553	13.1	43.9	84	1192	13.6	9.4	87								
GOLDEN OLDIES	1191	614	1.5	51.6	99	**75	0.9	6.3	58								
MOR/NOSTALGIA	4757	2878	6.8	60.5	116	527	6.0	11.1	102								
NEWS/TALK	3863	2590	6.1	67.0	128	588	6.7	15.2	141								
RELIGIOUS	3084	1370	3.2	44.4	85	297	3.4	9.6	89								
SOFT ROCK	521	*249	0.6	47.8	92	**68	0.8	13.1	120								
URBAN CONTEMPORARY	1585	790	1.9	49.8	95	*137	1.6	8.6	80								
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	1640	3.9	50.3	96	417	4.8	12.8	118								
ABC DIRECTION	2316	1425	3.4	61.5	118	438	5.0	18.9	175								
ABC ENTERTAINMENT	4834	2570	6.1	53.2	102	557	6.3	11.5	106								
ABC FM	2202	1093	2.6	49.6	95	*193	2.2	8.8	81								
ABC INFORMATION	5425	3088	7.3	56.9	109	570	6.5	10.5	97								
ABC ROCK	1677	1011	2.4	60.3	115	*189	2.2	11.3	104								
CBS	4430	2596	6.1	58.6	112	508	5.8	11.5	106								
MUTUAL	4992	2799	6.6	56.1	107	609	6.9	12.2	113								
NBC	4679	2823	6.7	60.3	116	625	7.1	13.4	123								
RADIORADIO	1994	1099	2.6	55.1	106	*335	3.8	16.8	155								
RKO ONE	2298	1171	2.8	51.0	98	*261	3.0	11.4	105								
RKO TWO	3311	1582	3.7	47.8	92	256	2.9	7.7	71								
THE SOURCE	2114	1114	2.6	52.7	101	**159	1.8	7.5	69								
NON-WIRED : BLAIR	8654	4554	10.8	52.6	101	1031	11.8	11.9	110								
INTERNET	12025	7093	16.8	59.0	113	1433	16.3	11.9	110								
KATZ RADIO GROUP	15359	9211	21.8	60.0	115	1936	22.1	12.6	116								
SUPERNET	10628	5542	13.1	52.1	100	1219	13.9	11.5	106								
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	4349	10.3	50.2	96	871	9.9	10.1	93								
WKDAY 9:00 AM - 1:00 PM	12163	5583	13.2	45.9	88	1180	13.5	9.7	90								
WKDAY 1:00 PM - 4:30 PM	16150	7334	17.3	45.4	87	1668	19.0	10.3	95								
WKDAY 4:30 PM - 7:30 PM	22463	11195	26.5	49.8	95	2198	25.1	9.8	90								
WKDAY 7:30 PM - 8:00 PM	31795	15854	37.5	49.9	96	3209	36.6	10.1	93								
WKDAY 11:00 PM - 11:30 PM	23977	12392	29.3	51.7	99	2923	33.3	12.2	113								
WKDAY 11:30 PM - 1:00 AM	7703	4006	9.5	52.0	100	1060	12.1	13.8	127								
M-SAT 8-11 PM+SUN 7-11 PM	33800	17728	41.9	52.4	100	3637	41.5	10.8	99								
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	3212	7.6	49.1	94	783	8.9	12.0	111								
ANOTHER WORLD N	4620	1902	4.5	41.2	79	402	4.6	8.7	80								
AS THE WORLD TURNS C	5614	2165	5.1	38.6	74	494	5.6	8.8	81								
CAPITOL C	3396	1398	3.3	41.2	79	318	3.6	9.4	86								
CBS MORN. NEWS 1 C	1446	563	1.3	38.9	75	98	1.1	6.8	63								
CBS MORN. NEWS 2 C	1207	534	1.3	44.2	85	95	1.1	7.9	73								
DAYS OF OUR LIVES N	5877	2820	6.7	48.0	92	625	7.1	10.6	98								
FACTS OF LIFE - DAYTIME N	2290	947	2.2	41.4	79	168	1.9	7.3	68								
FAMILY FEUD A	3023	1353	3.2	44.8	86	291	3.3	9.6	89								
GENERAL HOSPITAL A	6097	2963	7.0	48.6	93	710	8.1	11.6	107								
GOOD MORNING, AMERICA-730 A	3515	1769	4.2	50.3	96	345	3.9	9.8	91								
GOOD MORNING, AMERICA-830 A	2818	1591	3.8	56.5	108	269	3.1	9.5	88								
GUIDING LIGHT C	5339	2285	5.4	42.8	82	470	5.4	8.8	81								
ONE LIFE TO LIVE A	4478	2040	4.8	45.6	87	564	6.4	12.6	116								
PRESS YOUR LUCK C	2244	999	2.4	44.5	85	223	2.5	9.9	92								
PRICE IS RIGHT 1 C	4348	1569	3.7	36.1	69	420	4.8	9.7	89								
PRICE IS RIGHT 2 C	5014	1881	4.4	37.5	72	475	5.4	9.5	87								
RYAN'S HOPE A	3150	1573	3.7	49.9	96	334	3.8	10.6	98								
SALE OF THE CENTURY N	2695	1085	2.6	40.3	77	199	2.3	7.4	68								
SEARCH FOR TOMORROW N	2319	1016	2.4	43.8	84	*136	1.6	5.9	54								
TODAY SHOW 1 N	2693	1376	3.3	51.1	98	224	2.6	8.3	77								
TODAY SHOW 2 N	2498	1192	2.8	47.7	91	200	2.3	8.0	74								
$25,000 PYRAMID C	2753	1147	2.7	41.7	80	279	3.2	10.1	94								
WHEEL OF FORTUNE N	4388	1936	4.6	44.1	85	420	4.8	9.6	88								
YOUNG AND THE RESTLESS C	5695	2110	5.0	37.1	71	527	6.0	9.3	85								
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	902	2.1	51.3	98	188	2.1	10.7	99								
NBA PLAYOFF GAME -1 C	1136	473	1.1	41.6	80	*92	1.0	8.1	75								
NBC MAJOR LEAGUE PRE-GAME N	953	361	0.9	37.9	73	**90	1.0	9.4	87								
SPORTSWORLD - SUN N	1233	507	1.2	41.1	79	*125	1.4	10.1	94								
SUNDAY MORNING C	1611	759	1.8	47.1	90	*114	1.3	7.1	65								

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ENGLISH MUFFINS: BRANDS
(FEMALE HOMEMAKERS)

0189
P-19

		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HONDER A '000	HONDER B % DOWN	HONDER C % ACROSS	HONDER D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	42280	100.0	52.2	100	8773	100.0	10.8	100								
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	12261	29.0	47.0	90	2354	26.8	9.0	83								
NETWORK AFFILIATES - LATE		20261	10401	24.6	51.3	98	2421	27.6	11.9	110								
INDEPENDENTS - LATE		2076	1377	3.3	66.3	127	199	2.3	9.6	88								
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	5030	11.9	48.1	92	1057	12.0	10.1	93								
ABC MONDAY NIGHT MOVIE	A	6412	3364	8.0	52.5	100	831	9.5	13.0	120								
ABC SUNDAY NIGHT MOVIE	A	12407	6577	15.6	53.0	102	1327	15.1	10.7	99								
ABC WORLD NEWS TONIGHT	A	6176	2911	6.9	47.1	90	528	6.0	8.5	79								
AFTERMASH	C	5863	2886	6.8	49.2	94	538	6.1	9.2	85								
ALICE	C	9594	4701	11.1	49.0	94	960	10.9	10.0	92								
AMERICAN PARADE	C	6622	3297	7.8	49.8	95	743	8.5	11.2	104								
BENSON	A	10886	5735	13.6	52.7	101	1229	14.0	11.3	104								
BLUE THUNDER	A	5036	2476	5.9	49.2	94	594	6.8	11.8	109								
CAGNEY & LACEY	C	9965	5324	12.6	53.4	102	1295	14.8	13.0	120								
CBS EVENING NEWS-DEAN	C	3491	1861	4.4	53.3	102	353	4.0	10.1	93								
CBS EVENING NEWS-RATHER	C	7123	3544	8.4	49.8	95	719	8.2	10.1	93								
CBS SAT. NEWS-SCHIEFFER	C	3621	1834	4.3	50.6	97	375	4.3	10.4	96								
CBS SATURDAY NIGHT MOVIE	C	5436	2739	6.5	50.4	97	579	6.6	10.7	98								
CBS WEDNESDAY NIGHT MOVIE	C	6100	2920	6.9	47.9	92	726	8.3	11.9	110								
CHEERS	N	8889	5127	12.1	57.7	110	1214	13.8	13.7	126								
DALLAS	C	22109	11100	26.3	50.2	96	2179	24.8	9.9	91								
DIFF'RENT STROKES	N	6940	3402	8.0	49.0	94	711	8.1	10.2	95								
DOUBLE TROUBLE	N	7223	3721	8.8	51.5	99	819	9.3	11.3	105								
DUCK FACTORY	N	5595	3069	7.3	54.9	105	597	6.8	10.7	98								
DUKES OF HAZZARD	C	5768	2324	5.5	40.3	77	613	7.0	10.6	98								
DYNASTY	A	20053	10155	24.0	50.6	97	2112	24.1	10.5	97								
FACTS OF LIFE	N	8087	4143	9.8	51.2	98	976	11.1	12.1	111								
FALCON CREST	C	20046	9922	23.5	49.5	95	1891	21.6	9.4	87								
FALL GUY	A	9084	4394	10.4	48.4	93	1059	12.1	11.7	108								
FAMILY TIES	N	7964	3878	9.2	48.7	93	796	9.1	10.0	92								
FANTASY ISLAND	A	7687	3946	9.3	51.3	98	740	8.4	9.6	89								
FOULUPS,BLEEPS & BLUNDERS	A	8861	4539	10.7	51.2	98	1068	12.2	12.1	111								
FOUR SEASONS	C	5095	2735	6.5	53.7	103	532	6.1	10.4	96								
GIMME A BREAK	N	8838	4131	9.8	46.7	90	846	9.6	9.6	88								
HART TO HART	A	8978	4427	10.5	49.3	94	959	10.9	10.7	99								
HILL STREET BLUES	N	8590	4772	11.3	55.6	106	1093	12.5	12.7	117								
HOTEL	A	14085	7182	17.0	51.0	98	1506	17.2	10.7	99								
JEFFERSONS	C	9360	4542	10.7	48.5	93	927	10.6	9.9	91								
JENNIFER SLEPT HERE	N	5841	3045	7.2	52.1	100	725	8.3	12.4	115								
KATE & ALLIE	C	9206	5053	12.0	54.9	105	1065	12.1	11.6	107								
KNIGHT RIDER	N	7076	3600	8.5	50.9	97	631	7.2	8.9	82								
LOVE BOAT	A	12219	6297	14.9	51.5	99	1178	13.4	9.6	89								
MAGNUM PI	C	11199	5544	13.1	49.5	95	1233	14.1	11.0	102								
MAMA'S FAMILY	N	6057	3054	7.2	50.4	97	661	7.5	10.9	101								
MASTER, THE	N	3598	1750	4.1	48.6	93	362	4.1	10.1	93								
MATT HOUSTON	A	6344	3603	8.5	56.8	109	769	8.8	12.1	112								
NBC MONDAY NIGHT MOVIE	N	11994	6201	14.7	51.7	99	1323	15.1	11.0	102								
NBC NIGHTLY NEWS	N	5132	2443	5.8	47.6	91	483	5.5	9.4	87								
NBC NIGHTLY NEWS-SAT	N	3375	1514	3.6	44.9	86	299	3.4	8.9	82								
NBC NIGHTLY NEWS-SUN	N	3130	1460	3.5	46.6	89	237	2.7	7.6	70								
NBC SUNDAY NIGHT MOVIE	N	8284	4253	10.1	51.3	98	897	10.2	10.8	100								
NEWHART	C	9240	5035	11.9	54.5	104	1177	13.4	12.7	118								
ONE DAY AT A TIME	C	7288	3645	8.6	50.0	96	761	8.7	10.4	96								
PEOPLE ARE FUNNY	N	4855	2349	5.6	48.4	93	597	6.8	12.3	114								
REAL PEOPLE	N	8869	4198	9.9	47.3	91	831	9.5	9.4	86								
REMINGTON STEELE	N	7743	4150	9.8	53.6	103	963	11.0	12.4	115								
RIPLEY'S BELIEVE IT - NOT	A	5345	2929	6.9	54.8	105	638	7.3	11.9	110								
RIPTIDE	N	6988	3578	8.5	51.2	98	775	8.8	11.1	102								
SCARECROW & MRS. KING	C	10002	4878	11.5	48.8	93	1061	12.1	10.6	98								
SIMON & SIMON	C	10638	5035	11.9	47.3	91	1125	12.8	10.6	98								
60 MINUTES	C	13293	6881	16.3	51.8	99	1336	15.2	10.1	93								
ST. ELSEWHERE	N	7017	3895	9.2	55.5	106	978	11.1	13.9	129								
THREE'S COMPANY	A	10917	5489	13.0	50.3	96	1215	13.8	11.1	103								
T.J. HOOKER	A	9204	4441	10.5	48.3	92	974	11.1	10.6	98								
TONIGHT SHOW	N	2372	1360	3.2	57.3	110	335	3.8	14.1	130								
TRAPPER JOHN, M.D.	C	9846	4608	10.9	46.8	90	892	10.2	9.1	84								
TV BLOOPERS & PRAC. JOKES	N	9105	4740	11.2	52.1	100	1059	12.1	11.6	107								
20/20	A	9387	5214	12.3	55.5	106	1062	12.1	11.3	104								
WEBSTER	A	11067	5824	13.8	52.6	101	1272	14.5	11.5	106								
WORLD NEWS - SUN	A	3062	1587	3.8	51.8	99	290	3.3	9.5	87								
YELLOW ROSE	N	4978	2400	5.7	48.2	92	600	6.8	12.1	111								
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	5217	12.3	58.8	113	1038	11.8	11.7	108								
BASKETBALL - COLLEGE GAMES		4080	2218	5.2	54.4	104	*310	3.5	7.6	70								
BASKETBALL - PRO GAMES		3607	1975	4.7	54.8	105	*302	3.4	8.4	77								
BOWLING		3883	2247	5.3	57.9	111	486	5.5	12.5	116								
BOXING		3928	2046	4.8	52.1	100	*407	4.6	10.4	96								
FOOTBALL - COLLEGE GAMES		6366	3302	7.8	51.9	99	567	6.5	8.9	82								
FOOTBALL - PRO GAMES		11300	6282	14.9	55.6	106	1295	14.8	11.5	106								
GOLF		3378	2199	5.2	65.1	125	*274	3.1	8.1	75								
POST-SEASON COLL. FOOTBALL		4906	2459	5.8	50.1	96	*488	5.6	9.9	92								
POST-SEASON PRO FOOTBALL		6120	3391	8.0	55.4	106	559	6.4	9.1	84								
TENNIS		3033	1926	4.6	63.5	122	*327	3.7	10.8	100								
WRESTLING - PROFESSIONAL		3344	1337	3.2	40.0	77	*357	4.1	10.7	99								

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*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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		FOOD	%	UNWEIGHTED
1A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE IT?				
	YES	42537	52.5	4967
	NO	38449	47.5	4468
IF YES				
1B. ABOUT HOW MANY POUNDS WERE USED BY YOUR ENTIRE HOUSEHOLD IN THE LAST 7 DAYS?				
2 LBS. OR MORE	H	3381	4.2	352
1 1/4 LBS. - 1 3/4 LBS.	H	1868	2.3	205
1 LB	H	7123	8.8	774
3/4 LB	M	2256	2.8	292
1/2 LB	M	8238	10.2	974
1/4 LB OR LESS	L	12915	15.9	1561
NONE	L	6756	8.3	809

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BUTTER: USAGE IN LAST 7 DAYS
(FEMALE HOMEMAKERS)

0192
P-19

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS 1 LB. OR MORE A '000	HEAVY USERS 1 LB. OR MORE B % DOWN	HEAVY USERS 1 LB. OR MORE C % ACROSS	HEAVY USERS 1 LB. OR MORE D INDX	MEDIUM USERS 1/2 LB. TO 3/4 LB. A '000	MEDIUM USERS 1/2 LB. TO 3/4 LB. B % DOWN	MEDIUM USERS 1/2 LB. TO 3/4 LB. C % ACROSS	MEDIUM USERS 1/2 LB. TO 3/4 LB. D INDX	LIGHT USERS 1/4 LB. OR LESS A '000	LIGHT USERS 1/4 LB. OR LESS B % DOWN	LIGHT USERS 1/4 LB. OR LESS C % ACROSS	LIGHT USERS 1/4 LB. OR LESS D INDX
TOTAL FEMALE HOMEMAKERS	80986	42537	100.0	52.5	100	12372	100.0	15.3	100	10493	100.0	13.0	100	19671	100.0	24.3	100
18 - 24	9282	4498	10.6	48.5	92	1274	10.3	13.7	90	764	7.3	8.2	64	2460	12.5	26.5	109
25 - 34	19072	10795	25.4	56.6	108	2841	23.0	14.9	98	2704	25.8	14.2	109	5250	26.7	27.5	113
35 - 44	14591	8235	19.4	56.4	107	2775	22.4	19.0	124	1902	18.1	13.0	101	3558	18.1	24.4	100
45 - 54	11345	6203	14.6	54.7	104	2243	18.1	19.8	129	1421	13.5	12.5	97	2539	12.9	22.4	92
55 - 64	11635	6017	14.1	51.7	98	1611	13.0	13.8	91	1639	15.6	14.1	109	2767	14.1	23.8	98
65 OR OLDER	15061	6789	16.0	45.1	86	1629	13.2	10.8	71	2063	19.7	13.7	106	3097	15.7	20.6	85
18 - 34	28354	15292	35.9	53.9	103	4114	33.3	14.5	95	3468	33.1	12.2	94	7710	39.2	27.2	112
18 - 49	48339	26368	62.0	54.5	104	8008	64.7	16.6	108	5879	56.0	12.2	94	12481	63.4	25.8	106
25 - 54	45008	25233	59.3	56.1	107	7859	63.5	17.5	114	6027	57.4	13.4	103	11347	57.7	25.2	104
35 - 49	19985	11075	26.0	55.4	106	3893	31.5	19.5	128	2411	23.0	12.1	93	4771	24.3	23.9	98
50 OR OLDER	32647	16169	38.0	49.5	94	4365	35.3	13.4	88	4614	44.0	14.1	109	7190	36.6	22.0	91
GRADUATED COLLEGE	11155	6375	15.0	57.1	109	1325	10.7	11.9	78	1900	18.1	17.0	131	3151	16.0	28.2	116
ATTENDED COLLEGE	13682	7968	18.7	58.2	111	1795	14.5	13.1	86	1825	17.4	13.3	103	4349	22.1	31.8	131
GRADUATED HIGH SCHOOL	33880	17351	40.8	51.2	98	5261	42.5	15.5	102	4424	42.2	13.1	101	7666	39.0	22.6	93
DID NOT GRADUATE HIGH SCHOOL	22270	10842	25.5	48.7	93	3992	32.3	17.9	117	2345	22.3	10.5	81	4505	22.9	20.2	83
EMPLOYED	40306	21720	51.1	53.9	103	5450	44.1	13.5	89	5138	49.0	12.7	98	11132	56.6	27.6	114
EMPLOYED FULL-TIME	32850	17643	41.5	53.7	102	4559	36.8	13.9	91	4248	40.5	12.9	100	8836	44.9	26.9	111
EMPLOYED PART-TIME	7456	4077	9.6	54.7	104	891	7.2	12.0	78	891	8.5	12.0	92	2295	11.7	30.8	127
NOT EMPLOYED	40680	20817	48.9	51.2	97	6922	55.9	17.0	111	5355	51.0	13.2	102	8540	43.4	21.0	86
PROFESSIONAL/MANAGER	10392	5860	13.8	56.4	107	1277	10.3	12.3	80	1443	13.8	13.9	107	3140	16.0	30.2	124
TECH/CLERICAL/SALES	17574	9466	22.3	53.9	103	2291	18.5	13.0	85	2141	20.4	12.2	94	5035	25.6	28.7	118
PRECISION/CRAFT	985	470	1.1	47.7	91	**76	0.6	7.7	51	**156	1.5	15.8	122	*239	1.2	24.3	100
OTHER EMPLOYED	11354	5924	13.9	52.2	99	1807	14.6	15.9	104	1398	13.3	12.3	95	2718	13.8	23.9	99
SINGLE	9863	5252	12.3	53.2	101	1296	10.5	13.1	86	1286	12.3	13.0	101	2669	13.6	27.1	111
MARRIED	51375	27215	64.0	53.0	101	8394	67.8	16.3	107	6708	63.9	13.1	101	12113	61.6	23.6	97
DIVORCED/SEPARATED/WIDOWED	19748	10070	23.7	51.0	97	2682	21.7	13.6	89	2499	23.8	12.7	98	4889	24.9	24.8	102
PARENTS	32590	18213	42.8	55.9	106	6480	52.4	19.9	130	4097	39.0	12.6	97	7636	38.8	23.4	96
WHITE	70416	36149	85.0	51.3	98	10204	82.5	14.5	95	8882	84.6	12.6	97	17063	86.7	24.2	100
BLACK	8778	5351	12.6	61.0	116	1951	15.8	22.2	145	1216	11.6	13.9	107	2183	11.1	24.9	102
OTHER	1791	1038	2.4	58.0	110	**218	1.8	12.2	80	**395	3.8	22.1	170	**425	2.2	23.7	98
NORTHEAST-CENSUS	17786	12021	28.3	67.6	129	3952	31.9	22.2	145	3316	31.6	18.6	144	4754	24.2	26.7	110
NORTH CENTRAL	20741	10811	25.4	52.1	99	3604	29.1	17.4	114	1924	18.3	9.3	72	5283	26.9	25.5	105
SOUTH	27775	12073	28.4	43.5	83	3533	28.6	12.7	83	3042	29.0	11.0	85	5497	27.9	19.8	81
WEST	14683	7631	17.9	52.0	99	1283	10.4	8.7	57	2212	21.1	15.1	116	4137	21.0	28.2	116
NORTHEAST-MKTG.	17961	11955	28.1	66.6	127	3801	30.7	21.2	139	3538	33.7	19.7	152	4617	23.5	25.7	106
EAST CENTRAL	11885	5848	13.7	49.2	94	1733	14.0	14.6	95	1263	12.0	10.6	82	2852	14.5	24.0	99
WEST CENTRAL	14090	7757	18.2	55.1	105	2603	21.0	18.5	121	1414	13.5	10.0	77	3740	19.0	26.5	109
SOUTH	24081	10256	24.1	42.6	81	3156	25.5	13.1	86	2340	22.3	9.7	75	4760	24.2	19.8	81
PACIFIC	12969	6721	15.8	51.8	99	1080	8.7	8.3	55	1940	18.5	15.0	115	3701	18.8	28.5	117
COUNTY SIZE A	32439	18602	43.7	57.3	109	5185	41.9	16.0	105	4912	46.8	15.1	117	8506	43.2	26.2	108
COUNTY SIZE B	24915	12576	29.6	50.5	96	3871	31.3	15.5	102	2810	26.8	11.3	87	5896	30.0	23.7	97
COUNTY SIZE C	12930	6320	14.9	48.9	93	1585	12.8	12.3	80	1578	15.0	12.2	94	3157	16.0	24.4	101
COUNTY SIZE D	10703	5038	11.8	47.1	90	1732	14.0	16.2	106	1193	11.4	11.1	86	2113	10.7	19.7	81
METRO CENTRAL CITY	24518	12832	30.2	52.3	100	3930	31.8	16.0	105	3422	32.6	14.0	108	5481	27.9	22.4	92
METRO SUBURBAN	35919	19903	46.8	55.4	105	5316	43.0	14.8	97	4815	45.9	13.4	103	9772	49.7	27.2	112
NON METRO	20549	9802	23.0	47.7	91	3127	25.3	15.2	100	2257	21.5	11.0	85	4418	22.5	21.5	89
TOP 5 ADI'S	18341	11922	28.0	65.0	124	3261	26.4	17.8	116	3230	30.8	17.6	136	5432	27.6	29.6	122
TOP 10 ADI'S	25378	15228	35.8	60.0	114	4120	33.3	16.2	106	4152	39.6	16.4	126	6956	35.4	27.4	113
TOP 20 ADI'S	36488	21156	49.7	58.0	110	5853	47.3	16.0	105	5619	53.5	15.4	119	9685	49.2	26.5	109
HSHLD INC. $50,000 OR MORE	6612	4190	9.9	63.4	121	1162	9.4	17.6	115	1252	11.9	18.9	146	1775	9.0	26.8	111
$40,000 OR MORE	12659	7790	18.3	61.5	117	2152	17.4	17.0	111	2224	21.2	17.6	136	3414	17.4	27.0	111
$30,000 OR MORE	24698	14440	33.9	58.5	111	4013	32.4	16.2	106	3693	35.2	15.0	115	6734	34.2	27.3	112
$25,000 OR MORE	32077	18424	43.3	57.4	109	5152	41.6	16.1	105	4610	43.9	14.4	111	8661	44.0	27.0	111
$20,000 - $24,999	9144	4975	11.7	54.4	104	1539	12.4	16.8	110	1135	10.8	12.4	96	2300	11.7	25.2	104
$15,000 - $19,999	8728	4200	9.9	48.1	92	1007	8.1	11.5	76	1093	10.4	12.5	97	2101	10.7	24.1	99
$10,000 - $14,999	12562	5744	13.5	45.7	87	1681	13.6	13.4	88	1371	13.1	10.9	84	2692	13.7	21.4	88
UNDER $10,000	18475	9194	21.6	49.8	95	2994	24.2	16.2	106	2284	21.8	12.4	95	3916	19.9	21.2	87
HOUSEHOLD OF 1 PERSON	11987	5728	13.5	47.8	91	1034	8.4	8.6	56	1363	13.0	11.4	88	3332	16.9	27.8	114
2 PEOPLE	26577	13444	31.6	50.6	96	3175	25.7	11.9	78	3687	35.1	13.9	107	6583	33.5	24.8	102
3 OR 4 PEOPLE	30617	16319	38.4	53.3	101	5080	41.1	16.6	109	4155	39.6	13.6	105	7084	36.0	23.1	95
5 OR MORE PEOPLE	11804	7045	16.6	59.7	114	3084	24.9	26.1	171	1289	12.3	10.9	84	2672	13.6	22.6	93
NO CHILD IN HSHLD	46165	23244	54.6	50.3	96	5533	44.7	12.0	78	6152	58.6	13.3	103	11560	58.8	25.0	103
CHILD(REN) UNDER 2 YRS	5325	2997	7.0	56.3	107	1009	8.2	18.9	124	692	6.6	13.0	100	1296	6.6	24.3	100
2 - 5 YEARS	14221	7899	18.6	55.5	106	2655	21.5	18.7	122	1814	17.3	12.8	98	3430	17.4	24.1	99
6 - 11 YEARS	15117	8644	20.3	57.2	109	3227	26.1	21.3	140	1889	18.0	12.5	96	3528	17.9	23.3	96
12 - 17 YEARS	16611	9309	21.9	56.0	107	3837	31.0	23.1	151	1974	18.8	11.9	92	3498	17.8	21.1	87
RESIDENCE OWNED	55884	29271	68.8	52.4	100	8437	68.2	15.1	99	7432	70.8	13.3	103	13402	68.1	24.0	99
VALUE: $50,000 OR MORE	31744	17953	42.2	56.6	108	5042	40.8	15.9	104	4834	46.1	15.2	118	8077	41.1	25.4	105
VALUE: UNDER $50,000	24140	11318	26.6	46.9	89	3395	27.4	14.1	92	2598	24.8	10.8	83	5325	27.1	22.1	91

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BUTTER: USAGE IN LAST 7 DAYS
(FEMALE HOMEMAKERS)

0193
P-19

		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS 1 LB. OR MORE A '000	HEAVY USERS 1 LB. OR MORE B % DOWN	HEAVY USERS 1 LB. OR MORE C % ACROSS	HEAVY USERS 1 LB. OR MORE D INDX	MEDIUM USERS 1/2 LB. TO 3/4 LB. A '000	MEDIUM USERS 1/2 LB. TO 3/4 LB. B % DOWN	MEDIUM USERS 1/2 LB. TO 3/4 LB. C % ACROSS	MEDIUM USERS 1/2 LB. TO 3/4 LB. D INDX	LIGHT USERS 1/4 LB. OR LESS A '000	LIGHT USERS 1/4 LB. OR LESS B % DOWN	LIGHT USERS 1/4 LB. OR LESS C % ACROSS	LIGHT USERS 1/4 LB. OR LESS D INDX
TOTAL FEMALE HOMEMAKERS		80986	42537	100.0	52.5	100	12372	100.0	15.3	100	10493	100.0	13.0	100	19671	100.0	24.3	100
MAGAZINES	QUINTILE 1	15799	9006	21.2	57.0	109	2716	22.0	17.2	113	1919	18.3	12.1	94	4370	22.2	27.7	114
	QUINTILE 2	17259	9782	23.0	56.7	108	2465	19.9	14.3	93	2388	22.8	13.8	107	4928	25.1	28.6	118
	QUINTILE 3	13545	7173	16.9	53.0	101	2309	18.7	17.0	112	1685	16.1	12.4	96	3180	16.2	23.5	97
	QUINTILE 4	15133	7685	18.1	50.8	97	2085	16.9	13.8	90	2007	19.1	13.3	102	3593	18.3	23.7	98
	QUINTILE 5	19250	8892	20.9	46.2	88	2797	22.6	14.5	95	2494	23.8	13.0	100	3600	18.3	18.7	77
NEWSPAPERS	QUINTILE 1	12413	7362	17.3	59.3	113	2167	17.5	17.5	114	1966	18.7	15.8	122	3230	16.4	26.0	107
	QUINTILE 2	24116	13335	31.3	55.3	105	3857	31.2	16.0	105	3440	32.8	14.3	110	6038	30.7	25.0	103
	QUINTILE 3	11261	5878	13.8	52.2	99	1760	14.2	15.6	102	1261	12.0	11.2	86	2857	14.5	25.4	104
	QUINTILE 4	20255	9970	23.4	49.2	94	2778	22.5	13.7	90	2400	22.9	11.8	91	4791	24.4	23.7	97
	QUINTILE 5	12940	5992	14.1	46.3	88	1810	14.6	14.0	92	1426	13.6	11.0	85	2756	14.0	21.3	88
OUTDOOR	QUINTILE 1	14852	8657	20.4	58.3	111	2298	18.6	15.5	101	2053	19.6	13.8	107	4305	21.9	29.0	119
	QUINTILE 2	15725	8268	19.4	52.6	100	2316	18.7	14.7	96	2300	21.9	14.6	113	3653	18.6	23.2	96
	QUINTILE 3	16330	8622	20.3	52.8	101	2348	19.0	14.4	94	1969	18.8	12.1	93	4305	21.9	26.4	109
	QUINTILE 4	16744	8389	19.7	50.1	95	2491	20.1	14.9	97	2135	20.3	12.8	98	3764	19.1	22.5	93
	QUINTILE 5	17334	8601	20.2	49.6	94	2919	23.6	16.8	110	2037	19.4	11.8	91	3645	18.5	21.0	87
RADIO-DRIVE TIME	QUINTILE 1	15911	8733	20.5	54.9	104	2927	23.7	18.4	120	2102	20.0	13.2	102	3704	18.8	23.3	96
	QUINTILE 2	14837	8049	18.9	54.2	103	2415	19.5	16.3	107	1805	17.2	12.2	94	3829	19.5	25.8	106
	QUINTILE 3	15339	8162	19.2	53.2	101	2303	18.6	15.0	98	2100	20.0	13.7	106	3759	19.1	24.5	101
	QUINTILE 4	16723	8831	20.8	52.8	101	2456	19.9	14.7	96	2125	20.3	12.7	98	4250	21.6	25.4	105
	QUINTILE 5	18176	8762	20.6	48.2	92	2272	18.4	12.5	82	2361	22.5	13.0	100	4130	21.0	22.7	94
RADIO-MID-DAY	TERCILE 1	21020	11368	26.7	54.1	103	3357	27.1	16.0	105	2609	24.9	12.4	96	5403	27.5	25.7	106
	TERCILE 2	21610	11735	27.6	54.3	103	3561	28.8	16.5	108	2866	27.3	13.3	102	5309	27.0	24.6	101
	TERCILE 3	38355	19433	45.7	50.7	96	5455	44.1	14.2	93	5019	47.8	13.1	101	8959	45.5	23.4	96
RADIO-TOTAL	QUINTILE 1	15988	9006	21.2	56.3	107	2921	23.6	18.3	120	2129	20.3	13.3	103	3956	20.1	24.7	102
	QUINTILE 2	15626	8213	19.3	52.6	100	2425	19.6	15.5	102	1805	17.2	11.6	89	3984	20.3	25.5	105
	QUINTILE 3	16723	9129	21.5	54.6	104	2777	22.4	16.6	109	2147	20.5	12.8	99	4205	21.4	25.1	104
	QUINTILE 4	16342	8445	19.9	51.7	98	2066	16.7	12.6	83	2371	22.6	14.5	112	4009	20.4	24.5	101
	QUINTILE 5	16306	7743	18.2	47.5	90	2184	17.7	13.4	88	2042	19.5	12.5	97	3517	17.9	21.6	89
TV-PRIME TIME	QUINTILE 1	15953	8599	20.2	53.9	103	2621	21.2	16.4	108	2291	21.8	14.4	111	3688	18.7	23.1	95
	QUINTILE 2	16137	8652	20.3	53.6	102	2683	21.7	16.6	109	2020	19.3	12.5	97	3949	20.1	24.5	101
	QUINTILE 3	16420	8832	20.8	53.8	102	2254	18.2	13.7	90	2250	21.4	13.7	106	4328	22.0	26.4	109
	QUINTILE 4	16687	8461	19.9	50.7	97	2209	17.9	13.2	87	2365	22.5	14.2	109	3887	19.8	23.3	96
	QUINTILE 5	15789	7993	18.8	50.6	96	2606	21.1	16.5	108	1567	14.9	9.9	77	3819	19.4	24.2	100
TV-DAYTIME	TERCILE 1	27736	14467	34.0	52.2	99	4531	36.6	16.3	107	3526	33.6	12.7	98	6411	32.6	23.1	95
	TERCILE 2	26489	13803	32.4	52.1	99	4025	32.5	15.2	99	3424	32.6	12.9	100	6355	32.3	24.0	99
	TERCILE 3	26761	14267	33.5	53.3	102	3817	30.9	14.3	93	3544	33.8	13.2	102	6906	35.1	25.8	106
TV-TOTAL	QUINTILE 1	16345	8607	20.2	52.7	100	2868	23.2	17.5	115	2027	19.3	12.4	96	3712	18.9	22.7	93
	QUINTILE 2	16447	9055	21.3	55.1	105	2807	22.7	17.1	112	2214	21.1	13.5	104	4035	20.5	24.5	101
	QUINTILE 3	15980	7986	18.8	50.0	95	2076	16.8	13.0	85	2037	19.4	12.7	98	3874	19.7	24.2	100
	QUINTILE 4	15887	8343	19.6	52.5	100	2067	16.7	13.0	85	2273	21.7	14.3	110	4003	20.3	25.2	104
	QUINTILE 5	16326	8546	20.1	52.3	100	2555	20.7	15.6	102	1943	18.5	11.9	92	4048	20.6	24.8	102
MAGAZINES-NEWSPAPERS: DUAL		20721	12320	29.0	59.5	113	3639	29.4	17.6	115	2876	27.4	13.9	107	5805	29.5	28.0	115
MAGAZINE IMPERATIVE		19186	9805	23.1	51.1	97	2722	22.0	14.2	93	2059	19.6	10.7	83	5024	25.5	26.2	108
NEWSPAPER IMPERATIVE		21899	11476	27.0	52.4	100	3543	28.6	16.2	106	3172	30.2	14.5	112	4761	24.2	21.7	90
MAGAZINES-OUTDOOR: DUAL		15451	8736	20.5	56.5	108	2190	17.7	14.2	93	2187	20.8	14.2	109	4360	22.2	28.2	116
MAGAZINE IMPERATIVE		25953	14077	33.1	54.2	103	4247	34.3	16.4	107	3134	29.9	12.1	93	6696	34.0	25.8	106
OUTDOOR IMPERATIVE		24400	12695	29.8	52.0	99	3659	29.6	15.0	98	3328	31.7	13.6	105	5708	29.0	23.4	96
MAGAZINES-RADIO: DUAL		18049	9960	23.4	55.2	105	2978	24.1	16.5	108	2226	21.2	12.3	95	4756	24.2	26.4	108
MAGAZINE IMPERATIVE		23571	13075	30.7	55.5	106	3488	28.2	14.8	97	3181	30.3	13.5	104	6407	32.6	27.2	112
RADIO IMPERATIVE		23278	12067	28.4	51.8	99	3938	31.8	16.9	111	2862	27.3	12.3	95	5267	26.8	22.6	93
MAGAZINES-TELEVISION: DUAL		15459	8723	20.5	56.4	107	2679	21.7	17.3	113	1976	18.8	12.8	99	4067	20.7	26.3	108
MAGAZINE IMPERATIVE		25829	14401	33.9	55.8	106	3904	31.6	15.1	99	3303	31.5	12.8	99	7194	36.6	27.9	115
TELEVISION IMPERATIVE		26039	12923	30.4	49.6	94	4024	32.5	15.5	101	3383	32.2	13.0	100	5516	28.0	21.2	87
NEWSPAPERS-OUTDOOR: DUAL		16605	9653	22.7	58.1	111	2617	21.2	15.8	103	2308	22.0	13.9	107	4729	24.0	28.5	117
NEWSPAPER IMPERATIVE		26834	14613	34.4	54.5	104	4501	36.4	16.8	110	3705	35.3	13.8	107	6407	32.6	23.9	98
OUTDOOR IMPERATIVE		23346	11644	27.4	49.9	95	3097	25.0	13.3	87	2896	27.6	12.4	96	5652	28.7	24.2	100
NEWSPAPERS-RADIO: DUAL		17133	9702	22.8	56.6	108	3136	25.3	18.3	120	2364	22.5	13.8	106	4202	21.4	24.5	101
NEWSPAPER IMPERATIVE		25892	14457	34.0	55.8	106	3928	31.7	15.2	99	3789	36.1	14.6	113	6740	34.3	26.0	107
RADIO IMPERATIVE		23167	11840	27.8	51.1	97	3568	28.8	15.4	101	2489	23.7	10.7	83	5783	29.4	25.0	103
NEWSPAPERS-TELEVISION: DUAL		17159	9457	22.2	55.1	105	2933	23.7	17.1	112	2422	23.1	14.1	109	4102	20.9	23.9	98
NEWSPAPER IMPERATIVE		26214	14700	34.6	56.1	107	3982	32.2	15.2	99	3836	36.6	14.6	113	6883	35.0	26.3	108
TELEVISION IMPERATIVE		23412	11803	27.7	50.4	96	3650	29.5	15.6	102	2730	26.0	11.7	90	5423	27.6	23.2	95
OUTDOOR-RADIO: DUAL		15303	8376	19.7	54.7	104	2419	19.6	15.8	103	1976	18.8	12.9	100	3982	20.2	26.0	107
OUTDOOR IMPERATIVE		24901	13464	31.7	54.1	103	3587	29.0	14.4	94	3486	33.2	14.0	108	6391	32.5	25.7	106
RADIO IMPERATIVE		26492	14055	33.0	53.1	101	4581	37.0	17.3	113	3160	30.1	11.9	92	6313	32.1	23.8	98
OUTDOOR-TELEVISION: DUAL		14794	7888	18.5	53.3	102	2384	19.3	16.1	105	1865	17.8	12.6	97	3639	18.5	24.6	101
OUTDOOR IMPERATIVE		25437	13909	32.7	54.7	104	3432	27.7	13.5	88	3707	35.3	14.6	112	6771	34.4	26.6	110
TELEVISION IMPERATIVE		27877	14519	34.1	52.1	99	4611	37.3	16.5	108	3511	33.5	12.6	97	6398	32.5	23.0	94
RADIO-TELEVISION: DUAL		15996	8972	21.1	56.1	107	3047	24.6	19.0	125	1910	18.2	11.9	92	4015	20.4	25.1	103
RADIO IMPERATIVE		25478	13519	31.8	53.1	101	3820	30.9	15.0	98	3399	32.4	13.3	103	6300	32.0	24.7	102
TELEVISION IMPERATIVE		26573	13614	32.0	51.2	98	3886	31.4	14.6	96	3526	33.6	13.3	102	6202	31.5	23.3	96

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BUTTER: USAGE IN LAST 7 DAYS
(FEMALE HOMEMAKERS)

0194
P-19

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS 1 LB. OR MORE A '000	HEAVY USERS 1 LB. OR MORE B % DOWN	HEAVY USERS 1 LB. OR MORE C % ACROSS	HEAVY USERS 1 LB. OR MORE D INDX	MEDIUM USERS 1/2 LB. TO 3/4 LB. A '000	MEDIUM USERS 1/2 LB. TO 3/4 LB. B % DOWN	MEDIUM USERS 1/2 LB. TO 3/4 LB. C % ACROSS	MEDIUM USERS 1/2 LB. TO 3/4 LB. D INDX	LIGHT USERS 1/4 LB. OR LESS A '000	LIGHT USERS 1/4 LB. OR LESS B % DOWN	LIGHT USERS 1/4 LB. OR LESS C % ACROSS	LIGHT USERS 1/4 LB. OR LESS D INDX
TOTAL FEMALE HOMEMAKERS	80986	42537	100.0	52.5	100	12372	100.0	15.3	100	10493	100.0	13.0	100	19671	100.0	24.3	100
ATLANTIC MONTHLY	415	237	0.6	57.1	109	**63	0.5	15.2	99	**76	0.7	18.3	141	**98	0.5	23.6	97
BARRON'S	453	339	0.8	74.8	142	**99	0.8	21.9	143	**82	0.8	18.1	140	**158	0.8	34.9	144
BETTER HOMES & GARDENS	16256	9167	21.6	56.4	107	2627	21.2	16.2	106	1884	18.0	11.6	89	4656	23.7	28.6	118
BON APPETIT	2535	1892	4.4	74.6	142	426	3.4	16.8	110	572	5.5	22.6	174	895	4.5	35.3	145
BUSINESS WEEK	1278	879	2.1	68.8	131	*225	1.8	17.6	115	*223	2.1	17.4	135	430	2.2	33.6	139
CAR AND DRIVER	378	*248	0.6	65.6	125	**63	0.5	16.7	109	**46	0.4	12.2	94	**139	0.7	36.8	151
CBS MAGAZINE NETWORK (GROSS)	1498	848	2.0	56.6	108	258	2.1	17.2	113	**148	1.4	9.9	76	442	2.2	29.5	121
CHANGING TIMES	1505	772	1.8	51.3	98	*131	1.1	8.7	57	*217	2.1	14.4	111	424	2.2	28.2	116
COLONIAL HOMES	1231	692	1.6	56.2	107	*169	1.4	13.7	90	**143	1.4	11.6	90	380	1.9	30.9	127
CONDE NAST MAG. PKG. (GROSS)	14146	8180	19.2	57.8	110	2260	18.3	16.0	105	1828	17.4	12.9	100	4092	20.8	28.9	119
CONSUMERS DIGEST	1323	771	1.8	58.3	111	*198	1.6	15.0	98	*193	1.8	14.6	113	380	1.9	28.7	118
COSMOPOLITAN	7102	4339	10.2	61.1	116	1246	10.1	17.5	115	1006	9.6	14.2	109	2087	10.6	29.4	121
COUNTRY LIVING	2481	1398	3.3	56.3	107	401	3.2	16.2	106	277	2.6	11.2	86	721	3.7	29.1	120
CUISINE	1472	928	2.2	63.0	120	270	2.2	18.3	120	*191	1.8	13.0	100	466	2.4	31.7	130
CYCLE WORLD	425	*252	0.6	59.3	113	**90	0.7	21.2	139	**12	0.1	2.8	22	**150	0.8	35.3	145
DCI:CREATIVE IDEAS FOR LIV	2510	1240	2.9	49.4	94	334	2.7	13.3	87	*284	2.7	11.3	87	622	3.2	24.8	102
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	3093	7.3	46.2	88	759	6.1	11.3	74	625	6.0	9.3	72	1709	8.7	25.5	105
DISCOVER	894	515	1.2	57.6	110	*205	1.7	22.9	150	**99	0.9	11.1	85	212	1.1	23.7	98
EBONY	3507	2199	5.2	62.7	119	777	6.3	22.2	145	426	4.1	12.1	94	996	5.1	28.4	117
ESQUIRE	1083	677	1.6	62.5	119	256	2.1	23.6	155	*129	1.2	11.9	92	293	1.5	27.1	111
ESSENCE	1830	1126	2.6	61.5	117	357	2.9	19.5	128	*156	1.5	8.5	66	613	3.1	33.5	138
FAMILY CIRCLE	15930	8882	20.9	55.8	106	2664	21.5	16.7	109	2100	20.0	13.2	102	4119	20.9	25.9	106
THE FAMILY HANDYMAN	1126	615	1.4	54.6	104	*207	1.7	18.4	120	**84	0.8	7.5	58	324	1.6	28.8	118
FAMILY WEEKLY	11468	5657	13.3	49.3	94	1584	12.8	13.8	90	1511	14.4	13.2	102	2562	13.0	22.3	92
FIELD & STREAM	2234	1261	3.0	56.4	107	424	3.4	19.0	124	*181	1.7	8.1	63	656	3.3	29.4	121
FOOD & WINE	579	349	0.8	60.3	115	*77	0.6	13.3	87	**92	0.9	15.9	123	*180	0.9	31.1	128
FORBES	728	528	1.2	72.5	138	*198	1.6	27.2	178	*129	1.2	17.7	137	*202	1.0	27.7	114
FORTUNE	906	699	1.6	77.2	147	*212	1.7	23.4	153	*137	1.3	15.1	117	351	1.8	38.7	160
GENTLEMEN'S QUARTERLY	791	547	1.3	69.2	132	*172	1.4	21.7	142	**92	0.9	11.6	90	283	1.4	35.8	146
GLAMOUR	5265	2976	7.0	56.5	108	842	6.8	16.0	105	605	5.8	11.5	89	1530	7.8	29.1	120
GOLF DIGEST	636	392	0.9	61.6	117	**80	0.6	12.6	82	*127	1.2	20.0	154	*185	0.9	29.1	120
GOLF DIGEST/TENNIS (GROSS)	1186	667	1.6	56.2	107	*132	1.1	11.1	73	*216	2.1	18.2	141	319	1.6	26.9	111
GOLF MAGAZINE	441	*296	0.7	67.1	128	**53	0.4	12.0	79	**95	0.9	21.5	166	**148	0.8	33.6	138
GOLF MAGAZINE/SKI (GROSS)	922	623	1.5	67.6	129	*154	1.2	16.7	109	*160	1.5	17.4	134	308	1.6	33.4	136
GOOD HOUSEKEEPING	16487	8755	20.6	53.1	101	2560	20.7	15.5	102	1953	18.6	11.8	91	4243	21.6	25.7	105
HARPER'S BAZAAR	2423	1519	3.6	62.7	119	443	3.6	18.3	120	397	3.8	16.4	126	679	3.5	28.0	114
HEALTH	1994	1136	2.7	57.0	108	315	2.5	15.8	103	*194	1.8	9.7	75	628	3.2	31.5	133
HEARST MAG CORP. BUY (GROSS)	44101	24824	58.4	56.3	107	7101	57.4	16.1	105	5495	52.4	12.5	96	12229	62.2	27.7	114
HEARST MAN POWER (GROSS)	1993	1199	2.8	60.2	115	343	2.8	17.2	113	*237	2.3	11.9	92	619	3.1	31.1	128
HEARST WOMAN POWER (GROSS)	31274	17297	40.7	55.3	105	4891	39.5	15.6	102	3888	37.1	12.4	96	8518	43.3	27.2	112
HOUSE BEAUTIFUL	3623	2048	4.8	56.5	108	691	5.6	19.1	125	400	3.8	11.0	85	956	4.9	26.4	109
INC.	283	*196	0.5	69.3	132	**91	0.7	32.2	210	**28	0.3	9.9	76	**78	0.4	27.6	113
JET	2928	1792	4.2	61.2	117	665	5.4	22.7	149	355	3.4	12.1	94	773	3.9	26.4	109
LADIES' HOME JOURNAL	11918	6437	15.1	54.0	103	1874	15.1	15.7	103	1542	14.7	12.9	100	3021	15.4	25.3	104
LHJ FAMILY GRP COMBO(GROSS)	16764	8982	21.1	53.6	102	2614	21.1	15.6	102	2094	20.0	12.5	96	4273	21.7	25.5	105
LIFE	4254	2683	6.3	63.1	120	927	7.5	21.8	143	572	5.5	13.4	104	1183	6.0	27.8	114
L.A. TIMES HOME MAGAZINE	1145	771	1.8	67.3	128	**96	0.8	8.4	55	*272	2.6	23.8	183	403	2.0	35.2	145
MADEMOISELLE	2884	1632	3.8	56.6	108	452	3.7	15.7	103	399	3.8	13.8	107	782	4.0	27.1	111
MC CALL'S	13460	7121	16.7	52.9	101	2226	18.0	16.5	108	1576	15.0	11.7	90	3320	16.9	24.7	101
MC CALL'S/WRK MOTHER (GROSS)	14606	7827	18.4	53.6	102	2451	19.8	16.8	110	1686	16.1	11.5	89	3690	18.8	25.3	104
MECHANIX ILLUSTRATED	772	456	1.1	59.1	112	**90	0.7	11.7	76	**115	1.1	14.9	115	*251	1.3	32.5	133
METROPOLITAN HOME	967	638	1.5	66.0	126	*146	1.2	15.1	99	*207	2.0	21.4	165	285	1.4	29.5	121
MONEY	1588	1019	2.4	64.2	122	*245	2.0	15.4	101	297	2.8	18.7	144	477	2.4	30.0	123
MOTHER EARTH NEWS	1002	511	1.2	51.0	97	*136	1.1	13.6	89	**157	1.5	15.7	121	219	1.1	21.9	90
MS.	825	476	1.1	57.7	110	**118	1.0	14.3	94	*114	1.1	13.8	107	244	1.2	29.6	122
NATIONAL ENQUIRER	10336	5282	12.4	51.1	97	1652	13.4	16.0	105	1187	11.3	11.5	89	2443	12.4	23.6	97
NATIONAL GEOGRAPHIC	9597	5502	12.9	57.3	109	1515	12.2	15.8	103	1247	11.9	13.0	100	2740	13.9	28.6	117
NATIONAL SUNDAY MAGAZINE PKG	49558	27075	63.7	54.6	104	7897	63.8	15.9	104	6760	64.4	13.6	105	12417	63.1	25.1	103
NATURAL HISTORY	573	410	1.0	71.6	136	**92	0.7	16.1	105	*106	1.0	18.5	143	*212	1.1	37.0	152
NEW WOMAN	1699	967	2.3	56.9	108	*186	1.5	10.9	72	266	2.5	15.7	121	516	2.6	30.4	125
NEW YORK INCLUDING CUE	443	316	0.7	71.3	136	**105	0.8	23.7	155	*88	0.8	19.9	153	*123	0.6	27.8	114
THE NEW YORKER	1270	854	2.0	67.2	128	184	1.5	14.5	95	285	2.7	22.4	173	385	2.0	30.3	125
NEWSWEEK	6277	3474	8.2	55.3	105	959	7.8	15.3	100	784	7.5	12.5	96	1730	8.8	27.6	113
THE N.Y. TIMES DAILY EDITION	1205	935	2.2	77.6	148	259	2.1	21.5	141	291	2.8	24.1	186	386	2.0	32.0	131
THE N.Y. TIMES MAGAZINE	2081	1627	3.8	78.2	149	459	3.7	22.1	144	497	4.7	23.9	184	671	3.4	32.2	132
OMNI	788	422	1.0	53.6	102	**64	0.5	8.1	53	**97	0.9	12.3	95	261	1.3	33.1	136
ON CABLE	1158	636	1.5	54.9	105	*277	2.2	23.9	157	**44	0.4	3.8	29	315	1.6	27.2	112
1001 HOME IDEAS	2852	1408	3.3	49.4	94	425	3.4	14.9	98	359	3.4	12.6	97	624	3.2	21.9	90
ORGANIC GARDENING	1658	947	2.2	57.1	109	*252	2.0	15.2	99	*240	2.3	14.5	112	455	2.3	27.4	113
OUTDOOR LIFE	896	521	1.2	58.1	111	*203	1.6	22.7	148	*145	1.4	16.2	125	*173	0.9	19.3	79
PARADE MAGAZINE	24275	13789	32.4	56.8	108	3987	32.2	16.4	108	3427	32.7	14.1	109	6374	32.4	26.3	108

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BUTTER: USAGE IN LAST 7 DAYS
(FEMALE HOMEMAKERS)

0195
P-19

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS 1 LB. OR MORE A '000	HEAVY USERS 1 LB. OR MORE B % DOWN	HEAVY USERS 1 LB. OR MORE C % ACROSS	HEAVY USERS 1 LB. OR MORE D INDX	MEDIUM USERS 1/2 LB. TO 3/4 LB. A '000	MEDIUM USERS 1/2 LB. TO 3/4 LB. B % DOWN	MEDIUM USERS 1/2 LB. TO 3/4 LB. C % ACROSS	MEDIUM USERS 1/2 LB. TO 3/4 LB. D INDX	LIGHT USERS 1/4 LB. OR LESS A '000	LIGHT USERS 1/4 LB. OR LESS B % DOWN	LIGHT USERS 1/4 LB. OR LESS C % ACROSS	LIGHT USERS 1/4 LB. OR LESS D INDX
TOTAL FEMALE HOMEMAKERS	80986	42537	100.0	52.5	100	12372	100.0	15.3	100	10493	100.0	13.0	100	19671	100.0	24.3	100
PARENTS	3845	2034	4.8	52.9	101	523	4.2	13.6	89	538	5.1	14.0	108	973	4.9	25.3	104
PENTHOUSE	831	475	1.1	57.2	109	*134	1.1	16.1	106	**81	0.8	9.7	75	*260	1.3	31.3	129
PEOPLE	11645	6595	15.5	56.6	108	1794	14.5	15.4	101	1541	14.7	13.2	102	3260	16.6	28.0	115
PLAYBOY	2006	1167	2.7	58.2	111	361	2.9	18.0	118	*246	2.3	12.3	95	560	2.8	27.9	115
POPULAR HOT RODDING	297	*154	0.4	51.9	99	**59	0.5	19.9	130	**28	0.3	9.4	73	**67	0.3	22.6	93
POPULAR MECHANICS	1018	564	1.3	55.4	105	**134	1.1	13.2	86	**91	0.9	8.9	69	*339	1.7	33.3	137
POPULAR SCIENCE	878	488	1.1	55.6	106	**126	1.0	14.4	94	**98	0.9	11.2	86	*265	1.3	30.2	124
PREVENTION	3913	2192	5.2	56.0	107	515	4.2	13.2	86	586	5.6	15.0	116	1091	5.5	27.9	115
PSYCHOLOGY TODAY	1710	914	2.1	53.5	102	*165	1.3	9.6	63	*241	2.3	14.1	109	508	2.6	29.7	122
READER'S DIGEST	22204	11589	27.2	52.2	99	3455	27.9	15.6	102	2756	26.3	12.4	96	5378	27.3	24.2	100
REDBOOK	7684	4202	9.9	54.7	104	1085	8.8	14.1	92	929	8.9	12.1	93	2188	11.1	28.5	117
ROAD & TRACK	410	*201	0.5	49.0	93	**58	0.5	14.1	93	**55	0.5	13.4	104	**88	0.4	21.5	88
ROLLING STONE	969	624	1.5	64.4	123	*147	1.2	15.2	99	*151	1.4	15.6	120	325	1.7	33.5	138
RUNNER'S WORLD	298	*152	0.4	51.0	97	**31	0.3	10.4	68	**18	0.2	6.0	47	**103	0.5	34.6	142
SATURDAY EVENING POST	1169	640	1.5	54.7	104	*187	1.5	16.0	105	*124	1.2	10.6	82	329	1.7	28.1	116
SCIENCE 84	587	330	0.8	56.2	107	**65	0.5	11.1	72	**33	0.3	5.6	43	*232	1.2	39.5	163
SCIENCE DIGEST	482	303	0.7	62.9	120	**84	0.7	17.4	114	**53	0.5	11.0	85	*167	0.8	34.6	143
SCIENTIFIC AMERICAN	594	413	1.0	69.5	132	**78	0.6	13.1	86	**98	0.9	16.5	127	*237	1.2	39.9	164
SELF	2089	1258	3.0	60.2	115	292	2.4	14.0	91	*261	2.5	12.5	96	705	3.6	33.7	139
SEVENTEEN	2411	1388	3.3	57.6	110	500	4.0	20.7	136	238	2.3	9.9	76	650	3.3	27.0	111
SKI	480	326	0.8	67.9	129	**101	0.8	21.0	138	**65	0.6	13.5	105	*160	0.8	33.3	137
SMITHSONIAN	2760	1756	4.1	63.6	121	393	3.2	14.2	93	547	5.2	19.8	153	816	4.1	29.6	122
SOAP OPERA DIGEST	3013	1753	4.1	58.2	111	616	5.0	20.4	134	305	2.9	10.1	78	833	4.2	27.6	114
SOUTHERN LIVING	4184	1853	4.4	44.3	84	424	3.4	10.1	66	342	3.3	8.2	63	1087	5.5	26.0	107
SPORT	559	402	0.9	71.9	137	*141	1.1	25.2	165	**99	0.9	17.7	137	*162	0.8	29.0	119
THE SPORTING NEWS	436	*181	0.4	41.5	79	**86	0.7	19.7	129	**49	0.5	11.2	87	**46	0.2	10.6	43
SPORTS AFIELD	493	331	0.8	67.1	128	**125	1.0	25.4	166	**93	0.9	18.9	146	*113	0.6	22.9	94
SPORTS ILLUSTRATED	2758	1599	3.8	58.0	110	446	3.6	16.2	106	240	2.3	8.7	67	914	4.6	33.1	136
STAR	7456	3992	9.4	53.5	102	1218	9.8	16.3	107	930	8.9	12.5	96	1844	9.4	24.7	102
SUNDAY	24936	14271	33.5	57.2	109	4320	34.9	17.3	113	3509	33.4	14.1	109	6442	32.7	25.8	106
SUNSET	2124	1323	3.1	62.3	119	*261	2.1	12.3	80	365	3.5	17.2	133	697	3.5	32.8	135
TV GUIDE	21661	11683	27.5	53.9	103	3534	28.6	16.3	107	2510	23.9	11.6	89	5639	28.7	26.0	107
TENNIS	550	275	0.6	50.0	95	**52	0.4	9.5	62	**89	0.8	16.2	125	*134	0.7	24.4	100
TIME	8880	5338	12.5	60.1	114	1461	11.8	16.5	108	1285	12.2	14.5	112	2592	13.2	29.2	120
TOWN & COUNTRY	917	557	1.3	60.7	116	*98	0.8	10.7	70	*138	1.3	15.0	116	321	1.6	35.0	144
TRAVEL & LEISURE	972	584	1.4	60.1	114	*151	1.2	15.5	102	*115	1.1	11.8	91	318	1.6	32.7	135
TRUE STORY	3356	1770	4.2	52.7	100	650	5.3	19.4	127	378	3.6	11.3	87	741	3.8	22.1	91
U.S.NEWS & WORLD REPORT	3410	1815	4.3	53.2	101	396	3.2	11.6	76	404	3.9	11.8	91	1015	5.2	29.8	123
USA TODAY	1759	1107	2.6	62.9	120	*252	2.0	14.3	94	288	2.7	16.4	126	567	2.9	32.2	133
US	1873	1044	2.5	55.7	106	300	2.4	16.0	105	*185	1.8	9.9	76	559	2.8	29.8	123
VOGUE	3909	2314	5.4	59.2	113	675	5.5	17.3	113	564	5.4	14.4	111	1076	5.5	27.5	113
WALL STREET JOURNAL	1886	1191	2.8	63.1	120	284	2.3	15.1	99	266	2.5	14.1	109	641	3.3	34.0	140
WEIGHT WATCHERS	2120	1191	2.8	56.2	107	307	2.5	14.5	95	315	3.0	14.9	115	569	2.9	26.8	110
WOMAN'S DAY	14172	7707	18.1	54.4	104	2299	18.6	16.2	106	1758	16.8	12.4	96	3650	18.6	25.8	106
WORKING MOTHER	1146	705	1.7	61.5	117	226	1.8	19.7	129	**110	1.0	9.6	74	370	1.9	32.3	133
WORKING WOMAN	1322	857	2.0	64.8	123	243	2.0	18.4	120	*175	1.7	13.2	102	439	2.2	33.2	137
WORLD TENNIS	*163	*101	0.2	62.0	118	**45	0.4	27.6	181	**32	0.3	19.6	152	**24	0.1	14.7	61
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1447	3.4	57.1	109	435	3.5	17.2	112	268	2.6	10.6	82	744	3.8	29.4	121
BLAIR INSERTS	43657	24640	57.9	56.4	107	7070	57.1	16.2	106	6266	59.7	14.4	111	11304	57.5	25.9	107
DAILY NEWSPAPERS																	
READ ANY	51633	28098	66.1	54.4	104	8225	66.5	15.9	104	7107	67.7	13.8	106	12765	64.9	24.7	102
READ ONE	43463	23431	55.1	53.9	103	6956	56.2	16.0	105	5798	55.3	13.3	103	10678	54.3	24.6	101
READ TWO OR MORE	8170	4666	11.0	57.1	109	1269	10.3	15.5	102	1310	12.5	16.0	124	2087	10.6	25.5	105
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	29072	68.3	55.2	105	8360	67.6	15.9	104	7351	70.1	14.0	108	13361	67.9	25.4	104
READ ONE	46126	25051	58.9	54.3	103	7276	58.8	15.8	103	6198	59.1	13.4	104	11577	58.9	25.1	103
READ TWO OR MORE	6552	4021	9.5	61.4	117	1084	8.8	16.5	108	1152	11.0	17.6	136	1785	9.1	27.2	112
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	29.23				27.38				30.34				29.76			
30 DAY REACH	71455	37837	89.0	53.0	101	10713	86.6	15.0	98	9376	89.4	13.1	101	17748	90.2	24.8	102
50 SHWG - 30 DAY AV FREQ	14.56	15.41				14.61				15.92				15.62			
30 DAY REACH	67742	35981	84.6	53.1	101	10071	81.4	14.9	97	8967	85.5	13.2	102	16943	86.1	25.0	103
25 SHWG - 30 DAY AV FREQ	7.94	8.37				8.03				8.67				8.40			
30 DAY REACH	62117	33127	77.9	53.3	102	9169	74.1	14.8	97	8241	78.5	13.3	102	15717	79.9	25.3	104
CABLE TV: HOME WIRED	32077	16937	39.8	52.8	101	4864	39.3	15.2	99	3916	37.3	12.2	94	8157	41.5	25.4	105
HOME NOT WIRED	48909	25599	60.2	52.3	100	7509	60.7	15.4	100	6577	62.7	13.4	104	11514	58.5	23.5	97
HAVE PAY CABLE	15935	9334	21.9	58.6	112	2651	21.4	16.6	109	2028	19.3	12.7	98	4656	23.7	29.2	120

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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BUTTER: USAGE IN LAST 7 DAYS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS 1 LB. OR MORE A '000	HEAVY USERS 1 LB. OR MORE B % DOWN	HEAVY USERS 1 LB. OR MORE C % ACROSS	HEAVY USERS 1 LB. OR MORE D INDX	MEDIUM USERS 1/2 LB. TO 3/4 LB. A '000	MEDIUM USERS 1/2 LB. TO 3/4 LB. B % DOWN	MEDIUM USERS 1/2 LB. TO 3/4 LB. C % ACROSS	MEDIUM USERS 1/2 LB. TO 3/4 LB. D INDX	LIGHT USERS 1/4 LB. OR LESS A '000	LIGHT USERS 1/4 LB. OR LESS B % DOWN	LIGHT USERS 1/4 LB. OR LESS C % ACROSS	LIGHT USERS 1/4 LB. OR LESS D INDX
TOTAL FEMALE HOMEMAKERS	80986	42537	100.0	52.5	100	12372	100.0	15.3	100	10493	100.0	13.0	100	19671	100.0	24.3	1
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	23678	55.7	53.9	103	7049	57.0	16.0	105	5707	54.4	13.0	100	10922	55.5	24.9	1
10:00 AM - 3:00 PM	30659	16585	39.0	54.1	103	5010	40.5	16.3	107	3960	37.7	12.9	100	7615	38.7	24.8	1
3:00 PM - 7:00 PM	31045	16907	39.7	54.5	104	4976	40.2	16.0	105	3842	36.6	12.4	96	8090	41.1	26.1	1
7:00 PM - MIDNIGHT	15767	8719	20.5	55.3	105	2474	20.0	15.7	103	1859	17.7	11.8	91	4387	22.3	27.8	1
MIDNIGHT - 6:00 AM	9120	4946	11.6	54.2	103	1516	12.3	16.6	109	1113	10.6	12.2	94	2317	11.8	25.4	1
6:00 AM - MIDNIGHT	58527	31530	74.1	53.9	103	9326	75.4	15.9	104	7583	72.3	13.0	100	14622	74.3	25.0	1
ENTIRE DAY	59311	31939	75.1	53.9	103	9445	76.3	15.9	104	7675	73.1	12.9	100	14819	75.3	25.0	1
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	8810	20.7	54.5	104	2455	19.8	15.2	99	2114	20.1	13.1	101	4242	21.6	26.2	1
ALL NEWS	2256	1505	3.5	66.7	127	375	3.0	16.6	109	438	4.2	19.4	150	691	3.5	30.6	1
AOR/PROGRESSIVE	3874	2165	5.1	55.9	106	537	4.3	13.9	91	593	5.7	15.3	118	1035	5.3	26.7	1
BEAUTIFUL MUSIC	5660	2937	6.9	51.9	99	881	7.1	15.6	102	822	7.8	14.5	112	1234	6.3	21.8	
BLACK	2204	1287	3.0	58.4	111	407	3.3	18.5	121	305	2.9	13.8	107	575	2.9	26.1	1
CLASSICAL	1418	808	1.9	57.0	108	**122	1.0	8.6	56	*246	2.3	17.3	134	440	2.2	31.0	1
CHR/ROCK	9538	5456	12.8	57.2	109	1508	12.2	15.8	103	1240	11.8	13.0	100	2708	13.8	28.4	1
COUNTRY	12648	6329	14.9	50.0	95	2023	16.4	16.0	105	1304	12.4	10.3	80	3002	15.3	23.7	
GOLDEN OLDIES	1191	594	1.4	49.9	95	**188	1.5	15.8	103	*127	1.2	10.7	82	279	1.4	23.4	
MOR/NOSTALGIA	4757	2651	6.2	55.7	106	751	6.1	15.8	103	660	6.3	13.9	107	1240	6.3	26.1	1
NEWS/TALK	3863	2156	5.1	55.8	106	594	4.8	15.4	101	591	5.6	15.3	118	971	4.9	25.1	1
RELIGIOUS	3084	1555	3.7	50.4	96	570	4.6	18.5	121	300	2.9	9.7	75	684	3.5	22.2	
SOFT ROCK	521	316	0.7	60.7	115	**139	1.1	26.7	175	**49	0.5	9.4	73	*127	0.6	24.4	1
URBAN CONTEMPORARY	1585	1081	2.5	68.2	130	494	4.0	31.2	204	*166	1.6	10.5	81	421	2.1	26.6	1
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	1879	4.4	57.6	110	635	5.1	19.5	127	423	4.0	13.0	100	821	4.2	25.2	1
ABC DIRECTION	2316	1411	3.3	60.9	116	459	3.7	19.8	130	375	3.6	16.2	125	578	2.9	25.0	1
ABC ENTERTAINMENT	4834	2724	6.4	56.4	107	920	7.4	19.0	125	612	5.8	12.7	98	1193	6.1	24.7	1
ABC FM	2202	1274	3.0	57.9	110	408	3.3	18.5	121	*199	1.9	9.0	70	666	3.4	30.2	1
ABC INFORMATION	5425	3068	7.2	56.6	108	764	6.2	14.1	92	811	7.7	14.9	115	1494	7.6	27.5	1
ABC ROCK	1677	1054	2.5	62.9	120	360	2.9	21.5	141	*182	1.7	10.9	84	511	2.6	30.5	1
CBS	4430	2359	5.5	53.3	101	579	4.7	13.1	86	606	5.8	13.7	106	1174	6.0	26.5	1
MUTUAL	4992	2894	6.8	58.0	110	905	7.3	18.1	119	628	6.0	12.6	97	1361	6.9	27.3	1
NBC	4679	2493	5.9	53.3	101	702	5.7	15.0	98	568	5.4	12.1	94	1223	6.2	26.1	1
RADIORADIO	1994	1028	2.4	51.6	98	*230	1.9	11.5	76	*178	1.7	8.9	69	620	3.2	31.1	1
RKO ONE	2298	1331	3.1	57.9	110	392	3.2	17.1	112	290	2.8	12.6	97	649	3.3	28.2	1
RKO TWO	3311	1588	3.7	48.0	91	545	4.4	16.5	108	299	2.8	9.0	70	743	3.8	22.4	
THE SOURCE	2114	1173	2.8	55.5	106	387	3.1	18.3	120	*216	2.1	10.2	79	570	2.9	27.0	1
NON-WIRED : BLAIR	8654	4627	10.9	53.5	102	1333	10.8	15.4	101	1046	10.0	12.1	93	2249	11.4	26.0	1
INTERNET	12025	6753	15.9	56.2	107	1899	15.3	15.8	103	1807	17.2	15.0	116	3047	15.5	25.3	1
KATZ RADIO GROUP	15359	8505	20.0	55.4	105	2423	19.6	15.8	103	1915	18.3	12.5	96	4167	21.2	27.1	1
SUPERNET	10628	5518	13.0	51.9	99	1450	11.7	13.6	89	1334	12.7	12.6	97	2734	13.9	25.7	1
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	4358	10.2	50.3	96	1291	10.4	14.9	98	999	9.5	11.5	89	2068	10.5	23.9	
WKDAY 9:00 AM - 1:00 PM	12163	6403	15.1	52.6	100	2068	16.7	17.0	111	1523	14.5	12.5	97	2812	14.3	23.1	
WKDAY 1:00 PM - 4:30 PM	16150	8425	19.8	52.2	99	2744	22.2	17.0	111	1989	19.0	12.3	95	3691	18.8	22.9	
WKDAY 4:30 PM - 7:30 PM	22463	11596	27.3	51.6	98	3348	27.1	14.9	98	2990	28.5	13.3	103	5258	26.7	23.4	
WKDAY 7:30 PM - 8:00 PM	31795	16346	38.4	51.4	98	4655	37.6	14.6	96	4251	40.5	13.4	103	7440	37.8	23.4	
WKDAY 11:00 PM - 11:30 PM	23977	12938	30.4	54.0	103	3937	31.8	16.4	107	3038	29.0	12.7	98	5964	30.3	24.9	
WKDAY 11:30 PM - 1:00 AM	7703	4304	10.1	55.9	106	1453	11.7	18.9	123	913	8.7	11.9	91	1937	9.8	25.1	
M-SAT 8-11 PM+SUN 7-11 PM	33800	18017	42.4	53.3	101	5218	42.2	15.4	101	4612	44.0	13.6	105	8187	41.6	24.2	
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	3674	8.6	56.2	107	1169	9.4	17.9	117	851	8.1	13.0	100	1654	8.4	25.3	
ANOTHER WORLD N	4620	2403	5.6	52.0	99	904	7.3	19.6	128	531	5.1	11.5	89	968	4.9	21.0	
AS THE WORLD TURNS C	5614	2619	6.2	46.7	89	849	6.9	15.1	99	681	6.5	12.1	94	1089	5.5	19.4	
CAPITOL C	3396	1763	4.1	51.9	99	655	5.3	19.3	126	403	3.8	11.9	92	705	3.6	20.8	
CBS MORN. NEWS 1 C	1446	711	1.7	49.2	94	175	1.4	12.1	79	181	1.7	12.5	97	356	1.8	24.6	
CBS MORN. NEWS 2 C	1207	622	1.5	51.5	98	138	1.1	11.4	75	136	1.3	11.3	87	347	1.8	28.7	
DAYS OF OUR LIVES N	5877	3053	7.2	51.9	99	920	7.4	15.7	102	750	7.1	12.8	98	1383	7.0	23.5	
FACTS OF LIFE - DAYTIME N	2290	1230	2.9	53.7	102	440	3.6	19.2	126	286	2.7	12.5	96	505	2.6	22.1	
FAMILY FEUD A	3023	1548	3.6	51.2	97	489	4.0	16.2	106	368	3.5	12.2	94	691	3.5	22.9	
GENERAL HOSPITAL A	6097	3359	7.9	55.1	105	1040	8.4	17.1	112	674	6.4	11.1	85	1645	8.4	27.0	
GOOD MORNING, AMERICA-730 A	3515	1711	4.0	48.7	93	439	3.5	12.5	82	415	4.0	11.8	91	857	4.4	24.4	
GOOD MORNING, AMERICA-830 A	2818	1468	3.5	52.1	99	411	3.3	14.6	95	370	3.5	13.1	101	687	3.5	24.4	
GUIDING LIGHT C	5339	2792	6.6	52.3	100	826	6.7	15.5	101	753	7.2	14.1	109	1214	6.2	22.7	
ONE LIFE TO LIVE A	4478	2431	5.7	54.3	103	779	6.3	17.4	114	561	5.3	12.5	97	1092	5.6	24.4	
PRESS YOUR LUCK C	2244	1156	2.7	51.5	98	383	3.1	17.1	112	248	2.4	11.1	85	524	2.7	23.4	
PRICE IS RIGHT 1 C	4348	2229	5.2	51.3	98	761	6.2	17.5	115	470	4.5	10.8	83	998	5.1	23.0	
PRICE IS RIGHT 2 C	5014	2510	5.9	50.1	95	857	6.9	17.1	112	527	5.0	10.5	81	1126	5.7	22.5	
RYAN'S HOPE A	3150	1774	4.2	56.3	107	583	4.7	18.5	121	454	4.3	14.4	111	737	3.7	23.4	
SALE OF THE CENTURY N	2695	1391	3.3	51.6	98	465	3.8	17.3	113	418	4.0	15.5	120	508	2.6	18.8	
SEARCH FOR TOMORROW N	2319	1234	2.9	53.2	101	408	3.3	17.6	115	295	2.8	12.7	98	531	2.7	22.9	
TODAY SHOW 1 N	2693	1276	3.0	47.4	90	351	2.8	13.0	85	338	3.2	12.6	97	587	3.0	21.8	
TODAY SHOW 2 N	2498	1254	2.9	50.2	96	386	3.1	15.5	101	291	2.8	11.6	90	577	2.9	23.1	
$25,000 PYRAMID C	2753	1480	3.5	53.8	102	498	4.0	18.1	118	364	3.5	13.2	102	617	3.1	22.4	
WHEEL OF FORTUNE N	4388	2165	5.1	49.3	94	714	5.8	16.3	107	574	5.5	13.1	101	877	4.5	20.0	
YOUNG AND THE RESTLESS C	5695	3015	7.1	52.9	101	1123	9.1	19.7	129	644	6.1	11.3	87	1248	6.3	21.9	
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	812	1.9	46.1	88	224	1.8	12.7	83	202	1.9	11.5	89	386	2.0	21.9	
NBA PLAYOFF GAME -1 C	1136	627	1.5	55.2	105	214	1.7	18.8	123	179	1.7	15.8	122	234	1.2	20.6	
NBC MAJOR LEAGUE PRE-GAME N	953	466	1.1	48.9	93	**156	1.3	16.4	107	**146	1.4	15.3	118	*164	0.8	17.2	
SPORTSWORLD - SUN N	1233	508	1.2	41.2	78	*139	1.1	11.3	74	*148	1.4	12.0	93	221	1.1	17.9	
SUNDAY MORNING C	1611	878	2.1	54.5	104	176	1.4	10.9	72	219	2.1	13.6	105	483	2.5	30.0	

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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BUTTER: USAGE IN LAST 7 DAYS
(FEMALE HOMEMAKERS)

0197
P-19

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS 1 LB. OR MORE A '000	HEAVY USERS 1 LB. OR MORE B % DOWN	HEAVY USERS 1 LB. OR MORE C % ACROSS	HEAVY USERS 1 LB. OR MORE D INDX	MEDIUM USERS 1/2 LB. TO 3/4 LB. A '000	MEDIUM USERS 1/2 LB. TO 3/4 LB. B % DOWN	MEDIUM USERS 1/2 LB. TO 3/4 LB. C % ACROSS	MEDIUM USERS 1/2 LB. TO 3/4 LB. D INDX	LIGHT USERS 1/4 LB. OR LESS A '000	LIGHT USERS 1/4 LB. OR LESS B % DOWN	LIGHT USERS 1/4 LB. OR LESS C % ACROSS	LIGHT USERS 1/4 LB. OR LESS D INDX
TOTAL FEMALE HOMEMAKERS	80986	42537	100.0	52.5	100	12372	100.0	15.3	100	10493	100.0	13.0	100	19671	100.0	24.3	100
MKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	12935	30.4	49.6	94	3565	28.8	13.7	90	3461	33.0	13.3	102	5908	30.0	22.7	93
NETWORK AFFILIATES - LATE	20261	10835	25.5	53.5	102	3330	26.9	16.4	108	2513	23.9	12.4	96	4992	25.4	24.6	101
INDEPENDENTS - LATE	2076	1250	2.9	60.2	115	314	2.5	15.1	99	363	3.5	17.5	135	573	2.9	27.6	114
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM N	10453	5434	12.8	52.0	99	1512	12.2	14.5	95	1375	13.1	13.2	102	2547	12.9	24.4	100
ABC MONDAY NIGHT MOVIE A	6412	3251	7.6	50.7	97	885	7.2	13.8	90	864	8.2	13.5	104	1502	7.6	23.4	96
ABC SUNDAY NIGHT MOVIE A	12407	6595	15.5	53.2	101	1736	14.0	14.0	92	1724	16.4	13.9	107	3136	15.9	25.3	104
ABC WORLD NEWS TONIGHT A	6176	2943	6.9	47.7	91	739	6.0	12.0	78	923	8.8	14.9	115	1281	6.5	20.7	85
AFTERMASH C	5863	3081	7.2	52.5	100	977	7.9	16.7	109	725	6.9	12.4	95	1379	7.0	23.5	97
ALICE C	9594	5069	11.9	52.8	101	1420	11.5	14.8	97	1226	11.7	12.8	99	2423	12.3	25.3	104
AMERICAN PARADE C	6622	3487	8.2	52.7	100	1060	8.6	16.0	105	827	7.9	12.5	96	1600	8.1	24.2	99
BENSON A	10886	5809	13.7	53.4	102	1607	13.0	14.8	97	1466	14.0	13.5	104	2736	13.9	25.1	103
BLUE THUNDER A	5036	2697	6.3	53.6	102	772	6.2	15.3	100	669	6.4	13.3	103	1256	6.4	24.9	103
CAGNEY & LACEY C	9965	5556	13.1	55.8	106	1577	12.7	15.8	104	1462	13.9	14.7	113	2518	12.8	25.3	104
CBS EVENING NEWS-DEAN C	3491	1832	4.3	52.5	100	434	3.5	12.4	81	526	5.0	15.1	116	872	4.4	25.0	103
CBS EVENING NEWS-RATHER C	7123	3589	8.4	50.4	96	864	7.0	12.1	79	932	8.9	13.1	101	1793	9.1	25.2	104
CBS SAT. NEWS-SCHIEFFER C	3621	1645	3.9	45.4	86	278	2.2	7.7	50	467	4.5	12.9	100	900	4.6	24.9	102
CBS SATURDAY NIGHT MOVIE C	5436	2714	6.4	49.9	95	738	6.0	13.6	89	762	7.3	14.0	108	1213	6.2	22.3	92
CBS WEDNESDAY NIGHT MOVIE C	6100	2988	7.0	49.0	93	811	6.6	13.3	87	865	8.2	14.2	109	1312	6.7	21.5	89
CHEERS N	8889	5163	12.1	58.1	111	1430	11.6	16.1	105	1232	11.7	13.9	107	2502	12.7	28.1	116
DALLAS C	22109	11700	27.5	52.9	101	3484	28.2	15.8	103	2863	27.3	12.9	100	5353	27.2	24.2	100
DIFF'RENT STROKES N	6940	3466	8.1	49.9	95	1129	9.1	16.3	106	765	7.3	11.0	85	1572	8.0	22.7	93
DOUBLE TROUBLE N	7223	3827	9.0	53.0	101	1270	10.3	17.6	115	819	7.8	11.3	88	1738	8.8	24.1	99
DUCK FACTORY N	5595	3100	7.3	55.4	105	864	7.0	15.4	101	751	7.2	13.4	104	1485	7.5	26.5	109
DUKES OF HAZZARD C	5768	2896	6.8	50.2	96	948	7.7	16.4	108	674	6.4	11.7	90	1274	6.5	22.1	91
DYNASTY A	20053	10879	25.6	54.3	103	2954	23.9	14.7	96	2632	25.1	13.1	101	5293	26.9	26.4	109
FACTS OF LIFE N	8087	4159	9.8	51.4	98	1362	11.0	16.8	110	880	8.4	10.9	84	1917	9.7	23.7	98
FALCON CREST C	20046	10526	24.7	52.5	100	3326	26.9	16.6	109	2379	22.7	11.9	92	4821	24.5	24.0	99
FALL GUY A	9084	4881	11.5	53.7	102	1356	11.0	14.9	98	1193	11.4	13.1	101	2332	11.9	25.7	106
FAMILY TIES N	7964	4214	9.9	52.9	101	1259	10.2	15.8	103	976	9.3	12.3	95	1979	10.1	24.8	102
FANTASY ISLAND A	7687	4200	9.9	54.6	104	1241	10.0	16.1	106	1052	10.0	13.7	106	1907	9.7	24.8	102
FOULUPS,BLEEPS & BLUNDERS A	8861	4400	10.3	49.7	95	1287	10.4	14.5	95	1075	10.2	12.1	94	2038	10.4	23.0	95
FOUR SEASONS C	5095	2788	6.6	54.7	104	886	7.2	17.4	114	713	6.8	14.0	108	1188	6.0	23.3	96
GIMME A BREAK N	8838	4686	11.0	53.0	101	1430	11.6	16.2	106	1168	11.1	13.2	102	2087	10.6	23.6	97
HART TO HART A	8978	4561	10.7	50.8	97	1321	10.7	14.7	96	1021	9.7	11.4	88	2218	11.3	24.7	102
HILL STREET BLUES N	8590	4809	11.3	56.0	107	1396	11.3	16.3	106	1286	12.3	15.0	116	2127	10.8	24.8	102
HOTEL A	14085	7545	17.7	53.6	102	2161	17.5	15.3	100	1926	18.4	13.7	106	3457	17.6	24.5	101
JEFFERSONS C	9360	4923	11.6	52.6	100	1494	12.1	16.0	104	1218	11.6	13.0	100	2212	11.2	23.6	97
JENNIFER SLEPT HERE N	5841	3088	7.3	52.9	101	988	8.0	16.9	111	691	6.6	11.8	91	1410	7.2	24.1	99
KATE & ALLIE C	9206	4874	11.5	52.9	101	1322	10.7	14.4	94	1289	12.3	14.0	108	2263	11.5	24.6	101
KNIGHT RIDER N	7076	3515	8.3	49.7	95	990	8.0	14.0	92	852	8.1	12.0	93	1672	8.5	23.6	97
LOVE BOAT A	12219	6544	15.4	53.6	102	1848	14.9	15.1	99	1788	17.0	14.6	113	2909	14.8	23.8	98
MAGNUM PI C	11199	5752	13.5	51.4	98	1622	13.1	14.5	95	1483	14.1	13.2	102	2647	13.5	23.6	97
MAMA'S FAMILY N	6057	3141	7.4	51.9	99	1009	8.2	16.7	109	761	7.3	12.6	97	1371	7.0	22.6	93
MASTER, THE N	3598	1755	4.1	48.8	93	541	4.4	15.0	98	405	3.9	11.3	87	808	4.1	22.5	92
MATT HOUSTON A	6344	3675	8.6	57.9	110	1023	8.3	16.1	106	956	9.1	15.1	116	1696	8.6	26.7	110
NBC MONDAY NIGHT MOVIE N	11994	6568	15.4	54.8	104	1999	16.2	16.7	109	1626	15.5	13.6	105	2943	15.0	24.5	101
NBC NIGHTLY NEWS N	5132	2494	5.9	48.6	93	703	5.7	13.7	90	705	6.7	13.7	106	1085	5.5	21.1	87
NBC NIGHTLY NEWS-SAT N	3375	1610	3.8	47.7	91	440	3.6	13.0	85	555	5.3	16.4	127	615	3.1	18.2	75
NBC NIGHTLY NEWS-SUN N	3130	1608	3.8	51.4	98	389	3.1	12.4	81	491	4.7	15.7	121	728	3.7	23.3	96
NBC SUNDAY NIGHT MOVIE N	8284	4516	10.6	54.5	104	1305	10.5	15.8	103	1124	10.7	13.6	105	2086	10.6	25.2	104
NEWHART C	9240	4930	11.6	53.4	102	1238	10.0	13.4	88	1302	12.4	14.1	109	2389	12.1	25.9	106
ONE DAY AT A TIME C	7288	3693	8.7	50.7	96	1016	8.2	13.9	91	872	8.3	12.0	92	1806	9.2	24.8	102
PEOPLE ARE FUNNY N	4855	2433	5.7	50.1	95	744	6.0	15.3	100	539	5.1	11.1	86	1150	5.8	23.7	98
REAL PEOPLE N	8869	4275	10.1	48.2	92	1332	10.8	15.0	98	993	9.5	11.2	86	1950	9.9	22.0	91
REMINGTON STEELE N	7743	4312	10.1	55.7	106	1401	11.3	18.1	118	1045	10.0	13.5	104	1866	9.5	24.1	99
RIPLEY'S BELIEVE IT - NOT A	5345	2825	6.6	52.9	101	667	5.4	12.5	82	705	6.7	13.2	102	1453	7.4	27.2	112
RIPTIDE N	6988	3731	8.8	53.4	102	1221	9.9	17.5	114	921	8.8	13.2	102	1589	8.1	22.7	94
SCARECROW & MRS. KING C	10002	5262	12.4	52.6	100	1316	10.6	13.2	86	1448	13.8	14.5	112	2498	12.7	25.0	103
SIMON & SIMON C	10638	5669	13.3	53.3	101	1709	13.8	16.1	105	1427	13.6	13.4	104	2533	12.9	23.8	98
60 MINUTES C	13293	6792	16.0	51.1	97	1737	14.0	13.1	86	1697	16.2	12.8	99	3358	17.1	25.3	104
ST. ELSEWHERE N	7017	4046	9.5	57.7	110	1247	10.1	17.8	116	952	9.1	13.6	105	1847	9.4	26.3	108
THREE'S COMPANY A	10917	5558	13.1	50.9	97	1647	13.3	15.1	99	1340	12.8	12.3	95	2571	13.1	23.6	97
T.J. HOOKER A	9204	4870	11.4	52.9	101	1277	10.3	13.9	91	1378	13.1	15.0	116	2216	11.3	24.1	99
TONIGHT SHOW N	2372	1235	2.9	52.1	99	326	2.6	13.7	90	310	3.0	13.1	101	598	3.0	25.2	104
TRAPPER JOHN, M.D. C	9846	5168	12.1	52.5	100	1621	13.1	16.5	108	1176	11.2	11.9	92	2371	12.1	24.1	99
TV BLOOPERS & PRAC. JOKES N	9105	4481	10.5	49.2	94	1324	10.7	14.5	95	1093	10.4	12.0	93	2064	10.5	22.7	93
20/20 A	9387	5028	11.8	53.6	102	1438	11.6	15.3	100	1215	11.6	12.9	100	2375	12.1	25.3	104
WEBSTER A	11067	5753	13.5	52.0	99	1640	13.3	14.8	97	1450	13.8	13.1	101	2663	13.5	24.1	99
WORLD NEWS - SUN A	3062	1610	3.8	52.6	100	408	3.3	13.3	87	452	4.3	14.8	114	750	3.8	24.5	101
YELLOW ROSE N	4978	2574	6.1	51.7	98	826	6.7	16.6	109	593	5.7	11.9	92	1154	5.9	23.2	95
TV VIEWING SPORTS EVENTS																	
BASEBALL	8878	4572	10.7	51.5	98	1451	11.7	16.3	107	1195	11.4	13.5	104	1925	9.8	21.7	89
BASKETBALL - COLLEGE GAMES	4080	2034	4.8	49.9	95	*419	3.4	10.3	67	702	6.7	17.2	133	914	4.6	22.4	92
BASKETBALL - PRO GAMES	3607	2035	4.8	56.4	107	561	4.5	15.6	102	550	5.2	15.2	118	925	4.7	25.6	106
BOWLING	3883	2013	4.7	51.8	99	*562	4.5	14.5	95	429	4.1	11.0	85	1023	5.2	26.3	108
BOXING	3928	2045	4.8	52.1	99	813	6.6	20.7	135	*420	4.0	10.7	83	812	4.1	20.7	85
FOOTBALL - COLLEGE GAMES	6366	3150	7.4	49.5	94	795	6.4	12.5	82	1057	10.1	16.6	128	1298	6.6	20.4	84
FOOTBALL - PRO GAMES	11300	6025	14.2	53.3	102	1807	14.6	16.0	105	1544	14.7	13.7	105	2674	13.6	23.7	97
GOLF	3378	1941	4.6	57.5	109	*437	3.5	12.9	85	*523	5.0	15.5	119	981	5.0	29.0	120
POST-SEASON COLL. FOOTBALL	4906	2562	6.0	52.2	99	684	5.5	13.9	91	725	6.9	14.8	114	1154	5.9	23.5	97
POST-SEASON PRO FOOTBALL	6120	3198	7.5	52.3	99	936	7.6	15.3	100	891	8.5	14.6	112	1371	7.0	22.4	92
TENNIS	3033	1441	3.4	47.5	90	*388	3.1	12.8	84	*336	3.2	11.1	86	717	3.6	23.6	97
WRESTLING - PROFESSIONAL	3344	1881	4.4	56.3	107	755	6.1	22.6	148	*330	3.1	9.9	76	796	4.0	23.8	98

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DIET OR LOW CALORIE
AMERICAN/PASTEURIZED PROCESSED CHEESE

BASE = FEMALE HOMEMAKERS (80986)

		'000	%	UNWEIGHTED
3A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE IT?				
	YES	14150	17.5	1656
	NO	66836	82.5	7779
IF YES				
3B. ABOUT HOW MANY POUNDS OR EQUIVALENT OF DIET OR LOW CALORIE AMERICAN/ PASTEURIZED PROCESSED CHEESE WERE USED BY YOUR ENTIRE HOUSEHOLD IN THE LAST 7 DAYS?				
2 LBS. (32 OZ.) OR MORE	H	770	1.0	87
1 LB. (16 OZ.)	H	2605	3.2	284
3/4 LB. (12 OZ.)	M	1149	1.4	124
1/2 LB. (8 OZ.)	M	2684	3.3	323
1/4 LB. (4 OZ.) OR LESS	L	4948	6.1	600
NONE	L	1993	2.5	238

AMERICAN/PASTEURIZED PROCESSED CHEESE (NOT DIET OR LOW CALORIE)

	'000	%	UNWEIGHTED
4A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE IT?			
YES	60962	75.3	6949
NO	20024	24.7	2486

	ALL		SOLE		PRIMARY		SECONDARY		
	'000	%	'000	%	'000	%	'000	%	UNWEIGHTED
IF YES									
4B. WHAT TYPES ARE USED BY YOUR HOUSEHOLD?									
CHUNK	19205	23.7	6893	8.5	8908	11.0	3405	4.2	2118
GRATED	5828	7.2	856	1.1	2612	3.2	2360	2.9	682
LOAF	13964	17.2	6211	7.7	5696	7.0	2057	2.5	1580
INDIVIDUALLY WRAPPED SLICES	38744	47.8	20891	25.8	13910	17.2	3944	4.9	4318
OTHER PRE-SLICED	10221	12.6	4176	5.2	3676	4.5	2369	2.9	1132
DO NOT KNOW	480	.6							57
4C. WHAT FLAVORS/STRENGTHS ARE USED BY YOUR HOUSEHOLD?									
MILD/MELLOW	49077	60.6	38700	47.8	8314	10.3	2064	2.5	5484
SHARP/AGED	20523	25.3	10146	12.5	4896	6.0	5481	6.8	2386
DO NOT KNOW	1740	2.1							221

		'000	%	UNWEIGHTED
4D. ABOUT HOW MANY POUNDS OR EQUIVALENT OF AMERICAN/PASTEURIZED PROCESS CHEESE WERE USED BY YOUR ENTIRE HOUSEHOLD IN THE LAST 7 DAYS?				
2 LBS. (32 OZ.) OR MORE	H	6237	7.7	626
1 LB. (16 OZ.)	H	14136	17.5	1444
3/4 LB. (12 OZ.)	M	5426	6.7	582
1/2 LB. (8 OZ.)	M	13285	16.4	1572
1/4 LB. (4 OZ.) OR LESS	L	18091	22.3	2249
NONE	L	3787	4.7	476

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DIET OR LOW CALORIE AMERICAN/PASTEURIZED PROCESSED CHEESE: USAGE IN LAST 7 DAYS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS 1 LB. OR MORE A '000	HEAVY USERS 1 LB. OR MORE B % DOWN	HEAVY USERS 1 LB. OR MORE C % ACROSS	HEAVY USERS 1 LB. OR MORE D INDX	MEDIUM USERS 1/2 LB. TO 3/4 LB. A '000	MEDIUM USERS 1/2 LB. TO 3/4 LB. B % DOWN	MEDIUM USERS 1/2 LB. TO 3/4 LB. C % ACROSS	MEDIUM USERS 1/2 LB. TO 3/4 LB. D INDX	LIGHT USERS 1/4 LB. OR LESS A '000	LIGHT USERS 1/4 LB. OR LESS B % DOWN	LIGHT USERS 1/4 LB. OR LESS C % ACROSS	LIGHT USERS 1/4 LB. OR LESS D IND
TOTAL FEMALE HOMEMAKERS	80986	14150	100.0	17.5	100	3375	100.0	4.2	100	3833	100.0	4.7	100	6942	100.0	8.6	10
18 - 24	9282	1337	9.4	14.4	82	**194	5.7	2.1	50	*354	9.2	3.8	81	789	11.4	8.5	9
25 - 34	19072	2584	18.3	13.5	78	631	18.7	3.3	79	522	13.6	2.7	58	1432	20.6	7.5	8
35 - 44	14591	2540	18.0	17.4	100	687	20.4	4.7	113	754	19.7	5.2	109	1100	15.8	7.5	8
45 - 54	11345	2351	16.6	20.7	119	*645	19.1	5.7	136	661	17.2	5.8	123	1046	15.1	9.2	10
55 - 64	11635	2278	16.1	19.6	112	*542	16.1	4.7	112	628	16.4	5.4	114	1108	16.0	9.5	11
65 OR OLDER	15061	3060	21.6	20.3	116	677	20.1	4.5	108	916	23.9	6.1	129	1467	21.1	9.7	11
18 - 34	28354	3921	27.7	13.8	79	825	24.4	2.9	70	875	22.8	3.1	65	2221	32.0	7.8	9
18 - 49	48339	7504	53.0	15.5	89	1763	52.2	3.6	88	1919	50.1	4.0	84	3822	55.1	7.9	9
25 - 54	45008	7476	52.8	16.6	95	1963	58.2	4.4	105	1936	50.5	4.3	91	3578	51.5	7.9	9
35 - 49	19985	3583	25.3	17.9	103	939	27.8	4.7	113	1044	27.2	5.2	110	1600	23.0	8.0	9
50 OR OLDER	32647	6646	47.0	20.4	117	1612	47.8	4.9	118	1914	49.9	5.9	124	3120	44.9	9.6	11
GRADUATED COLLEGE	11155	2030	14.3	18.2	104	*328	9.7	2.9	71	*565	14.7	5.1	107	1137	16.4	10.2	11
ATTENDED COLLEGE	13682	2342	16.6	17.1	98	*451	13.4	3.3	79	576	15.0	4.2	89	1316	19.0	9.6	11
GRADUATED HIGH SCHOOL	33880	5682	40.2	16.8	96	1389	41.2	4.1	98	1477	38.5	4.4	92	2816	40.6	8.3	9
DID NOT GRADUATE HIGH SCHOOL	22270	4096	28.9	18.4	105	1208	35.8	5.4	130	1215	31.7	5.5	115	1673	24.1	7.5	8
EMPLOYED	40306	7381	52.2	18.3	105	1420	42.1	3.5	85	2109	55.0	5.2	111	3853	55.5	9.6	11
EMPLOYED FULL-TIME	32850	5958	42.1	18.1	104	1208	35.8	3.7	88	1682	43.9	5.1	108	3069	44.2	9.3	10
EMPLOYED PART-TIME	7456	1423	10.1	19.1	109	**212	6.3	2.8	68	*427	11.1	5.7	121	785	11.3	10.5	12
NOT EMPLOYED	40680	6769	47.8	16.6	95	1956	58.0	4.8	115	1724	45.0	4.2	90	3089	44.5	7.6	8
PROFESSIONAL/MANAGER	10392	1990	14.1	19.1	110	**301	8.9	2.9	70	*625	16.3	6.0	127	1064	15.3	10.2	11
TECH/CLERICAL/SALES	17574	3204	22.6	18.2	104	594	17.6	3.4	81	781	20.4	4.4	94	1829	26.3	10.4	12
PRECISION/CRAFT	985	**140	1.0	14.2	81	**18	0.5	1.8	44	**45	1.2	4.6	97	**76	1.1	7.7	9
OTHER EMPLOYED	11354	2048	14.5	18.0	103	507	15.0	4.5	107	658	17.2	5.8	122	883	12.7	7.8	9
SINGLE	9863	1625	11.5	16.5	94	*266	7.9	2.7	65	*362	9.4	3.7	78	997	14.4	10.1	11
MARRIED	51375	8563	60.5	16.7	95	2147	63.6	4.2	100	2434	63.5	4.7	100	3982	57.4	7.8	9
DIVORCED/SEPARATED/WIDOWED	19748	3962	28.0	20.1	115	962	28.5	4.9	117	1037	27.1	5.3	111	1962	28.3	9.9	11
PARENTS	32590	4765	33.7	14.6	84	1286	38.1	3.9	95	1315	34.3	4.0	85	2163	31.2	6.6	7
WHITE	70416	12381	87.5	17.6	101	2937	87.0	4.2	100	3177	82.9	4.5	95	6268	90.3	8.9	10
BLACK	8778	1453	10.3	16.6	95	*418	12.4	4.8	114	594	15.5	6.8	143	441	6.4	5.0	5
OTHER	1791	**316	2.2	17.6	101	**21	0.6	1.2	28	**62	1.6	3.5	73	**233	3.4	13.0	15
NORTHEAST-CENSUS	17786	2782	19.7	15.6	90	699	20.7	3.9	94	743	19.4	4.2	88	1340	19.3	7.5	8
NORTH CENTRAL	20741	3781	26.7	18.2	104	1020	30.2	4.9	118	1063	27.7	5.1	108	1697	24.4	8.2	9
SOUTH	27775	4930	34.8	17.7	102	1316	39.0	4.7	114	1378	36.0	5.0	105	2236	32.2	8.1	9
WEST	14683	2657	18.8	18.1	104	*340	10.1	2.3	56	649	16.9	4.4	93	1668	24.0	11.4	13
NORTHEAST-MKTG.	17961	2846	20.1	15.8	91	691	20.5	3.8	92	959	25.0	5.3	113	1196	17.2	6.7	7
EAST CENTRAL	11885	2163	15.3	18.2	104	572	16.9	4.8	115	555	14.5	4.7	99	1037	14.9	8.7	10
WEST CENTRAL	14090	2476	17.5	17.6	101	628	18.6	4.5	107	632	16.5	4.5	95	1216	17.5	8.6	10
SOUTH	24081	4232	29.9	17.6	101	1189	35.2	4.9	118	1078	28.1	4.5	95	1965	28.3	8.2	9
PACIFIC	12969	2433	17.2	18.8	107	**296	8.8	2.3	55	609	15.9	4.7	99	1529	22.0	11.8	13
COUNTY SIZE A	32439	5394	38.1	16.6	95	1248	37.0	3.8	92	1595	41.6	4.9	104	2551	36.7	7.9	9
COUNTY SIZE B	24915	4524	32.0	18.2	104	1025	30.4	4.1	99	1102	28.8	4.4	93	2396	34.5	9.6	11
COUNTY SIZE C	12930	2355	16.6	18.2	104	*556	16.5	4.3	103	583	15.2	4.5	95	1217	17.5	9.4	11
COUNTY SIZE D	10703	1878	13.3	17.5	100	*546	16.2	5.1	122	554	14.5	5.2	109	778	11.2	7.3	8
METRO CENTRAL CITY	24518	4612	32.6	18.8	108	960	28.4	3.9	94	1281	33.4	5.2	110	2371	34.2	9.7	11
METRO SUBURBAN	35919	6151	43.5	17.1	98	1463	43.3	4.1	98	1624	42.4	4.5	96	3065	44.2	8.5	10
NON METRO	20549	3387	23.9	16.5	94	953	28.2	4.6	111	928	24.2	4.5	95	1506	21.7	7.3	8
TOP 5 ADI'S	18341	3167	22.4	17.3	99	714	21.2	3.9	93	938	24.5	5.1	108	1515	21.8	8.3	9
TOP 10 ADI'S	25378	4262	30.1	16.8	96	1038	30.8	4.1	98	1337	34.9	5.3	111	1888	27.2	7.4	8
TOP 20 ADI'S	36488	6287	44.4	17.2	99	1466	43.4	4.0	96	1810	47.2	5.0	105	3012	43.4	8.3	9
HSHLD INC. $50,000 OR MORE	8612	1194	8.4	18.1	103	**245	7.3	3.7	89	*285	7.4	4.3	91	*664	9.6	10.0	11
$40,000 OR MORE	12659	2368	16.7	18.7	107	*490	14.5	3.9	93	625	16.3	4.9	104	1254	18.1	9.9	11
$30,000 OR MORE	24898	4484	31.7	18.2	104	936	27.7	3.8	91	1248	32.6	5.1	107	2299	33.1	9.3	11
$25,000 OR MORE	32077	5503	38.9	17.2	98	1233	36.5	3.8	92	1476	38.5	4.6	97	2795	40.3	8.7	11
$20,000 - $24,999	9144	1513	10.7	16.5	95	**317	9.4	3.5	83	*356	9.3	3.9	82	840	12.1	9.2	11
$15,000 - $19,999	8728	1707	12.1	19.6	112	*342	10.1	3.9	94	*377	9.8	4.3	91	988	14.2	11.3	13
$10,000 - $14,999	12562	2040	14.4	16.2	93	452	13.4	3.6	86	597	15.6	4.8	100	991	14.3	7.9	9
UNDER $10,000	18475	3387	23.9	18.3	105	1031	30.5	5.6	134	1027	26.8	5.6	117	1329	19.1	7.2	8
HOUSEHOLD OF 1 PERSON	11987	2365	16.7	19.7	113	396	11.7	3.3	79	493	12.9	4.1	87	1476	21.3	12.3	14
2 PEOPLE	26577	4805	34.0	18.1	103	1051	31.1	4.0	95	1388	36.2	5.2	110	2366	34.1	8.9	10
3 OR 4 PEOPLE	30617	5026	35.5	16.4	94	1259	37.3	4.1	99	1384	36.1	4.5	96	2383	34.3	7.8	9
5 OR MORE PEOPLE	11804	1954	13.8	16.6	95	*669	19.8	5.7	136	*568	14.8	4.8	102	*717	10.3	6.1	7
NO CHILD IN HSHLD	46165	8971	63.4	19.4	111	1900	56.3	4.1	99	2394	62.5	5.2	110	4677	67.4	10.1	11
CHILD(REN) UNDER 2 YRS	5325	*594	4.2	11.2	64	**118	3.5	2.2	53	**183	4.8	3.4	73	**293	4.2	5.5	6
2 - 5 YEARS	14221	1889	13.3	13.3	76	*562	16.7	4.0	95	*471	12.3	3.3	70	855	12.3	6.0	7
6 - 11 YEARS	15117	2302	16.3	15.2	87	649	19.2	4.3	103	624	16.3	4.1	87	1028	14.8	6.8	8
12 - 17 YEARS	16611	2850	20.1	17.2	98	833	24.7	5.0	120	821	21.4	4.9	104	1195	17.2	7.2	8
RESIDENCE OWNED	55884	10071	71.2	18.0	103	2301	68.2	4.1	99	2687	70.1	4.8	102	5084	73.2	9.1	11
VALUE: $50,000 OR MORE	31744	5680	40.1	17.9	102	1205	35.7	3.8	91	1608	42.0	5.1	107	2867	41.3	9.0	11
VALUE: UNDER $50,000	24140	4392	31.0	18.2	104	1096	32.5	4.5	109	1079	28.2	4.5	94	2217	31.9	9.2	11

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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DIET OR LOW CALORIE AMERICAN/PASTEURIZED PROCESSED CHEESE: USAGE IN LAST 7 DAYS
(FEMALE HOMEMAKERS)

0201
P-19

		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS 1 LB. OR MORE A '000	HEAVY USERS 1 LB. OR MORE B % DOWN	HEAVY USERS 1 LB. OR MORE C % ACROSS	HEAVY USERS 1 LB. OR MORE D INDX	MEDIUM USERS 1/2 LB. TO 3/4 LB. A '000	MEDIUM USERS 1/2 LB. TO 3/4 LB. B % DOWN	MEDIUM USERS 1/2 LB. TO 3/4 LB. C % ACROSS	MEDIUM USERS 1/2 LB. TO 3/4 LB. D INDX	LIGHT USERS 1/4 LB. OR LESS A '000	LIGHT USERS 1/4 LB. OR LESS B % DOWN	LIGHT USERS 1/4 LB. OR LESS C % ACROSS	LIGHT USERS 1/4 LB. OR LESS D INDX
TOTAL FEMALE HOMEMAKERS		80986	14150	100.0	17.5	100	3375	100.0	4.2	100	3833	100.0	4.7	100	6942	100.0	8.6	100
MAGAZINES	QUINTILE 1	15799	3403	24.0	21.5	123	808	23.9	5.1	123	878	22.9	5.6	117	1718	24.7	10.9	127
	QUINTILE 2	17259	3082	21.8	17.9	102	783	23.2	4.5	109	847	22.1	4.9	104	1452	20.9	8.4	98
	QUINTILE 3	13545	2198	15.5	16.2	93	*539	16.0	4.0	95	602	15.7	4.4	94	1057	15.2	7.8	91
	QUINTILE 4	15133	2508	17.7	16.6	95	*508	15.1	3.4	81	678	17.7	4.5	95	1322	19.0	8.7	102
	QUINTILE 5	19250	2959	20.9	15.4	88	737	21.8	3.8	92	830	21.7	4.3	91	1393	20.1	7.2	84
NEWSPAPERS	QUINTILE 1	12413	2326	16.4	18.7	107	563	16.7	4.5	109	610	15.9	4.9	104	1153	16.6	9.3	108
	QUINTILE 2	24116	4138	29.2	17.2	98	1007	29.8	4.2	100	1124	29.3	4.7	98	2007	28.9	8.3	97
	QUINTILE 3	11261	2285	16.1	20.3	116	606	18.0	5.4	129	*628	16.4	5.6	118	1051	15.1	9.3	109
	QUINTILE 4	20255	3284	23.2	16.2	93	733	21.7	3.6	87	894	23.3	4.4	93	1657	23.9	8.2	95
	QUINTILE 5	12940	2117	15.0	16.4	94	*466	13.8	3.6	86	577	15.1	4.5	94	1074	15.5	8.3	97
OUTDOOR	QUINTILE 1	14852	2577	18.2	17.4	99	686	20.3	4.6	111	604	15.8	4.1	86	1287	18.5	8.7	101
	QUINTILE 2	15725	2667	18.8	17.0	97	665	19.7	4.2	101	738	19.3	4.7	99	1264	18.2	8.0	94
	QUINTILE 3	16330	2745	19.4	16.8	96	533	15.8	3.3	78	751	19.6	4.6	97	1461	21.0	8.9	104
	QUINTILE 4	16744	3133	22.1	18.7	107	829	24.6	5.0	119	853	22.3	5.1	108	1451	20.9	8.7	101
	QUINTILE 5	17334	3029	21.4	17.5	100	663	19.6	3.8	92	888	23.2	5.1	108	1478	21.3	8.5	99
RADIO-DRIVE TIME	QUINTILE 1	15911	3182	22.5	20.0	114	711	21.1	4.5	107	895	23.3	5.6	119	1576	22.7	9.9	116
	QUINTILE 2	14837	2490	17.6	16.8	96	581	17.2	3.9	94	671	17.5	4.5	96	1238	17.8	8.3	97
	QUINTILE 3	15339	2682	19.0	17.5	100	*562	16.7	3.7	88	791	20.6	5.2	109	1329	19.1	8.7	101
	QUINTILE 4	16723	2659	18.8	15.9	91	699	20.7	4.2	100	633	16.5	3.8	80	1327	19.1	7.9	93
	QUINTILE 5	18176	3137	22.2	17.3	99	822	24.4	4.5	109	843	22.0	4.6	98	1471	21.2	8.1	94
RADIO-MID-DAY	TERCILE 1	21020	4022	28.4	19.1	110	797	23.6	3.8	91	1097	28.6	5.2	110	2128	30.7	10.1	118
	TERCILE 2	21610	3879	27.4	18.0	103	1063	31.5	4.9	118	1081	28.2	5.0	106	1736	25.0	8.0	94
	TERCILE 3	38355	6250	44.2	16.3	93	1516	44.9	4.0	95	1655	43.2	4.3	91	3079	44.4	8.0	94
RADIO-TOTAL	QUINTILE 1	15988	3188	22.5	19.9	114	719	21.3	4.5	108	907	23.7	5.7	120	1562	22.5	9.8	114
	QUINTILE 2	15626	2876	20.3	18.4	105	640	19.0	4.1	98	703	18.3	4.5	95	1533	22.1	9.8	114
	QUINTILE 3	16723	2695	19.0	16.1	92	*572	16.9	3.4	82	776	20.2	4.6	98	1347	19.4	8.1	94
	QUINTILE 4	16342	2643	18.7	16.2	93	731	21.7	4.5	107	614	16.0	3.8	79	1299	18.7	7.9	93
	QUINTILE 5	16306	2748	19.4	16.9	96	714	21.2	4.4	105	833	21.7	5.1	108	1201	17.3	7.4	86
TV-PRIME TIME	QUINTILE 1	15953	3070	21.7	19.2	110	756	22.4	4.7	114	726	18.9	4.6	96	1588	22.9	10.0	116
	QUINTILE 2	16137	3117	22.0	19.3	111	691	20.5	4.3	103	845	22.0	5.2	111	1580	22.8	9.8	114
	QUINTILE 3	16420	2601	18.4	15.8	91	487	14.4	3.0	71	697	18.2	4.2	90	1417	20.4	8.6	101
	QUINTILE 4	16687	2536	17.9	15.2	87	637	18.9	3.8	92	754	19.7	4.5	95	1145	16.5	6.9	80
	QUINTILE 5	15789	2827	20.0	17.9	102	804	23.8	5.1	122	811	21.2	5.1	109	1212	17.5	7.7	90
TV-DAYTIME	TERCILE 1	27736	4996	35.3	18.0	103	1186	35.1	4.3	103	1390	36.3	5.0	106	2420	34.9	8.7	102
	TERCILE 2	26489	4523	32.0	17.1	98	1175	34.8	4.4	106	1234	32.2	4.7	98	2115	30.5	8.0	93
	TERCILE 3	26761	4632	32.7	17.3	99	1014	30.0	3.8	91	1210	31.6	4.5	96	2408	34.7	9.0	105
TV-TOTAL	QUINTILE 1	16345	3338	23.6	20.4	117	792	23.5	4.8	116	888	23.2	5.4	115	1657	23.9	10.1	118
	QUINTILE 2	16447	2698	19.1	16.4	94	703	20.8	4.3	103	619	16.1	3.8	80	1376	19.8	8.4	98
	QUINTILE 3	15980	2850	20.1	17.8	102	542	16.1	3.4	81	861	22.5	5.4	114	1447	20.8	9.1	106
	QUINTILE 4	15887	2492	17.6	15.7	90	610	18.1	3.8	92	732	19.1	4.6	97	1150	16.6	7.2	84
	QUINTILE 5	16326	2772	19.6	17.0	97	727	21.5	4.5	107	733	19.1	4.5	95	1311	18.9	8.0	94
MAGAZINES-NEWSPAPERS: DUAL		20721	4038	28.5	19.5	112	1034	30.6	5.0	120	1170	30.5	5.6	119	1833	26.4	8.8	103
MAGAZINE IMPERATIVE		19186	3531	25.0	18.4	105	828	24.5	4.3	104	850	22.2	4.4	94	1853	26.7	9.7	113
NEWSPAPER IMPERATIVE		21899	3482	24.6	15.9	91	795	23.6	3.6	87	916	23.9	4.2	88	1771	25.5	8.1	94
MAGAZINES-OUTDOOR: DUAL		15451	2716	19.2	17.6	101	719	21.3	4.7	112	637	16.6	4.1	87	1361	19.6	8.8	103
MAGAZINE IMPERATIVE		25953	5163	36.5	19.9	114	1252	37.1	4.8	116	1440	37.6	5.5	117	2472	35.6	9.5	111
OUTDOOR IMPERATIVE		24400	3788	26.8	15.5	89	876	26.0	3.6	86	1111	29.0	4.6	96	1801	25.9	7.4	86
MAGAZINES-RADIO: DUAL		18049	3544	25.0	19.6	112	879	26.0	4.9	117	903	23.6	5.0	106	1762	25.4	9.8	114
MAGAZINE IMPERATIVE		23571	4313	30.5	18.3	105	1100	32.6	4.7	112	1158	30.2	4.9	104	2056	29.6	8.7	102
RADIO IMPERATIVE		23278	3942	27.9	16.9	97	781	23.1	3.4	81	1133	29.6	4.9	103	2027	29.2	8.7	102
MAGAZINES-TELEVISION: DUAL		15459	2996	21.2	19.4	111	764	22.6	4.9	119	732	19.1	4.7	100	1500	21.6	9.7	113
MAGAZINE IMPERATIVE		25829	4632	32.7	17.9	103	1066	31.6	4.1	99	1313	34.3	5.1	107	2253	32.5	8.7	102
TELEVISION IMPERATIVE		26039	4470	31.6	17.2	98	984	29.2	3.8	91	1177	30.7	4.5	96	2309	33.3	8.9	103
NEWSPAPERS-OUTDOOR: DUAL		16605	2936	20.7	17.7	101	822	24.4	5.0	119	710	18.5	4.3	90	1403	20.2	8.4	99
NEWSPAPER IMPERATIVE		26834	4947	35.0	18.4	106	1158	34.3	4.3	104	1392	36.3	5.2	110	2397	34.5	8.9	104
OUTDOOR IMPERATIVE		23346	3993	28.2	17.1	98	823	24.4	3.5	85	1102	28.8	4.7	100	2068	29.8	8.9	103
NEWSPAPERS-RADIO: DUAL		17133	3148	22.2	18.4	105	881	26.1	5.1	123	829	21.6	4.8	102	1438	20.7	8.4	98
NEWSPAPER IMPERATIVE		25892	4612	32.6	17.8	102	1060	31.4	4.1	98	1288	33.6	5.0	105	2264	32.6	8.7	102
RADIO IMPERATIVE		23167	4250	30.0	18.3	105	776	23.0	3.3	80	1152	30.1	5.0	105	2322	33.4	10.0	117
NEWSPAPERS-TELEVISION: DUAL		17159	3220	22.8	18.8	107	760	22.5	4.4	106	776	20.2	4.5	96	1684	24.3	9.8	114
NEWSPAPER IMPERATIVE		26214	4638	32.8	17.7	101	1195	35.4	4.6	109	1274	33.2	4.9	103	2168	31.2	8.3	96
TELEVISION IMPERATIVE		23412	4125	29.2	17.6	101	951	28.2	4.1	97	1109	28.9	4.7	100	2065	29.7	8.8	103
OUTDOOR-RADIO: DUAL		15303	2832	20.0	18.5	106	595	17.6	3.9	93	677	17.7	4.4	93	1560	22.5	10.2	119
OUTDOOR IMPERATIVE		24901	3905	27.6	15.7	90	1065	31.6	4.3	103	1072	28.0	4.3	91	1768	25.5	7.1	83
RADIO IMPERATIVE		26492	4962	35.1	18.7	107	1069	31.7	4.0	97	1410	36.8	5.3	112	2483	35.8	9.4	109
OUTDOOR-TELEVISION: DUAL		14794	2545	18.0	17.2	98	592	17.5	4.0	96	627	16.4	4.2	90	1326	19.1	9.0	105
OUTDOOR IMPERATIVE		25437	4464	31.5	17.5	100	1075	31.9	4.2	101	1210	31.6	4.8	101	2179	31.4	8.6	100
TELEVISION IMPERATIVE		27877	5353	37.8	19.2	110	1227	36.4	4.4	106	1474	38.5	5.3	112	2652	38.2	9.5	111
RADIO-TELEVISION: DUAL		15996	2848	20.1	17.8	102	618	18.3	3.9	93	828	21.6	5.2	109	1402	20.2	8.8	102
RADIO IMPERATIVE		25478	4671	33.0	18.3	105	994	29.5	3.9	94	1269	33.1	5.0	105	2407	34.7	9.4	110
TELEVISION IMPERATIVE		26573	4755	33.6	17.9	102	1237	36.7	4.7	112	1122	29.3	4.2	89	2396	34.5	9.0	105

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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DIET OR LOW CALORIE AMERICAN/PASTEURIZED PROCESSED CHEESE: USAGE IN LAST 7 DAYS
(FEMALE HOMEMAKERS)

0202
P-19

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS 1 LB. OR MORE A '000	HEAVY USERS B % DOWN	HEAVY USERS C % ACROSS	HEAVY USERS D INDX	MEDIUM USERS 1/2 LB. TO 3/4 LB. A '000	MEDIUM USERS B % DOWN	MEDIUM USERS C % ACROSS	MEDIUM USERS D INDX	LIGHT USERS 1/4 LB. OR LESS A '000	LIGHT USERS B % DOWN	LIGHT USERS C % ACROSS	LIGHT USERS D INDX
TOTAL FEMALE HOMEMAKERS	80986	14150	100.0	17.5	100	3375	100.0	4.2	100	3833	100.0	4.7	100	6942	100.0	8.6	100
ATLANTIC MONTHLY	415	**36	0.3	8.7	50	**7	0.2	1.7	40	**10	0.3	2.4	51	**19	0.3	4.6	53
BARRON'S	453	**121	0.9	26.7	153	**0	0.0	0.0	0	**45	1.2	9.9	210	**76	1.1	16.8	196
BETTER HOMES & GARDENS	16256	3224	22.8	19.8	114	791	23.4	4.9	117	747	19.5	4.6	97	1686	24.3	10.4	121
BON APPETIT	2535	557	3.9	22.0	126	**69	2.0	2.7	65	*126	3.3	5.0	105	362	5.2	14.3	167
BUSINESS WEEK	1278	*243	1.7	19.0	109	**37	1.1	2.9	69	**103	2.7	8.1	170	**104	1.5	8.1	95
CAR AND DRIVER	378	**100	0.7	26.5	151	**0	0.0	0.0	0	**24	0.6	6.3	134	**77	1.1	20.4	238
CBS MAGAZINE NETWORK (GROSS)	1498	434	3.1	29.0	166	**65	1.9	4.3	104	**146	3.8	9.7	206	*224	3.2	15.0	174
CHANGING TIMES	1505	266	1.9	17.7	101	**49	1.5	3.3	78	**76	2.0	5.0	107	*141	2.0	9.4	109
COLONIAL HOMES	1231	244	1.7	19.8	113	**67	2.0	5.4	131	**58	1.5	4.7	100	*120	1.7	9.7	113
CONDE NAST MAG. PKG. (GROSS)	14146	2634	18.6	18.6	107	534	15.8	3.8	91	724	18.9	5.1	108	1376	19.8	9.7	113
CONSUMERS DIGEST	1323	377	2.7	28.5	163	**61	1.8	4.6	111	**87	2.3	6.6	139	*229	3.3	17.3	201
COSMOPOLITAN	7102	1421	10.0	20.0	115	287	8.5	4.0	97	396	10.3	5.6	118	739	10.6	10.4	121
COUNTRY LIVING	2481	539	3.8	21.7	124	*167	4.9	6.7	162	**155	4.0	6.2	132	*217	3.1	8.7	101
CUISINE	1472	374	2.6	25.4	145	**16	0.5	1.1	26	**74	1.9	5.0	106	*283	4.1	19.2	222
CYCLE WORLD	425	**72	0.5	16.9	97	**15	0.4	3.5	85	**19	0.5	4.5	94	**38	0.5	8.9	104
DCI:CREATIVE IDEAS FOR LIV	2510	547	3.9	21.8	125	**140	4.1	5.6	134	**134	3.5	5.3	113	274	3.9	10.9	126
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	1496	10.6	22.3	128	345	10.2	5.2	124	336	8.8	5.0	106	814	11.7	12.2	141
DISCOVER	894	*174	1.2	19.5	111	**72	2.1	8.1	193	**46	1.2	5.1	109	**56	0.8	6.3	73
EBONY	3507	589	4.2	16.8	96	*179	5.3	5.1	122	269	7.0	7.7	162	*141	2.0	4.0	46
ESQUIRE	1083	286	2.0	26.4	151	**76	2.3	7.0	168	**120	3.1	11.1	234	**90	1.3	8.3	96
ESSENCE	1830	234	1.7	12.8	73	**50	1.5	2.7	66	**106	2.8	5.8	122	**78	1.1	4.3	50
FAMILY CIRCLE	15930	3056	21.6	19.2	110	741	22.0	4.7	112	732	19.1	4.6	97	1583	22.8	9.9	115
THE FAMILY HANDYMAN	1126	288	2.0	25.6	146	**149	4.4	13.2	318	**40	1.0	3.6	75	**99	1.4	8.8	102
FAMILY WEEKLY	11468	2118	15.0	18.5	106	454	13.5	4.0	95	555	14.5	4.8	102	1109	16.0	9.7	113
FIELD & STREAM	2234	539	3.8	24.1	138	**187	5.5	8.4	201	**111	2.9	5.0	105	*241	3.5	10.8	125
FOOD & WINE	579	*217	1.5	37.5	215	**28	0.8	4.8	116	**54	1.4	9.3	197	**134	1.9	23.1	270
FORBES	728	*213	1.5	29.3	167	**9	0.3	1.2	30	**93	2.4	12.8	270	**111	1.6	15.2	176
FORTUNE	906	**129	0.9	14.2	81	**15	0.4	1.7	40	**42	1.1	4.6	98	**71	1.0	7.8	91
GENTLEMEN'S QUARTERLY	791	**167	1.2	21.1	121	**13	0.4	1.6	39	**94	2.5	11.9	251	**59	0.8	7.5	87
GLAMOUR	5265	1011	7.1	19.2	110	*207	6.1	3.9	94	277	7.2	5.3	111	527	7.6	10.0	116
GOLF DIGEST	636	**113	0.8	17.8	102	**48	1.4	7.5	181	**15	0.4	2.4	50	**50	0.7	7.9	91
GOLF DIGEST/TENNIS (GROSS)	1186	*180	1.3	15.2	87	**76	2.3	6.4	154	**29	0.8	2.4	52	**75	1.1	6.3	73
GOLF MAGAZINE	441	**113	0.8	25.6	147	**20	0.6	4.5	109	**26	0.7	5.9	125	**67	1.0	15.2	177
GOLF MAGAZINE/SKI (GROSS)	922	**150	1.1	16.3	93	**29	0.9	3.1	75	**32	0.8	3.5	73	**89	1.3	9.7	113
GOOD HOUSEKEEPING	16487	3103	21.9	18.8	108	674	20.0	4.1	98	829	21.6	5.0	106	1599	23.0	9.7	113
HARPER'S BAZAAR	2423	484	3.4	20.0	114	**107	3.2	4.4	106	**82	2.1	3.4	72	295	4.2	12.2	142
HEALTH	1994	530	3.7	26.6	152	**164	4.9	8.2	197	**113	2.9	5.7	120	253	3.6	12.7	147
HEARST MAG CORP. BUY (GROSS)	44101	8762	61.9	19.9	114	2009	59.5	4.6	109	2437	63.6	5.5	117	4316	62.2	9.8	113
HEARST MAN POWER (GROSS)	1993	467	3.3	23.4	134	**155	4.6	7.8	187	**124	3.2	6.2	131	*188	2.7	9.4	110
HEARST WOMAN POWER (GROSS)	31274	5981	42.3	19.1	109	1281	38.0	4.1	98	1731	45.2	5.5	117	2969	42.8	9.5	110
HOUSE BEAUTIFUL	3623	848	6.0	23.4	134	*205	6.1	5.7	136	*217	5.7	6.0	127	426	6.1	11.8	136
INC.	283	**46	0.3	16.3	93	**0	0.0	0.0	0	**6	0.2	2.1	45	**40	0.6	14.1	164
JET	2928	469	3.3	16.0	92	*119	3.5	4.1	98	*216	5.6	7.4	156	*134	1.9	4.6	54
LADIES' HOME JOURNAL	11918	2329	16.5	19.5	112	623	18.5	5.2	125	651	17.0	5.5	115	1055	15.2	8.9	103
LHJ FAMILY GRP COMBO(GROSS)	16764	3408	24.1	20.3	116	899	26.6	5.4	129	841	21.9	5.0	106	1668	24.0	9.9	115
LIFE	4254	701	5.0	16.5	94	*184	5.5	4.3	104	*117	3.1	2.8	58	400	5.8	9.4	110
L.A. TIMES HOME MAGAZINE	1145	*261	1.8	22.8	130	**1	0.0	0.1	2	**88	2.3	7.7	162	*172	2.5	15.0	175
MADEMOISELLE	2884	582	4.1	20.2	115	**113	3.3	3.9	94	*165	4.3	5.7	121	305	4.4	10.6	123
MC CALL'S	13460	2510	17.7	18.6	107	654	19.4	4.9	117	706	18.4	5.2	111	1149	16.6	8.5	100
MC CALL'S/WRK MOTHER (GROSS)	14606	2806	19.8	19.2	110	707	20.9	4.8	116	815	21.3	5.6	118	1283	18.5	8.8	102
MECHANIX ILLUSTRATED	772	**122	0.9	15.8	90	**34	1.0	4.4	106	**21	0.5	2.7	57	**67	1.0	8.7	101
METROPOLITAN HOME	967	*119	0.8	12.3	70	**31	0.9	3.2	77	**28	0.7	2.9	61	**60	0.9	6.2	72
MONEY	1588	313	2.2	19.7	113	**95	2.8	6.0	144	**47	1.2	3.0	63	*171	2.5	10.8	125
MOTHER EARTH NEWS	1002	*135	1.0	13.5	77	**41	1.2	4.1	98	**27	0.7	2.7	57	**68	1.0	6.8	79
MS.	825	*108	0.8	13.1	75	**30	0.9	3.6	87	**42	1.1	5.1	108	**36	0.5	4.4	51
NATIONAL ENQUIRER	10336	1985	14.0	19.2	110	467	13.8	4.5	108	524	13.7	5.1	107	994	14.3	9.6	112
NATIONAL GEOGRAPHIC	9597	1797	12.7	18.7	107	365	10.8	3.8	91	496	12.9	5.2	109	936	13.5	9.8	113
NATIONAL SUNDAY MAGAZINE PKG	49558	8862	62.6	17.9	102	2126	63.0	4.3	103	2440	63.7	4.9	104	4296	61.9	8.7	101
NATURAL HISTORY	573	**54	0.4	9.4	54	**0	0.0	0.0	0	**7	0.2	1.2	26	**48	0.7	8.4	97
NEW WOMAN	1699	250	1.8	14.7	84	**74	2.2	4.4	105	**68	1.8	4.0	85	*108	1.6	6.4	74
NEW YORK INCLUDING CUE	443	**101	0.7	22.8	130	**5	0.1	1.1	27	**51	1.3	11.5	243	**44	0.6	9.9	115
THE NEW YORKER	1270	237	1.7	18.7	107	**35	1.0	2.8	66	**85	2.2	6.7	141	*117	1.7	9.2	107
NEWSWEEK	6277	1370	9.7	21.8	125	*283	8.4	4.5	108	481	12.5	7.7	162	605	8.7	9.6	112
THE N.Y. TIMES DAILY EDITION	1205	*205	1.4	17.0	97	**37	1.1	3.1	74	**42	1.1	3.5	74	*127	1.8	10.5	122
THE N.Y. TIMES MAGAZINE	2081	354	2.5	17.0	97	**85	2.5	4.1	98	**90	2.3	4.3	91	*180	2.6	8.6	100
OMNI	788	*130	0.9	16.5	94	**39	1.2	4.9	119	**52	1.4	6.6	139	**40	0.6	5.1	59
ON CABLE	1158	*224	1.6	19.3	111	**25	0.7	2.2	52	**125	3.3	10.8	228	**75	1.1	6.5	75
1001 HOME IDEAS	2852	549	3.9	19.2	110	**112	3.3	3.9	94	**77	2.0	2.7	57	360	5.2	12.6	146
ORGANIC GARDENING	1658	369	2.6	22.3	127	**91	2.7	5.5	132	**71	1.9	4.3	90	*207	3.0	12.5	145
OUTDOOR LIFE	896	*188	1.3	21.0	120	**64	1.9	7.1	171	**35	0.9	3.9	83	**88	1.3	9.8	114
PARADE MAGAZINE	24275	4424	31.3	18.2	104	1087	32.2	4.5	107	1255	32.7	5.2	109	2082	30.0	8.6	100

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DIET OR LOW CALORIE AMERICAN/PASTEURIZED PROCESSED CHEESE: USAGE IN LAST 7 DAYS
(FEMALE HOMEMAKERS)

0203
P-19

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS 1 LB. OR MORE A '000	HEAVY USERS 1 LB. OR MORE B % DOWN	HEAVY USERS 1 LB. OR MORE C % ACROSS	HEAVY USERS 1 LB. OR MORE D INDX	MEDIUM USERS 1/2 LB. TO 3/4 LB. A '000	MEDIUM USERS 1/2 LB. TO 3/4 LB. B % DOWN	MEDIUM USERS 1/2 LB. TO 3/4 LB. C % ACROSS	MEDIUM USERS 1/2 LB. TO 3/4 LB. D INDX	LIGHT USERS 1/4 LB. OR LESS A '000	LIGHT USERS 1/4 LB. OR LESS B % DOWN	LIGHT USERS 1/4 LB. OR LESS C % ACROSS	LIGHT USERS 1/4 LB. OR LESS D INDX
TOTAL FEMALE HOMEMAKERS	80986	14150	100.0	17.5	100	3375	100.0	4.2	100	3833	100.0	4.7	100	6942	100.0	8.6	100
PARENTS	3845	507	3.6	13.2	75	**123	3.6	3.2	77	*139	3.6	3.6	76	*244	3.5	6.3	74
PENTHOUSE	831	*136	1.0	16.4	94	**57	1.7	6.9	165	**16	0.4	1.9	41	**63	0.9	7.6	88
PEOPLE	11645	2211	15.6	19.0	109	513	15.2	4.4	106	632	16.5	5.4	115	1066	15.4	9.2	107
PLAYBOY	2006	333	2.4	16.6	95	**77	2.3	3.8	92	**85	2.2	4.2	90	*171	2.5	8.5	99
POPULAR HOT RODDING	297	**73	0.5	24.6	141	**34	1.0	11.4	275	**10	0.3	3.4	71	**29	0.4	9.8	114
POPULAR MECHANICS	1018	*284	2.0	27.9	160	**88	2.6	8.6	207	**88	2.3	8.6	183	**107	1.5	10.5	123
POPULAR SCIENCE	878	*247	1.7	28.1	161	**91	2.7	10.4	249	**30	0.8	3.4	72	**126	1.8	14.4	167
PREVENTION	3913	1111	7.9	28.4	163	*346	10.3	8.8	212	335	8.7	8.6	181	430	6.2	11.0	128
PSYCHOLOGY TODAY	1710	407	2.9	23.8	136	**85	2.5	5.0	119	**107	2.8	6.3	132	*214	3.1	12.5	146
READER'S DIGEST	22204	4310	30.5	19.4	111	1149	34.0	5.2	124	1114	29.1	5.0	106	2048	29.5	9.2	108
REDBOOK	7684	1457	10.3	19.0	109	319	9.5	4.2	100	506	13.2	6.6	139	631	9.1	8.2	96
ROAD & TRACK	410	**151	1.1	36.8	211	**34	1.0	8.3	199	**21	0.5	5.1	108	**96	1.4	23.4	273
ROLLING STONE	969	*162	1.1	16.7	96	**60	1.8	6.2	149	**25	0.7	2.6	55	**78	1.1	8.0	94
RUNNER'S WORLD	298	**41	0.3	13.8	79	**22	0.7	7.4	177	**6	0.2	2.0	43	**13	0.2	4.4	51
SATURDAY EVENING POST	1169	237	1.7	20.3	116	**26	0.8	2.2	53	**85	2.2	7.3	154	*127	1.8	10.9	127
SCIENCE 84	587	**115	0.8	19.6	112	**27	0.8	4.6	110	**72	1.9	12.3	259	**16	0.2	2.7	32
SCIENCE DIGEST	482	**70	0.5	14.5	83	**29	0.9	6.0	144	**18	0.5	3.7	79	**23	0.3	4.8	56
SCIENTIFIC AMERICAN	594	**91	0.6	15.3	88	**17	0.5	2.9	69	**40	1.0	6.7	142	**34	0.5	5.7	67
SELF	2089	436	3.1	20.9	119	**91	2.7	4.4	105	**87	2.3	4.2	88	*259	3.7	12.4	145
SEVENTEEN	2411	477	3.4	19.8	113	**138	4.1	5.7	137	**146	3.8	6.1	128	*194	2.8	8.0	94
SKI	480	**37	0.3	7.7	44	**9	0.3	1.9	45	**6	0.2	1.3	26	**22	0.3	4.6	53
SMITHSONIAN	2760	503	3.6	18.2	104	**64	1.9	2.3	56	*169	4.4	6.1	129	*270	3.9	9.8	114
SOAP OPERA DIGEST	3013	520	3.7	17.3	99	*151	4.5	5.0	120	*186	4.9	6.2	130	*184	2.7	6.1	71
SOUTHERN LIVING	4184	948	6.7	22.7	130	*206	6.1	4.9	118	*202	5.3	4.8	102	541	7.8	12.9	151
SPORT	559	**70	0.5	12.5	72	**11	0.3	2.0	47	**24	0.6	4.3	91	**36	0.5	6.4	75
THE SPORTING NEWS	436	**47	0.3	10.8	62	**0	0.0	0.0	0	**24	0.6	5.5	116	**23	0.3	5.3	62
SPORTS AFIELD	493	**113	0.8	22.9	131	**37	1.1	7.5	180	**18	0.5	3.7	77	**58	0.8	11.8	137
SPORTS ILLUSTRATED	2758	478	3.4	17.3	99	**117	3.5	4.2	102	**108	2.8	3.9	83	*253	3.6	9.2	107
STAR	7456	1611	11.4	21.6	124	354	10.5	4.7	114	520	13.6	7.0	147	737	10.6	9.9	115
SUNDAY	24936	4304	30.4	17.3	99	1177	34.9	4.7	113	1186	30.9	4.8	100	1941	28.0	7.8	91
SUNSET	2124	378	2.7	17.8	102	**26	0.8	1.2	29	**121	3.2	5.7	120	*231	3.3	10.9	127
TV GUIDE	21661	4033	28.5	18.6	107	894	26.5	4.1	99	1083	28.3	5.0	106	2056	29.6	9.5	111
TENNIS	550	**66	0.5	12.0	69	**27	0.8	4.9	118	**14	0.4	2.5	54	**25	0.4	4.5	53
TIME	8880	1700	12.0	19.1	110	344	10.2	3.9	93	512	13.4	5.8	122	845	12.2	9.5	111
TOWN & COUNTRY	917	*177	1.3	19.3	110	**7	0.2	0.8	18	**70	1.8	7.6	161	**101	1.5	11.0	128
TRAVEL & LEISURE	972	*215	1.5	22.1	127	**61	1.8	6.3	151	**49	1.3	5.0	107	**105	1.5	10.8	126
TRUE STORY	3356	624	4.4	18.6	106	*223	6.6	6.6	159	*165	4.3	4.9	104	*236	3.4	7.0	82
U.S.NEWS & WORLD REPORT	3410	631	4.5	18.5	106	*174	5.2	5.1	122	*160	4.2	4.7	99	297	4.3	8.7	102
USA TODAY	1759	288	2.0	16.4	94	**53	1.6	3.0	72	**93	2.4	5.3	112	*143	2.1	8.1	95
US	1873	399	2.8	21.3	122	**116	3.4	6.2	149	**67	1.7	3.6	76	*216	3.1	11.5	135
VOGUE	3909	605	4.3	15.5	89	*123	3.6	3.1	76	*196	5.1	5.0	106	285	4.1	7.3	85
WALL STREET JOURNAL	1886	312	2.2	16.5	95	**125	3.7	6.6	159	**85	2.2	4.5	95	*102	1.5	5.4	63
WEIGHT WATCHERS	2120	553	3.9	26.1	149	*166	4.9	7.8	188	*144	3.8	6.8	144	244	3.5	11.5	134
WOMAN'S DAY	14172	2619	18.5	18.5	106	699	20.7	4.9	118	674	17.6	4.8	100	1246	17.9	8.8	103
WORKING MOTHER	1146	296	2.1	25.8	148	**53	1.6	4.6	111	**109	2.8	9.5	201	*134	1.9	11.7	136
WORKING WOMAN	1322	281	2.0	21.3	122	**43	1.3	3.3	78	**119	3.1	9.0	190	*119	1.7	9.0	105
WORLD TENNIS	*163	**16	0.1	9.8	56	**0	0.0	0.0	0	**4	0.1	2.5	52	**13	0.2	8.0	93
ZIFF-DAVIS MAG NETWK (GROSS)	2532	464	3.3	18.3	105	**76	2.3	3.0	72	**94	2.5	3.7	78	294	4.2	11.6	135
BLAIR INSERTS	43657	7554	53.4	17.3	99	1888	55.9	4.3	104	2058	53.7	4.7	100	3609	52.0	8.3	96
DAILY NEWSPAPERS																	
READ ANY	51633	9379	66.3	18.2	104	2282	67.6	4.4	106	2528	66.0	4.9	103	4569	65.8	8.8	103
READ ONE	43463	7790	55.1	17.9	103	1893	56.1	4.4	105	2121	55.3	4.9	103	3776	54.4	8.7	101
READ TWO OR MORE	8170	1589	11.2	19.4	111	388	11.5	4.7	114	407	10.6	5.0	105	793	11.4	9.7	113
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	9238	65.3	17.5	100	2250	66.7	4.3	102	2489	64.9	4.7	100	4498	64.8	8.5	100
READ ONE	46126	8015	56.6	17.4	99	1958	58.0	4.2	102	2164	56.5	4.7	99	3892	56.1	8.4	98
READ TWO OR MORE	6552	1223	8.6	18.7	107	*292	8.7	4.5	107	325	8.5	5.0	105	606	8.7	9.2	108
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.04				29.04				24.36				27.50			
30 DAY REACH	71455	12402	87.6	17.4	99	3000	88.9	4.2	101	3286	85.7	4.6	97	6116	88.1	8.6	100
50 SHWG - 30 DAY AV FREQ	14.56	14.19				15.00				12.79				14.54			
30 DAY REACH	67742	11849	83.7	17.5	100	2910	86.2	4.3	103	3143	82.0	4.6	98	5796	83.5	8.6	100
25 SHWG - 30 DAY AV FREQ	7.94	7.70				8.13				6.96				7.89			
30 DAY REACH	62117	10863	76.8	17.5	100	2685	79.6	4.3	104	2862	74.7	4.6	97	5317	76.6	8.6	100
CABLE TV: HOME WIRED	32077	6010	42.5	18.7	107	1224	36.3	3.8	92	1586	41.4	4.9	104	3200	46.1	10.0	116
HOME NOT WIRED	48909	8141	57.5	16.6	95	2152	63.8	4.4	106	2247	58.6	4.6	97	3742	53.9	7.7	89
HAVE PAY CABLE	15935	2876	20.3	18.0	103	*497	14.7	3.1	75	828	21.6	5.2	110	1551	22.3	9.7	114

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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DIET OR LOW CALORIE AMERICAN/PASTEURIZED PROCESSED CHEESE: USAGE IN LAST 7 DAYS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS 1 LB. OR MORE A '000	HEAVY USERS B % DOWN	HEAVY USERS C % ACROSS	HEAVY USERS D INDX	MEDIUM USERS 1/2 LB. TO 3/4 LB. A '000	MEDIUM USERS B % DOWN	MEDIUM USERS C % ACROSS	MEDIUM USERS D INDX	LIGHT USERS 1/4 LB. OR LESS A '000	LIGHT USERS B % DOWN	LIGHT USERS C % ACROSS	LIGHT USERS D IND
TOTAL FEMALE HOMEMAKERS	80986	14150	100.0	17.5	100	3375	100.0	4.2	100	3833	100.0	4.7	100	6942	100.0	8.6	10
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	7798	55.1	17.8	102	1727	51.2	3.9	94	2050	53.5	4.7	99	4021	57.9	9.2	10
10:00 AM - 3:00 PM	30659	5592	39.5	18.2	104	1311	38.8	4.3	103	1486	38.8	4.8	102	2795	40.3	9.1	10
3:00 PM - 7:00 PM	31045	5511	38.9	17.8	102	1100	32.6	3.5	85	1486	38.8	4.8	101	2925	42.1	9.4	11
7:00 PM - MIDNIGHT	15767	2935	20.7	18.6	107	662	19.6	4.2	101	723	18.9	4.6	97	1549	22.3	9.8	11
MIDNIGHT - 6:00 AM	9120	1707	12.1	18.7	107	402	11.9	4.4	106	345	9.0	3.8	80	961	13.8	10.5	12
6:00 AM - MIDNIGHT	58527	10226	72.3	17.5	100	2379	70.5	4.1	98	2675	69.8	4.6	97	5172	74.5	8.8	10
ENTIRE DAY	59311	10453	73.9	17.6	101	2411	71.4	4.1	98	2728	71.2	4.6	97	5314	76.5	9.0	10
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	2659	18.8	16.4	94	584	17.3	3.6	87	618	16.1	3.8	81	1457	21.0	9.0	10
ALL NEWS	2256	447	3.2	19.8	113	**64	1.9	2.8	68	**130	3.4	5.8	122	*253	3.6	11.2	13
AOR/PROGRESSIVE	3874	707	5.0	18.2	104	*172	5.1	4.4	107	*209	5.5	5.4	114	326	4.7	8.4	9
BEAUTIFUL MUSIC	5660	1096	7.7	19.4	111	*272	8.1	4.8	115	350	9.1	6.2	131	473	6.8	8.4	9
BLACK	2204	269	1.9	12.2	70	**63	1.9	2.9	69	**98	2.6	4.4	94	*107	1.5	4.9	5
CLASSICAL	1418	*265	1.9	18.7	107	**38	1.1	2.7	64	**47	1.2	3.3	70	*180	2.6	12.7	14
CHR/ROCK	9538	1447	10.2	15.2	87	243	7.2	2.5	61	357	9.3	3.7	79	846	12.2	8.9	10
COUNTRY	12648	2338	16.5	18.5	106	553	16.4	4.4	105	582	15.2	4.6	97	1203	17.3	9.5	11
GOLDEN OLDIES	1191	*152	1.1	12.8	73	**47	1.4	3.9	95	**59	1.5	5.0	105	**46	0.7	3.9	4
MOR/NOSTALGIA	4757	866	6.1	18.2	104	*127	3.8	2.7	64	*270	7.0	5.7	120	469	6.8	9.9	11
NEWS/TALK	3863	728	5.1	18.8	108	*189	5.6	4.9	117	*142	3.7	3.7	78	397	5.7	10.3	12
RELIGIOUS	3084	675	4.8	21.9	125	*206	6.1	6.7	160	**167	4.4	5.4	114	303	4.4	9.8	11
SOFT ROCK	521	**171	1.2	32.8	188	**5	0.1	1.0	23	**76	2.0	14.6	308	**89	1.3	17.1	19
URBAN CONTEMPORARY	1585	253	1.8	16.0	91	*136	4.0	8.6	206	**52	1.4	3.3	69	**65	0.9	4.1	4
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	502	3.5	15.4	88	*146	4.3	4.5	107	**132	3.4	4.0	86	*224	3.2	6.9	8
ABC DIRECTION	2316	388	2.7	16.8	96	**81	2.4	3.5	84	**98	2.6	4.2	89	209	3.0	9.0	10
ABC ENTERTAINMENT	4834	927	6.6	19.2	110	*169	5.0	3.5	84	*251	6.5	5.2	110	507	7.3	10.5	12
ABC FM	2202	296	2.1	13.4	77	**53	1.6	2.4	58	**52	1.4	2.4	50	*190	2.7	8.6	10
ABC INFORMATION	5425	1046	7.4	19.3	110	*219	6.5	4.0	97	*277	7.2	5.1	108	550	7.9	10.1	11
ABC ROCK	1677	318	2.2	19.0	109	**65	1.9	3.9	93	**126	3.3	7.5	159	*128	1.8	7.6	9
CBS	4430	910	6.4	20.5	118	*186	5.5	4.2	101	*241	6.3	5.4	115	483	7.0	10.9	13
MUTUAL	4992	957	6.8	19.2	110	*213	6.3	4.3	102	*247	6.4	4.9	105	498	7.2	10.0	11
NBC	4679	887	6.3	19.0	108	*229	6.8	4.9	117	*254	6.6	5.4	115	404	5.8	8.6	10
RADIORADIO	1994	277	2.0	13.9	80	**84	2.5	4.2	101	**45	1.2	2.3	48	*148	2.1	7.4	8
RKO ONE	2298	396	2.8	17.2	99	**76	2.3	3.3	79	**47	1.2	2.0	43	*272	3.9	11.8	13
RKO TWO	3311	653	4.6	19.7	113	*204	6.0	6.2	148	*161	4.2	4.9	103	288	4.1	8.7	10
THE SOURCE	2114	353	2.5	16.7	96	**75	2.2	3.5	85	**142	3.7	6.7	142	*135	1.9	6.4	7
NON-WIRED : BLAIR	8654	1368	9.7	15.8	90	303	9.0	3.5	84	359	9.4	4.1	88	707	10.2	8.2	8
INTERNET	12025	2147	15.2	17.9	102	514	15.2	4.3	103	615	16.0	5.1	108	1018	14.7	8.5	8
KATZ RADIO GROUP	15359	2919	20.6	19.0	109	680	20.1	4.4	106	696	18.2	4.5	96	1543	22.2	10.0	11
SUPERNET	10628	1882	13.3	17.7	101	370	11.0	3.5	84	493	12.9	4.6	98	1019	14.7	9.6	11
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	1564	11.1	18.1	103	318	9.4	3.7	88	480	12.5	5.5	117	766	11.0	8.8	11
WKDAY 9:00 AM - 1:00 PM	12163	2112	14.9	17.4	99	503	14.9	4.1	99	609	15.9	5.0	106	1001	14.4	8.2	8
WKDAY 1:00 PM - 4:30 PM	16150	2921	20.6	18.1	104	711	21.1	4.4	106	863	22.5	5.3	113	1347	19.4	8.3	8
WKDAY 4:30 PM - 7:30 PM	22463	4297	30.4	19.1	109	1004	29.7	4.5	107	1164	30.4	5.2	109	2129	30.7	9.5	11
WKDAY 7:30 PM - 8:00 PM	31795	5869	41.5	18.5	106	1329	39.4	4.2	100	1580	41.2	5.0	105	2959	42.6	9.3	11
WKDAY 11:00 PM - 11:30 PM	23977	4261	30.1	17.8	102	1075	31.9	4.5	108	1123	29.3	4.7	99	2062	29.7	8.6	11
WKDAY 11:30 PM - 1:00 AM	7703	1359	9.6	17.6	101	342	10.1	4.4	107	367	9.6	4.8	101	650	9.4	8.4	9
M-SAT 8-11 PM+SUN 7-11 PM	33800	6120	43.3	18.1	104	1402	41.5	4.1	100	1595	41.6	4.7	100	3123	45.0	9.2	11
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	1076	7.6	16.5	94	273	8.1	4.2	100	271	7.1	4.1	88	532	7.7	8.1	9
ANOTHER WORLD N	4620	890	6.3	19.3	110	172	5.1	3.7	89	297	7.7	6.4	136	421	6.1	9.1	11
AS THE WORLD TURNS C	5614	1019	7.2	18.2	104	255	7.6	4.5	109	302	7.9	5.4	114	462	6.7	8.2	9
CAPITOL C	3396	631	4.5	18.6	106	*168	5.0	4.9	119	181	4.7	5.3	113	282	4.1	8.3	9
CBS MORN. NEWS 1 C	1446	195	1.4	13.5	77	**15	0.4	1.0	25	*58	1.5	4.0	85	122	1.8	8.4	9
CBS MORN. NEWS 2 C	1207	171	1.2	14.2	81	**17	0.5	1.4	34	*56	1.5	4.6	98	98	1.4	8.1	9
DAYS OF OUR LIVES N	5877	1192	8.4	20.3	116	181	5.4	3.1	74	423	11.0	7.2	152	588	8.5	10.0	11
FACTS OF LIFE - DAYTIME N	2290	337	2.4	14.7	84	*69	2.0	3.0	72	93	2.4	4.1	86	176	2.5	7.7	9
FAMILY FEUD A	3023	439	3.1	14.5	83	*147	4.4	4.9	117	140	3.7	4.6	98	152	2.2	5.0	6
GENERAL HOSPITAL A	6097	944	6.7	15.5	89	267	7.9	4.4	105	220	5.7	3.6	76	457	6.6	7.5	9
GOOD MORNING, AMERICA-730 A	3515	667	4.7	19.0	109	165	4.9	4.7	113	115	3.0	3.3	69	387	5.6	11.0	13
GOOD MORNING, AMERICA-830 A	2818	545	3.9	19.3	111	136	4.0	4.8	116	147	3.8	5.2	110	262	3.8	9.3	11
GUIDING LIGHT C	5339	1028	7.3	19.3	110	190	5.6	3.6	85	394	10.3	7.4	156	444	6.4	8.3	9
ONE LIFE TO LIVE A	4478	724	5.1	16.2	93	206	6.1	4.6	110	196	5.1	4.4	92	322	4.6	7.2	8
PRESS YOUR LUCK C	2244	354	2.5	15.8	90	*108	3.2	4.8	115	*61	1.6	2.7	57	185	2.7	8.2	9
PRICE IS RIGHT 1 C	4348	764	5.4	17.6	101	233	6.9	5.4	129	211	5.5	4.9	103	320	4.6	7.4	8
PRICE IS RIGHT 2 C	5014	924	6.5	18.4	105	289	8.6	5.8	138	231	6.0	4.6	97	405	5.8	8.1	9
RYAN'S HOPE A	3150	490	3.5	15.6	89	*144	4.3	4.6	110	*128	3.3	4.1	86	218	3.1	6.9	8
SALE OF THE CENTURY N	2695	416	2.9	15.4	88	*69	2.0	2.6	61	150	3.9	5.6	118	196	2.8	7.3	8
SEARCH FOR TOMORROW N	2319	489	3.5	21.1	121	*97	2.9	4.2	100	*133	3.5	5.7	121	258	3.7	11.1	13
TODAY SHOW 1 N	2693	501	3.5	18.6	106	*101	3.0	3.8	90	175	4.6	6.5	137	225	3.2	8.4	9
TODAY SHOW 2 N	2498	414	2.9	16.6	95	*90	2.7	3.6	86	119	3.1	4.8	101	205	3.0	8.2	9
$25,000 PYRAMID C	2753	460	3.3	16.7	96	*107	3.2	3.9	93	*117	3.1	4.2	90	237	3.4	8.6	10
WHEEL OF FORTUNE N	4388	744	5.3	17.0	97	136	4.0	3.1	74	249	6.5	5.7	120	359	5.2	8.2	9
YOUNG AND THE RESTLESS C	5695	989	7.0	17.4	99	320	9.5	5.6	135	312	8.1	5.5	116	357	5.1	6.3	7
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	350	2.5	19.9	114	**60	1.8	3.4	82	*98	2.6	5.6	118	192	2.8	10.9	13
NBA PLAYOFF GAME -1 C	1136	280	2.0	24.6	141	**79	2.3	7.0	167	**84	2.2	7.4	156	*118	1.7	10.4	12
NBC MAJOR LEAGUE PRE-GAME N	953	*170	1.2	17.8	102	**51	1.5	5.4	128	**25	0.7	2.6	55	**94	1.4	9.9	11
SPORTSWORLD - SUN N	1233	275	1.9	22.3	128	**27	0.8	2.2	53	*72	1.9	5.8	123	*176	2.5	14.3	17
SUNDAY MORNING C	1611	245	1.7	15.2	87	**19	0.6	1.2	28	*78	2.0	4.8	102	*148	2.1	9.2	11

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DIET OR LOW CALORIE AMERICAN/PASTEURIZED PROCESSED CHEESE: USAGE IN LAST 7 DAYS
(FEMALE HOMEMAKERS)

0205
P-19

		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS 1 LB. OR MORE A '000	HEAVY USERS 1 LB. OR MORE B % DOWN	HEAVY USERS 1 LB. OR MORE C % ACROSS	HEAVY USERS 1 LB. OR MORE D INDX	MEDIUM USERS 1/2 LB. TO 3/4 LB. A '000	MEDIUM USERS 1/2 LB. TO 3/4 LB. B % DOWN	MEDIUM USERS 1/2 LB. TO 3/4 LB. C % ACROSS	MEDIUM USERS 1/2 LB. TO 3/4 LB. D INDX	LIGHT USERS 1/4 LB. OR LESS A '000	LIGHT USERS 1/4 LB. OR LESS B % DOWN	LIGHT USERS 1/4 LB. OR LESS C % ACROSS	LIGHT USERS 1/4 LB. OR LESS D INDX
TOTAL FEMALE HOMEMAKERS		80986	14150	100.0	17.5	100	3375	100.0	4.2	100	3833	100.0	4.7	100	6942	100.0	8.6	100
MKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	4872	34.4	18.7	107	1060	31.4	4.1	98	1356	35.4	5.2	110	2456	35.4	9.4	110
NETWORK AFFILIATES - LATE		20261	3634	25.7	17.9	103	887	26.3	4.4	105	935	24.4	4.6	98	1811	26.1	8.9	104
INDEPENDENTS - LATE		2076	430	3.0	20.7	119	*68	2.0	3.3	79	152	4.0	7.3	155	209	3.0	10.1	117
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	M	10453	1844	13.0	17.6	101	415	12.3	4.0	95	505	13.2	4.8	102	924	13.3	8.8	103
ABC MONDAY NIGHT MOVIE	A	6412	1182	8.4	18.4	106	218	6.5	3.4	82	291	7.6	4.5	96	673	9.7	10.5	122
ABC SUNDAY NIGHT MOVIE	A	12407	2354	16.6	19.0	109	467	13.8	3.8	90	684	17.8	5.5	116	1204	17.3	9.7	113
ABC WORLD NEWS TONIGHT	A	6176	1167	8.2	18.9	108	237	7.0	3.8	92	290	7.6	4.7	99	639	9.2	10.3	121
AFTERMASH	C	5863	994	7.0	17.0	97	*173	5.1	3.0	71	*300	7.8	5.1	108	521	7.5	8.9	104
ALICE	C	9594	1799	12.7	18.8	107	366	10.8	3.8	92	443	11.6	4.6	98	990	14.3	10.3	120
AMERICAN PARADE	C	6622	1374	9.7	20.7	119	275	8.1	4.2	100	391	10.2	5.9	125	707	10.2	10.7	125
BENSON	A	10886	2143	15.1	19.7	113	524	15.5	4.8	116	561	14.6	5.2	109	1057	15.2	9.7	113
BLUE THUNDER	A	5036	940	6.6	18.7	107	246	7.3	4.9	117	*243	6.3	4.8	102	451	6.5	9.0	104
CAGNEY & LACEY	C	9965	1531	10.8	15.4	88	448	13.3	4.5	108	368	9.6	3.7	78	714	10.3	7.2	84
CBS EVENING NEWS-DEAN	C	3491	711	5.0	20.4	117	**103	3.1	3.0	71	*164	4.3	4.7	99	444	6.4	12.7	148
CBS EVENING NEWS-RATHER	C	7123	1314	9.3	18.4	106	273	8.1	3.8	92	402	10.5	5.6	119	639	9.2	9.0	105
CBS SAT. NEWS-SCHIEFFER	C	3621	647	4.6	17.9	102	105	3.1	2.9	70	196	5.1	5.4	114	345	5.0	9.5	111
CBS SATURDAY NIGHT MOVIE	C	5436	880	6.2	16.2	93	202	6.0	3.7	89	265	6.9	4.9	103	412	5.9	7.6	88
CBS WEDNESDAY NIGHT MOVIE	C	6100	1093	7.7	17.9	103	253	7.5	4.1	100	302	7.9	5.0	105	538	7.7	8.8	103
CHEERS	N	8889	1441	10.2	16.2	93	328	9.7	3.7	89	371	9.7	4.2	88	742	10.7	8.3	97
DALLAS	C	22109	4130	29.2	18.7	107	843	25.0	3.8	91	1217	31.8	5.5	116	2070	29.8	9.4	109
DIFF'RENT STROKES	N	6940	1309	9.3	18.9	108	253	7.5	3.6	87	399	10.4	5.7	121	657	9.5	9.5	110
DOUBLE TROUBLE	N	7223	1191	8.4	16.5	94	370	11.0	5.1	123	*214	5.6	3.0	63	607	8.7	8.4	98
DUCK FACTORY	N	5595	1033	7.3	18.5	106	304	9.0	5.4	130	*225	5.9	4.0	85	504	7.3	9.0	105
DUKES OF HAZZARD	C	5768	1046	7.4	18.1	104	*236	7.0	4.1	98	290	7.6	5.0	106	520	7.5	9.0	105
DYNASTY	A	20053	3342	23.6	16.7	95	844	25.0	4.2	101	806	21.0	4.0	85	1692	24.4	8.4	98
FACTS OF LIFE	N	8087	1363	9.6	16.9	96	309	9.2	3.8	92	318	8.3	3.9	83	736	10.6	9.1	106
FALCON CREST	C	20046	3593	25.4	17.9	103	734	21.7	3.7	88	977	25.5	4.9	103	1881	27.1	9.4	109
FALL GUY	A	9084	1735	12.3	19.1	109	371	11.0	4.1	98	400	10.4	4.4	93	964	13.9	10.6	124
FAMILY TIES	N	7964	1294	9.1	16.2	93	306	9.1	3.8	92	369	9.6	4.6	98	620	8.9	7.8	91
FANTASY ISLAND	A	7687	1428	10.1	18.6	106	332	9.8	4.3	104	273	7.1	3.6	75	823	11.9	10.7	125
FOULUPS,BLEEPS & BLUNDERS	A	8861	1618	11.4	18.3	105	380	11.3	4.3	103	359	9.4	4.1	86	879	12.7	9.9	116
FOUR SEASONS	C	5095	963	6.8	18.9	108	*172	5.1	3.4	81	*272	7.1	5.3	113	519	7.5	10.2	119
GIMME A BREAK	N	8838	1572	11.1	17.8	102	374	11.1	4.2	102	549	14.3	6.2	131	649	9.3	7.3	86
HART TO HART	A	8978	1621	11.5	18.1	103	429	12.7	4.8	115	345	9.0	3.8	81	848	12.2	9.4	110
HILL STREET BLUES	N	8590	1369	9.7	15.9	91	317	9.4	3.7	89	408	10.6	4.7	100	644	9.3	7.5	87
HOTEL	A	14085	2663	18.8	18.9	108	703	20.8	5.0	120	618	16.1	4.4	93	1342	19.3	9.5	111
JEFFERSONS	C	9360	1665	11.8	17.8	102	373	11.1	4.0	96	418	10.9	4.5	94	874	12.6	9.3	109
JENNIFER SLEPT HERE	N	5861	1083	7.7	18.5	106	*252	7.5	4.3	104	296	7.7	5.1	107	535	7.7	9.2	107
KATE & ALLIE	C	9206	1474	10.4	16.0	92	377	11.2	4.1	98	381	9.9	4.1	87	717	10.3	7.8	91
KNIGHT RIDER	N	7076	1308	9.2	18.5	106	232	6.9	3.3	79	342	8.9	4.8	102	734	10.6	10.4	121
LOVE BOAT	A	12219	2328	16.5	19.1	109	530	15.7	4.3	104	606	15.8	5.0	105	1192	17.2	9.8	114
MAGNUM PI	C	11199	2145	15.2	19.2	110	441	13.1	3.9	94	550	14.3	4.9	104	1154	16.6	10.3	120
MAMA'S FAMILY	N	6057	1154	8.2	19.1	109	270	8.0	4.5	107	274	7.1	4.5	96	610	8.8	10.1	117
MASTER, THE	N	3598	716	5.1	19.9	114	*135	4.0	3.8	90	*205	5.3	5.7	120	376	5.4	10.5	122
MATT HOUSTON	A	6344	1083	7.7	17.1	98	266	7.9	4.2	101	369	9.6	5.8	123	447	6.4	7.0	82
NBC MONDAY NIGHT MOVIE	N	11994	2025	14.3	16.9	97	505	15.0	4.2	101	531	13.9	4.4	94	988	14.2	8.2	96
NBC NIGHTLY NEWS	N	5132	1135	8.0	22.1	127	194	5.7	3.8	91	362	9.4	7.1	149	579	8.3	11.3	132
NBC NIGHTLY NEWS-SAT	N	3375	642	4.5	19.0	109	*145	4.3	4.3	103	*154	4.0	4.6	96	343	4.9	10.2	119
NBC NIGHTLY NEWS-SUN	N	3130	672	4.7	21.5	123	*154	4.6	4.9	118	*180	4.7	5.8	122	339	4.9	10.8	126
NBC SUNDAY NIGHT MOVIE	N	8284	1389	9.8	16.8	96	372	11.0	4.5	108	*376	9.8	4.5	96	641	9.2	7.7	90
NEWHART	C	9240	1330	9.4	14.4	82	347	10.3	3.8	90	306	8.0	3.3	70	677	9.8	7.3	85
ONE DAY AT A TIME	C	7288	1264	8.9	17.3	99	249	7.4	3.4	82	415	10.8	5.7	120	600	8.6	8.2	96
PEOPLE ARE FUNNY	N	4855	993	7.0	20.5	117	*205	6.1	4.2	101	*232	6.1	4.8	101	556	8.0	11.5	134
REAL PEOPLE	N	8869	1563	11.0	17.6	101	389	11.5	4.4	105	360	9.4	4.1	86	814	11.7	9.2	107
REMINGTON STEELE	N	7743	1239	8.8	16.0	92	301	8.9	3.9	93	381	9.9	4.9	104	556	8.0	7.2	84
RIPLEY'S BELIEVE IT - NOT	A	5345	1045	7.4	19.6	112	*196	5.8	3.7	88	*262	6.8	4.9	104	587	8.5	11.0	128
RIPTIDE	N	6988	1204	8.5	17.2	99	327	9.7	4.7	112	315	8.2	4.5	95	562	8.1	8.0	94
SCARECROW & MRS. KING	C	10002	1925	13.6	19.2	110	372	11.0	3.7	89	603	15.7	6.0	127	950	13.7	9.5	111
SIMON & SIMON	C	10638	1872	13.2	17.6	101	501	14.8	4.7	113	456	11.9	4.3	91	915	13.2	8.6	100
60 MINUTES	C	13293	2531	17.9	19.0	109	452	13.4	3.4	82	716	18.7	5.4	114	1363	19.6	10.3	120
ST. ELSEWHERE	N	7017	1210	8.6	17.2	99	275	8.1	3.9	94	368	9.6	5.2	111	567	8.2	8.1	94
THREE'S COMPANY	A	10917	1994	14.1	18.3	105	514	15.2	4.7	113	461	12.0	4.2	89	1019	14.7	9.3	109
T.J. HOOKER	A	9204	1732	12.2	18.8	108	422	12.5	4.6	110	450	11.7	4.9	103	860	12.4	9.3	109
TONIGHT SHOW	N	2372	440	3.1	18.5	106	109	3.2	4.6	110	100	2.6	4.2	89	231	3.3	9.7	114
TRAPPER JOHN, M.D.	C	9846	1667	11.8	16.9	97	430	12.7	4.4	105	422	11.0	4.3	91	816	11.8	8.3	97
TV BLOOPERS & PRAC. JOKES	N	9105	1630	11.5	17.9	102	414	12.3	4.5	109	436	11.4	4.8	101	780	11.2	8.6	100
20/20	A	9387	1744	12.3	18.6	106	495	14.7	5.3	127	368	9.6	3.9	83	882	12.7	9.4	110
WEBSTER	A	11067	2135	15.1	19.3	110	527	15.6	4.8	114	556	14.5	5.0	106	1052	15.2	9.5	111
WORLD NEWS - SUN	A	3062	716	5.1	23.4	134	**153	4.5	5.0	120	*174	4.5	5.7	120	389	5.6	12.7	148
YELLOW ROSE	N	4978	855	6.0	17.2	98	*182	5.4	3.7	88	*214	5.6	4.3	91	459	6.6	9.2	108
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	1755	12.4	19.8	113	*427	12.7	4.8	115	*515	13.4	5.8	123	813	11.7	9.2	107
BASKETBALL - COLLEGE GAMES		4080	765	5.4	18.8	107	**207	6.1	5.1	122	**206	5.4	5.0	107	*353	5.1	8.7	101
BASKETBALL - PRO GAMES		3607	750	5.3	20.8	119	**255	7.6	7.1	170	**157	4.1	4.4	92	*338	4.9	9.4	109
BOWLING		3883	760	5.4	19.6	112	**195	5.8	5.0	121	**267	7.0	6.9	145	*298	4.3	7.7	90
BOXING		3928	912	6.4	23.2	133	**235	7.0	6.0	144	**279	7.3	7.1	150	*399	5.7	10.2	119
FOOTBALL - COLLEGE GAMES		6366	1405	9.9	22.1	126	*415	12.3	6.5	156	*269	7.0	4.2	89	721	10.4	11.3	132
FOOTBALL - PRO GAMES		11300	2134	15.1	18.9	108	*539	16.0	4.8	114	*513	13.4	4.5	96	1082	15.6	9.6	112
GOLF		3378	736	5.2	21.8	125	**182	5.4	5.4	129	**253	6.6	7.5	158	*301	4.3	8.9	104
POST-SEASON COLL. FOOTBALL		4906	977	6.9	19.9	114	**297	8.8	6.1	145	**214	5.6	4.4	92	*466	6.7	9.5	111
POST-SEASON PRO FOOTBALL		6120	994	7.0	16.2	93	**226	6.7	3.7	89	**243	6.3	4.0	84	525	7.6	8.6	100
TENNIS		3033	731	5.2	24.1	138	**191	5.7	6.3	151	**219	5.7	7.2	153	*321	4.6	10.6	123
WRESTLING - PROFESSIONAL		3344	926	6.5	27.7	158	**336	10.0	10.0	241	**253	6.6	7.6	160	*337	4.9	10.1	118

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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AMERICAN/PASTEURIZED PROCESSED CHEESE (NOT DIET OR LOW CALORIE): USAGE IN LAST 7 DAYS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS 1 LB. OR MORE A '000	HEAVY USERS 1 LB. OR MORE B % DOWN	HEAVY USERS 1 LB. OR MORE C % ACROSS	HEAVY USERS 1 LB. OR MORE D INDX	MEDIUM USERS 1/2 LB. TO 3/4 LB. A '000	MEDIUM USERS 1/2 LB. TO 3/4 LB. B % DOWN	MEDIUM USERS 1/2 LB. TO 3/4 LB. C % ACROSS	MEDIUM USERS 1/2 LB. TO 3/4 LB. D INDX	LIGHT USERS 1/4 LB. OR LESS A '000	LIGHT USERS 1/4 LB. OR LESS B % DOWN	LIGHT USERS 1/4 LB. OR LESS C % ACROSS	LIGHT USERS 1/4 LB. OR LESS D INDX
TOTAL FEMALE HOMEMAKERS	80986	60962	100.0	75.3	100	20373	100.0	25.2	100	18711	100.0	23.1	100	21878	100.0	27.0	100
18 - 24	9282	6800	11.2	73.3	97	2155	10.6	23.2	92	2074	11.1	22.3	97	2571	11.8	27.7	100
25 - 34	19072	14799	24.3	77.6	103	5166	25.4	27.1	108	4360	23.3	22.9	99	5273	24.1	27.6	102
35 - 44	14591	11471	18.8	78.6	104	4937	24.2	33.8	135	3400	18.2	23.3	101	3133	14.3	21.5	80
45 - 54	11345	8782	14.4	77.4	103	3299	16.2	29.1	116	2754	14.7	24.3	105	2728	12.5	24.0	89
55 - 64	11635	8968	14.7	77.1	102	2633	12.9	22.6	90	2814	15.0	24.2	105	3521	16.1	30.3	112
65 OR OLDER	15061	10144	16.6	67.4	89	2182	10.7	14.5	58	3309	17.7	22.0	95	4653	21.3	30.9	115
18 - 34	28354	21599	35.4	76.2	101	7322	35.9	25.8	103	6434	34.4	22.7	98	7843	35.8	27.7	103
18 - 49	48339	37333	61.2	77.2	103	13840	67.9	28.6	114	11164	59.7	23.1	100	12329	56.4	25.5	94
25 - 54	45008	35051	57.5	77.9	103	13403	65.8	29.8	118	10515	56.2	23.4	101	11134	50.9	24.7	92
35 - 49	19985	15735	25.8	78.7	105	6518	32.0	32.6	130	4731	25.3	23.7	102	4486	20.5	22.4	83
50 OR OLDER	32647	23629	38.8	72.4	96	6533	32.1	20.0	80	7547	40.3	23.1	100	9549	43.6	29.2	108
GRADUATED COLLEGE	11155	7717	12.7	69.2	92	2093	10.3	18.8	75	2328	12.4	20.9	90	3295	15.1	29.5	109
ATTENDED COLLEGE	13682	10494	17.2	76.7	102	3180	15.6	23.2	92	3304	17.7	24.1	105	4009	18.3	29.3	109
GRADUATED HIGH SCHOOL	33880	26792	43.9	79.1	105	9744	47.8	28.8	114	8154	43.6	24.1	104	8894	40.7	26.3	97
DID NOT GRADUATE HIGH SCHOOL	22270	15960	26.2	71.7	95	5356	26.3	24.1	96	4924	26.3	22.1	96	5680	26.0	25.5	94
EMPLOYED	40306	30633	50.2	76.0	101	10480	51.4	26.0	103	9027	48.2	22.4	97	11126	50.9	27.6	102
EMPLOYED FULL-TIME	32850	24791	40.7	75.5	100	8491	41.7	25.8	103	7280	38.9	22.2	96	9020	41.2	27.5	102
EMPLOYED PART-TIME	7456	5842	9.6	78.4	104	1989	9.8	26.7	106	1747	9.3	23.4	101	2106	9.6	28.2	104
NOT EMPLOYED	40680	30329	49.8	74.6	99	9893	48.6	24.3	97	9684	51.8	23.8	103	10752	49.1	26.4	98
PROFESSIONAL/MANAGER	10392	7340	12.0	70.6	94	2170	10.7	20.9	83	1950	10.4	18.8	81	3220	14.7	31.0	115
TECH/CLERICAL/SALES	17574	13932	22.9	79.3	105	4701	23.1	26.7	106	4346	23.2	24.7	107	4885	22.3	27.8	103
PRECISION/CRAFT	985	781	1.3	79.3	105	**269	1.3	27.3	109	**231	1.2	23.5	102	*282	1.3	28.6	106
OTHER EMPLOYED	11354	8579	14.1	75.6	100	3341	16.4	29.4	117	2500	13.4	22.0	95	2739	12.5	24.1	89
SINGLE	9863	6650	10.9	67.4	90	1823	8.9	18.5	73	1832	9.8	18.6	80	2995	13.7	30.4	113
MARRIED	51375	40336	66.2	78.5	104	14917	73.2	29.0	115	12657	67.6	24.6	107	12763	58.3	24.8	92
DIVORCED/SEPARATED/WIDOWED	19748	13976	22.9	70.8	94	3634	17.8	18.4	73	4222	22.6	21.4	93	6120	28.0	31.0	115
PARENTS	32590	26310	43.2	80.7	107	10806	53.0	33.2	132	8319	44.5	25.5	110	7185	32.8	22.0	82
WHITE	70416	53633	88.0	76.2	101	18039	88.5	25.6	102	16417	87.7	23.3	101	19177	87.7	27.2	101
BLACK	8778	6089	10.0	69.4	92	1995	9.8	22.7	90	2016	10.8	23.0	99	2078	9.5	23.7	88
OTHER	1791	1240	2.0	69.2	92	**340	1.7	19.0	75	**278	1.5	15.5	67	*622	2.8	34.7	129
NORTHEAST-CENSUS	17786	13220	21.7	74.3	99	4810	23.6	27.0	108	4053	21.7	22.8	99	4356	19.9	24.5	91
NORTH CENTRAL	20741	16840	27.6	81.2	108	5884	28.9	28.4	113	4900	26.2	23.6	102	6056	27.7	29.2	108
SOUTH	27775	20748	34.0	74.7	99	6747	33.1	24.3	97	6699	35.8	24.1	104	7303	33.4	26.3	97
WEST	14683	10155	16.7	69.2	92	2932	14.4	20.0	79	3060	16.4	20.8	90	4163	19.0	28.4	105
NORTHEAST-MKTG.	17961	13210	21.7	73.5	98	4694	23.0	26.1	104	4118	22.0	22.9	99	4398	20.1	24.5	91
EAST CENTRAL	11885	9369	15.4	78.8	105	3335	16.4	28.1	112	2952	15.8	24.8	108	3082	14.1	25.9	96
WEST CENTRAL	14090	11444	18.8	81.2	108	3783	18.6	26.8	107	3266	17.5	23.2	100	4396	20.1	31.2	116
SOUTH	24081	18104	29.7	75.2	100	6117	30.0	25.4	101	5606	30.0	23.3	101	6382	29.2	26.5	98
PACIFIC	12969	8834	14.5	68.1	90	2444	12.0	18.8	75	2769	14.8	21.4	92	3620	16.5	27.9	104
COUNTY SIZE A	32439	23718	38.9	73.1	97	7501	36.8	23.1	92	7665	41.0	23.6	102	8553	39.1	26.4	98
COUNTY SIZE B	24915	18680	30.6	75.0	100	6630	32.5	26.6	106	5869	31.4	23.6	102	6182	28.3	24.8	92
COUNTY SIZE C	12930	10048	16.5	77.7	103	3640	17.9	28.2	112	2683	14.3	20.8	90	3725	17.0	28.8	107
COUNTY SIZE D	10703	8516	14.0	79.6	106	2603	12.8	24.3	97	2494	13.3	23.3	101	3418	15.6	31.9	118
METRO CENTRAL CITY	24518	17309	28.4	70.6	94	5833	28.6	23.8	95	5403	28.9	22.0	95	6073	27.8	24.8	92
METRO SUBURBAN	35919	27684	45.4	77.1	102	9217	45.2	25.7	102	8829	47.2	24.6	106	9638	44.1	26.8	99
NON METRO	20549	15969	26.2	77.7	103	5323	26.1	25.9	103	4480	23.9	21.8	94	6166	28.2	30.0	111
TOP 5 ADI'S	18341	13312	21.8	72.6	96	4139	20.3	22.6	90	3988	21.3	21.7	94	5185	23.7	28.3	105
TOP 10 ADI'S	25378	18715	30.7	73.7	98	5994	29.4	23.6	94	5865	31.3	23.1	100	6856	31.3	27.0	100
TOP 20 ADI'S	36488	26861	44.1	73.6	98	8454	41.5	23.2	92	8427	45.0	23.1	100	9980	45.6	27.4	101
HSHLD INC. $50,000 OR MORE	6612	5046	8.3	76.3	101	1746	8.6	26.4	105	1506	8.0	22.8	99	1794	8.2	27.1	100
$40,000 OR MORE	12659	9777	16.0	77.2	103	3478	17.1	27.5	109	2775	14.8	21.9	95	3524	16.1	27.8	103
$30,000 OR MORE	24698	19086	31.3	77.3	103	6690	32.8	27.1	108	5686	30.4	23.0	100	6710	30.7	27.2	101
$25,000 OR MORE	32077	24993	41.0	77.9	104	8720	42.8	27.2	108	7707	41.2	24.0	104	8567	39.2	26.7	99
$20,000 - $24,999	9144	6926	11.4	75.7	101	2611	12.8	28.6	114	2124	11.4	23.2	101	2191	10.0	24.0	89
$15,000 - $19,999	8728	6631	10.9	76.0	101	2118	10.4	24.3	96	2313	12.4	26.5	115	2200	10.1	25.2	93
$10,000 - $14,999	12562	9292	15.2	74.0	98	3061	15.0	24.4	97	2807	15.0	22.3	97	3423	15.6	27.2	101
UNDER $10,000	18475	13121	21.5	71.0	94	3863	19.0	20.9	83	3760	20.1	20.4	88	5497	25.1	29.8	110
HOUSEHOLD OF 1 PERSON	11987	7604	12.5	63.4	84	1029	5.1	8.6	34	2142	11.4	17.9	77	4434	20.3	37.0	136
2 PEOPLE	26577	19385	31.8	72.9	97	5084	25.0	19.1	76	5938	31.7	22.3	97	8363	38.2	31.5	116
3 OR 4 PEOPLE	30617	24376	40.0	79.6	106	9193	45.1	30.0	119	8084	43.2	26.4	114	7099	32.4	23.2	86
5 OR MORE PEOPLE	11804	9597	15.7	81.3	108	5068	24.9	42.9	171	2548	13.6	21.6	93	1982	9.1	16.8	62
NO CHILD IN HSHLD	46165	32918	54.0	71.3	95	8713	42.8	18.9	75	9903	52.9	21.5	93	14302	65.4	31.0	115
CHILD(REN) UNDER 2 YRS	5325	4382	7.2	82.3	109	1563	7.7	29.4	117	1340	7.2	25.2	109	1479	6.8	27.8	103
2 - 5 YEARS	14221	11235	18.4	79.0	105	4559	22.4	32.1	127	3503	18.7	24.6	107	3174	14.5	22.3	83
6 - 11 YEARS	15117	12364	20.3	81.8	109	5394	26.5	35.7	142	3681	19.7	24.4	105	3289	15.0	21.8	81
12 - 17 YEARS	16611	13527	22.2	81.4	108	6249	30.7	37.6	150	4271	22.8	25.7	111	3008	13.7	18.1	67
RESIDENCE OWNED	55884	43192	70.9	77.3	103	14397	70.7	25.8	102	13634	72.9	24.4	106	15161	69.3	27.1	101
VALUE: $50,000 OR MORE	31744	24371	40.0	76.8	102	8233	40.4	25.9	103	7759	41.5	24.4	106	8379	38.3	26.4	98
VALUE: UNDER $50,000	24140	18821	30.9	78.0	104	6163	30.3	25.5	101	5875	31.4	24.3	105	6782	31.0	28.1	104

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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AMERICAN/PASTEURIZED PROCESSED CHEESE (NOT DIET OR LOW CALORIE): USAGE IN LAST 7 DAYS
(FEMALE HOMEMAKERS)

0207
P-19

		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS 1 LB. OR MORE A '000	HEAVY USERS 1 LB. OR MORE B % DOWN	HEAVY USERS 1 LB. OR MORE C % ACROSS	HEAVY USERS 1 LB. OR MORE D INDX	MEDIUM USERS 1/2 LB. TO 3/4 LB. A '000	MEDIUM USERS 1/2 LB. TO 3/4 LB. B % DOWN	MEDIUM USERS 1/2 LB. TO 3/4 LB. C % ACROSS	MEDIUM USERS 1/2 LB. TO 3/4 LB. D INDX	LIGHT USERS 1/4 LB. OR LESS A '000	LIGHT USERS 1/4 LB. OR LESS B % DOWN	LIGHT USERS 1/4 LB. OR LESS C % ACROSS	LIGHT USERS 1/4 LB. OR LESS D INDX
TOTAL FEMALE HOMEMAKERS		80986	60962	100.0	75.3	100	20373	100.0	25.2	100	18711	100.0	23.1	100	21878	100.0	27.0	100
MAGAZINES	QUINTILE 1	15799	12180	20.0	77.1	102	4483	22.0	28.4	113	3402	18.2	21.5	93	4296	19.6	27.2	101
	QUINTILE 2	17259	13613	22.3	78.9	105	4523	22.2	26.2	104	4416	23.6	25.6	111	4675	21.4	27.1	100
	QUINTILE 3	13545	10220	16.8	75.5	100	3423	16.8	25.3	100	3299	17.6	24.4	105	3498	16.0	25.8	96
	QUINTILE 4	15133	11301	18.5	74.7	99	3688	18.1	24.4	97	3411	18.2	22.5	98	4202	19.2	27.8	103
	QUINTILE 5	19250	13647	22.4	70.9	94	4256	20.9	22.1	88	4184	22.4	21.7	94	5207	23.8	27.0	100
NEWSPAPERS	QUINTILE 1	12413	9697	15.9	78.1	104	3473	17.0	28.0	111	2980	15.9	24.0	104	3244	14.8	26.1	97
	QUINTILE 2	24116	18728	30.7	77.7	103	6452	31.7	26.8	106	5732	30.6	23.8	103	6543	29.9	27.1	100
	QUINTILE 3	11261	8450	13.9	75.0	100	2830	13.9	25.1	100	2612	14.0	23.2	100	3008	13.7	26.7	99
	QUINTILE 4	20255	15038	24.7	74.2	99	4792	23.5	23.7	94	4933	26.4	24.4	105	5313	24.3	26.2	97
	QUINTILE 5	12940	9050	14.8	69.9	93	2826	13.9	21.8	87	2454	13.1	19.0	82	3770	17.2	29.1	108
OUTDOOR	QUINTILE 1	14852	11170	18.3	75.2	100	3930	19.3	26.5	105	3423	18.3	23.0	100	3818	17.5	25.7	95
	QUINTILE 2	15725	11990	19.7	76.2	101	4011	19.7	25.5	101	3815	20.4	24.3	105	4164	19.0	26.5	98
	QUINTILE 3	16330	12324	20.2	75.5	100	4034	19.8	24.7	98	4006	21.4	24.5	106	4283	19.6	26.2	97
	QUINTILE 4	16744	12602	20.7	75.3	100	4269	21.0	25.5	101	3703	19.8	22.1	96	4630	21.2	27.7	102
	QUINTILE 5	17334	12876	21.1	74.3	99	4129	20.3	23.8	95	3764	20.1	21.7	94	4983	22.8	28.7	106
RADIO-DRIVE TIME	QUINTILE 1	15911	12461	20.4	78.3	104	4423	21.7	27.8	111	3892	20.8	24.5	106	4146	19.0	26.1	96
	QUINTILE 2	14837	11533	18.9	77.7	103	3956	19.4	26.7	106	3343	17.9	22.5	98	4234	19.4	28.5	106
	QUINTILE 3	15339	11409	18.7	74.4	99	3823	18.8	24.9	99	3643	19.5	23.7	103	3943	18.0	25.7	95
	QUINTILE 4	16723	12308	20.2	73.6	98	4189	20.6	25.0	100	3415	18.3	20.4	88	4704	21.5	28.1	104
	QUINTILE 5	18176	13252	21.7	72.9	97	3982	19.5	21.9	87	4419	23.6	24.3	105	4851	22.2	26.7	99
RADIO-MID-DAY	TERCILE 1	21020	16535	27.1	78.7	105	5677	27.9	27.0	107	5324	28.5	25.3	110	5534	25.3	26.3	97
	TERCILE 2	21610	16343	26.8	75.6	100	5516	27.1	25.5	101	5193	27.8	24.0	104	5634	25.8	26.1	97
	TERCILE 3	38355	28084	46.1	73.2	97	9180	45.1	23.9	95	8194	43.8	21.4	92	10710	49.0	27.9	103
RADIO-TOTAL	QUINTILE 1	15988	12531	20.6	78.4	104	4464	21.9	27.9	111	3794	20.3	23.7	103	4273	19.5	26.7	99
	QUINTILE 2	15626	12078	19.8	77.3	103	4062	19.9	26.0	103	3890	20.8	24.9	108	4125	18.9	26.4	98
	QUINTILE 3	16723	12650	20.8	75.6	100	4525	22.2	27.1	108	3725	19.9	22.3	96	4401	20.1	26.3	97
	QUINTILE 4	16342	11850	19.4	72.5	96	3678	18.1	22.5	89	3482	18.6	21.3	92	4690	21.4	28.7	106
	QUINTILE 5	16306	11853	19.4	72.7	97	3644	17.9	22.3	89	3820	20.4	23.4	101	4389	20.1	26.9	100
TV-PRIME TIME	QUINTILE 1	15953	11903	19.5	74.6	99	4102	20.1	25.7	102	3735	20.0	23.4	101	4066	18.6	25.5	94
	QUINTILE 2	16137	12819	21.0	79.4	106	4367	21.4	27.1	108	3568	19.1	22.1	96	4884	22.3	30.3	112
	QUINTILE 3	16420	12627	20.7	76.9	102	4096	20.1	24.9	99	3971	21.2	24.2	105	4561	20.8	27.8	103
	QUINTILE 4	16687	12261	20.1	73.5	98	4076	20.0	24.4	97	4004	21.4	24.0	104	4181	19.1	25.1	93
	QUINTILE 5	15789	11351	18.6	71.9	96	3732	18.3	23.6	94	3433	18.3	21.7	94	4186	19.1	26.5	98
TV-DAYTIME	TERCILE 1	27736	21258	34.9	76.6	102	7175	35.2	25.9	103	6550	35.0	23.6	102	7533	34.4	27.2	101
	TERCILE 2	26489	20017	32.8	75.6	100	7108	34.9	26.8	107	6058	32.4	22.9	99	6852	31.3	25.9	96
	TERCILE 3	26761	19687	32.3	73.6	98	6090	29.9	22.8	90	6103	32.6	22.8	99	7494	34.3	28.0	104
TV-TOTAL	QUINTILE 1	16345	12193	20.0	74.6	99	4136	20.3	25.3	101	3630	19.4	22.2	96	4427	20.2	27.1	100
	QUINTILE 2	16447	12495	20.5	76.0	101	4387	21.5	26.7	106	3920	21.0	23.8	103	4188	19.1	25.5	94
	QUINTILE 3	15980	12308	20.2	77.0	102	4022	19.7	25.2	100	3645	19.5	22.8	99	4642	21.2	29.0	108
	QUINTILE 4	15887	12274	20.1	77.3	103	4020	19.7	25.3	101	4093	21.9	25.8	112	4162	19.0	26.2	97
	QUINTILE 5	16326	11693	19.2	71.6	95	3809	18.7	23.3	93	3424	18.3	21.0	91	4460	20.4	27.3	101
MAGAZINES-NEWSPAPERS: DUAL		20721	16460	27.0	79.4	106	5928	29.1	28.6	114	5001	26.7	24.1	104	5531	25.3	26.7	99
MAGAZINE IMPERATIVE		19186	14397	23.6	75.0	100	4798	23.6	25.0	99	4459	23.8	23.2	101	5141	23.5	26.8	99
NEWSPAPER IMPERATIVE		21899	16582	27.2	75.7	101	5543	27.2	25.3	101	5081	27.2	23.2	100	5958	27.2	27.2	101
MAGAZINES-OUTDOOR: DUAL		15451	12351	20.3	79.9	106	4347	21.3	28.1	112	3746	20.0	24.2	105	4258	19.5	27.6	102
MAGAZINE IMPERATIVE		25953	19825	32.5	76.4	101	6653	32.7	25.6	102	6102	32.6	23.5	102	7070	32.3	27.2	101
OUTDOOR IMPERATIVE		24400	17621	28.9	72.2	96	5756	28.3	23.6	94	5792	31.0	23.7	103	6073	27.8	24.9	92
MAGAZINES-RADIO: DUAL		18049	14174	23.3	78.5	104	5318	26.1	29.5	117	4192	22.4	23.2	101	4663	21.3	25.8	96
MAGAZINE IMPERATIVE		23571	17936	29.4	76.1	101	5863	28.8	24.9	99	5566	29.7	23.6	102	6507	29.7	27.6	102
RADIO IMPERATIVE		23278	17663	29.0	75.9	101	5948	29.2	25.6	102	5482	29.3	23.6	102	6233	28.5	26.8	99
MAGAZINES-TELEVISION: DUAL		15459	12120	19.9	78.4	104	4317	21.2	27.9	111	3553	19.0	23.0	99	4249	19.4	27.5	102
MAGAZINE IMPERATIVE		25829	19783	32.5	76.6	102	6677	32.8	25.9	103	6111	32.7	23.7	102	6995	32.0	27.1	100
TELEVISION IMPERATIVE		26039	19182	31.5	73.7	98	6234	30.6	23.9	95	5925	31.7	22.8	98	7024	32.1	27.0	100
NEWSPAPERS-OUTDOOR: DUAL		16605	12976	21.3	78.1	104	4746	23.3	28.6	114	3858	20.6	23.2	101	4372	20.0	26.3	97
NEWSPAPER IMPERATIVE		26834	20659	33.9	77.0	102	6943	34.1	25.9	103	6417	34.3	23.9	104	7298	33.4	27.2	101
OUTDOOR IMPERATIVE		23346	16979	27.9	72.7	97	5402	26.5	23.1	92	5556	29.7	23.8	103	6022	27.5	25.8	95
NEWSPAPERS-RADIO: DUAL		17133	13672	22.4	79.8	106	4839	23.8	28.2	112	4249	22.7	24.8	107	4584	21.0	26.8	99
NEWSPAPER IMPERATIVE		25892	19624	32.2	75.8	101	6610	32.4	25.5	101	5988	32.0	23.1	100	7026	32.1	27.1	100
RADIO IMPERATIVE		23167	17434	28.6	75.3	100	5960	29.3	25.7	102	5253	28.1	22.7	98	6221	28.4	26.9	99
NEWSPAPERS-TELEVISION: DUAL		17159	13027	21.4	75.9	101	4815	23.6	28.1	112	3691	19.7	21.5	93	4521	20.7	26.3	98
NEWSPAPER IMPERATIVE		26214	20332	33.4	77.6	103	6680	32.8	25.5	101	6455	34.5	24.6	107	7197	32.9	27.5	102
TELEVISION IMPERATIVE		23412	17441	28.6	74.5	99	5602	27.5	23.9	95	5423	29.0	23.2	100	6416	29.3	27.4	101
OUTDOOR-RADIO: DUAL		15303	12152	19.9	79.4	105	4114	20.2	26.9	107	3797	20.3	24.8	107	4241	19.4	27.7	103
OUTDOOR IMPERATIVE		24901	18184	29.8	73.0	97	6068	29.8	24.4	97	5812	31.1	23.3	101	6305	28.8	25.3	94
RADIO IMPERATIVE		26492	20212	33.2	76.3	101	7091	34.8	26.8	106	6133	32.8	23.2	100	6988	31.9	26.4	98
OUTDOOR-TELEVISION: DUAL		14794	11287	18.5	76.3	101	3971	19.5	26.8	107	3442	18.4	23.3	101	3874	17.7	26.2	97
OUTDOOR IMPERATIVE		25437	19240	31.6	75.6	100	6339	31.1	24.9	99	6096	32.6	24.0	104	6806	31.1	26.8	99
TELEVISION IMPERATIVE		27877	20935	34.3	75.1	100	6942	34.1	24.9	99	6337	33.9	22.7	98	7656	35.0	27.5	102
RADIO-TELEVISION: DUAL		15996	12485	20.5	78.1	104	4430	21.7	27.7	110	3933	21.0	24.6	106	4122	18.8	25.8	95
RADIO IMPERATIVE		25478	19588	32.1	76.9	102	6678	32.8	26.2	104	6005	32.1	23.6	102	6905	31.6	27.1	100
TELEVISION IMPERATIVE		26573	19700	32.3	74.1	98	6529	32.0	24.6	98	5898	31.5	22.2	96	7272	33.2	27.4	101

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AMERICAN/PASTEURIZED PROCESSED CHEESE (NOT DIET OR LOW CALORIE): USAGE IN LAST 7 DAYS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS 1 LB. OR MORE A '000	HEAVY USERS 1 LB. OR MORE B % DOWN	HEAVY USERS 1 LB. OR MORE C % ACROSS	HEAVY USERS 1 LB. OR MORE D INDX	MEDIUM USERS 1/2 LB. TO 3/4 LB. A '000	MEDIUM USERS 1/2 LB. TO 3/4 LB. B % DOWN	MEDIUM USERS 1/2 LB. TO 3/4 LB. C % ACROSS	MEDIUM USERS 1/2 LB. TO 3/4 LB. D INDX	LIGHT USERS 1/4 LB. OR LESS A '000	LIGHT USERS 1/4 LB. OR LESS B % DOWN	LIGHT USERS 1/4 LB. OR LESS C % ACROSS	LIGHT USERS 1/4 LB. OR LESS D INDX
TOTAL FEMALE HOMEMAKERS	80986	60962	100.0	75.3	100	20373	100.0	25.2	100	18711	100.0	23.1	100	21878	100.0	27.0	100
ATLANTIC MONTHLY	415	288	0.5	69.4	92	**63	0.3	15.2	60	**109	0.6	26.3	114	*115	0.5	27.7	103
BARRON'S	453	*290	0.5	64.0	85	**90	0.4	19.9	79	**97	0.5	21.4	93	**103	0.5	22.7	84
BETTER HOMES & GARDENS	16256	12878	21.1	79.2	105	4555	22.4	28.0	111	3985	21.3	24.5	106	4338	19.8	26.7	99
BON APPETIT	2535	1712	2.8	67.5	90	544	2.7	21.5	85	499	2.7	19.7	85	669	3.1	26.4	98
BUSINESS WEEK	1278	848	1.4	66.4	88	258	1.3	20.2	80	225	1.2	17.6	76	366	1.7	28.6	106
CAR AND DRIVER	378	288	0.5	76.2	101	**100	0.5	26.5	105	**89	0.5	23.5	102	**98	0.4	25.9	96
CBS MAGAZINE NETWORK (GROSS)	1498	1188	1.9	79.3	105	371	1.8	24.8	98	472	2.5	31.5	136	345	1.6	23.0	85
CHANGING TIMES	1505	1072	1.8	71.2	95	289	1.4	19.2	76	332	1.8	22.1	95	450	2.1	29.9	111
COLONIAL HOMES	1231	939	1.5	76.3	101	340	1.7	27.6	110	255	1.4	20.7	90	344	1.6	27.9	103
CONDE NAST MAG. PKG. (GROSS)	14146	10423	17.1	73.7	98	3880	19.0	27.4	109	2641	14.1	18.7	81	3902	17.8	27.6	102
CONSUMERS DIGEST	1323	1110	1.8	83.9	111	333	1.6	25.2	100	*322	1.7	24.3	105	456	2.1	34.5	128
COSMOPOLITAN	7102	5221	8.6	73.5	98	1807	8.9	25.4	101	1558	8.3	21.9	95	1856	8.5	26.1	97
COUNTRY LIVING	2481	2055	3.4	82.8	110	762	3.7	30.7	122	600	3.2	24.2	105	692	3.2	27.9	103
CUISINE	1472	1028	1.7	69.8	93	310	1.5	21.1	84	329	1.8	22.4	97	390	1.8	26.5	98
CYCLE WORLD	425	371	0.6	87.3	116	**145	0.7	34.1	136	**92	0.5	21.6	94	**133	0.6	31.3	116
DCI:CREATIVE IDEAS FOR LIV	2510	2065	3.4	82.3	109	885	4.3	35.3	140	505	2.7	20.1	87	676	3.1	26.9	100
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	5391	8.8	80.5	107	1965	9.6	29.4	117	1613	8.6	24.1	104	1813	8.3	27.1	100
DISCOVER	894	696	1.1	77.9	103	317	1.6	35.5	141	*141	0.8	15.8	68	238	1.1	26.6	98
EBONY	3507	2557	4.2	72.9	97	873	4.3	24.9	99	828	4.4	23.6	102	856	3.9	24.4	90
ESQUIRE	1083	793	1.3	73.2	97	314	1.5	29.0	115	*195	1.0	18.0	78	284	1.3	26.2	97
ESSENCE	1830	1433	2.4	78.3	104	487	2.4	26.6	106	470	2.5	25.7	111	476	2.2	26.0	96
FAMILY CIRCLE	15930	12703	20.8	79.7	106	4616	22.7	29.0	115	4013	21.4	25.2	109	4073	18.6	25.6	95
THE FAMILY HANDYMAN	1126	892	1.5	79.2	105	413	2.0	36.7	146	*198	1.1	17.6	76	282	1.3	25.0	93
FAMILY WEEKLY	11468	8976	14.7	78.3	104	3015	14.8	26.3	105	2761	14.8	24.1	104	3200	14.6	27.9	103
FIELD & STREAM	2234	1872	3.1	83.8	111	782	3.8	35.0	139	529	2.8	23.7	102	561	2.6	25.1	93
FOOD & WINE	579	430	0.7	74.3	99	*139	0.7	24.0	95	*133	0.7	23.0	99	*157	0.7	27.1	100
FORBES	728	447	0.7	61.4	82	*138	0.7	19.0	75	**96	0.5	13.2	57	*212	1.0	29.1	107
FORTUNE	906	665	1.1	73.4	98	*241	1.2	26.6	106	*104	0.6	11.5	50	*320	1.5	35.3	131
GENTLEMEN'S QUARTERLY	791	486	0.8	61.4	82	*174	0.9	22.0	87	*144	0.8	18.2	79	*168	0.8	21.2	78
GLAMOUR	5265	3974	6.5	75.5	100	1474	7.2	28.0	111	1018	5.4	19.3	84	1482	6.8	28.1	104
GOLF DIGEST	636	521	0.9	81.9	109	*228	1.1	35.8	143	*167	0.9	26.3	114	*126	0.6	19.8	73
GOLF DIGEST/TENNIS (GROSS)	1186	923	1.5	77.8	103	349	1.7	29.4	117	*274	1.5	23.1	100	300	1.4	25.3	94
GOLF MAGAZINE	441	306	0.5	69.4	92	*170	0.8	38.5	153	**78	0.4	17.7	77	**58	0.3	13.2	49
GOLF MAGAZINE/SKI (GROSS)	922	634	1.0	68.8	91	309	1.5	33.5	133	*133	0.7	14.4	62	*191	0.9	20.7	77
GOOD HOUSEKEEPING	16487	13318	21.8	80.8	107	4539	22.3	27.5	109	4153	22.2	25.2	109	4625	21.1	28.1	104
HARPER'S BAZAAR	2423	1759	2.9	72.6	96	693	3.4	28.6	114	430	2.3	17.7	77	635	2.9	26.2	97
HEALTH	1994	1542	2.5	77.3	103	512	2.5	25.7	102	489	2.6	24.5	106	541	2.5	27.1	100
HEARST MAG CORP. BUY (GROSS)	44101	34677	56.9	78.6	104	12326	60.5	27.9	111	10379	55.5	23.5	102	11973	54.7	27.1	101
HEARST MAN POWER (GROSS)	1993	1683	2.8	84.4	112	696	3.4	34.9	139	522	2.8	26.2	113	465	2.1	23.3	86
HEARST WOMAN POWER (GROSS)	31274	24660	40.5	78.9	105	8577	42.1	27.4	109	7560	40.4	24.2	105	8524	39.0	27.3	101
HOUSE BEAUTIFUL	3623	2816	4.6	77.7	103	1030	5.1	28.4	113	823	4.4	22.7	98	962	4.4	26.6	98
INC.	283	*212	0.3	74.9	100	**63	0.3	22.3	88	**33	0.2	11.7	50	**117	0.5	41.3	153
JET	2928	2069	3.4	70.7	94	759	3.7	25.9	103	601	3.2	20.5	89	709	3.2	24.2	90
LADIES' HOME JOURNAL	11918	9414	15.4	79.0	105	3227	15.8	27.1	108	2918	15.6	24.5	106	3269	14.9	27.4	102
LHJ FAMILY GRP COMBO(GROSS)	16764	13265	21.8	79.1	105	4525	22.2	27.0	107	4065	21.7	24.2	105	4675	21.4	27.9	103
LIFE	4254	3202	5.3	75.3	100	1293	6.3	30.4	121	779	4.2	18.3	79	1130	5.2	26.6	98
L.A. TIMES HOME MAGAZINE	1145	767	1.3	67.0	89	*162	0.8	14.1	56	*220	1.2	19.2	83	385	1.8	33.6	125
MADEMOISELLE	2884	2220	3.6	77.0	102	791	3.9	27.4	109	683	3.7	23.7	103	746	3.4	25.9	96
MC CALL'S	13460	10575	17.3	78.6	104	3784	18.6	28.1	112	3229	17.3	24.0	104	3562	16.3	26.5	98
MC CALL'S/WRK MOTHER (GROSS)	14606	11549	18.9	79.1	105	4128	20.3	28.3	112	3518	18.8	24.1	104	3903	17.8	26.7	99
MECHANIX ILLUSTRATED	772	668	1.1	86.5	115	*248	1.2	32.1	128	*210	1.1	27.2	118	*210	1.0	27.2	101
METROPOLITAN HOME	967	661	1.1	68.4	91	*175	0.9	18.1	72	*207	1.1	21.4	93	279	1.3	28.9	107
MONEY	1588	1141	1.9	71.9	95	301	1.5	19.0	75	268	1.4	16.9	73	573	2.6	36.1	134
MOTHER EARTH NEWS	1002	765	1.3	76.3	101	276	1.4	27.5	109	*226	1.2	22.6	98	264	1.2	26.3	98
MS.	825	556	0.9	67.4	90	*211	1.0	25.6	102	*152	0.8	18.4	80	*193	0.9	23.4	87
NATIONAL ENQUIRER	10336	8364	13.7	80.9	108	3163	15.5	30.6	122	2423	12.9	23.4	101	2778	12.7	26.9	99
NATIONAL GEOGRAPHIC	9597	7204	11.8	75.1	100	2283	11.2	23.8	95	2216	11.8	23.1	100	2706	12.4	28.2	104
NATIONAL SUNDAY MAGAZINE PKG	49558	38203	62.7	77.1	102	13038	64.0	26.3	105	11897	63.6	24.0	104	13267	60.6	26.8	99
NATURAL HISTORY	573	324	0.5	56.5	75	**124	0.6	21.6	86	**77	0.4	13.4	58	*123	0.6	21.5	79
NEW WOMAN	1699	1283	2.1	75.5	100	448	2.2	26.4	105	281	1.5	16.5	72	555	2.5	32.7	120
NEW YORK INCLUDING CUE	443	256	0.4	57.8	77	**133	0.7	30.0	119	**55	0.3	12.4	54	*69	0.3	15.6	57
THE NEW YORKER	1270	771	1.3	60.7	81	247	1.2	19.4	77	*179	1.0	14.1	61	345	1.6	27.2	100
NEWSWEEK	6277	4499	7.4	71.7	95	1494	7.3	23.8	95	1328	7.1	21.2	92	1677	7.7	26.7	99
THE N.Y. TIMES DAILY EDITION	1205	852	1.4	70.7	94	299	1.5	24.8	99	271	1.4	22.5	97	283	1.3	23.5	86
THE N.Y. TIMES MAGAZINE	2081	1397	2.3	67.1	89	406	2.0	19.5	78	489	2.6	23.5	102	503	2.3	24.2	89
OMNI	788	541	0.9	68.7	91	*183	0.9	23.2	92	**97	0.5	12.3	53	260	1.2	33.0	122
ON CABLE	1158	884	1.5	76.3	101	321	1.6	27.7	110	*275	1.5	23.7	103	288	1.3	24.9	92
1001 HOME IDEAS	2852	2309	3.8	81.0	108	786	3.9	27.6	110	659	3.5	23.1	100	864	3.9	30.3	112
ORGANIC GARDENING	1658	1312	2.2	79.1	105	528	2.6	31.8	127	361	1.9	21.8	94	422	1.9	25.5	94
OUTDOOR LIFE	896	746	1.2	83.3	111	289	1.4	32.3	128	*228	1.2	25.4	110	*230	1.1	25.7	95
PARADE MAGAZINE	24275	18642	30.6	76.8	102	6615	32.5	27.3	108	5790	30.9	23.9	103	6237	28.5	25.7	95

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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AMERICAN/PASTEURIZED PROCESSED CHEESE (NOT DIET OR LOW CALORIE): USAGE IN LAST 7 DAYS
(FEMALE HOMEMAKERS)

0209
P-19

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS 1 LB. OR MORE A '000	HEAVY USERS 1 LB. OR MORE B % DOWN	HEAVY USERS 1 LB. OR MORE C % ACROSS	HEAVY USERS 1 LB. OR MORE D INDX	MEDIUM USERS 1/2 LB. TO 3/4 LB. A '000	MEDIUM USERS 1/2 LB. TO 3/4 LB. B % DOWN	MEDIUM USERS 1/2 LB. TO 3/4 LB. C % ACROSS	MEDIUM USERS 1/2 LB. TO 3/4 LB. D INDX	LIGHT USERS 1/4 LB. OR LESS A '000	LIGHT USERS 1/4 LB. OR LESS B % DOWN	LIGHT USERS 1/4 LB. OR LESS C % ACROSS	LIGHT USERS 1/4 LB. OR LESS D INDX
TOTAL FEMALE HOMEMAKERS	80986	60962	100.0	75.3	100	20373	100.0	25.2	100	18711	100.0	23.1	100	21878	100.0	27.0	100
PARENTS	3845	3057	5.0	79.5	106	1151	5.6	29.9	119	884	4.7	23.0	100	1022	4.7	26.6	98
PENTHOUSE	831	627	1.0	75.5	100	*261	1.3	31.4	125	**126	0.7	15.2	66	*240	1.1	28.9	107
PEOPLE	11645	8961	14.7	77.0	102	3189	15.7	27.4	109	2591	13.8	22.2	96	3181	14.5	27.3	101
PLAYBOY	2006	1428	2.3	71.2	95	634	3.1	31.6	126	351	1.9	17.5	76	442	2.0	22.0	82
POPULAR HOT RODDING	297	*232	0.4	78.1	104	**118	0.6	39.7	158	**68	0.4	22.9	99	**46	0.2	15.5	57
POPULAR MECHANICS	1018	889	1.5	87.3	116	*390	1.9	38.3	152	*279	1.5	27.4	119	*220	1.0	21.6	80
POPULAR SCIENCE	878	699	1.1	79.6	106	331	1.6	37.7	150	**161	0.9	18.3	79	*206	0.9	23.5	87
PREVENTION	3913	3068	5.0	78.4	104	1068	5.2	27.3	108	904	4.8	23.1	100	1096	5.0	28.0	104
PSYCHOLOGY TODAY	1710	1278	2.1	74.7	99	408	2.0	23.9	95	391	2.1	22.9	99	478	2.2	28.0	103
READER'S DIGEST	22204	17682	29.0	79.6	106	6213	30.5	28.0	111	5569	29.8	25.1	109	5900	27.0	26.6	98
REDBOOK	7684	6122	10.0	79.7	106	2231	11.0	29.0	115	1849	9.9	24.1	104	2042	9.3	26.6	98
ROAD & TRACK	410	358	0.6	87.3	116	**127	0.6	31.0	123	**158	0.8	38.5	167	**73	0.3	17.8	66
ROLLING STONE	969	754	1.2	77.8	103	*243	1.2	25.1	100	*237	1.3	24.5	106	275	1.3	28.4	105
RUNNER'S WORLD	298	*204	0.3	68.5	91	**95	0.5	31.9	127	**40	0.2	13.4	58	**69	0.3	23.2	86
SATURDAY EVENING POST	1169	916	1.5	78.4	104	333	1.6	28.5	113	295	1.6	25.2	109	288	1.3	24.6	91
SCIENCE 84	587	408	0.7	69.5	92	*140	0.7	23.9	95	*125	0.7	21.3	92	*143	0.7	24.4	90
SCIENCE DIGEST	482	396	0.6	82.2	109	*159	0.8	33.0	131	**114	0.6	23.7	102	*123	0.6	25.5	94
SCIENTIFIC AMERICAN	594	274	0.4	46.1	61	**91	0.4	15.3	61	**73	0.4	12.3	53	*109	0.5	18.4	68
SELF	2089	1520	2.5	72.8	97	584	2.9	28.0	111	295	1.6	14.1	61	641	2.9	30.7	114
SEVENTEEN	2411	1800	3.0	74.7	99	810	4.0	33.6	134	478	2.6	19.8	86	512	2.3	21.2	79
SKI	480	328	0.5	68.3	91	**139	0.7	29.0	115	**55	0.3	11.5	50	**134	0.6	27.9	103
SMITHSONIAN	2760	1823	3.0	66.1	88	582	2.9	21.1	84	562	3.0	20.4	88	679	3.1	24.6	91
SOAP OPERA DIGEST	3013	2555	4.2	84.8	113	1149	5.6	38.1	152	642	3.4	21.3	92	764	3.5	25.4	94
SOUTHERN LIVING	4184	3325	5.5	79.5	106	1081	5.3	25.8	103	1108	5.9	26.5	115	1137	5.2	27.2	101
SPORT	559	446	0.7	79.8	106	*161	0.8	28.8	114	*144	0.8	25.8	111	**141	0.6	25.2	93
THE SPORTING NEWS	436	*358	0.6	82.1	109	**192	0.9	44.0	175	**98	0.5	22.5	97	**68	0.3	15.6	58
SPORTS AFIELD	493	398	0.7	80.7	107	*148	0.7	30.0	119	**129	0.7	26.2	113	*122	0.6	24.7	92
SPORTS ILLUSTRATED	2758	2024	3.3	73.4	97	804	3.9	29.2	116	670	3.6	24.3	105	550	2.5	19.9	74
STAR	7456	5859	9.6	78.6	104	2089	10.3	28.0	111	1696	9.1	22.7	98	2074	9.5	27.8	103
SUNDAY	24936	18801	30.8	75.4	100	6298	30.9	25.3	100	5952	31.8	23.9	103	6550	29.9	26.3	97
SUNSET	2124	1371	2.2	64.5	86	*311	1.5	14.6	58	342	1.8	16.1	70	719	3.3	33.9	125
TV GUIDE	21661	17335	28.4	80.0	106	5870	28.8	27.1	108	5372	28.7	24.8	107	6094	27.9	28.1	104
TENNIS	550	402	0.7	73.1	97	**121	0.6	22.0	87	**107	0.6	19.5	84	*174	0.8	31.6	117
TIME	8880	6785	11.1	76.4	102	2510	12.3	28.3	112	1820	9.7	20.5	89	2454	11.2	27.6	102
TOWN & COUNTRY	917	649	1.1	70.8	94	*164	0.8	17.9	71	*152	0.8	16.6	72	333	1.5	36.3	134
TRAVEL & LEISURE	972	748	1.2	77.0	102	289	1.4	29.7	118	*131	0.7	13.5	58	327	1.5	33.6	125
TRUE STORY	3356	2806	4.6	83.6	111	1125	5.5	33.5	133	764	4.1	22.8	99	918	4.2	27.4	101
U.S.NEWS & WORLD REPORT	3410	2528	4.1	74.1	98	901	4.4	26.4	105	747	4.0	21.9	95	881	4.0	25.8	96
USA TODAY	1759	1316	2.2	74.8	99	399	2.0	22.7	90	427	2.3	24.3	105	490	2.2	27.9	103
US	1873	1480	2.4	79.0	105	518	2.5	27.7	110	372	2.0	19.9	86	590	2.7	31.5	117
VOGUE	3909	2709	4.4	69.3	92	1031	5.1	26.4	105	645	3.4	16.5	71	1033	4.7	26.4	98
WALL STREET JOURNAL	1886	1314	2.2	69.7	93	400	2.0	21.2	84	410	2.2	21.7	94	504	2.3	26.7	99
WEIGHT WATCHERS	2120	1726	2.8	81.4	108	636	3.1	30.0	119	436	2.3	20.6	89	654	3.0	30.8	114
WOMAN'S DAY	14172	11344	18.6	80.0	106	4213	20.7	29.7	118	3542	18.9	25.0	108	3589	16.4	25.3	94
WORKING MOTHER	1146	975	1.6	85.1	113	344	1.7	30.0	119	288	1.5	25.1	109	342	1.6	29.8	110
WORKING WOMAN	1322	934	1.5	70.7	94	365	1.8	27.6	110	236	1.3	17.9	77	333	1.5	25.2	93
WORLD TENNIS	*163	**98	0.2	60.1	80	**29	0.1	17.8	71	**46	0.2	28.2	122	**24	0.1	14.7	55
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1995	3.3	78.8	105	771	3.8	30.5	121	536	2.9	21.2	92	689	3.1	27.2	101
BLAIR INSERTS	43657	33227	54.5	76.1	101	11339	55.7	26.0	103	10391	55.5	23.8	103	11497	52.6	26.3	97
DAILY NEWSPAPERS																	
READ ANY	51633	39660	65.1	76.8	102	13648	67.0	26.4	105	12319	65.8	23.9	103	13693	62.6	26.5	98
READ ONE	43463	33245	54.5	76.5	102	11455	56.2	26.4	105	10422	55.7	24.0	104	11369	52.0	26.2	97
READ TWO OR MORE	8170	6415	10.5	78.5	104	2193	10.8	26.8	107	1898	10.1	23.2	101	2324	10.6	28.4	105
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	40439	66.3	76.8	102	13696	67.2	26.0	103	12691	67.8	24.1	104	14052	64.2	26.7	99
READ ONE	46126	35364	58.0	76.7	102	11800	57.9	25.6	102	11191	59.8	24.3	105	12374	56.6	26.8	99
READ TWO OR MORE	6552	5075	8.3	77.5	103	1896	9.3	28.9	115	1501	8.0	22.9	99	1679	7.7	25.6	95
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.43				27.94				27.68				26.72			
30 DAY REACH	71455	53727	88.1	75.2	100	17855	87.6	25.0	99	16845	90.0	23.6	102	19027	87.0	26.6	99
50 SHWG - 30 DAY AV FREQ	14.56	14.47				14.68				14.56				14.19			
30 DAY REACH	67742	50995	83.7	75.3	100	17035	83.6	25.1	100	16033	85.7	23.7	102	17928	81.9	26.5	98
25 SHWG - 30 DAY AV FREQ	7.94	7.85				7.84				8.02				7.72			
30 DAY REACH	62117	46951	77.0	75.6	100	15911	78.1	25.6	102	14566	77.8	23.4	101	16473	75.3	26.5	98
CABLE TV: HOME WIRED	32077	25003	41.0	77.9	104	8584	42.1	26.8	106	7921	42.3	24.7	107	8498	38.8	26.5	98
HOME NOT WIRED	48909	35959	59.0	73.5	98	11789	57.9	24.1	96	10790	57.7	22.1	95	13380	61.2	27.4	101
HAVE PAY CABLE	15935	12680	20.8	79.6	106	4620	22.7	29.0	115	4114	22.0	25.8	112	3946	18.0	24.8	92

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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AMERICAN/PASTEURIZED PROCESSED CHEESE (NOT DIET OR LOW CALORIE): USAGE IN LAST 7 DAYS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS 1 LB. OR MORE A '000	HEAVY USERS 1 LB. OR MORE B % DOWN	HEAVY USERS 1 LB. OR MORE C % ACROSS	HEAVY USERS 1 LB. OR MORE D INDX	MEDIUM USERS 1/2 LB. TO 3/4 LB. A '000	MEDIUM USERS 1/2 LB. TO 3/4 LB. B % DOWN	MEDIUM USERS 1/2 LB. TO 3/4 LB. C % ACROSS	MEDIUM USERS 1/2 LB. TO 3/4 LB. D INDX	LIGHT USERS 1/4 LB. OR LESS A '000	LIGHT USERS 1/4 LB. OR LESS B % DOWN	LIGHT USERS 1/4 LB. OR LESS C % ACROSS	LIGHT USERS 1/4 LB. OR LESS D INDX
TOTAL FEMALE HOMEMAKERS	80986	60962	100.0	75.3	100	20373	100.0	25.2	100	18711	100.0	23.1	100	21878	100.0	27.0	1
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	33643	55.2	76.6	102	11432	56.1	26.0	103	10275	54.9	23.4	101	11936	54.6	27.2	1
10:00 AM - 3:00 PM	30659	23734	38.9	77.4	103	8060	39.6	26.3	105	7634	40.8	24.9	108	8041	36.8	26.2	
3:00 PM - 7:00 PM	31045	23970	39.3	77.2	103	8301	40.7	26.7	106	7224	38.6	23.3	101	8445	38.6	27.2	1
7:00 PM - MIDNIGHT	15767	11945	19.6	75.8	101	4117	20.2	26.1	104	3380	18.1	21.4	93	4449	20.3	28.2	1
MIDNIGHT - 6:00 AM	9120	7215	11.8	79.1	105	2491	12.2	27.3	109	2118	11.3	23.2	101	2606	11.9	28.6	1
6:00 AM - MIDNIGHT	58527	44762	73.4	76.5	102	15260	74.9	26.1	104	13583	72.6	23.2	100	15919	72.8	27.2	1
ENTIRE DAY	59311	45364	74.4	76.5	102	15444	75.8	26.0	104	13817	73.8	23.3	101	16103	73.6	27.2	1
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	12585	20.6	77.8	103	4154	20.4	25.7	102	3573	19.1	22.1	96	4857	22.2	30.0	1
ALL NEWS	2256	1631	2.7	72.3	96	465	2.3	20.6	82	551	2.9	24.4	106	615	2.8	27.3	1
AOR/PROGRESSIVE	3874	2940	4.8	75.9	101	988	4.8	25.5	101	903	4.8	23.3	101	1049	4.8	27.1	1
BEAUTIFUL MUSIC	5660	4249	7.0	75.1	100	1462	7.2	25.8	103	1330	7.1	23.5	102	1457	6.7	25.7	
BLACK	2204	1623	2.7	73.6	98	674	3.3	30.6	122	454	2.4	20.6	89	495	2.3	22.5	
CLASSICAL	1418	980	1.6	69.1	92	280	1.4	19.7	78	*298	1.6	21.0	91	402	1.8	28.3	1
CHR/ROCK	9538	7606	12.5	79.7	106	2710	13.3	28.4	113	2214	11.8	23.2	100	2682	12.3	28.1	1
COUNTRY	12648	10039	16.5	79.4	105	3751	18.4	29.7	118	2888	15.4	22.8	99	3401	15.5	26.9	1
GOLDEN OLDIES	1191	844	1.4	70.9	94	*265	1.3	22.3	88	277	1.5	23.3	101	302	1.4	25.4	
MOR/NOSTALGIA	4757	3495	5.7	73.5	98	1095	5.4	23.0	92	1105	5.9	23.2	101	1295	5.9	27.2	1
NEWS/TALK	3863	2773	4.5	71.8	95	820	4.0	21.2	84	831	4.4	21.5	93	1122	5.1	29.0	1
RELIGIOUS	3084	2218	3.6	71.9	96	774	3.8	25.1	100	763	4.1	24.7	107	680	3.1	22.0	
SOFT ROCK	521	394	0.6	75.6	100	**153	0.8	29.4	117	**155	0.8	29.8	129	**85	0.4	16.3	
URBAN CONTEMPORARY	1585	1072	1.8	67.6	90	421	2.1	26.6	106	298	1.6	18.8	81	354	1.6	22.3	
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	2576	4.2	79.0	105	1137	5.6	34.9	139	734	3.9	22.5	97	706	3.2	21.6	
ABC DIRECTION	2316	1820	3.0	78.6	104	588	2.9	25.4	101	648	3.5	28.0	121	583	2.7	25.2	
ABC ENTERTAINMENT	4834	3826	6.3	79.1	105	1251	6.1	25.9	103	1152	6.2	23.8	103	1422	6.5	29.4	1
ABC FM	2202	1660	2.7	75.4	100	578	2.8	26.2	104	512	2.7	23.3	101	570	2.6	25.9	
ABC INFORMATION	5425	4190	6.9	77.2	103	1375	6.7	25.3	101	1138	6.1	21.0	91	1677	7.7	30.9	1
ABC ROCK	1677	1400	2.3	83.5	111	612	3.0	36.5	145	387	2.1	23.1	100	401	1.8	23.9	
CBS	4430	3334	5.5	75.3	100	980	4.8	22.1	88	967	5.2	21.8	94	1387	6.3	31.3	1
MUTUAL	4992	3841	6.3	76.9	102	1310	6.4	26.2	104	1150	6.1	23.0	100	1381	6.3	27.7	1
NBC	4679	3603	5.9	77.0	102	1223	6.0	26.1	104	1124	6.0	24.0	104	1257	5.7	26.9	
RADIORADIO	1994	1416	2.3	71.0	94	501	2.5	25.1	100	450	2.4	22.6	98	464	2.1	23.3	
RKO ONE	2298	1788	2.9	77.8	103	586	2.9	25.5	101	538	2.9	23.4	101	665	3.0	28.9	1
RKO TWO	3311	2501	4.1	75.5	100	899	4.4	27.2	108	711	3.8	21.5	93	892	4.1	26.9	1
THE SOURCE	2114	1667	2.7	78.9	105	611	3.0	28.9	115	459	2.5	21.7	94	597	2.7	28.2	1
NON-WIRED : BLAIR	8654	6871	11.3	79.4	105	2557	12.6	29.5	117	1915	10.2	22.1	96	2398	11.0	27.7	1
INTERNET	12025	8931	14.7	74.3	99	2979	14.6	24.8	98	2599	13.9	21.6	94	3352	15.3	27.9	1
KATZ RADIO GROUP	15359	11603	19.0	75.5	100	4004	19.7	26.1	104	3465	18.5	22.6	98	4133	18.9	26.9	1
SUPERNET	10628	8087	13.3	76.1	101	2605	12.8	24.5	97	2321	12.4	21.8	95	3162	14.5	29.8	1
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	6353	10.4	73.4	97	1993	9.8	23.0	91	1971	10.5	22.8	99	2388	10.9	27.6	1
MKDAY 9:00 AM - 1:00 PM	12163	9140	15.0	75.1	100	3128	15.4	25.7	102	2769	14.8	22.8	99	3243	14.8	26.7	
MKDAY 1:00 PM - 4:30 PM	16150	12292	20.2	76.1	101	4339	21.3	26.9	107	3664	19.6	22.7	98	4290	19.6	26.6	
MKDAY 4:30 PM - 7:30 PM	22463	16592	27.2	73.9	98	5394	26.5	24.0	95	5065	27.1	22.5	98	6133	28.0	27.3	1
MKDAY 7:30 PM - 8:00 PM	31795	23946	39.3	75.3	100	7689	37.7	24.2	96	7458	39.9	23.5	102	8798	40.2	27.7	1
MKDAY 11:00 PM - 11:30 PM	23977	18318	30.0	76.4	101	6205	30.5	25.9	103	5652	30.2	23.6	102	6461	29.5	26.9	1
MKDAY 11:30 PM - 1:00 AM	7703	5884	9.7	76.4	101	2071	10.2	26.9	107	1820	9.7	23.6	102	1993	9.1	25.9	
M-SAT 8-11 PM+SUN 7-11 PM	33800	25750	42.2	76.2	101	8710	42.8	25.8	102	7877	42.1	23.3	101	9163	41.9	27.1	1
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	5131	8.4	78.5	104	1910	9.4	29.2	116	1482	7.9	22.7	98	1739	7.9	26.6	
ANOTHER WORLD N	4620	3526	5.8	76.3	101	1237	6.1	26.8	106	1023	5.5	22.1	96	1267	5.8	27.4	1
AS THE WORLD TURNS C	5614	4355	7.1	77.6	103	1388	6.8	24.7	98	1403	7.5	25.0	108	1565	7.2	27.9	1
CAPITOL C	3396	2553	4.2	75.2	100	823	4.0	24.2	96	871	4.7	25.6	111	860	3.9	25.3	
CBS MORN. NEWS 1 C	1446	994	1.6	68.7	91	271	1.3	18.7	74	308	1.6	21.3	92	416	1.9	28.8	1
CBS MORN. NEWS 2 C	1207	805	1.3	66.7	89	239	1.2	19.8	79	239	1.3	19.8	86	327	1.5	27.1	
DAYS OF OUR LIVES N	5877	4558	7.5	77.6	103	1573	7.7	26.8	106	1352	7.2	23.0	100	1633	7.5	27.8	1
FACTS OF LIFE - DAYTIME N	2290	1668	2.7	72.8	97	586	2.9	25.6	102	442	2.4	19.3	84	640	2.9	27.9	1
FAMILY FEUD A	3023	2255	3.7	74.6	99	736	3.6	24.3	97	776	4.1	25.7	111	744	3.4	24.6	
GENERAL HOSPITAL A	6097	4575	7.5	75.0	100	1911	9.4	31.3	125	1162	6.2	19.1	82	1501	6.9	24.6	
GOOD MORNING, AMERICA-730 A	3515	2756	4.5	78.4	104	934	4.6	26.6	106	854	4.6	24.3	105	968	4.4	27.5	1
GOOD MORNING, AMERICA-830 A	2818	2205	3.6	78.2	104	825	4.0	29.3	116	650	3.5	23.1	100	731	3.3	25.9	
GUIDING LIGHT C	5339	4104	6.7	76.9	102	1221	6.0	22.9	91	1363	7.3	25.5	110	1519	6.9	28.5	1
ONE LIFE TO LIVE A	4478	3383	5.5	75.5	100	1343	6.6	30.0	119	948	5.1	21.2	92	1092	5.0	24.4	
PRESS YOUR LUCK C	2244	1670	2.7	74.4	99	679	3.3	30.3	120	466	2.5	20.8	90	525	2.4	23.4	
PRICE IS RIGHT 1 C	4348	3315	5.4	76.2	101	1121	5.5	25.8	102	984	5.3	22.6	98	1211	5.5	27.9	1
PRICE IS RIGHT 2 C	5014	3808	6.2	75.9	101	1324	6.5	26.4	105	1107	5.9	22.1	96	1377	6.3	27.5	1
RYAN'S HOPE A	3150	2419	4.0	76.8	102	999	4.9	31.7	126	713	3.8	22.6	98	707	3.2	22.4	
SALE OF THE CENTURY N	2695	2028	3.3	75.3	100	657	3.2	24.4	97	699	3.7	25.9	112	673	3.1	25.0	
SEARCH FOR TOMORROW N	2319	1808	3.0	78.0	104	491	2.4	21.2	84	635	3.4	27.4	119	682	3.1	29.4	
TODAY SHOW 1 N	2693	1958	3.2	72.7	97	554	2.7	20.6	82	557	3.0	20.7	90	847	3.9	31.5	
TODAY SHOW 2 N	2498	1819	3.0	72.8	97	503	2.5	20.1	80	518	2.8	20.7	90	798	3.6	31.9	
$25,000 PYRAMID C	2753	2023	3.3	73.5	98	754	3.7	27.4	109	569	3.0	20.7	89	700	3.2	25.4	
WHEEL OF FORTUNE N	4388	3368	5.5	76.8	102	1045	5.1	23.8	95	1159	6.2	26.4	114	1164	5.3	26.5	
YOUNG AND THE RESTLESS C	5695	4238	7.0	74.4	99	1509	7.4	26.5	105	1294	6.9	22.7	98	1435	6.6	25.2	
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	1256	2.1	71.4	95	495	2.4	28.1	112	354	1.9	20.1	87	407	1.9	23.1	
NBA PLAYOFF GAME -1 C	1136	878	1.4	77.3	103	292	1.4	25.7	102	299	1.6	26.3	114	286	1.3	25.2	
NBC MAJOR LEAGUE PRE-GAME N	953	732	1.2	76.8	102	*257	1.3	27.0	107	*204	1.1	21.4	93	272	1.2	28.5	
SPORTSWORLD - SUN N	1233	952	1.6	77.2	103	318	1.6	25.8	103	308	1.6	25.0	108	326	1.5	26.4	
SUNDAY MORNING C	1611	1159	1.9	71.9	96	274	1.3	17.0	68	348	1.9	21.6	93	537	2.5	33.3	

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AMERICAN/PASTEURIZED PROCESSED CHEESE (NOT DIET OR LOW CALORIE): USAGE IN LAST 7 DAYS
(FEMALE HOMEMAKERS)

0211
P-19

		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS 1 LB. OR MORE A '000	HEAVY USERS 1 LB. OR MORE B % DOWN	HEAVY USERS 1 LB. OR MORE C % ACROSS	HEAVY USERS 1 LB. OR MORE D INDX	MEDIUM USERS 1/2 LB. TO 3/4 LB. A '000	MEDIUM USERS 1/2 LB. TO 3/4 LB. B % DOWN	MEDIUM USERS 1/2 LB. TO 3/4 LB. C % ACROSS	MEDIUM USERS 1/2 LB. TO 3/4 LB. D INDX	LIGHT USERS 1/4 LB. OR LESS A '000	LIGHT USERS 1/4 LB. OR LESS B % DOWN	LIGHT USERS 1/4 LB. OR LESS C % ACROSS	LIGHT USERS 1/4 LB. OR LESS D INDX
TOTAL FEMALE HOMEMAKERS		80986	60962	100.0	75.3	100	20373	100.0	25.2	100	18711	100.0	23.1	100	21878	100.0	27.0	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	19223	31.5	73.8	98	6009	29.5	23.1	92	5836	31.2	22.4	97	7378	33.7	28.3	105
NETWORK AFFILIATES - LATE		20261	15475	25.4	76.4	101	5181	25.4	25.6	102	4779	25.5	23.6	102	5515	25.2	27.2	101
INDEPENDENTS - LATE		2076	1405	2.3	67.7	90	403	2.0	19.4	77	476	2.5	22.9	99	526	2.4	25.3	94
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	8279	13.6	79.2	105	2779	13.6	26.6	106	2574	13.8	24.6	107	2926	13.4	28.0	104
ABC MONDAY NIGHT MOVIE	A	6412	5048	8.3	78.7	105	1533	7.5	23.9	95	1507	8.1	23.5	102	2008	9.2	31.3	116
ABC SUNDAY NIGHT MOVIE	A	12407	9323	15.3	75.1	100	3138	15.4	25.3	101	2780	14.9	22.4	97	3405	15.6	27.4	102
ABC WORLD NEWS TONIGHT	A	6176	4598	7.5	74.4	99	1486	7.3	24.1	96	1385	7.4	22.4	97	1727	7.9	28.0	104
AFTERMASH	C	5863	4406	7.2	75.1	100	1223	6.0	20.9	83	1499	8.0	25.6	111	1684	7.7	28.7	106
ALICE	C	9594	7304	12.0	76.1	101	2230	10.9	23.2	92	2496	13.3	26.0	113	2578	11.8	26.9	99
AMERICAN PARADE	C	6622	4838	7.9	73.1	97	1657	8.1	25.0	99	1394	7.5	21.1	91	1787	8.2	27.0	100
BENSON	A	10886	8118	13.3	74.6	99	2625	12.9	24.1	96	2468	13.2	22.7	98	3025	13.8	27.8	103
BLUE THUNDER	A	5036	3898	6.4	77.4	103	1325	6.5	26.3	105	1309	7.0	26.0	113	1264	5.8	25.1	93
CAGNEY & LACEY	C	9965	7778	12.8	78.1	104	2641	13.0	26.5	105	2349	12.6	23.6	102	2788	12.7	28.0	104
CBS EVENING NEWS-DEAN	C	3491	2488	4.1	71.3	95	772	3.8	22.1	88	739	3.9	21.2	92	976	4.5	28.0	103
CBS EVENING NEWS-RATHER	C	7123	5133	8.4	72.1	96	1543	7.6	21.7	86	1551	8.3	21.8	94	2038	9.3	28.6	106
CBS SAT. NEWS-SCHIEFFER	C	3621	2597	4.3	71.7	95	722	3.5	19.9	79	796	4.3	22.0	95	1080	4.9	29.8	110
CBS SATURDAY NIGHT MOVIE	C	5436	4113	6.7	75.7	101	1431	7.0	26.3	105	1124	6.0	20.7	89	1558	7.1	28.7	106
CBS WEDNESDAY NIGHT MOVIE	C	6100	4620	7.6	75.7	101	1652	8.1	27.1	108	1223	6.5	20.0	87	1745	8.0	28.6	106
CHEERS	N	8889	6943	11.4	78.1	104	2529	12.4	28.5	113	2159	11.5	24.3	105	2255	10.3	25.4	94
DALLAS	C	22109	16856	27.7	76.2	101	5485	26.9	24.8	99	5096	27.2	23.0	100	6274	28.7	28.4	105
DIFF'RENT STROKES	N	6940	5208	8.5	75.0	100	1728	8.5	24.9	99	1577	8.4	22.7	98	1903	8.7	27.4	102
DOUBLE TROUBLE	N	7223	5636	9.2	78.0	104	1932	9.5	26.7	106	1854	9.9	25.7	111	1850	8.5	25.6	95
DUCK FACTORY	N	5595	4355	7.1	77.8	103	1613	7.9	28.8	115	1342	7.2	24.0	104	1400	6.4	25.0	93
DUKES OF HAZZARD	C	5768	4434	7.3	76.9	102	1471	7.2	25.5	101	1405	7.5	24.4	105	1559	7.1	27.0	100
DYNASTY	A	20053	15232	25.0	76.0	101	5338	26.2	26.6	106	4382	23.4	21.9	95	5512	25.2	27.5	102
FACTS OF LIFE	N	8087	6277	10.3	77.6	103	2096	10.3	25.9	103	2076	11.1	25.7	111	2105	9.6	26.0	96
FALCON CREST	C	20046	15356	25.2	76.6	102	5039	24.7	25.1	100	4803	25.7	24.0	104	5514	25.2	27.5	102
FALL GUY	A	9084	7132	11.7	78.5	104	2386	11.7	26.3	104	2279	12.2	25.1	109	2467	11.3	27.2	101
FAMILY TIES	N	7964	6254	10.3	78.5	104	2198	10.8	27.6	110	2048	10.9	25.7	111	2008	9.2	25.2	93
FANTASY ISLAND	A	7687	5600	9.2	72.9	97	1794	8.8	23.3	93	1698	9.1	22.1	96	2109	9.6	27.4	102
FOULUPS,BLEEPS & BLUNDERS	A	8861	6757	11.1	76.3	101	2386	11.7	26.9	107	1936	10.3	21.8	95	2435	11.1	27.5	102
FOUR SEASONS	C	5095	3886	6.4	76.3	101	1068	5.2	21.0	83	1380	7.4	27.1	117	1438	6.6	28.2	104
GIMME A BREAK	N	8838	6771	11.1	76.6	102	2291	11.2	25.9	103	2274	12.2	25.7	111	2207	10.1	25.0	92
HART TO HART	A	8978	6811	11.2	75.9	101	2326	11.4	25.9	103	2178	11.6	24.3	105	2306	10.5	25.7	95
HILL STREET BLUES	N	8590	6642	10.9	77.3	103	2469	12.1	28.7	114	1896	10.1	22.1	96	2277	10.4	26.5	98
HOTEL	A	14085	10799	17.7	76.7	102	3770	18.5	26.8	106	3301	17.6	23.4	101	3728	17.0	26.5	98
JEFFERSONS	C	9360	7027	11.5	75.1	100	2239	11.0	23.9	95	2407	12.9	25.7	111	2382	10.9	25.4	94
JENNIFER SLEPT HERE	N	5841	4426	7.3	75.8	101	1692	8.3	29.0	115	1324	7.1	22.7	98	1410	6.4	24.1	89
KATE & ALLIE	C	9206	7158	11.7	77.8	103	2447	12.0	26.6	106	2231	11.9	24.2	105	2480	11.3	26.9	100
KNIGHT RIDER	N	7076	5537	9.1	78.3	104	1806	8.9	25.5	101	1761	9.4	24.9	108	1970	9.0	27.8	103
LOVE BOAT	A	12219	9056	14.9	74.1	98	2912	14.3	23.8	95	2776	14.8	22.7	98	3369	15.4	27.6	102
MAGNUM PI	C	11199	8558	14.0	76.4	102	2658	13.0	23.7	94	2646	14.1	23.6	102	3254	14.9	29.1	108
MAMA'S FAMILY	N	6057	4587	7.5	75.7	101	1703	8.4	28.1	112	1463	7.8	24.2	105	1421	6.5	23.5	87
MASTER, THE	N	3598	2726	4.5	75.8	101	1055	5.2	29.3	117	806	4.3	22.4	97	865	4.0	24.0	89
MATT HOUSTON	A	6344	4732	7.8	74.6	99	1687	8.3	26.6	106	1383	7.4	21.8	94	1663	7.6	26.2	97
NBC MONDAY NIGHT MOVIE	N	11994	9201	15.1	76.7	102	3376	16.6	28.1	112	2639	14.1	22.0	95	3186	14.6	26.6	98
NBC NIGHTLY NEWS	N	5132	3841	6.3	74.8	99	1175	5.8	22.9	91	1130	6.0	22.0	95	1536	7.0	29.9	111
NBC NIGHTLY NEWS-SAT	N	3375	2416	4.0	71.6	95	723	3.5	21.4	85	671	3.6	19.9	86	1023	4.7	30.3	112
NBC NIGHTLY NEWS-SUN	N	3130	2267	3.7	72.4	96	679	3.3	21.7	86	646	3.5	20.6	89	942	4.3	30.1	111
NBC SUNDAY NIGHT MOVIE	N	8284	6593	10.8	79.6	106	2487	12.2	30.0	119	1971	10.5	23.8	103	2135	9.8	25.8	95
NEWHART	C	9240	7119	11.7	77.0	102	2559	12.6	27.7	110	2228	11.9	24.1	104	2332	10.7	25.2	93
ONE DAY AT A TIME	C	7288	5538	9.1	76.0	101	1946	9.6	26.7	106	1676	9.0	23.0	100	1916	8.8	26.3	97
PEOPLE ARE FUNNY	N	4855	3706	6.1	76.3	101	1275	6.3	26.3	104	1101	5.9	22.7	98	1331	6.1	27.4	101
REAL PEOPLE	N	8869	6772	11.1	76.4	101	2096	10.3	23.6	94	2190	11.7	24.7	107	2486	11.4	28.0	104
REMINGTON STEELE	N	7743	5911	9.7	76.3	101	1952	9.6	25.2	100	1982	10.6	25.6	111	1977	9.0	25.5	95
RIPLEY'S BELIEVE IT - NOT	A	5345	4244	7.0	79.4	105	1402	6.9	26.2	104	1261	6.7	23.6	102	1582	7.2	29.6	110
RIPTIDE	N	6988	5536	9.1	79.2	105	1931	9.5	27.6	110	1671	8.9	23.9	103	1933	8.8	27.7	102
SCARECROW & MRS. KING	C	10002	7644	12.5	76.4	102	2180	10.7	21.8	87	2400	12.8	24.0	104	3064	14.0	30.6	113
SIMON & SIMON	C	10638	8226	13.5	77.3	103	2709	13.3	25.5	101	2550	13.6	24.0	104	2967	13.6	27.9	103
60 MINUTES	C	13293	9826	16.1	73.9	98	2932	14.4	22.1	88	2991	16.0	22.5	97	3904	17.8	29.4	109
ST. ELSEWHERE	N	7017	5380	8.8	76.7	102	1819	8.9	25.9	103	1783	9.5	25.4	110	1778	8.1	25.3	94
THREE'S COMPANY	A	10917	8550	14.0	78.3	104	2833	13.9	26.0	103	2710	14.5	24.8	107	3006	13.7	27.5	102
T.J. HOOKER	A	9204	6874	11.3	74.7	99	2042	10.0	22.2	88	2190	11.7	23.8	103	2642	12.1	28.7	106
TONIGHT SHOW	N	2372	1754	2.9	73.9	98	566	2.8	23.9	95	513	2.7	21.6	94	676	3.1	28.5	105
TRAPPER JOHN, M.D.	C	9846	7439	12.2	75.6	100	2420	11.9	24.6	98	2457	13.1	25.0	108	2563	11.7	26.0	96
TV BLOOPERS & PRAC. JOKES	N	9105	6944	11.4	76.3	101	2217	10.9	24.3	97	2415	12.9	26.5	115	2311	10.6	25.4	94
20/20	A	9387	7238	11.9	77.1	102	2455	12.1	26.2	104	2160	11.5	23.0	100	2622	12.0	27.9	103
WEBSTER	A	11067	8283	13.6	74.8	99	2830	13.9	25.6	102	2638	14.1	23.8	103	2816	12.9	25.4	94
WORLD NEWS - SUN	A	3062	2372	3.9	77.5	103	576	2.8	18.8	75	806	4.3	26.3	114	990	4.5	32.3	120
YELLOW ROSE	N	4978	3939	6.5	79.1	105	1418	7.0	28.5	113	1241	6.6	24.9	108	1281	5.9	25.7	95
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	7377	12.1	83.1	110	2584	12.7	29.1	116	2393	12.8	27.0	117	2401	11.0	27.0	100
BASKETBALL - COLLEGE GAMES		4080	3308	5.4	81.1	108	1077	5.3	26.4	105	1123	6.0	27.5	119	1108	5.1	27.2	101
BASKETBALL - PRO GAMES		3607	2945	4.8	81.6	108	880	4.3	24.4	97	1149	6.1	31.9	138	917	4.2	25.4	94
BOWLING		3883	3234	5.3	83.3	111	971	4.8	25.0	99	1065	5.7	27.4	119	1198	5.5	30.9	114
BOXING		3928	3092	5.1	78.7	105	1176	5.8	29.9	119	1010	5.4	25.7	111	906	4.1	23.1	85
FOOTBALL - COLLEGE GAMES		6366	5260	8.6	82.6	110	1837	9.0	28.9	115	1761	9.4	27.7	120	1662	7.6	26.1	97
FOOTBALL - PRO GAMES		11300	9436	15.5	83.5	111	3461	17.0	30.6	122	3104	16.6	27.5	119	2871	13.1	25.4	94
GOLF		3378	2729	4.5	80.8	107	746	3.7	22.1	88	1055	5.6	31.2	135	927	4.2	27.4	102
POST-SEASON COLL. FOOTBALL		4906	4007	6.6	81.7	109	1439	7.1	29.3	117	1307	7.0	26.6	115	1261	5.8	25.7	95
POST-SEASON PRO FOOTBALL		6120	4939	8.1	80.7	107	1747	8.6	28.5	113	1646	8.8	26.9	116	1547	7.1	25.3	94
TENNIS		3033	2241	3.7	73.9	98	*637	3.1	21.0	83	858	4.6	28.3	122	746	3.4	24.6	91
WRESTLING - PROFESSIONAL		3344	2813	4.6	84.1	112	1313	6.4	39.3	156	675	3.6	20.2	87	825	3.8	24.7	91

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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AMERICAN/PASTEURIZED PROCESSED CHEESE (NOT DIET OR LOW CALORIE) - TYPES & FLAVORS/STRENGTHS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	CHUNK A '000	CHUNK B % DOWN	CHUNK C % ACROSS	CHUNK D INDX	GRATED A '000	GRATED B % DOWN	GRATED C % ACROSS	GRATED D INDX	LOAF A '000	LOAF B % DOWN	LOAF C % ACROSS	LOAF D INDX	INDIVIDUALLY WRAPPED SLICES A '000	INDIVIDUALLY WRAPPED SLICES B % DOWN	INDIVIDUALLY WRAPPED SLICES C % ACROSS	IN
TOTAL FEMALE HOMEMAKERS	80986	19205	100.0	23.7	100	5828	100.0	7.2	100	13964	100.0	17.2	100	38744	100.0	47.8	1
18 - 24	9282	2252	11.7	24.3	102	717	12.3	7.7	107	1225	8.8	13.2	77	4731	12.2	51.0	1
25 - 34	19072	4387	22.8	23.0	97	1418	24.3	7.4	103	3365	24.1	17.6	102	10230	26.4	53.6	1
35 - 44	14591	3449	18.0	23.6	100	1186	20.4	8.1	113	2423	17.4	16.6	96	8104	20.9	55.5	1
45 - 54	11345	2812	14.6	24.8	105	751	12.9	6.6	92	2065	14.8	18.2	106	5266	13.6	46.4	
55 - 64	11635	3090	16.1	26.6	112	957	16.4	8.2	114	2142	15.3	18.4	107	5148	13.3	44.2	
65 OR OLDER	15061	3215	16.7	21.3	90	800	13.7	5.3	74	2746	19.7	18.2	106	5266	13.6	35.0	
18 - 34	28354	6639	34.6	23.4	99	2135	36.6	7.5	105	4589	32.9	16.2	94	14961	38.6	52.8	1
18 - 49	48339	11446	59.6	23.7	100	3759	64.5	7.8	108	7942	56.9	16.4	95	25720	66.4	53.2	1
25 - 54	45008	10648	55.4	23.7	100	3355	57.6	7.5	104	7852	56.2	17.4	101	23600	60.9	52.4	1
35 - 49	19985	4807	25.0	24.1	101	1624	27.9	8.1	113	3353	24.0	16.8	97	10759	27.8	53.8	1
50 OR OLDER	32647	7760	40.4	23.8	100	2070	35.5	6.3	88	6022	43.1	18.4	107	13024	33.6	39.9	
GRADUATED COLLEGE	11155	2419	12.6	21.7	91	795	13.6	7.1	99	1934	13.8	17.3	101	4824	12.5	43.2	
ATTENDED COLLEGE	13682	3279	17.1	24.0	101	1044	17.9	7.6	106	2391	17.1	17.5	101	6836	17.6	50.0	1
GRADUATED HIGH SCHOOL	33880	8410	43.8	24.8	105	2678	46.0	7.9	110	5874	42.1	17.3	101	18065	46.6	53.3	1
DID NOT GRADUATE HIGH SCHOOL	22270	5097	26.5	22.9	97	1312	22.5	5.9	82	3765	27.0	16.9	98	9020	23.3	40.5	
EMPLOYED	40306	9513	49.5	23.6	100	3078	52.8	7.6	106	6456	46.2	16.0	93	20487	52.9	50.8	1
EMPLOYED FULL-TIME	32850	7573	39.4	23.1	97	2490	42.7	7.6	105	5171	37.0	15.7	91	16765	43.3	51.0	1
EMPLOYED PART-TIME	7456	1940	10.1	26.0	110	588	10.1	7.9	110	1285	9.2	17.2	100	3722	9.6	49.9	1
NOT EMPLOYED	40680	9692	50.5	23.8	100	2750	47.2	6.8	94	7508	53.8	18.5	107	18257	47.1	44.9	
PROFESSIONAL/MANAGER	10392	2354	12.3	22.7	96	693	11.9	6.7	93	1481	10.6	14.3	83	5057	13.1	48.7	1
TECH/CLERICAL/SALES	17574	4153	21.6	23.6	100	1521	26.1	8.7	120	2987	21.4	17.0	99	9329	24.1	53.1	1
PRECISION/CRAFT	985	**269	1.4	27.3	115	**93	1.6	9.4	131	**187	1.3	19.0	110	*553	1.4	56.1	1
OTHER EMPLOYED	11354	2737	14.3	24.1	102	771	13.2	6.8	94	1801	12.9	15.9	92	5549	14.3	48.9	1
SINGLE	9863	2194	11.4	22.2	94	655	11.2	6.6	92	1260	9.0	12.8	74	4409	11.4	44.7	
MARRIED	51375	12704	66.1	24.7	104	3847	66.0	7.5	104	9709	69.5	18.9	110	26212	67.7	51.0	1
DIVORCED/SEPARATED/WIDOWED	19748	4308	22.4	21.8	92	1327	22.8	6.7	93	2995	21.4	15.2	88	8123	21.0	41.1	
PARENTS	32590	7806	40.6	24.0	101	2626	45.1	8.1	112	5807	41.6	17.8	103	18424	47.6	56.5	1
WHITE	70416	16986	88.4	24.1	102	5061	86.8	7.2	100	12180	87.2	17.3	100	34212	88.3	48.6	1
BLACK	8778	1921	10.0	21.9	92	654	11.2	7.5	104	1487	10.6	16.9	98	3577	9.2	40.7	
OTHER	1791	**298	1.6	16.6	70	**114	2.0	6.4	88	**297	2.1	16.6	96	*955	2.5	53.3	1
NORTHEAST-CENSUS	17786	2776	14.5	15.6	66	1652	28.3	9.3	129	2522	18.1	14.2	82	7960	20.5	44.8	
NORTH CENTRAL	20741	5356	27.9	25.8	109	1618	27.8	7.8	108	4188	30.0	20.2	117	11149	28.8	53.8	
SOUTH	27775	7351	38.3	26.5	112	1852	31.8	6.7	93	4724	33.8	17.0	99	13502	34.8	48.6	
WEST	14683	3722	19.4	25.3	107	706	12.1	4.8	67	2530	18.1	17.2	100	6134	15.8	41.8	
NORTHEAST-MKTG.	17961	2522	13.1	14.0	59	1636	28.1	9.1	127	2532	18.1	14.1	82	8066	20.8	44.9	
EAST CENTRAL	11885	3017	15.7	25.4	107	1073	18.4	9.0	125	2242	16.1	18.9	109	6327	16.3	53.2	
WEST CENTRAL	14090	3603	18.8	25.6	108	960	16.5	6.8	95	3025	21.7	21.5	125	7043	18.2	50.0	
SOUTH	24081	6867	35.8	28.5	120	1559	26.8	6.5	90	4043	29.0	16.8	97	11851	30.6	49.2	
PACIFIC	12969	3196	16.6	24.6	104	*600	10.3	4.6	64	2123	15.2	16.4	95	5458	14.1	42.1	
COUNTY SIZE A	32439	6881	35.8	21.2	89	2623	45.0	8.1	112	5171	37.0	15.9	92	15674	40.5	48.3	
COUNTY SIZE B	24915	5827	30.3	23.4	99	1746	30.0	7.0	97	4045	29.0	16.2	94	12259	31.6	49.2	
COUNTY SIZE C	12930	3755	19.6	29.0	122	737	12.6	5.7	79	2256	16.2	17.4	101	5966	15.4	46.1	
COUNTY SIZE D	10703	2743	14.3	25.6	108	722	12.4	6.7	94	2492	17.8	23.3	135	4846	12.5	45.3	
METRO CENTRAL CITY	24518	5694	29.6	23.2	98	1842	31.6	7.5	104	3649	26.1	14.9	86	11237	29.0	45.8	
METRO SUBURBAN	35919	8185	42.6	22.8	96	2640	45.3	7.3	102	6179	44.2	17.2	100	18109	46.7	50.4	
NON METRO	20549	5326	27.7	25.9	109	1347	23.1	6.6	91	4137	29.6	20.1	117	9399	24.3	45.7	
TOP 5 ADI'S	18341	3171	16.5	17.3	73	1308	22.4	7.1	99	2661	19.1	14.5	84	8895	23.0	48.5	
TOP 10 ADI'S	25378	5006	26.1	19.7	83	1900	32.6	7.5	104	4064	29.1	16.0	93	12457	32.2	49.1	
TOP 20 ADI'S	36488	7767	40.4	21.3	90	2735	46.9	7.5	104	6038	43.2	16.5	96	17422	45.0	47.7	
HSHLD INC. $50,000 OR MORE	6612	1378	7.2	20.8	88	*618	10.6	9.3	130	1281	9.2	19.4	112	3365	8.7	50.9	
$40,000 OR MORE	12659	2916	15.2	23.0	97	1055	18.1	8.3	116	2449	17.5	19.3	112	6419	16.6	50.7	
$30,000 OR MORE	24698	6007	31.3	24.3	103	2211	37.9	9.0	124	4662	33.4	18.9	109	12505	32.3	50.6	
$25,000 OR MORE	32077	7892	41.1	24.6	104	2808	48.2	8.8	122	5938	42.5	18.5	107	16312	42.1	50.9	
$20,000 - $24,999	9144	2330	12.1	25.5	107	683	11.7	7.5	104	1562	11.2	17.1	99	4553	11.8	49.8	
$15,000 - $19,999	8728	2239	11.7	25.7	108	553	9.5	6.3	88	1324	9.5	15.2	88	4555	11.8	52.2	
$10,000 - $14,999	12562	2605	13.6	20.7	87	834	14.3	6.6	92	2147	15.4	17.1	99	5967	15.4	47.5	
UNDER $10,000	18475	4139	21.6	22.4	94	950	16.3	5.1	71	2994	21.4	16.2	94	7358	19.0	39.8	
HOUSEHOLD OF 1 PERSON	11987	2296	12.0	19.2	81	577	9.9	4.8	67	1711	12.3	14.3	83	4253	11.0	35.5	
2 PEOPLE	26577	6533	34.0	24.6	104	1782	30.6	6.7	93	4499	32.2	16.9	98	11288	29.1	42.5	
3 OR 4 PEOPLE	30617	7154	37.3	23.4	99	2319	39.8	7.6	105	5440	39.0	17.8	103	16703	43.1	54.6	
5 OR MORE PEOPLE	11804	3223	16.8	27.3	115	1151	19.7	9.8	135	2315	16.6	19.6	114	6500	16.8	55.1	
NO CHILD IN HSHLD	46165	10894	56.7	23.6	100	3011	51.7	6.5	91	7779	55.7	16.9	98	19116	49.3	41.4	
CHILD(REN) UNDER 2 YRS	5325	1424	7.4	26.7	113	*440	7.5	8.3	115	1019	7.3	19.1	111	2853	7.4	53.6	
2 - 5 YEARS	14221	3514	18.3	24.7	104	942	16.2	6.6	92	2384	17.1	16.8	97	7878	20.3	55.4	
6 - 11 YEARS	15117	3506	18.3	23.2	98	1244	21.3	8.2	114	2918	20.9	19.3	112	8639	22.3	57.1	
12 - 17 YEARS	16611	4257	22.2	25.6	108	1472	25.3	8.9	123	2825	20.2	17.0	99	9487	24.5	57.1	
RESIDENCE OWNED	55884	13997	72.9	25.0	106	4154	71.3	7.4	103	10417	74.6	18.6	108	26997	69.7	48.3	
VALUE: $50,000 OR MORE	31744	7973	41.5	25.1	106	2590	44.4	8.2	113	5813	41.6	18.3	106	14892	38.4	46.9	
VALUE: UNDER $50,000	24140	6023	31.4	25.0	105	1564	26.8	6.5	90	4604	33.0	19.1	111	12106	31.2	50.1	

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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AMERICAN/PASTEURIZED PROCESSED CHEESE (NOT DIET OR LOW CALORIE) - TYPES & FLAVORS/STRENGTHS
(FEMALE HOMEMAKERS)

0213
P-19

		TOTAL U.S. '000	CHUNK A '000	CHUNK B % DOWN	CHUNK C % ACROSS	CHUNK D INDX	GRATED A '000	GRATED B % DOWN	GRATED C % ACROSS	GRATED D INDX	LOAF A '000	LOAF B % DOWN	LOAF C % ACROSS	LOAF D INDX	INDIVIDUALLY WRAPPED SLICES A '000	INDIVIDUALLY WRAPPED SLICES B % DOWN	INDIVIDUALLY WRAPPED SLICES C % ACROSS	INDIVIDUALLY WRAPPED SLICES D INDX
TOTAL FEMALE HOMEMAKERS		80986	19205	100.0	23.7	100	5828	100.0	7.2	100	13964	100.0	17.2	100	38744	100.0	47.8	100
MAGAZINES	QUINTILE 1	15799	4145	21.6	26.2	111	1281	22.0	8.1	113	2687	19.2	17.0	99	8101	20.9	51.3	107
	QUINTILE 2	17259	4309	22.4	25.0	105	1535	26.3	8.9	124	3293	23.6	19.1	111	8802	22.7	51.0	107
	QUINTILE 3	13545	2959	15.4	21.8	92	927	15.9	6.8	95	2283	16.3	16.9	98	6523	16.8	48.2	101
	QUINTILE 4	15133	3352	17.5	22.2	93	923	15.8	6.1	85	2500	17.9	16.5	96	7425	19.2	49.1	103
	QUINTILE 5	19250	4440	23.1	23.1	97	1162	19.9	6.0	84	3201	22.9	16.6	96	7893	20.4	41.0	86
NEWSPAPERS	QUINTILE 1	12413	2834	14.8	22.8	96	1067	18.3	8.6	119	2215	15.9	17.8	103	6037	15.6	48.6	102
	QUINTILE 2	24116	6190	32.2	25.7	108	1875	32.2	7.8	108	4075	29.2	16.9	98	11867	30.6	49.2	103
	QUINTILE 3	11261	2608	13.6	23.2	98	774	13.3	6.9	96	1856	13.3	16.5	96	5613	14.5	49.8	104
	QUINTILE 4	20255	4607	24.0	22.7	96	1414	24.3	7.0	97	3556	25.5	17.6	102	9615	24.8	47.5	99
	QUINTILE 5	12940	2967	15.4	22.9	97	699	12.0	5.4	75	2263	16.2	17.5	101	5612	14.5	43.4	91
OUTDOOR	QUINTILE 1	14852	3487	18.2	23.5	99	1057	18.1	7.1	99	2393	17.1	16.1	93	7776	20.1	52.4	109
	QUINTILE 2	15725	3589	18.7	22.8	96	1240	21.3	7.9	110	2686	19.2	17.1	99	7701	19.9	49.0	102
	QUINTILE 3	16330	3918	20.4	24.0	101	1076	18.5	6.6	92	2838	20.3	17.4	101	7706	19.9	47.2	99
	QUINTILE 4	16744	4162	21.7	24.9	105	1238	21.2	7.4	103	2924	20.9	17.5	101	8005	20.7	47.8	100
	QUINTILE 5	17334	4049	21.1	23.4	99	1216	20.9	7.0	97	3123	22.4	18.0	104	7556	19.5	43.6	91
RADIO-DRIVE TIME	QUINTILE 1	15911	3797	19.8	23.9	101	1317	22.6	8.3	115	2799	20.0	17.6	102	7929	20.5	49.8	104
	QUINTILE 2	14837	3460	18.0	23.3	98	1103	18.9	7.4	103	2738	19.6	18.5	107	7353	19.0	49.6	104
	QUINTILE 3	15339	3624	18.9	23.6	100	1081	18.5	7.0	98	2482	17.8	16.2	94	7472	19.3	48.7	102
	QUINTILE 4	16723	3767	19.6	22.5	95	1156	19.8	6.9	96	2696	19.3	16.1	93	7948	20.5	47.5	99
	QUINTILE 5	18176	4556	23.7	25.1	106	1171	20.1	6.4	90	3248	23.3	17.9	104	8043	20.8	44.3	92
RADIO-MID-DAY	TERCILE 1	21020	5355	27.9	25.5	107	1899	32.6	9.0	126	3532	25.3	16.8	97	10396	26.8	49.5	103
	TERCILE 2	21610	4962	25.8	23.0	97	1621	27.8	7.5	104	3964	28.4	18.3	106	10359	26.7	47.9	100
	TERCILE 3	38355	8889	46.3	23.2	98	2308	39.6	6.0	84	6469	46.3	16.9	98	17989	46.4	46.9	98
RADIO-TOTAL	QUINTILE 1	15988	3994	20.8	25.0	105	1357	23.3	8.5	118	2626	18.8	16.4	95	7935	20.5	49.6	104
	QUINTILE 2	15626	3584	18.7	22.9	97	1242	21.3	7.9	110	3068	22.0	19.6	114	7905	20.4	50.6	106
	QUINTILE 3	16723	3761	19.6	22.5	95	1322	22.7	7.9	110	2776	19.9	16.6	96	8261	21.3	49.4	103
	QUINTILE 4	16342	3776	19.7	23.1	97	986	16.9	6.0	84	2716	19.5	16.6	96	7479	19.3	45.8	96
	QUINTILE 5	16306	4091	21.3	25.1	106	922	15.8	5.7	79	2779	19.9	17.0	99	7165	18.5	43.9	92
TV-PRIME TIME	QUINTILE 1	15953	3801	19.8	23.8	100	1056	18.1	6.6	92	2830	20.3	17.7	103	7430	19.2	46.6	97
	QUINTILE 2	16137	3866	20.1	24.0	101	1326	22.8	8.2	114	2735	19.6	16.9	98	8260	21.3	51.2	107
	QUINTILE 3	16420	3796	19.8	23.1	97	1267	21.7	7.7	107	3185	22.8	19.4	112	8214	21.2	50.0	105
	QUINTILE 4	16687	4137	21.5	24.8	105	1310	22.5	7.9	109	2627	18.8	15.7	91	7993	20.6	47.9	100
	QUINTILE 5	15789	3605	18.8	22.8	96	870	14.9	5.5	77	2588	18.5	16.4	95	6848	17.7	43.4	91
TV-DAYTIME	TERCILE 1	27736	6524	34.0	23.5	99	1984	34.0	7.2	99	5120	36.7	18.5	107	13351	34.5	48.1	101
	TERCILE 2	26489	6157	32.1	23.2	98	1961	33.6	7.4	103	4850	34.7	18.3	106	12728	32.9	48.1	100
	TERCILE 3	26761	6524	34.0	24.4	103	1884	32.3	7.0	98	3994	28.6	14.9	87	12666	32.7	47.3	99
TV-TOTAL	QUINTILE 1	16345	3821	19.9	23.4	99	1031	17.7	6.3	88	2930	21.0	17.9	104	7557	19.5	46.2	97
	QUINTILE 2	16447	3871	20.2	23.5	99	1331	22.8	8.1	112	3098	22.2	18.8	109	7921	20.4	48.2	101
	QUINTILE 3	15980	3724	19.4	23.3	98	1186	20.4	7.4	103	2679	19.2	16.8	97	7949	20.5	49.7	104
	QUINTILE 4	15887	3726	19.4	23.5	99	1241	21.3	7.8	109	2810	20.1	17.7	103	8129	21.0	51.2	107
	QUINTILE 5	16326	4063	21.2	24.9	105	1039	17.8	6.4	88	2447	17.5	15.0	87	7188	18.6	44.0	92
MAGAZINES-NEWSPAPERS: DUAL		20721	5287	27.5	25.5	108	1840	31.6	8.9	123	3885	27.8	18.7	109	10721	27.7	51.7	108
MAGAZINE IMPERATIVE		19186	4563	23.8	23.8	100	1404	24.1	7.3	102	3261	23.4	17.0	99	9589	24.7	50.0	104
NEWSPAPER IMPERATIVE		21899	5177	27.0	23.6	100	1570	26.9	7.2	100	3531	25.3	16.1	94	10156	26.2	46.4	97
MAGAZINES-OUTDOOR: DUAL		15451	3723	19.4	24.1	102	1205	20.7	7.8	108	2808	20.1	18.2	105	8464	21.8	54.8	115
MAGAZINE IMPERATIVE		25953	6643	34.6	25.6	108	2192	37.6	8.4	117	4635	33.2	17.9	104	12450	32.1	48.0	100
OUTDOOR IMPERATIVE		24400	5362	27.9	22.0	93	1489	25.5	6.1	85	3872	27.7	15.9	92	11155	28.8	45.7	96
MAGAZINES-RADIO: DUAL		18049	4568	23.8	25.3	107	1526	26.2	8.5	117	3199	22.9	17.7	103	9314	24.0	51.6	108
MAGAZINE IMPERATIVE		23571	5806	30.2	24.6	104	1857	31.9	7.9	109	4094	29.3	17.4	101	11592	29.9	49.2	103
RADIO IMPERATIVE		23278	5183	27.0	22.3	94	1720	29.5	7.4	103	4121	29.5	17.7	103	11248	29.0	48.3	101
MAGAZINES-TELEVISION: DUAL		15459	4066	21.2	26.3	111	1223	21.0	7.9	110	2785	19.9	18.0	104	7636	19.7	49.4	103
MAGAZINE IMPERATIVE		25829	6203	32.3	24.0	101	2127	36.5	8.2	114	4344	31.1	16.8	98	13214	34.1	51.2	107
TELEVISION IMPERATIVE		26039	5656	29.5	21.7	92	1635	28.1	6.3	87	4596	32.9	17.7	102	11918	30.8	45.8	96
NEWSPAPERS-OUTDOOR: DUAL		16605	3895	20.3	23.5	99	1325	22.7	8.0	111	2856	20.5	17.2	100	8543	22.0	51.4	108
NEWSPAPER IMPERATIVE		26834	6664	34.7	24.8	105	2090	35.9	7.8	108	4654	33.3	17.3	101	12623	32.6	47.0	98
OUTDOOR IMPERATIVE		23346	5386	28.0	23.1	97	1551	26.6	6.6	92	3858	27.6	16.5	96	11283	29.1	48.3	101
NEWSPAPERS-RADIO: DUAL		17133	4000	20.8	23.3	98	1590	27.3	9.3	129	3145	22.5	18.4	106	8808	22.7	51.4	107
NEWSPAPER IMPERATIVE		25892	6362	33.1	24.6	104	1837	31.5	7.1	99	4251	30.4	16.4	95	12318	31.8	47.6	99
RADIO IMPERATIVE		23167	5358	27.9	23.1	98	1597	27.4	6.9	96	4145	29.7	17.9	104	11444	29.5	49.4	103
NEWSPAPERS-TELEVISION: DUAL		17159	4194	21.8	24.4	103	1401	24.0	8.2	113	3080	22.1	17.9	104	8407	21.7	49.0	102
NEWSPAPER IMPERATIVE		26214	6354	33.1	24.2	102	2061	35.4	7.9	109	4214	30.2	16.1	93	12857	33.2	49.0	103
TELEVISION IMPERATIVE		23412	5406	28.1	23.1	97	1480	25.4	6.3	88	4197	30.1	17.9	104	10973	28.3	46.9	98
OUTDOOR-RADIO: DUAL		15303	3790	19.7	24.8	104	1120	19.2	7.3	102	2458	17.6	16.1	93	7891	20.4	51.6	108
OUTDOOR IMPERATIVE		24901	5641	29.4	22.7	96	1710	29.3	6.9	95	4183	30.0	16.8	97	11998	31.0	48.2	101
RADIO IMPERATIVE		26492	6212	32.3	23.4	99	2330	40.0	8.8	122	4860	34.8	18.3	106	12790	33.0	48.3	101
OUTDOOR-TELEVISION: DUAL		14794	3681	19.2	24.9	105	1145	19.6	7.7	108	2453	17.6	16.6	96	7276	18.8	49.2	103
OUTDOOR IMPERATIVE		25437	5790	30.1	22.8	96	1807	31.0	7.1	99	4087	29.3	16.1	93	12883	33.3	50.6	106
TELEVISION IMPERATIVE		27877	6571	34.2	23.6	99	1939	33.3	7.0	97	5174	37.1	18.6	108	12959	33.4	46.5	97
RADIO-TELEVISION: DUAL		15996	3745	19.5	23.4	99	1401	24.0	8.8	122	2789	20.0	17.4	101	7975	20.6	49.9	104
RADIO IMPERATIVE		25478	6138	32.0	24.1	102	2015	34.6	7.9	110	4310	30.9	16.9	98	12855	33.2	50.5	105
TELEVISION IMPERATIVE		26573	6240	32.5	23.5	99	1612	27.7	6.1	84	4866	34.8	18.3	106	12276	31.7	46.2	97

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AMERICAN/PASTEURIZED PROCESSED CHEESE (NOT DIET OR LOW CALORIE) - TYPES & FLAVORS/STRENGTHS
(FEMALE HOMEMAKERS)

0214
P-19

	TOTAL U.S. '000	CHUNK A '000	CHUNK B % DOWN	CHUNK C % ACROSS	CHUNK D INDX	GRATED A '000	GRATED B % DOWN	GRATED C % ACROSS	GRATED D INDX	LOAF A '000	LOAF B % DOWN	LOAF C % ACROSS	LOAF D INDX	INDIVIDUALLY WRAPPED SLICES A '000	INDIVIDUALLY WRAPPED SLICES B % DOWN	INDIVIDUALLY WRAPPED SLICES C % ACROSS	INDIVIDUALLY WRAPPED SLICES D INDX
TOTAL FEMALE HOMEMAKERS	80986	19205	100.0	23.7	100	5828	100.0	7.2	100	13964	100.0	17.2	100	38744	100.0	47.8	100
ATLANTIC MONTHLY	415	**125	0.7	30.1	127	**48	0.8	11.6	161	**92	0.7	22.2	129	*140	0.4	33.7	71
BARRON'S	453	**50	0.3	11.0	47	**36	0.6	7.9	110	**69	0.5	15.2	88	*190	0.5	41.9	88
BETTER HOMES & GARDENS	16256	4246	22.1	26.1	110	1399	24.0	8.6	120	3020	21.6	18.6	108	8241	21.3	50.7	106
BON APPETIT	2535	523	2.7	20.6	87	*193	3.3	7.6	106	511	3.7	20.2	117	971	2.5	38.3	80
BUSINESS WEEK	1278	*203	1.1	15.9	67	**92	1.6	7.2	100	*182	1.3	14.2	83	543	1.4	42.5	89
CAR AND DRIVER	378	**140	0.7	37.0	156	**45	0.8	11.9	165	**20	0.1	5.3	31	*189	0.5	50.0	105
CBS MAGAZINE NETWORK (GROSS)	1498	345	1.8	23.0	97	*129	2.2	8.6	120	*244	1.7	16.3	94	737	1.9	49.2	103
CHANGING TIMES	1505	315	1.6	20.9	88	**107	1.8	7.1	99	293	2.1	19.5	113	657	1.7	43.7	91
COLONIAL HOMES	1231	254	1.3	20.6	87	**78	1.3	6.3	88	*244	1.7	19.8	115	577	1.5	46.9	98
CONDE NAST MAG. PKG. (GROSS)	14146	3432	17.9	24.3	102	1196	20.5	8.5	117	2194	15.7	15.5	90	6915	17.8	48.9	102
CONSUMERS DIGEST	1323	*260	1.4	19.7	83	**94	1.6	7.1	99	*265	1.9	20.0	116	718	1.9	54.3	113
COSMOPOLITAN	7102	1828	9.5	25.7	109	644	11.1	9.1	126	907	6.5	12.8	74	3550	9.2	50.0	104
COUNTRY LIVING	2481	786	4.1	31.7	134	*221	3.8	8.9	124	497	3.6	20.0	116	1168	3.0	47.1	98
CUISINE	1472	312	1.6	21.2	89	**158	2.7	10.7	149	*275	2.0	18.7	108	607	1.6	41.2	86
CYCLE WORLD	425	**89	0.5	20.9	88	**25	0.4	5.9	82	**103	0.7	24.2	141	*220	0.6	51.8	108
DCI:CREATIVE IDEAS FOR LIV	2510	884	4.6	35.2	149	*174	3.0	6.9	96	527	3.8	21.0	122	1272	3.3	50.7	106
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	2353	12.3	35.2	148	556	9.5	8.3	115	1292	9.3	19.3	112	3462	8.9	51.7	108
DISCOVER	894	*201	1.0	22.5	95	**62	1.1	6.9	96	*130	0.9	14.5	84	514	1.3	57.5	120
EBONY	3507	803	4.2	22.9	97	243	4.2	6.9	96	625	4.5	17.8	103	1578	4.1	45.0	94
ESQUIRE	1083	*266	1.4	24.6	104	**75	1.3	6.9	96	*164	1.2	15.1	88	546	1.4	50.4	105
ESSENCE	1830	545	2.8	29.8	126	*156	2.7	8.5	118	268	1.9	14.6	85	891	2.3	48.7	102
FAMILY CIRCLE	15930	4157	21.6	26.1	110	1291	22.2	8.1	113	3098	22.2	19.4	113	8141	21.0	51.1	107
THE FAMILY HANDYMAN	1126	353	1.8	31.3	132	*177	3.0	15.7	218	*281	2.0	25.0	145	551	1.4	48.9	102
FAMILY WEEKLY	11468	3022	15.7	26.4	111	716	12.3	6.2	87	2117	15.2	18.5	107	5460	14.1	47.6	100
FIELD & STREAM	2234	572	3.0	25.6	108	*173	3.0	7.7	108	437	3.1	19.6	113	1125	2.9	50.4	105
FOOD & WINE	579	*162	0.8	28.0	118	**31	0.5	5.4	74	*97	0.7	16.8	97	270	0.7	46.6	97
FORBES	728	**128	0.7	17.6	74	**59	1.0	8.1	113	*112	0.8	15.4	89	271	0.7	37.2	78
FORTUNE	906	*158	0.8	17.4	74	**68	1.2	7.5	104	**158	1.1	17.4	101	454	1.2	50.1	105
GENTLEMEN'S QUARTERLY	791	*179	0.9	22.6	95	**79	1.4	10.0	139	**127	0.9	16.1	93	336	0.9	42.5	89
GLAMOUR	5265	1327	6.9	25.2	106	393	6.7	7.5	104	790	5.7	15.0	87	2706	7.0	51.4	107
GOLF DIGEST	636	*171	0.9	26.9	113	**85	1.5	13.4	186	*189	1.4	29.7	172	338	0.9	53.1	111
GOLF DIGEST/TENNIS (GROSS)	1186	*280	1.5	23.6	100	*125	2.1	10.5	146	*266	1.9	22.4	130	558	1.4	47.0	98
GOLF MAGAZINE	441	**83	0.4	18.8	79	**22	0.4	5.0	69	**158	1.1	35.8	208	*147	0.4	33.3	70
GOLF MAGAZINE/SKI (GROSS)	922	*173	0.9	18.8	79	**46	0.8	5.0	69	*228	1.6	24.7	143	379	1.0	41.1	86
GOOD HOUSEKEEPING	16487	4469	23.3	27.1	114	1587	27.2	9.6	134	2982	21.4	18.1	105	8717	22.5	52.9	111
HARPER'S BAZAAR	2423	570	3.0	23.5	99	*188	3.2	7.8	108	397	2.8	16.4	95	1143	3.0	47.2	99
HEALTH	1994	471	2.5	23.6	100	*154	2.6	7.7	107	301	2.2	15.1	88	1039	2.7	52.1	109
HEARST MAG CORP. BUY (GROSS)	44101	11789	61.4	26.7	113	3862	66.3	8.8	122	7606	54.5	17.2	100	22554	58.2	51.1	107
HEARST MAN POWER (GROSS)	1993	572	3.0	28.7	121	*177	3.0	8.9	123	400	2.9	20.1	116	1009	2.6	50.6	106
HEARST WOMAN POWER (GROSS)	31274	8308	43.3	26.6	112	2822	48.4	9.0	125	5188	37.2	16.6	96	16421	42.4	52.5	110
HOUSE BEAUTIFUL	3623	1026	5.3	28.3	119	252	4.3	7.0	97	684	4.9	18.9	109	1739	4.5	48.0	100
INC.	283	**56	0.3	19.8	83	**23	0.4	8.1	113	**31	0.2	11.0	64	*174	0.4	61.5	129
JET	2928	658	3.4	22.5	95	209	3.6	7.1	99	528	3.8	18.0	105	1324	3.4	45.2	95
LADIES' HOME JOURNAL	11918	3181	16.6	26.7	113	925	15.9	7.8	108	1990	14.3	16.7	97	6397	16.5	53.7	112
LHJ FAMILY GRP COMBO(GROSS)	16764	4537	23.6	27.1	114	1364	23.4	8.1	113	2664	19.1	15.9	92	8943	23.1	53.3	112
LIFE	4254	1089	5.7	25.6	108	413	7.1	9.7	135	649	4.6	15.3	88	2153	5.6	50.6	106
L.A. TIMES HOME MAGAZINE	1145	231	1.2	20.2	85	**106	1.8	9.3	129	*135	1.0	11.8	68	468	1.2	40.9	85
MADEMOISELLE	2884	805	4.2	27.9	118	*228	3.9	7.9	110	469	3.4	16.3	94	1480	3.8	51.3	107
MC CALL'S	13460	3490	18.2	25.9	109	1072	18.4	8.0	111	2630	18.8	19.5	113	7041	18.2	52.3	109
MC CALL'S/WRK MOTHER (GROSS)	14606	3749	19.5	25.7	108	1150	19.7	7.9	109	2893	20.7	19.8	115	7708	19.9	52.8	110
MECHANIX ILLUSTRATED	772	*328	1.7	42.5	179	**158	2.7	20.5	284	**92	0.7	11.9	69	417	1.1	54.0	113
METROPOLITAN HOME	967	*188	1.0	19.4	82	**74	1.3	7.7	106	*151	1.1	15.6	91	465	1.2	48.1	101
MONEY	1588	*253	1.3	15.9	67	**99	1.7	6.2	87	*244	1.7	15.4	89	784	2.0	49.4	103
MOTHER EARTH NEWS	1002	*312	1.6	31.1	131	**59	1.0	5.9	82	*164	1.2	16.4	95	457	1.2	45.6	95
MS.	825	*154	0.8	18.7	79	**35	0.6	4.2	59	*143	1.0	17.3	101	346	0.9	41.9	88
NATIONAL ENQUIRER	10336	2915	15.2	28.2	119	881	15.1	8.5	118	1620	11.6	15.7	91	5462	14.1	52.8	110
NATIONAL GEOGRAPHIC	9597	2398	12.5	25.0	105	849	14.6	8.8	123	1863	13.3	19.4	113	4547	11.7	47.4	99
NATIONAL SUNDAY MAGAZINE PKG	49558	12068	62.8	24.4	103	3773	64.7	7.6	106	8473	60.7	17.1	99	24340	62.8	49.1	103
NATURAL HISTORY	573	**72	0.4	12.6	53	**54	0.9	9.4	131	**155	1.1	27.1	157	*182	0.5	31.8	66
NEW WOMAN	1699	393	2.0	23.1	98	**115	2.0	6.8	94	270	1.9	15.9	92	873	2.3	51.4	107
NEW YORK INCLUDING CUE	443	**60	0.3	13.5	57	**41	0.7	9.3	129	**75	0.5	16.9	98	*150	0.4	33.9	71
THE NEW YORKER	1270	*201	1.0	15.8	67	**72	1.2	5.7	79	*199	1.4	15.7	91	445	1.1	35.0	73
NEWSWEEK	6277	1442	7.5	23.0	97	669	11.5	10.7	148	1122	8.0	17.9	104	2790	7.2	44.4	93
THE N.Y. TIMES DAILY EDITION	1205	*147	0.8	12.2	51	**103	1.8	8.5	119	*188	1.3	15.6	90	568	1.5	47.1	99
THE N.Y. TIMES MAGAZINE	2081	305	1.6	14.7	62	*187	3.2	9.0	125	341	2.4	16.4	95	829	2.1	39.8	83
OMNI	788	*191	1.0	24.2	102	**59	1.0	7.5	104	*118	0.8	15.0	87	377	1.0	47.8	100
ON CABLE	1158	343	1.8	29.6	125	**82	1.4	7.1	98	*227	1.6	19.6	114	671	1.7	57.9	121
1001 HOME IDEAS	2852	885	4.6	31.0	131	*284	4.9	10.0	138	373	2.7	13.1	76	1507	3.9	52.8	110
ORGANIC GARDENING	1658	529	2.8	31.9	135	*182	3.1	11.0	153	398	2.9	24.0	139	783	2.0	47.2	99
OUTDOOR LIFE	896	362	1.9	40.4	170	**79	1.4	8.8	123	*158	1.1	17.6	102	380	1.0	42.4	89
PARADE MAGAZINE	24275	5588	29.1	23.0	97	1820	31.2	7.5	104	4221	30.2	17.4	101	11807	30.5	48.6	102

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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AMERICAN/PASTEURIZED PROCESSED CHEESE (NOT DIET OR LOW CALORIE) - TYPES & FLAVORS/STRENGTHS
(FEMALE HOMEMAKERS)

0215
P-19

	TOTAL U.S. '000	CHUNK A '000	CHUNK B % DOWN	CHUNK C % ACROSS	CHUNK D INDX	GRATED A '000	GRATED B % DOWN	GRATED C % ACROSS	GRATED D INDX	LOAF A '000	LOAF B % DOWN	LOAF C % ACROSS	LOAF D INDX	INDIVIDUALLY WRAPPED SLICES A '000	INDIVIDUALLY WRAPPED SLICES B % DOWN	INDIVIDUALLY WRAPPED SLICES C % ACROSS	INDIVIDUALLY WRAPPED SLICES D INDX
TOTAL FEMALE HOMEMAKERS	80986	19205	100.0	23.7	100	5823	100.0	7.2	100	13964	100.0	17.2	100	38744	100.0	47.8	100
PARENTS	3845	1030	5.4	26.8	113	358	6.1	9.3	129	635	4.5	16.5	96	2081	5.4	54.1	113
PENTHOUSE	831	*194	1.0	23.3	98	**66	1.1	7.9	110	**82	0.6	9.9	57	447	1.2	53.8	112
PEOPLE	11645	2788	14.5	23.9	101	834	14.3	7.2	100	1810	13.0	15.5	90	6157	15.9	52.9	111
PLAYBOY	2006	366	1.9	18.2	77	*132	2.3	6.6	91	282	2.0	14.1	82	1040	2.7	51.8	108
POPULAR HOT RODDING	297	**94	0.5	31.6	133	**28	0.5	9.4	131	**48	0.3	16.2	94	*143	0.4	48.1	101
POPULAR MECHANICS	1018	*346	1.8	34.0	143	**113	1.9	11.1	154	*248	1.8	24.4	141	535	1.4	52.6	110
POPULAR SCIENCE	878	*213	1.1	24.3	102	**59	1.0	6.7	93	*153	1.1	17.4	101	430	1.1	49.0	102
PREVENTION	3913	1130	5.9	28.9	122	358	6.1	9.1	127	716	5.1	18.3	106	1758	4.5	44.9	94
PSYCHOLOGY TODAY	1710	324	1.7	18.9	80	*130	2.2	7.6	106	284	2.0	16.6	96	927	2.4	54.2	113
READER'S DIGEST	22204	5651	29.4	25.5	107	1658	28.4	7.5	104	4246	30.4	19.1	111	11476	29.6	51.7	108
REDBOOK	7684	2012	10.5	26.2	110	591	10.1	7.7	107	1299	9.3	16.9	98	4155	10.7	54.1	113
ROAD & TRACK	410	**163	0.8	39.8	168	**51	0.9	12.4	173	**74	0.5	18.0	105	*278	0.7	67.8	142
ROLLING STONE	969	295	1.5	30.4	128	**79	1.4	8.2	113	*178	1.3	18.4	107	474	1.2	48.9	102
RUNNER'S WORLD	298	**84	0.4	28.2	119	**3	0.1	1.0	14	**7	0.1	2.3	14	*183	0.5	61.4	128
SATURDAY EVENING POST	1169	256	1.3	21.9	92	*136	2.3	11.6	162	*187	1.3	16.0	93	615	1.6	52.6	110
SCIENCE 84	587	*174	0.9	29.6	125	**16	0.3	2.7	38	**67	0.5	11.4	66	284	0.7	48.4	101
SCIENCE DIGEST	482	**77	0.4	16.0	67	**22	0.4	4.6	63	**82	0.6	17.0	99	267	0.7	55.4	116
SCIENTIFIC AMERICAN	594	**53	0.3	8.9	38	**13	0.2	2.2	30	**109	0.8	18.4	106	*165	0.4	27.8	58
SELF	2089	477	2.5	22.8	96	*191	3.3	9.1	127	317	2.3	15.2	88	1072	2.8	51.3	107
SEVENTEEN	2411	609	3.2	25.3	107	*229	3.9	9.5	132	443	3.2	18.4	107	1281	3.3	53.1	111
SKI	480	**90	0.5	18.8	79	**23	0.4	4.8	67	**71	0.5	14.8	86	*232	0.6	48.3	101
SMITHSONIAN	2760	718	3.7	26.0	110	*245	4.2	8.9	123	505	3.6	18.3	106	1062	2.7	38.5	80
SOAP OPERA DIGEST	3013	720	3.7	23.9	101	292	5.0	9.7	135	481	3.4	16.0	93	1727	4.5	57.3	120
SOUTHERN LIVING	4184	1469	7.6	35.1	148	383	6.6	9.2	127	764	5.5	18.3	106	2190	5.7	52.3	109
SPORT	559	**162	0.8	29.0	122	**19	0.3	3.4	47	**68	0.5	12.2	71	*245	0.6	43.8	92
THE SPORTING NEWS	436	**139	0.7	31.9	134	**14	0.2	3.2	45	**87	0.6	20.0	116	*241	0.6	55.3	116
SPORTS AFIELD	493	*149	0.8	30.2	127	**42	0.7	8.5	118	**70	0.5	14.2	82	208	0.5	42.2	88
SPORTS ILLUSTRATED	2758	831	4.3	30.1	127	263	4.5	9.5	133	448	3.2	16.2	94	1395	3.6	50.6	106
STAR	7456	1735	9.0	23.3	98	528	9.1	7.1	98	1147	8.2	15.4	89	3863	10.0	51.8	108
SUNDAY	24936	5628	29.3	22.6	95	2144	36.8	8.6	119	4274	30.6	17.1	99	12193	31.5	48.9	102
SUNSET	2124	409	2.1	19.3	81	**104	1.8	4.9	68	486	3.5	22.9	133	739	1.9	34.8	73
TV GUIDE	21661	5254	27.4	24.3	102	1685	28.9	7.8	108	3623	25.9	16.7	97	11673	30.1	53.9	113
TENNIS	550	**109	0.6	19.8	84	**39	0.7	7.1	99	**76	0.5	13.8	80	*220	0.6	40.0	84
TIME	8880	2025	10.5	22.8	96	873	15.0	9.8	137	1577	11.3	17.8	103	4323	11.2	48.7	102
TOWN & COUNTRY	917	250	1.3	27.3	115	**106	1.8	11.6	161	*169	1.2	18.4	107	424	1.1	46.2	97
TRAVEL & LEISURE	972	*212	1.1	21.8	92	**86	1.5	8.8	123	*183	1.3	18.8	109	427	1.1	43.9	92
TRUE STORY	3356	715	3.7	21.3	90	*194	3.3	5.8	80	654	4.7	19.5	113	2002	5.2	59.7	125
U.S.NEWS & WORLD REPORT	3410	878	4.6	25.7	109	*310	5.3	9.1	126	654	4.7	19.2	111	1614	4.2	47.3	99
USA TODAY	1759	435	2.3	24.7	104	**129	2.2	7.3	102	248	1.8	14.1	82	821	2.1	46.7	98
US	1873	569	3.0	30.4	128	*160	2.7	8.5	119	*300	2.1	16.0	93	1063	2.7	56.8	119
VOGUE	3909	823	4.3	21.1	89	384	6.6	9.8	137	618	4.4	15.8	92	1656	4.3	42.4	89
WALL STREET JOURNAL	1886	407	2.1	21.6	91	**118	2.0	6.3	87	250	1.8	13.3	77	871	2.2	46.2	97
WEIGHT WATCHERS	2120	426	2.2	20.1	85	*158	2.7	7.5	104	550	3.9	25.9	150	1077	2.8	50.8	106
WOMAN'S DAY	14172	3803	19.8	26.8	113	1199	20.6	8.5	118	2622	18.8	18.5	107	7206	18.6	50.8	106
WORKING MOTHER	1146	*259	1.3	22.6	95	**78	1.3	6.8	95	263	1.9	22.9	133	667	1.7	58.2	122
WORKING WOMAN	1322	248	1.3	18.8	79	**84	1.4	6.4	88	*205	1.5	15.5	90	695	1.8	52.6	110
WORLD TENNIS	*163	**21	0.1	12.9	54	**15	0.3	9.2	128	**29	0.2	17.8	103	**50	0.1	30.7	64
ZIFF-DAVIS MAG NETWK (GROSS)	2532	716	3.7	28.3	119	*173	3.0	6.8	95	364	2.6	14.4	83	1395	3.6	55.1	115
BLAIR INSERTS	43657	10298	53.6	23.6	99	3419	58.7	7.8	109	7325	52.5	16.8	97	21363	55.1	48.9	102
DAILY NEWSPAPERS																	
READ ANY	51633	12512	65.1	24.2	102	3976	68.2	7.7	107	8848	63.4	17.1	99	25095	64.8	48.6	102
READ ONE	43463	10767	56.1	24.8	104	3305	56.7	7.6	106	7380	52.9	17.0	98	20914	54.0	48.1	101
READ TWO OR MORE	8170	1745	9.1	21.4	90	671	11.5	8.2	114	1468	10.5	18.0	104	4181	10.8	51.2	107
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	12648	65.9	24.0	101	4023	69.0	7.6	106	8972	64.3	17.0	99	25861	66.7	49.1	103
READ ONE	46126	11142	58.0	24.2	102	3418	58.6	7.4	103	7714	55.2	16.7	97	22795	58.8	49.4	103
READ TWO OR MORE	6552	1506	7.8	23.0	97	605	10.4	9.2	128	1258	9.0	19.2	111	3067	7.9	46.8	98
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.23				26.64				25.22				28.67			
30 DAY REACH	71455	16878	87.9	23.6	100	5147	88.3	7.2	100	12286	88.0	17.2	100	34748	89.7	48.6	102
50 SHWG - 30 DAY AV FREQ	14.56	14.40				14.13				13.49				15.11			
30 DAY REACH	67742	16000	83.3	23.6	100	4861	83.4	7.2	100	11526	82.5	17.0	99	32996	85.2	48.7	102
25 SHWG - 30 DAY AV FREQ	7.94	7.76				7.67				7.34				8.17			
30 DAY REACH	62117	14856	77.4	23.9	101	4483	76.9	7.2	100	10532	75.4	17.0	98	30458	78.6	49.0	102
CABLE TV: HOME WIRED	32077	8311	43.3	25.9	109	2426	41.6	7.6	105	5615	40.2	17.5	102	16579	42.8	51.7	108
HOME NOT WIRED	48909	10894	56.7	22.3	94	3402	58.4	7.0	97	8349	59.8	17.1	99	22166	57.2	45.3	95
HAVE PAY CABLE	15935	4038	21.0	25.3	107	1414	24.3	8.9	123	2725	19.5	17.1	99	8773	22.6	55.1	115

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AMERICAN/PASTEURIZED PROCESSED CHEESE (NOT DIET OR LOW CALORIE) - TYPES & FLAVORS/STRENGTHS
(FEMALE HOMEMAKERS)

0216
P-19

	TOTAL U.S. '000	CHUNK A '000	CHUNK B % DOWN	CHUNK C % ACROSS	CHUNK D INDX	GRATED A '000	GRATED B % DOWN	GRATED C % ACROSS	GRATED D INDX	LOAF A '000	LOAF B % DOWN	LOAF C % ACROSS	LOAF D INDX	INDIVIDUALLY WRAPPED SLICES A '000	INDIVIDUALLY WRAPPED SLICES B % DOWN	INDIVIDUALLY WRAPPED SLICES C % ACROSS	INDIVIDUALLY WRAPPED SLICES D INDX
TOTAL FEMALE HOMEMAKERS	80986	19205	100.0	23.7	100	5828	100.0	7.2	100	13964	100.0	17.2	100	38744	100.0	47.8	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	10557	55.0	24.0	101	3348	57.4	7.6	106	7420	53.1	16.9	98	21592	55.7	49.2	103
10:00 AM - 3:00 PM	30659	7487	39.0	24.4	103	2539	43.6	8.3	115	5346	38.3	17.4	101	14994	38.7	48.9	102
3:00 PM - 7:00 PM	31045	7468	38.9	24.1	101	2551	43.8	8.2	114	5456	39.1	17.6	102	15508	40.0	50.0	104
7:00 PM - MIDNIGHT	15767	3600	18.7	22.8	96	1166	20.0	7.4	103	2843	20.4	18.0	105	7701	19.9	48.8	102
MIDNIGHT - 6:00 AM	9120	2100	10.9	23.0	97	654	11.2	7.2	100	1624	11.6	17.8	103	4730	12.2	51.9	108
6:00 AM - MIDNIGHT	58527	13771	71.7	23.5	99	4424	75.9	7.6	105	10009	71.7	17.1	99	29046	75.0	49.6	104
ENTIRE DAY	59311	13937	72.6	23.5	99	4495	77.1	7.6	105	10200	73.0	17.2	100	29386	75.8	49.5	104
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	3819	19.9	23.6	100	1239	21.3	7.7	106	3044	21.8	18.8	109	8146	21.0	50.4	105
ALL NEWS	2256	377	2.0	16.7	70	**94	1.6	4.2	58	441	3.2	19.5	113	936	2.4	41.5	87
AOR/PROGRESSIVE	3874	939	4.9	24.2	102	408	7.0	10.5	146	673	4.8	17.4	101	1986	5.1	51.3	107
BEAUTIFUL MUSIC	5660	1199	6.2	21.2	89	484	8.3	8.6	119	989	7.1	17.5	101	2578	6.7	45.5	95
BLACK	2204	435	2.3	19.7	83	*199	3.4	9.0	125	393	2.8	17.8	103	1119	2.9	50.8	106
CLASSICAL	1418	*264	1.4	18.6	79	**51	0.9	3.6	50	*209	1.5	14.7	85	674	1.7	47.5	99
CHR/ROCK	9538	2131	11.1	22.3	94	784	13.5	8.2	114	1584	11.3	16.6	96	5114	13.2	53.6	112
COUNTRY	12648	3227	16.8	25.5	108	971	16.7	7.7	107	2349	16.8	18.6	108	6553	16.9	51.8	108
GOLDEN OLDIES	1191	302	1.6	25.4	107	**111	1.9	9.3	130	*249	1.8	20.9	121	535	1.4	44.9	94
MOR/NOSTALGIA	4757	1123	5.8	23.6	100	345	5.9	7.3	101	794	5.7	16.7	97	2236	5.8	47.0	98
NEWS/TALK	3863	631	3.3	16.3	69	226	3.9	5.9	81	532	3.8	13.8	80	1767	4.6	45.7	96
RELIGIOUS	3084	795	4.1	25.8	109	*220	3.8	7.1	99	568	4.1	18.4	107	1382	3.6	44.8	94
SOFT ROCK	521	**132	0.7	25.3	107	**35	0.6	6.7	93	**102	0.7	19.6	114	*225	0.6	43.2	90
URBAN CONTEMPORARY	1585	249	1.3	15.7	66	*147	2.5	9.3	129	*168	1.2	10.6	61	715	1.8	45.1	94
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	820	4.3	25.1	106	369	6.3	11.3	157	550	3.9	16.9	98	1677	4.3	51.4	107
ABC DIRECTION	2316	413	2.2	17.8	75	*152	2.6	6.6	91	495	3.5	21.4	124	1202	3.1	51.9	108
ABC ENTERTAINMENT	4834	1064	5.5	22.0	93	329	5.6	6.8	95	879	6.3	18.2	105	2468	6.4	51.1	107
ABC FM	2202	422	2.2	19.2	81	*149	2.6	6.8	94	358	2.6	16.3	94	1163	3.0	52.8	110
ABC INFORMATION	5425	1268	6.6	23.4	99	399	6.8	7.4	102	1070	7.7	19.7	114	2568	6.6	47.3	99
ABC ROCK	1677	448	2.3	26.7	113	*188	3.2	11.2	156	377	2.7	22.5	130	991	2.6	59.1	124
CBS	4430	950	4.9	21.4	90	243	4.2	5.5	76	873	6.3	19.7	114	1955	5.0	44.1	92
MUTUAL	4992	1187	6.2	23.8	100	408	7.0	8.2	114	984	7.0	19.7	114	2516	6.5	50.4	105
NBC	4679	1072	5.6	22.9	97	345	5.9	7.4	102	754	5.4	16.1	93	2278	5.9	48.7	102
RADIORADIO	1994	472	2.5	23.7	100	**102	1.8	5.1	71	293	2.1	14.7	85	919	2.4	46.1	96
RKO ONE	2298	542	2.8	23.6	99	*138	2.4	6.0	83	417	3.0	18.1	105	1102	2.8	48.0	100
RKO TWO	3311	643	3.3	19.4	82	*181	3.1	5.5	76	536	3.8	16.2	94	1646	4.2	49.7	104
THE SOURCE	2114	584	3.0	27.6	116	*216	3.7	10.2	142	376	2.7	17.8	103	1172	3.0	55.4	116
NON-WIRED : BLAIR	8654	2187	11.4	25.3	107	672	11.5	7.8	108	1745	12.5	20.2	117	4391	11.3	50.7	106
INTERNET	12025	2513	13.1	20.9	88	881	15.1	7.3	102	1930	13.8	16.0	93	5988	15.5	49.8	104
KATZ RADIO GROUP	15359	3399	17.7	22.1	93	1176	20.2	7.7	106	2577	18.5	16.8	97	7625	19.7	49.6	104
SUPERNET	10628	2646	13.8	24.9	105	883	15.2	8.3	115	1621	11.6	15.3	88	4948	12.8	46.6	97
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	2178	11.3	25.2	106	571	9.8	6.6	92	1531	11.0	17.7	103	3857	10.0	44.5	93
WKDAY 9:00 AM - 1:00 PM	12163	2774	14.4	22.8	96	795	13.6	6.5	91	2336	16.7	19.2	111	5772	14.9	47.5	99
WKDAY 1:00 PM - 4:30 PM	16150	3774	19.7	23.4	99	1110	19.0	6.9	96	2886	20.7	17.9	104	7801	20.1	48.3	101
WKDAY 4:30 PM - 7:30 PM	22463	5186	27.0	23.1	97	1641	28.2	7.3	102	3810	27.3	17.0	98	10304	26.6	45.9	96
WKDAY 7:30 PM - 8:00 PM	31795	7453	38.8	23.4	99	2413	41.4	7.6	105	5470	39.2	17.2	100	15073	38.9	47.4	99
WKDAY 11:00 PM - 11:30 PM	23977	5666	29.5	23.6	100	1714	29.4	7.1	99	4248	30.4	17.7	103	11548	29.8	48.2	101
WKDAY 11:30 PM - 1:00 AM	7703	1901	9.9	24.7	104	591	10.1	7.7	107	1458	10.4	18.9	110	3792	9.8	49.2	103
M-SAT 8-11 PM+SUN 7-11 PM	33800	8100	42.2	24.0	101	2520	43.2	7.5	104	5914	42.4	17.5	101	16438	42.4	48.6	102
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	1481	7.7	22.7	96	473	8.1	7.2	101	1094	7.8	16.7	97	3509	9.1	53.7	112
ANOTHER WORLD N	4620	1101	5.7	23.8	100	380	6.5	8.2	114	893	6.4	19.3	112	2224	5.7	48.1	101
AS THE WORLD TURNS C	5614	1444	7.5	25.7	108	376	6.5	6.7	93	1072	7.7	19.1	111	2668	6.9	47.5	99
CAPITOL C	3396	798	4.2	23.5	99	246	4.2	7.2	101	685	4.9	20.2	117	1581	4.1	46.6	97
CBS MORN. NEWS 1 C	1446	309	1.6	21.4	90	*64	1.1	4.4	62	244	1.7	16.9	98	605	1.6	41.8	87
CBS MORN. NEWS 2 C	1207	263	1.4	21.8	92	*55	0.9	4.6	63	213	1.5	17.6	102	473	1.2	39.2	82
DAYS OF OUR LIVES N	5877	1368	7.1	23.3	98	392	6.7	6.7	93	1101	7.9	18.7	109	2913	7.5	49.6	104
FACTS OF LIFE - DAYTIME N	2290	445	2.3	19.4	82	178	3.1	7.8	108	444	3.2	19.4	112	976	2.5	42.6	89
FAMILY FEUD A	3023	806	4.2	26.7	112	169	2.9	5.6	78	564	4.0	18.7	108	1419	3.7	46.9	98
GENERAL HOSPITAL A	6097	1319	6.9	21.6	91	449	7.7	7.4	102	1076	7.7	17.6	102	2969	7.7	48.7	102
GOOD MORNING, AMERICA-730 A	3515	952	5.0	27.1	114	284	4.9	8.1	112	619	4.4	17.6	102	1697	4.4	48.3	101
GOOD MORNING, AMERICA-830 A	2818	722	3.8	25.6	108	193	3.3	6.8	95	558	4.0	19.8	115	1349	3.5	47.9	100
GUIDING LIGHT C	5339	1377	7.2	25.8	109	344	5.9	6.4	90	903	6.5	16.9	98	2440	6.3	45.7	96
ONE LIFE TO LIVE A	4478	947	4.9	21.1	89	291	5.0	6.5	90	775	5.5	17.3	100	2259	5.8	50.4	105
PRESS YOUR LUCK C	2244	428	2.2	19.1	80	178	3.1	7.9	110	541	3.9	24.1	140	1143	3.0	50.9	106
PRICE IS RIGHT 1 C	4348	997	5.2	22.9	97	353	6.1	8.1	113	924	6.6	21.3	123	2081	5.4	47.9	100
PRICE IS RIGHT 2 C	5014	1178	6.1	23.5	99	382	6.6	7.6	106	1038	7.4	20.7	120	2396	6.2	47.8	100
RYAN'S HOPE A	3150	712	3.7	22.6	95	277	4.8	8.8	122	514	3.7	16.3	95	1711	4.4	54.3	114
SALE OF THE CENTURY N	2695	641	3.3	23.8	100	222	3.8	8.2	114	524	3.8	19.4	113	1289	3.3	47.8	100
SEARCH FOR TOMORROW N	2319	587	3.1	25.3	107	155	2.7	6.7	93	368	2.6	15.9	92	1151	3.0	49.6	104
TODAY SHOW 1 N	2693	708	3.7	26.3	111	170	2.9	6.3	88	509	3.6	18.9	110	1084	2.8	40.3	84
TODAY SHOW 2 N	2498	691	3.6	27.7	117	162	2.8	6.5	90	491	3.5	19.7	114	1034	2.7	41.4	87
$25,000 PYRAMID C	2753	623	3.2	22.6	95	188	3.2	6.8	95	553	4.0	20.1	116	1328	3.4	48.2	101
WHEEL OF FORTUNE N	4388	1066	5.6	24.3	102	253	4.3	5.8	80	916	6.6	20.9	121	2098	5.4	47.8	100
YOUNG AND THE RESTLESS C	5695	1259	6.6	22.1	93	374	6.4	6.6	91	1151	8.2	20.2	117	2578	6.7	45.3	95
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	463	2.4	26.3	111	*103	1.8	5.9	81	259	1.9	14.7	85	855	2.2	48.6	102
NBA PLAYOFF GAME -1 C	1136	306	1.6	26.9	114	*73	1.3	6.4	89	199	1.4	17.5	102	558	1.4	49.1	103
NBC MAJOR LEAGUE PRE-GAME N	953	*246	1.3	25.8	109	**51	0.9	5.4	74	**128	0.9	13.4	78	428	1.1	44.9	94
SPORTSWORLD - SUN N	1233	316	1.6	25.6	108	**65	1.1	5.3	73	232	1.7	18.8	109	696	1.8	56.4	118
SUNDAY MORNING C	1611	350	1.8	21.7	92	**70	1.2	4.3	60	284	2.0	17.6	102	728	1.9	45.2	94

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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AMERICAN/PASTEURIZED PROCESSED CHEESE (NOT DIET OR LOW CALORIE) - TYPES & FLAVORS/STRENGTHS
(FEMALE HOMEMAKERS)

0217
P-19

		TOTAL U.S. '000	CHUNK A '000	CHUNK B % DOWN	CHUNK C % ACROSS	CHUNK D INDX	GRATED A '000	GRATED B % DOWN	GRATED C % ACROSS	GRATED D INDX	LOAF A '000	LOAF B % DOWN	LOAF C % ACROSS	LOAF D INDX	INDIVIDUALLY WRAPPED SLICES A '000	INDIVIDUALLY WRAPPED SLICES B % DOWN	INDIVIDUALLY WRAPPED SLICES C % ACROSS	INDIVIDUALLY WRAPPED SLICES D INDX
TOTAL FEMALE HOMEMAKERS		80986	19205	100.0	23.7	100	5828	100.0	7.2	100	13964	100.0	17.2	100	38744	100.0	47.8	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	6079	31.7	23.3	98	1910	32.8	7.3	102	4499	32.2	17.3	100	11639	30.0	44.7	93
NETWORK AFFILIATES - LATE		20261	4834	25.2	23.9	101	1355	23.2	6.7	93	3660	26.2	18.1	105	9650	24.9	47.6	100
INDEPENDENTS - LATE		2076	411	2.1	19.8	83	191	3.3	9.2	128	381	2.7	18.4	106	811	2.1	39.1	82
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	2447	12.7	23.4	99	697	12.0	6.7	93	1690	12.1	16.2	94	5610	14.5	53.7	112
ABC MONDAY NIGHT MOVIE	A	6412	1619	8.4	25.2	106	465	8.0	7.3	101	1199	8.6	18.7	108	3349	8.6	52.2	109
ABC SUNDAY NIGHT MOVIE	A	12407	3090	16.1	24.9	105	863	14.8	7.0	97	2156	15.4	17.4	101	5835	15.1	47.0	98
ABC WORLD NEWS TONIGHT	A	6176	1474	7.7	23.9	101	428	7.3	6.9	96	984	7.0	15.9	92	2842	7.3	46.0	96
AFTERMASH	C	5863	1479	7.7	25.2	106	*337	5.8	5.7	80	1153	8.3	19.7	114	2789	7.2	47.6	99
ALICE	C	9594	2409	12.5	25.1	106	726	12.5	7.6	105	1836	13.1	19.1	111	4461	11.5	46.5	97
AMERICAN PARADE	C	6622	1646	8.6	24.9	105	632	11.0	9.7	135	1266	9.1	19.1	111	2746	7.1	41.5	87
BENSON	A	10886	2575	13.4	23.7	100	819	14.1	7.5	105	1831	13.1	16.8	98	5082	13.1	46.7	98
BLUE THUNDER	A	5036	1368	7.1	27.2	115	300	6.7	7.7	108	877	6.3	17.4	101	2585	6.7	51.3	107
CAGNEY & LACEY	C	9965	2579	13.4	25.9	109	593	10.2	6.0	83	1770	12.7	17.8	103	4875	12.6	48.9	102
CBS EVENING NEWS-DEAN	C	3491	705	3.7	20.2	85	*224	3.8	6.4	89	664	4.8	19.0	110	1394	3.6	39.9	83
CBS EVENING NEWS-RATHER	C	7123	1723	9.0	24.2	102	534	9.2	7.5	104	1308	9.4	18.4	106	3018	7.8	42.4	89
CBS SAT. NEWS-SCHIEFFER	C	3621	901	4.7	24.9	105	202	3.5	5.6	78	544	3.9	15.0	87	1523	3.9	42.1	88
CBS SATURDAY NIGHT MOVIE	C	5436	1205	6.3	22.2	93	324	5.6	6.0	83	920	6.6	16.9	98	2832	7.3	52.1	109
CBS WEDNESDAY NIGHT MOVIE	C	6100	1518	7.9	24.9	105	403	6.9	6.6	92	1199	8.6	19.7	114	2890	7.5	47.4	99
CHEERS	N	8889	2082	10.8	23.4	99	821	14.1	9.2	128	1540	11.0	17.3	100	4856	12.5	54.6	114
DALLAS	C	22109	5317	27.7	24.0	101	1643	28.2	7.4	103	3851	27.6	17.4	101	10880	28.1	49.2	103
DIFF'RENT STROKES	N	6940	1548	8.1	22.3	94	515	8.8	7.4	103	1189	8.5	17.1	99	3294	8.5	47.5	99
DOUBLE TROUBLE	N	7223	1665	8.7	23.1	97	389	6.7	5.4	75	1327	9.5	18.4	107	3687	9.5	51.0	107
DUCK FACTORY	N	5595	1325	6.9	23.7	100	520	8.9	9.3	129	888	6.4	15.9	92	3002	7.7	53.7	112
DUKES OF HAZZARD	C	5768	1403	7.3	24.3	103	445	7.6	7.7	107	1105	7.9	19.2	111	2904	7.5	50.3	105
DYNASTY	A	20053	4842	25.2	24.1	102	1459	25.0	7.3	101	3494	25.0	17.4	101	9977	25.8	49.8	104
FACTS OF LIFE	N	8087	2068	10.8	25.6	108	458	7.9	5.7	79	1307	9.4	16.2	94	4122	10.6	51.0	107
FALCON CREST	C	20046	4974	25.9	24.8	105	1549	26.6	7.7	107	3620	25.9	18.1	105	9795	25.3	48.9	102
FALL GUY	A	9084	2319	12.1	25.5	108	600	10.3	6.6	92	1542	11.0	17.0	98	4572	11.8	50.3	105
FAMILY TIES	N	7964	1911	10.0	24.0	101	507	8.7	6.4	88	1426	10.2	17.9	104	4146	10.7	52.1	109
FANTASY ISLAND	A	7687	1857	9.7	24.2	102	553	9.5	7.2	100	1355	9.7	17.6	102	3541	9.1	46.1	96
FOULUPS, BLEEPS & BLUNDERS	A	8861	2219	11.6	25.0	106	690	11.8	7.8	108	1787	12.8	20.2	117	4353	11.2	49.1	103
FOUR SEASONS	C	5055	1328	6.9	26.1	110	*315	5.4	6.2	86	984	7.0	19.3	112	2404	6.2	47.2	99
GIMME A BREAK	N	8838	2057	10.7	23.3	98	614	10.5	6.9	97	1623	11.6	18.4	107	4412	11.4	49.9	104
HART TO HART	A	8978	2297	12.0	25.6	108	573	9.8	6.4	89	1354	9.7	15.1	87	4316	11.1	48.1	100
HILL STREET BLUES	N	8590	1952	10.2	22.7	96	643	11.0	7.5	104	1485	10.6	17.3	100	4522	11.7	52.6	110
HOTEL	A	14085	3429	17.9	24.3	103	1041	17.9	7.4	103	2546	18.2	18.1	105	6712	17.3	47.7	100
JEFFERSONS	C	9360	2382	12.4	25.4	107	696	11.9	7.4	103	1834	13.1	19.6	114	4172	10.8	44.6	93
JENNIFER SLEPT HERE	N	5841	1365	7.1	23.4	99	461	7.9	7.9	110	1033	7.4	17.7	103	2763	7.1	47.3	99
KATE & ALLIE	C	9706	2375	12.4	25.8	109	631	10.8	6.9	95	1516	10.9	16.5	96	4486	11.6	48.7	102
KNIGHT RIDER	N	7076	1769	9.2	25.0	105	532	9.1	7.5	104	1369	9.8	19.3	112	3470	9.0	49.0	103
LOVE BOAT	A	12219	3033	15.8	24.8	105	873	15.0	7.1	99	2038	14.6	16.7	97	5628	14.5	46.1	96
MAGNUM PI	C	11199	2889	15.0	25.8	109	865	14.8	7.7	107	1923	13.8	17.2	100	5475	14.1	48.9	102
MAMA'S FAMILY	N	6057	1388	7.2	22.9	97	414	7.1	6.8	95	1100	7.9	18.2	105	2724	7.0	45.0	94
MASTER, THE	N	3596	1031	5.4	28.7	121	*291	5.0	8.1	112	505	3.6	14.0	81	1821	4.7	50.6	106
MATT HOUSTON	A	6344	1564	8.1	24.7	104	435	7.5	6.9	95	1025	7.3	16.2	94	3173	8.2	50.0	105
NBC MONDAY NIGHT MOVIE	N	11994	2730	14.2	22.8	96	885	15.2	7.4	103	2133	15.3	17.8	103	6010	15.5	50.1	105
NBC NIGHTLY NEWS	N	5132	1242	6.5	24.2	102	406	7.0	7.9	110	926	6.6	18.0	105	2340	6.0	45.6	95
NBC NIGHTLY NEWS-SAT	N	3375	702	3.7	20.8	88	258	4.4	7.6	106	636	4.6	18.8	109	1448	3.7	42.9	90
NBC NIGHTLY NEWS-SUN	N	3130	701	3.7	22.4	94	247	4.2	7.9	110	639	4.6	20.4	118	1311	3.4	41.9	88
NBC SUNDAY NIGHT MOVIE	N	8284	1923	10.0	23.2	98	704	12.1	8.5	118	1477	10.6	17.8	103	4366	11.3	52.7	110
NEWHART	C	9240	2440	12.7	26.4	111	649	11.1	7.0	98	1517	10.9	16.4	95	4391	11.3	47.5	99
ONE DAY AT A TIME	C	7288	1793	9.3	24.6	104	593	10.2	8.1	113	1316	9.4	18.1	105	3538	9.1	48.5	101
PEOPLE ARE FUNNY	N	4855	1268	6.6	26.1	110	337	5.8	6.9	96	827	5.9	17.0	99	2149	5.5	44.3	93
REAL PEOPLE	N	8869	2298	12.0	25.9	109	553	9.5	6.2	87	1464	10.5	16.5	96	4326	11.2	48.8	102
REMINGTON STEELE	N	7743	1598	8.3	20.6	87	554	9.5	7.2	99	1388	9.9	17.9	104	3975	10.3	51.3	107
RIPLEY'S BELIEVE IT - NOT	A	5345	1418	7.4	26.5	112	434	7.4	8.1	113	1018	7.3	19.0	110	2826	7.3	52.9	111
RIPTIDE	N	6988	1684	8.8	24.1	102	551	9.5	7.9	110	1242	8.9	17.8	103	3663	9.5	52.4	110
SCARECROW & MRS. KING	C	10002	2497	13.0	25.0	105	739	12.7	7.4	103	1722	12.3	17.2	100	4575	11.8	45.7	96
SIMON & SIMON	C	10638	2528	13.2	23.8	100	614	10.5	5.8	80	1896	13.6	17.8	103	5395	13.9	50.7	106
60 MINUTES	C	13293	3063	15.9	23.0	97	1020	17.5	7.7	107	2475	17.7	18.6	108	5796	15.0	43.6	91
ST. ELSEWHERE	N	7017	1621	8.4	23.1	97	510	8.8	7.3	101	1116	8.0	15.9	92	3569	9.2	50.9	106
THREE'S COMPANY	A	10917	3000	15.6	27.5	116	758	13.0	6.9	96	2020	14.5	18.5	107	5587	14.4	51.2	107
T.J. HOOKER	A	9204	2459	12.8	26.7	113	635	10.9	6.9	96	1428	10.2	15.5	90	4302	11.1	46.7	98
TONIGHT SHOW	N	2372	659	3.4	27.8	117	239	4.1	10.1	140	437	3.1	18.4	107	1099	2.8	46.3	97
TRAPPER JOHN, M.D.	C	9846	2507	13.1	25.5	107	856	14.7	8.7	121	1851	13.3	18.8	109	4675	12.1	47.5	99
TV BLOOPERS & PRAC. JOKES	N	9105	2280	11.9	25.0	106	619	10.6	6.8	94	1614	11.6	17.7	103	4491	11.6	49.3	103
20/20	A	9387	2406	12.5	25.6	108	766	13.1	8.2	113	1855	13.3	19.8	115	4481	11.6	47.7	100
WEBSTER	A	11067	2691	14.0	24.3	103	899	15.4	8.1	113	1848	13.2	16.7	97	5178	13.4	46.8	98
WORLD NEWS - SUN	A	3062	828	4.3	27.0	114	279	4.8	9.1	127	430	3.1	14.0	81	1466	3.8	47.9	100
YELLOW ROSE	N	4978	1294	6.7	26.0	110	352	6.0	7.1	98	818	5.9	16.4	95	2600	6.7	52.2	109
TV VIEWING SPORTS EVENTS																		
BASEBALL		8578	2338	12.2	26.3	111	630	10.8	7.1	99	1625	11.6	18.3	106	5135	13.3	57.8	121
BASKETBALL - COLLEGE GAMES		4080	1128	5.9	27.6	117	*395	6.8	9.7	135	636	4.6	15.6	90	2248	5.8	55.1	115
BASKETBALL - PRO GAMES		3607	1084	5.6	30.1	127	*309	5.3	8.6	119	544	3.9	15.1	87	1839	4.7	51.0	107
BOWLING		3883	882	4.6	22.7	96	*318	5.5	8.2	114	576	4.1	14.8	86	2191	5.7	56.4	118
BOXING		3928	990	5.2	25.2	106	**183	3.1	4.7	65	763	5.5	19.4	113	2099	5.4	53.4	112
FOOTBALL - COLLEGE GAMES		6366	1670	8.7	26.2	111	*452	7.8	7.1	99	1197	8.6	18.8	109	3537	9.1	55.6	116
FOOTBALL - PRO GAMES		11300	3422	17.8	30.3	128	895	15.4	7.9	110	1759	12.6	15.6	90	6620	17.1	58.6	122
GOLF		3378	857	4.5	25.4	107	**128	2.2	3.8	53	619	4.4	18.3	106	1806	4.7	53.5	112
POST-SEASON COLL. FOOTBALL		4906	1117	5.8	22.8	96	*432	7.4	8.8	122	827	5.9	16.9	98	2684	6.9	54.7	114
POST-SEASON PRO FOOTBALL		6120	1677	8.7	27.4	116	*496	8.5	8.1	113	1082	7.7	17.7	103	3519	9.1	57.5	120
TENNIS		3033	530	2.8	17.5	74	**212	3.6	7.0	97	499	3.6	16.5	95	1489	3.8	49.1	103
WRESTLING - PROFESSIONAL		3344	655	3.4	19.6	83	*255	4.4	7.6	106	663	4.7	19.8	115	2029	5.2	60.7	127

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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AMERICAN/PASTEURIZED PROCESSED CHEESE (NOT DIET OR LOW CALORIE) - TYPES & FLAVORS/STRENGTHS
(FEMALE HOMEMAKERS)

0218
P-19

	TOTAL U.S. '000	OTHER PRE-SLICED A '000	OTHER PRE-SLICED B % DOWN	OTHER PRE-SLICED C % ACROSS	OTHER PRE-SLICED D INDX	MILD/MELLOW A '000	MILD/MELLOW B % DOWN	MILD/MELLOW C % ACROSS	MILD/MELLOW D INDX	SHARP/AGED A '000	SHARP/AGED B % DOWN	SHARP/AGED C % ACROSS	SHARP/AGED D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	10221	100.0	12.6	100	49077	100.0	60.6	100	20523	100.0	25.3	100				
18 - 24	9282	1044	10.8	11.8	94	5648	11.5	60.8	100	2465	12.0	26.6	105				
25 - 34	19072	2563	25.1	13.4	106	12775	26.0	67.0	111	4879	23.8	25.6	101				
35 - 44	14591	2120	20.7	14.5	115	9674	19.7	66.3	109	3464	16.9	23.7	94				
45 - 54	11345	1671	16.3	14.7	117	7354	15.0	64.8	107	2574	12.5	22.7	90				
55 - 64	11635	1480	14.5	12.7	101	6611	13.5	56.8	94	3394	16.5	29.2	115				
65 OR OLDER	15061	1287	12.6	8.5	68	7015	14.3	46.6	77	3748	18.3	24.9	98				
18 - 34	28354	3662	35.8	12.9	102	18423	37.5	65.0	107	7344	35.8	25.9	102				
18 - 49	48339	6611	64.7	13.7	108	31760	64.7	65.7	108	11943	58.2	24.7	97				
25 - 54	45008	6355	62.2	14.1	112	29803	60.7	66.2	109	10916	53.2	24.3	96				
35 - 49	19985	2943	28.8	14.8	117	13337	27.2	66.7	110	4600	22.4	23.0	91				
50 OR OLDER	32647	3610	35.3	11.1	88	17317	35.3	53.0	88	8580	41.8	26.3	104				
GRADUATED COLLEGE	11155	1232	12.1	11.0	88	6465	13.2	58.0	96	2871	14.0	25.7	102				
ATTENDED COLLEGE	13682	1774	17.4	13.0	103	8691	17.7	63.5	105	3864	18.8	28.2	111				
GRADUATED HIGH SCHOOL	33880	4555	44.6	13.4	107	22059	44.9	65.1	107	8994	43.8	26.5	105				
DID NOT GRADUATE HIGH SCHOOL	22270	2660	26.0	11.9	95	11862	24.2	53.3	88	4794	23.4	21.5	85				
EMPLOYED	40306	5272	51.6	13.1	104	25417	51.8	63.1	104	10569	51.5	26.2	103				
EMPLOYED FULL-TIME	32850	4151	40.6	12.6	100	20599	42.0	62.7	103	8593	41.9	26.2	103				
EMPLOYED PART-TIME	7456	1121	11.0	15.0	119	4818	9.8	64.6	107	1976	9.6	26.5	105				
NOT EMPLOYED	40680	4949	48.4	12.2	96	23660	48.2	58.2	96	9954	48.5	24.5	97				
PROFESSIONAL/MANAGER	10392	1283	12.6	12.3	98	6403	13.0	61.6	102	2539	12.4	24.4	96				
TECH/CLERICAL/SALES	17574	2564	25.1	14.6	116	11606	23.6	66.0	109	4984	24.3	28.4	112				
PRECISION/CRAFT	985	**198	1.9	20.1	159	606	1.2	61.5	102	**287	1.4	29.1	115				
OTHER EMPLOYED	11354	1226	12.0	10.8	86	6802	13.9	59.9	99	2760	13.4	24.3	96				
SINGLE	9863	1112	10.9	11.3	89	5381	11.0	54.6	90	2525	12.3	25.6	101				
MARRIED	51375	6977	68.3	13.6	108	33202	67.7	64.6	107	13419	65.4	26.1	103				
DIVORCED/SEPARATED/WIDOWED	19748	2132	20.9	10.8	86	10494	21.4	53.1	88	4578	22.3	23.2	91				
PARENTS	32590	4670	45.7	14.3	114	22575	46.0	69.3	114	7570	36.9	23.2	92				
WHITE	70416	9066	88.7	12.9	102	43415	88.5	61.7	102	18217	88.8	25.9	102				
BLACK	8778	988	9.7	11.3	89	4582	9.3	52.2	86	1944	9.5	22.1	87				
OTHER	1791	**168	1.6	9.4	74	1080	2.2	60.3	100	**363	1.8	20.3	80				
NORTHEAST-CENSUS	17786	3881	38.0	21.8	173	10530	21.5	59.2	98	4898	23.9	27.5	109				
NORTH CENTRAL	20741	2450	24.0	11.8	94	14261	29.1	68.8	113	4655	22.7	22.4	89				
SOUTH	27775	2712	26.5	9.8	77	16292	33.2	58.7	97	7052	34.4	25.4	100				
WEST	14683	1179	11.5	8.0	64	7993	16.3	54.4	90	3918	19.1	26.7	105				
NORTHEAST-MKTG.	17961	3899	38.1	21.7	172	10376	21.1	57.8	95	5021	24.5	28.0	110				
EAST CENTRAL	11885	1459	14.3	12.3	97	7779	15.9	65.5	108	2888	14.1	24.3	96				
WEST CENTRAL	14090	1683	16.5	11.9	95	9698	19.8	68.8	114	3203	15.6	22.7	90				
SOUTH	24081	2183	21.4	9.1	72	14310	29.2	59.4	98	5939	28.9	24.7	97				
PACIFIC	12969	997	9.8	7.7	61	6915	14.1	53.3	88	3472	16.9	26.8	106				
COUNTY SIZE A	32439	4156	40.7	12.8	102	18787	38.3	57.9	96	8674	42.3	26.7	106				
COUNTY SIZE B	24915	3155	30.9	12.7	100	15389	31.4	61.8	102	5845	28.5	23.5	93				
COUNTY SIZE C	12930	1580	15.5	12.2	97	7681	15.7	59.4	98	4082	19.9	31.6	125				
COUNTY SIZE D	10703	1330	13.0	12.4	98	7220	14.7	67.5	111	1922	9.4	18.0	71				
METRO CENTRAL CITY	24518	2880	28.2	11.7	93	13647	27.8	55.7	92	5823	28.4	23.7	94				
METRO SUBURBAN	35919	4741	46.4	13.2	105	22440	45.7	62.5	103	9838	47.9	27.4	108				
NON METRO	20549	2600	25.4	12.7	100	12990	26.5	63.2	104	4863	23.7	23.7	93				
TOP 5 ADI'S	18341	2468	24.1	13.5	107	10572	21.5	57.6	95	4726	23.0	25.8	102				
TOP 10 ADI'S	25378	3556	34.8	14.0	111	14817	30.2	58.4	96	6939	33.8	27.3	108				
TOP 20 ADI'S	36488	4807	47.0	13.2	104	21328	43.5	58.5	96	9701	47.3	26.6	105				
HSHLD INC. $50,000 OR MORE	6612	837	8.2	12.7	100	4232	8.6	64.0	106	1927	9.4	29.1	115				
$40,000 OR MORE	12659	1744	17.1	13.8	109	8230	16.8	65.0	107	3723	18.1	29.4	116				
$30,000 OR MORE	24698	3629	35.5	14.7	116	15911	32.4	64.4	106	7021	34.2	28.4	112				
$25,000 OR MORE	32077	4601	45.0	14.3	114	20704	42.2	64.5	107	9129	44.5	28.5	112				
$20,000 - $24,999	9144	1232	12.1	13.5	107	5684	11.6	62.2	103	2473	12.0	27.0	107				
$15,000 - $19,999	8728	974	9.5	11.2	88	5506	11.2	63.1	104	2010	9.8	23.0	91				
$10,000 - $14,999	12562	1601	15.7	12.7	101	7558	15.4	60.2	99	3051	14.9	24.3	96				
UNDER $10,000	18475	1813	17.7	9.8	78	9625	19.6	52.1	86	3860	18.8	20.9	82				
HOUSEHOLD OF 1 PERSON	11987	814	8.0	6.8	54	5287	10.8	44.1	73	2812	13.7	23.5	93				
2 PEOPLE	26577	3128	30.6	11.8	93	15191	31.0	57.2	94	7260	35.4	27.3	108				
3 OR 4 PEOPLE	30617	4594	44.9	15.0	119	20491	41.8	66.9	110	7649	37.3	25.0	99				
5 OR MORE PEOPLE	11804	1685	16.5	14.3	113	8108	16.5	68.7	113	2802	13.7	23.7	94				
NO CHILD IN HSHLD	46165	5165	50.5	11.2	89	25013	51.0	54.2	89	12475	60.8	27.0	107				
CHILDREN UNDER 2 YRS	5325	717	7.0	13.5	107	3621	7.4	68.0	112	1344	6.5	25.2	100				
2 - 5 YEARS	14221	1864	18.2	13.1	104	9529	19.4	67.0	111	3248	15.8	22.8	90				
6 - 11 YEARS	15117	2353	23.0	15.6	123	10540	21.5	69.7	115	3720	18.1	24.6	97				
12 - 17 YEARS	16611	2598	25.4	15.6	124	11715	23.9	70.5	116	3836	18.7	23.1	91				
RESIDENCE OWNED	55884	7399	72.4	13.2	105	34793	70.9	62.3	103	14445	70.4	25.8	102				
VALUE: $50,000 OR MORE	31744	4371	42.8	13.8	109	19535	39.8	61.5	102	8598	41.9	27.1	107				
VALUE: UNDER $50,000	24140	3028	29.6	12.5	99	15259	31.1	63.2	104	5847	28.5	24.2	96				

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AMERICAN/PASTEURIZED PROCESSED CHEESE (NOT DIET OR LOW CALORIE) - TYPES & FLAVORS/STRENGTHS
(FEMALE HOMEMAKERS)

0219
P-19

		TOTAL U.S. '000	OTHER PRE-SLICED A '000	B % DOWN	C % ACROSS %	D INDX	MILD/MELLOW A '000	B % DOWN	C % ACROSS %	D INDX	SHARP/AGED A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX
TOTAL FEMALE HOMEMAKERS		80986	10221	100.0	12.6	100	49077	100.0	60.6	100	20523	100.0	25.3	100				
MAGAZINES	QUINTILE 1	15799	2162	21.2	13.7	108	9924	20.2	62.8	104	4776	23.3	30.2	119				
	QUINTILE 2	17259	2310	22.6	13.4	106	11160	22.7	64.7	107	4740	23.1	27.5	108				
	QUINTILE 3	13545	1791	17.5	13.2	105	8439	17.2	62.3	103	3346	16.3	24.7	97				
	QUINTILE 4	15133	1920	18.8	12.7	101	9189	18.7	60.7	100	3418	16.7	22.6	89				
	QUINTILE 5	19250	2039	19.9	10.6	84	10365	21.1	53.8	89	4243	20.7	22.0	87				
NEWSPAPERS	QUINTILE 1	12413	2081	20.4	16.8	133	7673	15.6	61.8	102	3601	17.5	29.0	114				
	QUINTILE 2	24116	3161	30.9	13.1	104	15259	31.1	63.3	104	6448	31.4	26.7	106				
	QUINTILE 3	11261	1455	14.2	12.9	102	6753	13.8	60.0	99	2779	13.5	24.7	97				
	QUINTILE 4	20255	2281	22.3	11.3	89	12211	24.9	60.3	99	4961	24.2	24.5	97				
	QUINTILE 5	12940	1243	12.2	9.6	76	7181	14.6	55.5	92	2734	13.3	21.1	83				
OUTDOOR	QUINTILE 1	14852	2025	19.8	13.6	108	9395	19.1	63.3	104	3827	18.6	25.8	102				
	QUINTILE 2	15725	1902	18.6	12.1	96	9638	19.6	61.3	101	4068	19.8	25.9	102				
	QUINTILE 3	16330	2243	21.9	13.7	109	10037	20.5	61.5	101	4024	19.6	24.6	97				
	QUINTILE 4	16744	1979	19.4	11.8	94	9719	19.8	58.0	96	4501	21.9	26.9	106				
	QUINTILE 5	17334	2072	20.3	12.0	95	10289	21.0	59.4	98	4103	20.0	23.7	93				
RADIO-DRIVE TIME	QUINTILE 1	15911	2350	23.0	14.8	117	10091	20.6	63.4	105	4243	20.7	26.7	105				
	QUINTILE 2	14837	1965	19.2	13.2	105	9457	19.3	63.7	105	3848	18.7	25.9	102				
	QUINTILE 3	15339	1868	18.3	12.2	96	9317	19.0	60.7	100	3830	18.7	25.0	99				
	QUINTILE 4	16723	1955	19.1	11.7	93	9870	20.1	59.0	97	4266	20.8	25.5	101				
	QUINTILE 5	18176	2083	20.4	11.5	91	10342	21.1	56.9	94	4337	21.1	23.9	94				
RADIO-MID-DAY	TERCILE 1	21020	2785	27.2	13.2	105	13098	26.7	62.3	103	5939	28.9	28.3	111				
	TERCILE 2	21610	2987	29.2	13.8	110	13356	27.2	61.8	102	5345	26.0	24.7	98				
	TERCILE 3	38355	4449	43.5	11.6	92	22623	46.1	59.0	97	9240	45.0	24.1	95				
RADIO-TOTAL	QUINTILE 1	15988	2201	21.5	13.8	109	10123	20.6	63.3	104	4352	21.2	27.2	107				
	QUINTILE 2	15626	2017	19.7	12.9	102	9701	19.8	62.1	102	4166	20.3	26.7	105				
	QUINTILE 3	16723	2355	23.0	14.1	112	10501	21.4	62.8	104	4173	20.3	25.0	98				
	QUINTILE 4	16342	1852	18.1	11.3	90	9493	19.3	58.1	96	3970	19.3	24.3	96				
	QUINTILE 5	16306	1795	17.6	11.0	87	9259	18.9	56.8	94	3861	18.8	23.7	93				
TV-PRIME TIME	QUINTILE 1	15953	2184	21.4	13.7	108	9392	19.1	58.9	97	4039	19.7	25.3	100				
	QUINTILE 2	16137	2421	23.7	15.0	119	10306	21.0	63.9	105	4377	21.3	27.1	107				
	QUINTILE 3	16420	2037	19.9	12.4	98	10369	21.1	63.1	104	4138	20.2	25.2	99				
	QUINTILE 4	16687	1939	19.0	11.6	92	10030	20.4	60.1	99	4056	19.8	24.3	96				
	QUINTILE 5	15789	1640	16.0	10.4	82	8981	18.3	56.9	94	3913	19.1	24.8	98				
TV-DAYTIME	TERCILE 1	27736	3787	37.1	13.7	108	17067	34.8	61.5	102	6807	33.2	24.5	97				
	TERCILE 2	26489	3325	32.5	12.6	99	16396	33.4	61.9	102	6888	33.6	26.0	103				
	TERCILE 3	26761	3109	30.4	11.6	92	15614	31.8	58.3	96	6828	33.3	25.5	101				
TV-TOTAL	QUINTILE 1	16345	2074	20.3	12.7	101	9599	19.6	58.7	97	3875	18.9	23.7	94				
	QUINTILE 2	16447	1968	19.3	12.0	95	9978	20.3	60.7	100	4285	20.9	26.1	103				
	QUINTILE 3	15980	2192	21.4	13.7	109	10029	20.4	62.8	104	4039	19.7	25.3	100				
	QUINTILE 4	15887	2220	21.7	14.0	111	10179	20.7	64.1	106	4045	19.7	25.5	100				
	QUINTILE 5	16326	1768	17.3	10.8	86	9292	18.9	56.9	94	4280	20.9	26.2	103				
MAGAZINES-NEWSPAPERS: DUAL		20721	2901	28.4	14.0	111	13350	27.2	64.4	106	6345	30.9	30.6	121				
MAGAZINE IMPERATIVE		19186	2338	22.9	12.2	97	11910	24.3	62.1	102	4870	23.7	25.4	100				
NEWSPAPER IMPERATIVE		21899	3055	29.9	14.0	111	13209	26.9	60.3	100	5256	25.6	24.0	95				
MAGAZINES-OUTDOOR: DUAL		15451	2225	21.8	14.4	114	10339	21.1	66.9	110	4418	21.5	28.6	113				
MAGAZINE IMPERATIVE		25953	3409	33.4	13.1	104	15981	32.6	61.6	102	7199	35.1	27.7	109				
OUTDOOR IMPERATIVE		24400	2922	28.6	12.0	95	14181	28.9	58.1	96	5516	26.9	22.6	89				
MAGAZINES-RADIO: DUAL		18049	2614	25.6	14.5	115	11562	23.6	64.1	106	5125	25.0	28.4	112				
MAGAZINE IMPERATIVE		23571	2959	29.0	12.6	99	14703	30.0	62.4	103	6468	31.5	27.4	108				
RADIO IMPERATIVE		23278	2878	28.2	12.4	98	14263	29.1	61.3	101	5576	27.2	24.0	95				
MAGAZINES-TELEVISION: DUAL		15459	2228	21.8	14.4	114	9780	19.9	63.3	104	4292	20.9	27.8	110				
MAGAZINE IMPERATIVE		25829	3399	33.3	13.2	104	16373	33.4	63.4	105	7249	35.3	28.1	111				
TELEVISION IMPERATIVE		26039	2961	29.0	11.4	90	15269	31.1	58.6	97	5794	28.2	22.3	88				
NEWSPAPERS-OUTDOOR: DUAL		16605	2504	24.5	15.1	119	10665	21.7	64.2	106	4630	22.6	27.9	110				
NEWSPAPER IMPERATIVE		26834	3653	35.7	13.6	108	16399	33.4	61.1	101	7109	34.6	26.5	105				
OUTDOOR IMPERATIVE		23346	2505	24.5	10.7	85	13890	28.3	59.5	98	5457	26.6	23.4	92				
NEWSPAPERS-RADIO: DUAL		17133	2553	25.0	14.9	118	11087	22.6	64.7	107	4773	23.3	27.9	110				
NEWSPAPER IMPERATIVE		25892	3565	34.9	13.8	109	15834	32.3	61.2	101	6704	32.7	25.9	102				
RADIO IMPERATIVE		23167	2704	26.5	11.7	92	14087	28.7	60.8	100	5789	28.2	25.0	99				
NEWSPAPERS-TELEVISION: DUAL		17159	2303	22.5	13.4	106	10459	21.3	61.0	101	4666	22.7	27.2	107				
NEWSPAPER IMPERATIVE		26214	3832	37.5	14.6	116	16483	33.6	62.9	104	7098	34.6	27.1	107				
TELEVISION IMPERATIVE		23412	2630	25.7	11.2	89	13829	28.2	59.1	97	5424	26.4	23.2	91				
OUTDOOR-RADIO: DUAL		15303	2138	20.9	14.0	111	9726	19.8	63.6	105	4297	20.9	28.1	111				
OUTDOOR IMPERATIVE		24901	3096	30.3	12.4	99	15130	30.8	60.8	100	5919	28.8	23.8	94				
RADIO IMPERATIVE		26492	3572	34.9	13.5	107	16326	33.3	61.6	102	6922	33.7	26.1	103				
OUTDOOR-TELEVISION: DUAL		14794	2067	20.2	14.0	111	9385	19.1	63.4	105	3578	17.4	24.2	95				
OUTDOOR IMPERATIVE		25437	3349	32.8	13.2	104	15710	32.0	61.8	102	6809	33.2	26.8	106				
TELEVISION IMPERATIVE		27877	3257	31.9	11.7	93	16439	33.5	59.0	97	6932	33.8	24.9	98				
RADIO-TELEVISION: DUAL		15996	2109	20.6	13.2	104	9965	20.3	62.3	103	4094	19.9	25.6	101				
RADIO IMPERATIVE		25478	3504	34.3	13.8	109	16147	32.9	63.4	105	6848	33.4	26.9	106				
TELEVISION IMPERATIVE		26573	3190	31.2	12.0	95	15777	32.1	59.4	98	6374	31.1	24.0	95				

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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AMERICAN/PASTEURIZED PROCESSED CHEESE (NOT DIET OR LOW CALORIE) - TYPES & FLAVORS/STRENGTHS
(FEMALE HOMEMAKERS)

0220
P-19

	TOTAL U.S. '000	OTHER PRE-SLICED A '000	B % DOWN	C % ACROSS	D INDX	MILD/MELLOW A '000	B % DOWN	C % ACROSS	D INDX	SHARP/AGED A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	10221	100.0	12.6	100	49077	100.0	60.6	100	20523	100.0	25.3	100				
ATLANTIC MONTHLY	415	**44	0.4	10.6	84	*266	0.5	64.1	106	*110	0.5	26.5	105				
BARRON'S	453	**49	0.5	10.8	86	*267	0.5	58.9	97	**108	0.5	23.8	94				
BETTER HOMES & GARDENS	16256	2356	23.1	14.5	115	10537	21.5	64.8	107	4701	22.9	28.9	114				
BON APPETIT	2535	345	3.4	13.6	108	1288	2.6	50.8	84	834	4.1	32.9	130				
BUSINESS WEEK	1278	*140	1.4	11.0	87	667	1.4	52.2	86	310	1.5	24.3	96				
CAR AND DRIVER	378	**56	0.5	14.8	117	*199	0.4	52.6	87	**135	0.7	35.7	141				
CBS MAGAZINE NETWORK (GROSS)	1498	*285	2.8	19.0	151	890	1.8	59.4	98	568	2.8	37.9	150				
CHANGING TIMES	1505	*272	2.7	18.1	143	838	1.7	55.7	92	462	2.3	30.7	121				
COLONIAL HOMES	1231	*219	2.1	17.8	141	737	1.5	59.9	99	392	1.9	31.8	126				
CONDE NAST MAG. PKG. (GROSS)	14146	2040	20.0	14.4	114	8554	17.4	60.5	100	4077	19.9	28.8	114				
CONSUMERS DIGEST	1323	*211	2.1	15.9	126	837	1.7	63.3	104	448	2.2	33.9	134				
COSMOPOLITAN	7102	1027	10.0	14.5	115	4369	8.9	61.5	102	1976	9.6	27.8	110				
COUNTRY LIVING	2481	474	4.6	19.1	151	1656	3.4	66.7	110	709	3.5	28.6	113				
CUISINE	1472	*229	2.2	15.6	123	800	1.6	54.3	90	426	2.1	28.9	114				
CYCLE WORLD	425	**74	0.7	17.4	138	*302	0.6	71.1	117	**132	0.6	31.1	123				
DCI:CREATIVE IDEAS FOR LIV	2510	402	3.9	16.0	127	1777	3.6	70.8	117	795	3.9	31.7	125				
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	911	8.9	13.6	108	4352	8.9	65.0	107	2173	10.6	32.5	128				
DISCOVER	894	*163	1.6	18.2	144	594	1.2	66.4	110	254	1.2	28.4	112				
EBONY	3507	445	4.4	12.7	101	1949	4.0	55.6	92	924	4.5	26.3	104				
ESQUIRE	1083	*114	1.1	10.5	83	614	1.3	56.7	94	295	1.4	27.2	107				
ESSENCE	1830	195	1.9	10.7	84	1115	2.3	60.9	101	503	2.5	27.5	108				
FAMILY CIRCLE	15930	2261	22.1	14.2	112	10369	21.1	65.1	107	4461	21.7	28.0	111				
THE FAMILY HANDYMAN	1126	*187	1.8	16.6	132	716	1.5	63.6	105	417	2.0	37.0	146				
FAMILY WEEKLY	11468	1587	15.5	13.8	110	7381	15.0	64.4	106	2767	13.5	24.1	95				
FIELD & STREAM	2234	368	3.6	16.5	131	1518	3.1	67.9	112	675	3.3	30.2	119				
FOOD & WINE	579	**99	1.0	17.1	135	286	0.6	49.4	82	248	1.2	42.8	169				
FORBES	728	**80	0.8	11.0	87	381	0.8	52.3	86	*188	0.9	25.8	102				
FORTUNE	906	*122	1.2	13.5	107	581	1.2	64.1	106	*255	1.2	28.1	111				
GENTLEMEN'S QUARTERLY	791	**100	1.0	12.6	100	371	0.8	46.9	77	*189	0.9	23.9	94				
GLAMOUR	5265	654	6.4	12.4	98	3144	6.4	59.7	99	1592	7.8	30.2	119				
GOLF DIGEST	636	**90	0.9	14.2	112	434	0.9	68.2	113	*158	0.8	24.8	98				
GOLF DIGEST/TENNIS (GROSS)	1186	*222	2.2	18.7	148	750	1.5	63.2	104	320	1.6	27.0	106				
GOLF MAGAZINE	441	**70	0.7	15.9	126	*249	0.5	56.5	93	**116	0.6	26.3	104				
GOLF MAGAZINE/SKI (GROSS)	922	**144	1.4	15.6	124	533	1.1	57.8	95	*232	1.1	25.2	99				
GOOD HOUSEKEEPING	16487	2295	22.5	13.9	110	10793	22.0	65.5	108	4795	23.4	29.1	115				
HARPER'S BAZAAR	2423	348	3.4	14.4	114	1390	2.8	57.4	95	781	3.8	32.2	127				
HEALTH	1994	*301	2.9	15.1	120	1245	2.5	62.4	103	651	3.2	32.6	129				
HEARST MAG CORP. BUY (GROSS)	44101	6412	62.7	14.5	115	28339	57.7	64.3	106	12890	62.8	29.2	115				
HEARST MAN POWER (GROSS)	1993	326	3.2	16.4	130	1413	2.9	70.9	117	633	3.1	31.8	125				
HEARST WOMAN POWER (GROSS)	31274	4325	42.3	13.8	110	20210	41.2	64.6	107	9006	43.9	28.8	114				
HOUSE BEAUTIFUL	3623	588	5.8	16.2	129	2311	4.7	63.8	105	1075	5.2	29.7	117				
INC.	283	**29	0.3	10.2	81	*183	0.4	64.7	107	**96	0.5	33.9	134				
JET	2928	367	3.6	12.5	99	1584	3.2	54.1	89	700	3.4	23.9	94				
LADIES' HOME JOURNAL	11918	1474	14.4	12.4	98	7790	15.9	65.4	108	3270	15.9	27.4	108				
LHJ FAMILY GRP COMBO(GROSS)	16764	2250	22.0	13.4	106	10998	22.4	65.6	108	4851	23.6	28.9	114				
LIFE	4254	591	5.8	13.9	110	2550	5.2	59.9	99	1253	6.1	29.5	116				
L.A. TIMES HOME MAGAZINE	1145	**58	0.6	5.1	40	541	1.1	47.2	78	380	1.9	33.2	131				
MADEMOISELLE	2884	479	4.7	16.6	132	1854	3.8	64.3	106	905	4.4	31.4	124				
MC CALL'S	13460	1663	16.3	12.4	98	8535	17.4	63.4	105	3837	18.7	28.5	112				
MC CALL'S/WRK MOTHER (GROSS)	14606	1825	17.9	12.5	99	9384	19.1	64.2	106	4140	20.2	28.3	112				
MECHANIX ILLUSTRATED	772	*189	1.8	24.5	194	559	1.1	72.4	119	*260	1.3	33.7	133				
METROPOLITAN HOME	967	*121	1.2	12.5	99	506	1.0	52.3	86	250	1.2	25.9	102				
MONEY	1588	*153	1.5	9.6	76	881	1.8	55.5	92	423	2.1	26.6	105				
MOTHER EARTH NEWS	1002	**127	1.2	12.7	100	651	1.3	65.0	107	*266	1.3	26.5	105				
MS.	825	*132	1.3	16.0	127	448	0.9	54.3	90	279	1.4	33.8	133				
NATIONAL ENQUIRER	10336	1308	12.8	12.7	100	6542	13.3	63.3	104	2953	14.4	28.6	113				
NATIONAL GEOGRAPHIC	9597	1349	13.2	14.1	111	5964	12.2	62.1	103	2803	13.7	29.2	115				
NATIONAL SUNDAY MAGAZINE PKG	49558	6607	64.6	13.3	106	30756	62.7	62.1	102	13372	65.2	27.0	106				
NATURAL HISTORY	573	**46	0.5	8.0	64	285	0.6	49.7	82	**87	0.4	15.2	60				
NEW WOMAN	1699	239	2.3	14.1	111	1001	2.0	58.9	97	489	2.4	28.8	114				
NEW YORK INCLUDING CUE	443	**91	0.9	20.5	163	*193	0.4	43.6	72	*102	0.5	23.0	91				
THE NEW YORKER	1270	*174	1.7	13.7	109	563	1.1	44.3	73	343	1.7	27.0	107				
NEWSWEEK	6277	817	8.0	13.0	103	3726	7.6	59.4	98	1804	8.8	28.7	113				
THE N.Y. TIMES DAILY EDITION	1205	*201	2.0	16.7	132	664	1.4	55.1	91	307	1.5	25.5	101				
THE N.Y. TIMES MAGAZINE	2081	365	3.6	17.5	139	1067	2.2	51.3	85	564	2.7	27.1	107				
OMNI	788	**115	1.1	14.6	116	467	1.0	59.3	98	*254	1.2	32.2	127				
ON CABLE	1158	**69	0.7	6.0	47	734	1.5	63.4	105	459	2.2	39.6	156				
1001 HOME IDEAS	2852	475	4.6	16.7	132	1963	4.0	68.8	114	930	4.5	32.6	129				
ORGANIC GARDENING	1658	*260	2.5	15.7	124	1066	2.2	64.3	106	496	2.4	29.9	118				
OUTDOOR LIFE	896	*153	1.5	17.1	135	595	1.2	66.4	110	251	1.2	28.0	111				
PARADE MAGAZINE	24275	3411	33.4	14.1	111	14857	30.3	61.2	101	6704	32.7	27.6	109				

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AMERICAN/PASTEURIZED PROCESSED CHEESE (NOT DIET OR LOW CALORIE) - TYPES & FLAVORS/STRENGTHS
(FEMALE HOMEMAKERS)

0221
P-19

	TOTAL U.S. '000	OTHER PRE-SLICED A '000	OTHER PRE-SLICED B % DOWN	OTHER PRE-SLICED C % ACROSS	OTHER PRE-SLICED D INDX	MILD/MELLOW A '000	MILD/MELLOW B % DOWN	MILD/MELLOW C % ACROSS	MILD/MELLOW D INDX	SHARP/AGED A '000	SHARP/AGED B % DOWN	SHARP/AGED C % ACROSS	SHARP/AGED D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	10221	100.0	12.6	100	49077	100.0	60.6	100	20523	100.0	25.3	100				
PARENTS	3845	544	5.3	14.1	112	2522	5.1	65.6	108	1126	5.5	29.3	116				
PENTHOUSE	831	**129	1.3	15.5	123	510	1.0	61.4	101	*277	1.3	33.3	132				
PEOPLE	11645	1584	15.5	13.6	108	7405	15.1	63.6	105	3197	15.6	27.5	108				
PLAYBOY	2006	*196	1.9	9.8	77	1101	2.2	54.9	91	524	2.6	26.1	103				
POPULAR HOT RODDING	297	**49	0.5	16.5	131	*197	0.4	66.3	109	**71	0.3	23.9	94				
POPULAR MECHANICS	1018	*170	1.7	16.7	132	711	1.4	69.8	115	378	1.8	37.1	147				
POPULAR SCIENCE	878	*166	1.6	18.9	150	542	1.1	61.7	102	*272	1.3	31.0	122				
PREVENTION	3913	526	5.1	13.4	107	2347	4.8	60.0	99	1146	5.6	29.3	116				
PSYCHOLOGY TODAY	1710	*288	2.8	16.8	133	1070	2.2	62.6	103	576	2.8	33.7	133				
READER'S DIGEST	22204	3017	29.5	13.6	108	14431	29.4	65.0	107	6267	30.5	28.2	111				
REDBOOK	7684	1004	9.8	13.1	104	5048	10.3	65.7	108	2235	10.9	29.1	115				
ROAD & TRACK	410	**55	0.5	13.4	106	*257	0.5	62.7	103	*197	1.0	48.0	190				
ROLLING STONE	969	*224	2.2	23.1	183	655	1.3	67.6	112	326	1.6	33.6	133				
RUNNER'S WORLD	298	**25	0.2	8.4	66	*158	0.3	53.0	87	**91	0.4	30.5	121				
SATURDAY EVENING POST	1169	*209	2.0	17.9	142	724	1.5	61.9	102	350	1.7	29.9	118				
SCIENCE 84	587	**79	0.8	13.5	107	372	0.8	63.4	105	*75	0.4	12.8	50				
SCIENCE DIGEST	482	**103	1.0	21.4	169	338	0.7	70.1	116	*142	0.7	29.5	116				
SCIENTIFIC AMERICAN	594	**54	0.5	9.1	72	*226	0.5	38.0	63	*100	0.5	16.8	66				
SELF	2089	316	3.1	15.1	120	1306	2.7	62.5	103	530	2.6	25.4	100				
SEVENTEEN	2411	362	3.5	15.0	119	1492	3.0	61.9	102	607	3.0	25.2	99				
SKI	480	**74	0.7	15.4	122	284	0.6	59.2	98	**116	0.6	24.2	95				
SMITHSONIAN	2760	367	3.6	13.3	105	1280	2.6	46.4	77	946	4.6	34.3	135				
SOAP OPERA DIGEST	3013	503	4.9	16.7	132	2087	4.3	69.3	114	853	4.2	28.3	112				
SOUTHERN LIVING	4184	509	5.0	12.2	96	2575	5.2	61.5	102	1379	6.7	33.0	130				
SPORT	559	**118	1.2	21.1	167	342	0.7	61.2	101	*201	1.0	36.0	142				
THE SPORTING NEWS	436	**111	1.1	25.5	202	*344	0.7	78.9	130	**113	0.6	25.9	102				
SPORTS AFIELD	493	**54	0.5	11.0	87	364	0.7	73.8	122	**113	0.6	22.9	90				
SPORTS ILLUSTRATED	2758	331	3.2	12.0	95	1719	3.5	62.3	103	793	3.9	28.8	113				
STAR	7456	1106	10.8	14.8	118	4592	9.4	61.6	102	2069	10.1	27.7	110				
SUNDAY	24936	3254	31.8	13.0	103	15279	31.1	61.3	101	6654	32.4	26.7	105				
SUNSET	2124	*179	1.8	8.4	67	1034	2.1	48.7	80	632	3.1	29.8	117				
TV GUIDE	21661	2633	25.8	12.2	96	14053	28.6	64.9	107	5904	28.8	27.3	108				
TENNIS	550	**132	1.3	24.0	190	316	0.6	57.5	95	*162	0.8	29.5	116				
TIME	8880	1314	12.9	14.8	117	5497	11.2	61.9	102	2563	12.5	28.9	114				
TOWN & COUNTRY	917	*103	1.0	11.2	89	513	1.0	55.9	92	270	1.3	29.4	116				
TRAVEL & LEISURE	972	*154	1.5	15.8	126	616	1.3	63.4	105	241	1.2	24.8	98				
TRUE STORY	3356	511	5.0	15.2	121	2353	4.8	70.1	116	699	3.4	20.8	82				
U.S.NEWS & WORLD REPORT	3410	417	4.1	12.2	97	2009	4.1	58.9	97	1076	5.2	31.6	125				
USA TODAY	1759	*268	2.6	15.2	121	1063	2.2	60.4	100	514	2.5	29.2	115				
US	1873	286	2.8	15.3	121	1209	2.5	64.5	107	590	2.9	31.5	124				
VOGUE	3909	590	5.8	15.1	120	2249	4.6	57.5	95	1050	5.1	26.9	106				
WALL STREET JOURNAL	1886	*198	1.9	10.5	83	1067	2.2	56.6	93	555	2.7	29.4	116				
WEIGHT WATCHERS	2120	*201	2.0	9.5	75	1383	2.8	65.2	108	584	2.8	27.5	109				
WOMAN'S DAY	14172	1985	19.4	14.0	111	9253	18.9	65.3	108	4009	19.5	28.3	112				
WORKING MOTHER	1146	*162	1.6	14.1	112	849	1.7	74.1	122	304	1.5	26.5	105				
WORKING WOMAN	1322	*182	1.8	13.8	109	827	1.7	62.6	103	281	1.4	21.3	84				
WORLD TENNIS	*163	**25	0.2	15.3	122	**39	0.1	23.9	39	**48	0.2	29.4	116				
ZIFF-DAVIS MAG NETWK (GROSS)	2532	447	4.4	17.7	140	1572	3.2	62.1	102	771	3.8	30.5	120				
BLAIR INSERTS	43657	5762	56.4	13.2	105	26617	54.2	61.0	101	11840	57.7	27.1	107				
DAILY NEWSPAPERS																	
READ ANY	51633	7076	69.2	13.7	109	31926	65.1	61.8	102	13617	66.3	26.4	104				
READ ONE	43463	5702	55.8	13.1	104	26782	54.6	61.6	102	11282	55.0	26.0	102				
READ TWO OR MORE	8170	1374	13.4	16.8	133	5144	10.5	63.0	104	2335	11.4	28.6	113				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	7090	69.4	13.5	107	32692	66.6	62.1	102	14021	68.3	26.6	105				
READ ONE	46126	5986	58.6	13.0	103	28691	58.5	62.2	103	12034	58.6	26.1	103				
READ TWO OR MORE	6552	1104	10.8	16.8	134	4001	8.2	61.1	101	1987	9.7	30.3	120				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.07				28.06				27.87							
30 DAY REACH	71455	8952	87.6	12.5	99	43339	88.3	60.7	100	18170	88.5	25.4	100				
50 SHWG - 30 DAY AV FREQ	14.56	14.59				14.82				14.62							
30 DAY REACH	67742	8641	84.5	12.8	101	41098	83.7	60.7	100	17350	84.5	25.6	101				
25 SHWG - 30 DAY AV FREQ	7.94	7.91				8.03				7.90							
30 DAY REACH	62117	7965	77.9	12.8	102	37902	77.2	61.0	101	16049	78.2	25.8	102				
CABLE TV: HOME WIRED	32077	4357	42.6	13.6	108	20372	41.5	63.5	105	8947	43.6	27.9	110				
HOME NOT WIRED	48909	5864	57.4	12.0	95	28705	58.5	58.7	97	11576	56.4	23.7	93				
HAVE PAY CABLE	15935	2232	21.8	14.0	111	10736	21.9	67.4	111	4431	21.6	27.8	110				

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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AMERICAN/PASTEURIZED PROCESSED CHEESE (NOT DIET OR LOW CALORIE) - TYPES & FLAVORS/STRENGTHS
(FEMALE HOMEMAKERS)

0222
P-19

	TOTAL U.S. '000	OTHER PRE-SLICED A '000	B % DOWN	C % ACROSS	D INDX	MILD/MELLOW A '000	B % DOWN	C % ACROSS	D INDX	SHARP/AGED A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	10221	100.0	12.6	100	49077	100.0	60.6	100	20523	100.0	25.3	100				
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	5811	56.9	13.2	105	27316	55.7	62.2	103	11515	56.1	26.2	103				
10:00 AM - 3:00 PM	30659	4037	39.5	13.2	104	19100	38.9	62.3	103	8114	39.5	26.5	104				
3:00 PM - 7:00 PM	31045	4142	40.5	13.3	106	19617	40.0	63.2	104	8320	40.5	26.8	106				
7:00 PM - MIDNIGHT	15767	1918	18.8	12.2	96	9875	20.1	62.6	103	3923	19.1	24.9	98				
MIDNIGHT - 6:00 AM	9120	1240	12.1	13.6	108	5788	11.8	63.5	105	2568	12.5	28.2	111				
6:00 AM - MIDNIGHT	58527	7585	74.2	13.0	103	36427	74.2	62.2	103	15064	73.4	25.7	102				
ENTIRE DAY	59311	7699	75.3	13.0	103	36836	75.1	62.1	102	15366	74.9	25.9	102				
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	2206	21.6	13.6	108	10119	20.6	62.6	103	4469	21.8	27.6	109				
ALL NEWS	2256	334	3.3	14.8	117	1322	2.7	58.6	97	602	2.9	26.7	105				
AOR/PROGRESSIVE	3874	546	5.3	14.1	112	2527	5.1	65.2	108	971	4.7	25.1	99				
BEAUTIFUL MUSIC	5660	801	7.8	14.2	112	3388	6.9	59.9	99	1546	7.5	27.3	108				
BLACK	2204	288	2.8	13.1	104	1337	2.7	60.7	100	411	2.0	18.6	74				
CLASSICAL	1418	*144	1.4	10.2	80	798	1.6	56.3	93	351	1.7	24.8	98				
CHR/ROCK	9538	1483	14.5	15.5	123	6591	13.4	69.1	114	2374	11.6	24.9	98				
COUNTRY	12648	1492	14.6	11.8	93	8249	16.8	65.2	108	3252	15.8	25.7	101				
GOLDEN OLDIES	1191	**103	1.0	8.6	69	634	1.3	53.2	88	319	1.6	26.8	106				
MOR/NOSTALGIA	4757	612	6.0	12.9	102	2919	5.9	61.4	101	1199	5.8	25.2	99				
NEWS/TALK	3863	536	5.2	13.9	110	2202	4.5	57.0	94	971	4.7	25.1	99				
RELIGIOUS	3084	231	2.3	7.5	59	1824	3.7	59.1	98	721	3.5	23.4	92				
SOFT ROCK	521	**103	1.0	19.8	157	296	0.6	56.8	94	*123	0.6	23.6	93				
URBAN CONTEMPORARY	1585	227	2.2	14.3	113	847	1.7	53.4	88	324	1.6	20.4	81				
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	579	5.7	17.8	141	2118	4.3	64.9	107	807	3.9	24.7	98				
ABC DIRECTION	2316	289	2.8	12.5	99	1514	3.1	65.4	108	642	3.1	27.7	109				
ABC ENTERTAINMENT	4834	714	7.0	14.8	117	3007	6.1	62.2	103	1333	6.5	27.6	109				
ABC FM	2202	274	2.7	12.4	99	1450	3.0	65.8	109	462	2.3	21.0	83				
ABC INFORMATION	5425	798	7.8	14.7	117	3435	7.0	63.3	104	1548	7.5	28.5	113				
ABC ROCK	1677	273	2.7	16.3	129	1179	2.4	70.3	116	425	2.1	25.3	100				
CBS	4430	544	5.3	12.3	97	2637	5.4	59.5	98	1131	5.5	25.5	101				
MUTUAL	4992	809	7.9	16.2	128	3083	6.3	61.8	102	1479	7.2	29.6	117				
NBC	4679	610	6.0	13.0	103	2896	5.9	61.9	102	1286	6.3	27.5	108				
RADIORADIO	1994	*227	2.2	11.4	90	1180	2.4	59.2	98	414	2.0	20.8	82				
RKO ONE	2298	*200	2.0	8.7	69	1501	3.1	65.3	108	479	2.3	20.8	82				
RKO TWO	3311	431	4.2	13.0	103	2115	4.3	63.9	105	652	3.2	19.7	78				
THE SOURCE	2114	*286	2.8	13.5	107	1445	2.9	68.4	113	544	2.7	25.7	102				
NON-WIRED : BLAIR	8654	1354	13.2	15.6	124	5578	11.4	64.5	106	2497	12.2	28.9	114				
INTERNET	12025	1544	15.1	12.8	102	7337	14.9	61.0	101	2934	14.3	24.4	96				
KATZ RADIO GROUP	15359	2240	21.9	14.6	116	9366	19.1	61.0	101	4216	20.5	27.4	108				
SUPERNET	10628	1340	13.1	12.6	100	6570	13.4	61.8	102	2570	12.5	24.2	95				
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	1067	10.4	12.3	98	4885	10.0	56.4	93	2197	10.7	25.4	100				
MKDAY 9:00 AM - 1:00 PM	12163	1476	14.4	12.1	96	7205	14.7	59.2	98	2968	14.5	24.4	96				
MKDAY 1:00 PM - 4:30 PM	16150	2140	20.9	13.3	105	9840	20.1	60.9	101	3927	19.1	24.3	96				
MKDAY 4:30 PM - 7:30 PM	22463	2665	26.1	11.9	94	13076	26.6	58.2	96	5558	27.1	24.7	98				
MKDAY 7:30 PM - 8:00 PM	31795	3993	39.1	12.6	100	18961	38.6	59.6	98	8078	39.4	25.4	100				
MKDAY 11:00 PM - 11:30 PM	23977	3439	33.6	14.3	114	14812	30.2	61.8	102	5972	29.1	24.9	98				
MKDAY 11:30 PM - 1:00 AM	7703	1005	9.8	13.0	103	4805	9.8	62.4	103	1880	9.2	24.4	96				
M-SAT 8-11 PM+SUN 7-11 PM	33800	4547	44.5	13.5	107	20686	42.2	61.2	101	8679	42.3	25.7	101				
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	977	9.6	14.9	118	4243	8.6	64.9	107	1613	7.9	24.7	97				
ANOTHER WORLD N	4620	542	5.3	11.7	93	2759	5.6	59.7	99	1282	6.2	27.7	110				
AS THE WORLD TURNS C	5614	700	6.8	12.5	99	3390	6.9	60.4	100	1350	6.6	24.0	95				
CAPITOL C	3396	484	4.7	14.3	113	2019	4.1	59.5	98	741	3.6	21.8	86				
CBS MORN. NEWS 1 C	1446	190	1.9	13.1	104	721	1.5	49.9	82	385	1.9	26.6	105				
CBS MORN. NEWS 2 C	1207	140	1.4	11.6	92	569	1.2	47.1	78	328	1.6	27.2	107				
DAYS OF OUR LIVES N	5877	722	7.1	12.3	97	3651	7.4	62.1	103	1496	7.3	25.5	100				
FACTS OF LIFE - DAYTIME N	2290	281	2.7	12.3	97	1349	2.7	58.9	97	502	2.4	21.9	87				
FAMILY FEUD A	3023	316	3.1	10.5	83	1848	3.8	61.1	101	639	3.1	21.1	83				
GENERAL HOSPITAL A	6097	895	8.8	14.7	116	3657	7.5	60.0	99	1501	7.3	24.6	97				
GOOD MORNING, AMERICA-730 A	3515	450	4.4	12.8	101	2120	4.3	60.3	100	1000	4.9	28.4	112				
GOOD MORNING, AMERICA-830 A	2818	349	3.4	12.4	98	1693	3.4	60.1	99	863	4.2	30.6	121				
GUIDING LIGHT C	5339	741	7.2	13.9	110	3180	6.5	59.6	98	1348	6.6	25.2	100				
ONE LIFE TO LIVE A	4478	544	5.3	12.1	96	2775	5.7	62.0	102	1021	5.0	22.8	90				
PRESS YOUR LUCK C	2244	257	2.5	11.5	91	1367	2.8	60.9	101	475	2.3	21.2	84				
PRICE IS RIGHT 1 C	4348	552	5.4	12.7	101	2522	5.1	58.0	96	1017	5.0	23.4	92				
PRICE IS RIGHT 2 C	5014	662	6.5	13.2	105	2877	5.9	57.4	95	1235	6.0	24.6	97				
RYAN'S HOPE A	3150	423	4.1	13.4	106	2046	4.2	65.0	107	812	4.0	25.8	102				
SALE OF THE CENTURY N	2695	342	3.3	12.7	101	1584	3.2	58.8	97	698	3.4	25.9	102				
SEARCH FOR TOMORROW N	2319	216	2.1	9.3	74	1388	2.8	59.9	99	610	3.0	26.3	104				
TODAY SHOW 1 N	2693	311	3.0	11.5	92	1434	2.9	53.2	88	732	3.6	27.2	107				
TODAY SHOW 2 N	2498	257	2.5	10.3	82	1337	2.7	53.5	88	662	3.2	26.5	105				
$25,000 PYRAMID C	2753	258	2.5	9.4	74	1525	3.1	55.4	91	713	3.5	25.9	102				
WHEEL OF FORTUNE N	4388	550	5.4	12.5	99	2583	5.3	58.9	97	1118	5.4	25.5	101				
YOUNG AND THE RESTLESS C	5695	726	7.1	12.7	101	3313	6.8	58.2	96	1304	6.4	22.9	90				
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	187	1.8	10.6	84	1012	2.1	57.5	95	463	2.3	26.3	104				
NBA PLAYOFF GAME -1 C	1136	*138	1.4	12.1	96	678	1.4	59.7	98	332	1.6	29.2	115				
NBC MAJOR LEAGUE PRE-GAME N	953	**64	0.6	6.7	53	665	1.4	69.8	115	*145	0.7	15.2	60				
SPORTSWORLD - SUN N	1233	*107	1.0	8.7	69	794	1.6	64.4	106	312	1.5	25.3	100				
SUNDAY MORNING C	1611	*141	1.4	8.8	69	926	1.9	57.5	95	394	1.9	24.5	97				

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AMERICAN/PASTEURIZED PROCESSED CHEESE (NOT DIET OR LOW CALORIE) - TYPES & FLAVORS/STRENGTHS
(FEMALE HOMEMAKERS)

0223
P-19

		TOTAL U.S. '000	OTHER PRE-SLICED A '000	B % DOWN	C % ACROSS	D INDX	MILD/MELLOW A '000	B % DOWN	C % ACROSS	D INDX	SHARP/AGED A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	10221	100.0	12.6	100	49077	100.0	60.6	100	20523	100.0	25.3	100				
MKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	3212	31.4	12.3	98	14971	30.5	57.4	95	6539	31.9	25.1	99				
NETWORK AFFILIATES - LATE		20261	2891	28.3	14.3	113	12504	25.5	61.7	102	5076	24.7	25.1	99				
INDEPENDENTS - LATE		2076	273	2.7	13.2	104	1111	2.3	53.5	88	525	2.6	25.3	100				
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	1344	13.1	12.9	102	6512	13.3	62.3	103	2678	13.0	25.6	101				
ABC MONDAY NIGHT MOVIE	A	6412	866	8.5	13.5	107	3982	8.1	62.1	102	1800	8.8	28.1	111				
ABC SUNDAY NIGHT MOVIE	A	12407	1671	16.3	13.5	107	7499	15.3	60.4	100	3005	14.6	24.2	96				
ABC WORLD NEWS TONIGHT	A	6176	733	7.2	11.9	94	3601	7.3	58.3	96	1543	7.5	25.0	99				
AFTERMASH	C	5863	755	7.4	12.9	102	3372	6.9	57.5	95	1673	8.2	28.5	113				
ALICE	C	9594	1147	11.2	12.0	95	5744	11.7	59.9	99	2528	12.3	26.3	104				
AMERICAN PARADE	C	6622	957	9.4	14.5	115	3759	7.7	56.8	94	1734	8.4	26.2	103				
BENSON	A	10886	1410	13.8	13.0	103	6479	13.2	59.5	98	2844	13.9	26.1	103				
BLUE THUNDER	A	5036	573	5.6	11.4	90	3238	6.6	64.3	106	1219	5.9	24.2	96				
CAGNEY & LACEY	C	9965	1410	13.8	14.1	112	6517	13.3	65.4	108	2355	11.5	23.6	93				
CBS EVENING NEWS-DEAN	C	3491	395	3.9	11.3	90	1849	3.8	53.0	87	912	4.4	26.1	103				
CBS EVENING NEWS-RATHER	C	7123	804	7.9	11.3	89	3967	8.1	55.7	92	1797	8.8	25.2	100				
CBS SAT. NEWS-SCHIEFFER	C	3621	344	3.4	9.5	75	2017	4.1	55.7	92	936	4.6	25.8	102				
CBS SATURDAY NIGHT MOVIE	C	5436	643	6.3	11.8	94	3393	6.9	62.4	103	1330	6.5	24.5	97				
CBS WEDNESDAY NIGHT MOVIE	C	6100	899	8.8	14.7	117	3601	7.3	59.0	97	1621	7.9	26.6	105				
CHEERS	N	8889	1338	13.1	15.1	119	5594	11.4	62.9	104	2625	12.8	29.5	117				
DALLAS	C	22109	2958	28.9	13.4	106	13265	27.0	60.0	99	5961	29.0	27.0	106				
DIFF'RENT STROKES	N	6940	816	8.0	11.8	93	3979	8.1	57.3	95	1884	9.2	27.1	107				
DOUBLE TROUBLE	N	7223	907	8.9	12.6	99	4550	9.3	63.0	104	1879	9.2	26.0	103				
DUCK FACTORY	N	5595	884	8.6	15.8	125	3517	7.2	62.9	104	1621	7.9	29.0	114				
DUKES OF HAZZARD	C	5768	659	6.4	11.4	91	3553	7.2	61.6	102	1506	7.3	26.1	103				
DYNASTY	A	20053	2399	23.5	12.0	95	12101	24.7	60.3	100	5201	25.3	25.9	102				
FACTS OF LIFE	N	8087	979	9.6	12.1	96	5082	10.4	62.8	104	2018	9.8	25.0	98				
FALCON CREST	C	20046	2738	26.8	13.7	108	12055	24.6	60.1	99	5387	26.2	26.9	106				
FALL GUY	A	9084	1220	11.9	13.4	106	5767	11.8	63.5	105	2190	10.7	24.1	95				
FAMILY TIES	N	7964	1092	10.7	13.7	109	4922	10.0	61.8	102	2184	10.6	27.4	108				
FANTASY ISLAND	A	7687	913	8.9	11.9	94	4400	9.0	57.2	94	2029	9.9	26.4	104				
FOULUPS,BLEEPS & BLUNDERS	A	8861	966	9.5	10.9	86	5478	11.2	61.8	102	2251	11.0	25.4	100				
FOUR SEASONS	C	5095	720	7.0	14.1	112	2988	6.1	58.6	97	1487	7.2	29.2	115				
GIMME A BREAK	N	8838	1193	11.7	13.5	107	5338	10.9	60.4	100	2312	11.3	26.2	103				
HART TO HART	A	8978	1159	11.3	12.9	102	5430	11.1	60.5	100	2173	10.6	24.2	96				
HILL STREET BLUES	N	8590	1186	11.6	13.8	109	5515	11.2	64.2	106	2232	10.9	26.0	103				
HOTEL	A	14085	1985	19.4	14.1	112	8677	17.7	61.6	102	3530	17.2	25.1	99				
JEFFERSONS	C	9360	1214	11.9	13.0	103	5595	11.4	59.8	99	2411	11.7	25.8	102				
JENNIFER SLEPT HERE	N	5841	720	7.0	12.3	98	3427	7.0	58.7	97	1560	7.6	26.7	105				
KATE & ALLIE	C	9206	1373	13.4	14.9	118	5815	11.8	63.2	104	2464	12.0	26.8	106				
KNIGHT RIDER	N	7076	897	8.8	12.7	100	4496	9.2	63.5	105	1779	8.7	25.1	99				
LOVE BOAT	A	12219	1387	13.6	11.4	90	7032	14.3	57.5	95	3142	15.3	25.7	101				
MAGNUM PI	C	11199	1513	14.8	13.5	107	6849	14.0	61.2	101	2890	14.1	25.8	102				
MAMA'S FAMILY	N	6057	880	8.6	14.5	115	3669	7.5	60.6	100	1454	7.1	24.0	95				
MASTER, THE	N	3598	469	4.6	13.0	103	2232	4.5	62.0	102	827	4.0	23.0	91				
MATT HOUSTON	A	6344	776	7.6	12.2	97	3923	8.0	61.8	102	1473	7.2	23.2	92				
NBC MONDAY NIGHT MOVIE	N	11994	1552	15.2	12.9	103	7459	15.2	62.2	103	3071	15.0	25.6	101				
NBC NIGHTLY NEWS	N	5132	577	5.6	11.2	89	2899	5.9	56.5	93	1388	6.8	27.0	107				
NBC NIGHTLY NEWS-SAT	N	3375	298	2.9	8.8	70	1784	3.6	52.9	87	800	3.9	23.7	94				
NBC NIGHTLY NEWS-SUN	N	3130	400	3.9	12.8	101	1756	3.6	56.1	93	855	4.2	27.3	108				
NBC SUNDAY NIGHT MOVIE	N	8284	1418	13.9	17.1	136	5387	11.0	65.0	107	2143	10.4	25.9	102				
NEWHART	C	9240	1405	13.7	15.2	120	5798	11.8	62.7	104	2317	11.3	25.1	99				
ONE DAY AT A TIME	C	7288	947	9.3	13.0	103	4606	9.4	63.2	104	1651	8.0	22.7	89				
PEOPLE ARE FUNNY	N	4855	704	6.9	14.5	115	2925	6.0	60.2	99	1331	6.5	27.4	108				
REAL PEOPLE	N	8869	977	9.6	11.0	87	5174	10.5	58.3	96	2393	11.7	27.0	106				
REMINGTON STEELE	N	7743	1053	10.3	13.6	108	4729	9.6	61.1	101	1876	9.1	24.2	96				
RIPLEY'S BELIEVE IT - NOT	A	5345	660	6.5	12.3	98	3384	6.9	63.3	104	1526	7.4	28.6	113				
RIPTIDE	N	6988	992	9.7	14.2	112	4406	9.0	63.1	104	1861	9.1	26.6	105				
SCARECROW & MRS. KING	C	10002	1258	12.3	12.6	100	6158	12.5	61.6	102	2505	12.2	25.0	99				
SIMON & SIMON	C	10638	1292	12.6	12.1	96	6685	13.6	62.8	104	2596	12.6	24.4	96				
60 MINUTES	C	13293	1778	17.4	13.4	106	7603	15.5	57.2	94	3701	18.0	27.8	110				
ST. ELSEWHERE	N	7017	965	9.4	13.8	109	4435	9.0	63.2	104	1696	8.3	24.2	95				
THREE'S COMPANY	A	10917	1312	12.8	12.0	95	6876	14.0	63.0	104	2933	14.3	26.9	106				
T.J. HOOKER	A	9204	1045	10.2	11.4	90	5328	10.9	57.9	96	2290	11.2	24.9	98				
TONIGHT SHOW	N	2372	322	3.2	13.6	108	1408	2.9	59.4	98	669	3.3	28.2	111				
TRAPPER JOHN, M.D.	C	9846	1221	11.9	12.4	98	5941	12.1	60.3	100	2529	12.3	25.7	101				
TV BLOOPERS & PRAC. JOKES	N	9105	913	8.9	10.0	79	5509	11.2	60.5	100	2405	11.7	26.4	104				
20/20	A	9387	1365	13.4	14.5	115	5677	11.6	60.5	100	2697	13.1	28.7	113				
WEBSTER	A	11067	1457	14.3	13.2	104	6626	13.5	59.9	99	2881	14.0	26.0	103				
WORLD NEWS - SUN	A	3062	321	3.1	10.5	83	1834	3.7	59.9	99	853	4.2	27.9	110				
YELLOW ROSE	N	4978	597	5.8	12.0	95	3248	6.6	65.2	108	1201	5.9	24.1	95				
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	1202	11.8	13.5	107	6029	12.3	67.9	112	2342	11.4	26.4	104				
BASKETBALL - COLLEGE GAMES		4080	*396	3.9	9.7	77	2618	5.3	64.2	106	1089	5.3	26.7	105				
BASKETBALL - PRO GAMES		3607	*320	3.1	8.9	70	2279	4.6	63.2	104	999	4.9	27.7	109				
BOWLING		3883	616	6.0	15.9	126	2515	5.1	64.8	107	1111	5.4	28.6	113				
BOXING		3928	*531	5.2	13.5	107	2568	5.2	65.4	108	981	4.8	25.0	99				
FOOTBALL - COLLEGE GAMES		6366	753	7.4	11.8	94	4133	8.4	64.9	107	2056	10.0	32.3	127				
FOOTBALL - PRO GAMES		11300	1471	14.4	13.0	103	7799	15.9	69.0	114	3402	16.6	30.1	119				
GOLF		3378	*530	5.2	15.7	124	2119	4.3	62.7	104	1115	5.4	33.0	130				
POST-SEASON COLL. FOOTBALL		4906	588	5.8	12.0	95	3205	6.5	65.3	108	1403	6.8	28.6	113				
POST-SEASON PRO FOOTBALL		6120	866	8.5	14.2	112	4169	8.5	68.1	112	1635	8.0	26.7	105				
TENNIS		3033	*515	5.0	17.0	135	1728	3.5	57.0	94	933	4.5	30.8	121				
WRESTLING - PROFESSIONAL		3344	*347	3.4	10.4	82	2338	4.8	69.9	115	770	3.8	23.0	91				

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		'000	%	UNWEIGHTED
2A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE IT?				
	YES	53317	65.8	6158
	NO	27669	34.2	3277

	ALL		SOLE		PRIMARY		SECONDARY		
	'000	%	'000	%	'000	%	'000	%	UNWEIGHTED
IF YES									
2B. WHAT TYPES ARE USED BY YOUR HOUSEHOLD?									
LARGE CURD	17375	21.5	11284	13.9	3402	4.2	2690	3.3	2014
SMALL CURD	41629	51.4	35537	43.9	4144	5.1	1948	2.4	4742
DO NOT KNOW	404	.5							62
2C. WHAT KINDS ARE USED BY YOUR HOUSEHOLD?									
LOW FAT	25294	31.2	20905	25.8	2773	3.4	1616	2.0	2839
REGULAR	31530	38.9	27141	33.5	2585	3.2	1804	2.2	3664
DO NOT KNOW	882	1.1							110

		'000	%	UNWEIGHTED
2D. ABOUT HOW MANY POUNDS OR EQUIVALENT OF COTTAGE CHEESE WERE USED BY YOUR ENTIRE HOUSEHOLD IN THE LAST 7 DAYS?				
2 LBS. (32 OZ.) OR MORE	H	4790	5.9	477
1 LB. (16 OZ.)	H	11540	14.2	1216
3/4 LB. (12 OZ.)	H	3247	4.0	413
1/2 LB. (8 OZ.)	M	10148	12.5	1211
1/4 LB. (4 OZ.) OR LESS	M	10948	13.5	1389
NONE	L	12644	15.6	1452

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COTTAGE CHEESE: USAGE IN LAST 7 DAYS
(FEMALE HOMEMAKERS)

0226
P-19

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS 3/4 LB. OR MORE A '000	HEAVY USERS 3/4 LB. OR MORE B % DOWN	HEAVY USERS 3/4 LB. OR MORE C % ACROSS	HEAVY USERS 3/4 LB. OR MORE D INDX	MEDIUM USERS 1/4 LB. TO 1/2 LB. A '000	MEDIUM USERS 1/4 LB. TO 1/2 LB. B % DOWN	MEDIUM USERS 1/4 LB. TO 1/2 LB. C % ACROSS	MEDIUM USERS 1/4 LB. TO 1/2 LB. D INDX	LIGHT USERS NONE A '000	LIGHT USERS NONE B % DOWN	LIGHT USERS NONE C % ACROSS	LIGHT USERS NONE D INDX
TOTAL FEMALE HOMEMAKERS	80986	53317	100.0	65.8	100	19576	100.0	24.2	100	21096	100.0	26.0	100	12644	100.0	15.6	100
18 - 24	9282	5125	9.6	55.2	84	1578	8.1	17.0	70	2146	10.2	23.1	89	1401	11.1	15.1	97
25 - 34	19072	11912	22.3	62.5	95	3756	19.2	19.7	81	4381	20.8	23.0	88	3775	29.9	19.8	127
35 - 44	14591	9737	18.3	66.7	101	3726	19.0	25.5	106	3363	15.9	23.0	88	2649	21.0	18.2	116
45 - 54	11345	8041	15.1	70.9	108	3489	17.8	30.8	127	2699	12.8	23.8	91	1853	14.7	16.3	105
55 - 64	11635	8459	15.9	72.7	110	3177	16.2	27.3	113	3714	17.6	31.9	123	1568	12.4	13.5	86
65 OR OLDER	15061	10043	18.8	66.7	101	3851	19.7	25.6	106	4793	22.7	31.8	122	1399	11.1	9.3	59
18 - 34	28354	17037	32.0	60.1	91	5334	27.2	18.8	78	6527	30.9	23.0	88	5176	40.9	18.3	117
18 - 49	48339	30568	57.3	63.2	96	10640	54.4	22.0	91	11119	52.7	23.0	88	8809	69.7	18.2	117
25 - 54	45008	29690	55.7	66.0	100	10971	56.0	24.4	101	10444	49.5	23.2	89	8276	65.5	18.4	118
35 - 49	19985	13532	25.4	67.7	103	5306	27.1	26.5	110	4592	21.8	23.0	88	3634	28.7	18.2	116
50 OR OLDER	32647	22748	42.7	69.7	106	8936	45.6	27.4	113	9977	47.3	30.6	117	3835	30.3	11.7	75
GRADUATED COLLEGE	11155	8059	15.1	72.2	110	2711	13.8	24.3	101	3161	15.0	28.3	109	2187	17.3	19.6	126
ATTENDED COLLEGE	13682	9674	18.1	70.7	107	3202	16.4	23.4	97	3955	18.7	28.9	111	2517	19.9	18.4	118
GRADUATED HIGH SCHOOL	33880	23127	43.4	68.3	104	8326	42.5	24.6	102	8780	41.6	25.9	99	6021	47.6	17.8	114
DID NOT GRADUATE HIGH SCHOOL	22270	12458	23.4	55.9	85	5338	27.3	24.0	99	5200	24.6	23.3	90	1920	15.2	8.6	55
EMPLOYED	40306	26555	49.8	65.9	100	9079	46.4	22.5	93	10359	49.1	25.7	99	7117	56.3	17.7	113
EMPLOYED FULL-TIME	32850	21435	40.2	65.3	99	7445	38.0	22.7	94	8143	38.6	24.8	95	5847	46.2	17.8	114
EMPLOYED PART-TIME	7456	5121	9.6	68.7	104	1634	8.3	21.9	91	2216	10.5	29.7	114	1271	10.1	17.0	109
NOT EMPLOYED	40680	26761	50.2	65.8	100	10497	53.6	25.8	107	10737	50.9	26.4	101	5527	43.7	13.6	87
PROFESSIONAL/MANAGER	10392	7414	13.9	71.3	108	2385	12.2	23.0	95	2916	13.8	28.1	108	2113	16.7	20.3	130
TECH/CLERICAL/SALES	17574	12120	22.7	69.0	105	4130	21.1	23.5	97	4685	22.2	26.7	102	3305	26.1	18.8	120
PRECISION/CRAFT	985	621	1.2	63.0	96	**163	0.8	16.5	68	*295	1.4	29.9	115	**163	1.3	16.5	106
OTHER EMPLOYED	11354	6401	12.0	56.4	86	2401	12.3	21.1	87	2463	11.7	21.7	83	1536	12.1	13.5	87
SINGLE	9863	5562	10.4	56.4	86	1874	9.6	19.0	79	2313	11.0	23.5	90	1375	10.9	13.9	89
MARRIED	51375	35164	66.0	68.4	104	13663	69.8	26.6	110	12792	60.6	24.9	96	8708	68.9	16.9	109
DIVORCED/SEPARATED/WIDOWED	19748	12590	23.6	63.8	97	4039	20.6	20.5	85	5990	28.4	30.3	116	2561	20.3	13.0	83
PARENTS	32590	20641	38.7	63.3	96	7733	39.5	23.7	98	7389	35.0	22.7	87	5519	43.6	16.9	108
WHITE	70416	49132	92.2	69.8	106	17898	91.4	25.4	105	19475	92.3	27.7	106	11759	93.0	16.7	107
BLACK	8778	3241	6.1	36.9	56	1283	6.6	14.6	60	1272	6.0	14.5	56	685	5.4	7.8	50
OTHER	1791	944	1.8	52.7	80	**395	2.0	22.1	91	**350	1.7	19.5	75	**200	1.6	11.2	72
NORTHEAST-CENSUS	17786	11468	21.5	64.5	98	4711	24.1	26.5	110	4576	21.7	25.7	99	2181	17.2	12.3	79
NORTH CENTRAL	20741	16125	30.2	77.7	118	6767	34.6	32.6	135	5469	25.9	26.4	101	3890	30.8	18.8	120
SOUTH	27775	14458	27.1	52.1	79	4932	25.2	17.8	73	5800	27.5	20.9	80	3726	29.5	13.4	86
WEST	14683	11266	21.1	76.7	117	3167	16.2	21.6	89	5251	24.9	35.8	137	2847	22.5	19.4	124
NORTHEAST-MKTG.	17961	11224	21.1	62.5	95	4372	22.3	24.3	101	4865	23.1	27.1	104	1987	15.7	11.1	71
EAST CENTRAL	11885	8771	16.5	73.8	112	3930	20.1	33.1	137	2885	13.7	24.3	93	1956	15.5	16.5	105
WEST CENTRAL	14090	11136	20.9	79.0	120	4360	22.3	30.9	128	3955	18.7	28.1	108	2821	22.3	20.0	128
SOUTH	24081	12288	23.0	51.0	78	4229	21.6	17.6	73	4642	22.0	19.3	74	3417	27.0	14.2	91
PACIFIC	12969	9897	18.6	76.3	116	2685	13.7	20.7	86	4748	22.5	36.6	141	2464	19.5	19.0	122
COUNTY SIZE A	32439	21454	40.2	66.1	100	8114	41.4	25.0	103	8563	40.6	26.4	101	4777	37.8	14.7	94
COUNTY SIZE B	24915	16708	31.3	67.1	102	6192	31.6	24.9	103	6507	30.8	26.1	100	4009	31.7	16.1	103
COUNTY SIZE C	12930	8542	16.0	66.1	100	2694	13.8	20.8	86	3561	16.9	27.5	106	2287	18.1	17.7	113
COUNTY SIZE D	10703	6612	12.4	61.8	94	2576	13.2	24.1	100	2465	11.7	23.0	88	1571	12.4	14.7	94
METRO CENTRAL CITY	24518	15290	28.7	62.4	95	5694	29.1	23.2	96	6206	29.4	25.3	97	3389	26.8	13.8	89
METRO SUBURBAN	35919	25289	47.4	70.4	107	9012	46.0	25.1	104	9860	46.7	27.5	105	6417	50.8	17.9	114
NON METRO	20549	12738	23.9	62.0	94	4870	24.9	23.7	98	5030	23.8	24.5	94	2838	22.4	13.8	88
TOP 5 ADI'S	18341	12241	23.0	66.7	101	4703	24.0	25.6	106	5031	23.8	27.4	105	2507	19.8	13.7	88
TOP 10 ADI'S	25378	16600	31.1	65.4	99	6414	32.8	25.3	105	6804	32.3	26.8	103	3382	26.7	13.3	85
TOP 20 ADI'S	36488	24422	45.8	66.9	102	8940	45.7	24.5	101	9937	47.1	27.2	105	5545	43.9	15.2	97
HSHLD INC. $50,000 OR MORE	6612	5075	9.5	76.8	117	1997	10.2	30.2	125	1898	9.0	28.7	110	1180	9.3	17.8	114
$40,000 OR MORE	12659	9349	17.5	73.9	112	3501	17.9	27.7	114	3588	17.0	28.3	109	2260	17.9	17.9	114
$30,000 OR MORE	24698	18322	34.4	74.2	113	6848	35.0	27.7	115	6731	31.9	27.3	105	4742	37.5	19.2	123
$25,000 OR MORE	32077	23587	44.2	73.5	112	8717	44.5	27.2	112	8716	41.3	27.2	104	6154	48.7	19.2	123
$20,000 - $24,999	9144	5911	11.1	64.6	98	2168	11.1	23.7	98	1875	8.9	20.5	79	1869	14.8	20.4	131
$15,000 - $19,999	8728	5807	10.9	66.5	101	1924	9.8	22.0	91	2513	11.9	28.8	111	1370	10.8	15.7	101
$10,000 - $14,999	12562	7964	14.9	63.4	96	3051	15.6	24.3	100	3339	15.8	26.6	102	1574	12.4	12.5	80
UNDER $10,000	18475	10048	18.8	54.4	83	3717	19.0	20.1	83	4654	22.1	25.2	97	1677	13.3	9.1	58
HOUSEHOLD OF 1 PERSON	11987	7545	14.2	62.9	96	2125	10.9	17.7	73	3751	17.8	31.3	120	1669	13.2	13.9	89
2 PEOPLE	26577	18300	34.3	68.9	105	6468	33.0	24.3	101	7753	36.8	29.2	112	4079	32.3	15.3	98
3 OR 4 PEOPLE	30617	19813	37.2	64.7	98	7571	38.7	24.7	102	7204	34.1	23.5	90	5039	39.9	16.5	105
5 OR MORE PEOPLE	11804	7658	14.4	64.9	99	3413	17.4	28.9	120	2389	11.3	20.2	78	1857	14.7	15.7	101
NO CHILD IN HSHLD	46165	31423	58.9	68.1	103	11234	57.4	24.3	101	13247	62.8	28.7	110	6943	54.9	15.0	96
CHILD(REN) UNDER 2 YRS	5325	3113	5.8	58.5	89	948	4.8	17.8	74	911	4.3	17.1	66	1255	9.9	23.6	151
2 - 5 YEARS	14221	8391	15.7	59.0	90	3040	15.5	21.4	88	2908	13.8	20.4	79	2443	19.3	17.2	110
6 - 11 YEARS	15117	9409	17.6	62.2	95	3703	18.9	24.5	101	3265	15.5	21.6	83	2441	19.3	16.1	103
12 - 17 YEARS	16611	11260	21.1	67.8	103	4793	24.5	28.9	119	4075	19.3	24.5	94	2392	18.9	14.4	92
RESIDENCE OWNED	55884	38922	73.0	69.6	106	14813	75.7	26.5	110	14989	71.1	26.8	103	9120	72.1	16.3	105
VALUE: $50,000 OR MORE	31744	23885	44.8	75.2	114	8983	45.9	28.3	117	9314	44.2	29.3	113	5588	44.2	17.6	113
VALUE: UNDER $50,000	24140	15037	28.2	62.3	95	5829	29.8	24.1	100	5675	26.9	23.5	90	3533	27.9	14.6	94

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COTTAGE CHEESE: USAGE IN LAST 7 DAYS
(FEMALE HOMEMAKERS)

0227
P-19

		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS 3/4 LB. OR MORE A '000	HEAVY USERS B % DOWN	HEAVY USERS C % ACROSS	HEAVY USERS D INDX	MEDIUM USERS 1/4 LB. TO 1/2 LB. A '000	MEDIUM USERS B % DOWN	MEDIUM USERS C % ACROSS	MEDIUM USERS D INDX	LIGHT USERS NONE A '000	LIGHT USERS NONE B % DOWN	LIGHT USERS NONE C % ACROSS	LIGHT USERS NONE D INDX
TOTAL FEMALE HOMEMAKERS		50986	53317	100.0	65.8	100	19576	100.0	24.2	100	21096	100.0	26.0	100	12644	100.0	15.6	100
MAGAZINES	QUINTILE 1	15799	11442	21.5	72.4	110	4166	21.3	26.4	109	4457	21.1	28.2	108	2819	22.3	17.8	114
	QUINTILE 2	17259	12353	23.2	71.6	109	4751	24.3	27.5	114	4712	22.3	27.3	105	2890	22.9	16.7	107
	QUINTILE 3	13545	8825	16.6	65.2	99	3125	16.0	23.1	95	3565	16.9	26.3	101	2135	16.9	15.8	101
	QUINTILE 4	15133	9560	17.9	63.2	96	3190	16.3	21.1	87	3889	18.4	25.7	99	2482	19.6	16.4	105
	QUINTILE 5	19250	11137	20.9	57.9	88	4346	22.2	22.6	93	4472	21.2	23.2	89	2319	18.3	12.0	77
NEWSPAPERS	QUINTILE 1	12413	8966	16.8	72.2	110	3730	19.1	30.0	124	3327	15.8	26.8	103	1909	15.1	15.4	99
	QUINTILE 2	24116	17146	32.2	71.1	108	6772	34.6	28.1	116	6815	32.3	28.3	108	3560	28.2	14.8	95
	QUINTILE 3	11261	7666	14.4	68.1	103	2579	13.2	22.9	95	3183	15.1	28.3	109	1903	15.1	16.9	108
	QUINTILE 4	20259	12803	24.0	63.2	96	4044	20.7	20.0	83	5165	24.5	25.5	98	3594	28.4	17.7	114
	QUINTILE 5	12940	6736	12.6	52.1	79	2451	12.5	18.9	78	2607	12.4	20.1	77	1679	13.3	13.0	83
OUTDOOR	QUINTILE 1	14852	9769	18.3	65.8	100	3561	18.2	24.0	99	3626	17.2	24.4	94	2582	20.4	17.4	111
	QUINTILE 2	15725	10176	19.1	64.7	98	4038	20.6	25.7	106	3830	18.2	24.4	94	2308	18.3	14.7	94
	QUINTILE 3	16330	10875	20.4	66.6	101	3675	18.8	22.5	93	4405	20.9	27.0	104	2795	22.1	17.1	110
	QUINTILE 4	16744	11238	21.1	67.1	102	4206	21.5	25.1	104	4319	20.5	25.8	99	2713	21.5	16.2	104
	QUINTILE 5	17334	11260	21.1	65.0	99	4098	20.9	23.6	98	4916	23.3	28.4	109	2246	17.8	13.0	83
RADIO-DRIVE TIME	QUINTILE 1	15911	10769	20.2	67.7	103	4007	20.5	25.2	104	4222	20.0	26.5	102	2539	20.1	16.0	102
	QUINTILE 2	14837	9882	18.5	66.6	101	3670	18.7	24.7	102	3680	17.4	24.8	95	2533	20.0	17.1	109
	QUINTILE 3	15339	10115	19.0	65.9	100	3758	19.2	24.5	101	3795	18.0	24.7	95	2563	20.3	16.7	107
	QUINTILE 4	16723	10976	20.6	65.6	100	3960	20.2	23.7	98	4411	20.9	26.4	101	2605	20.6	15.6	100
	QUINTILE 5	18176	11575	21.7	63.7	97	4182	21.4	23.0	95	4989	23.6	27.4	105	2405	19.0	13.2	85
RADIO-MID-DAY	TERCILE 1	21070	14402	27.0	68.5	104	5525	28.2	26.3	109	5586	26.5	26.6	102	3292	26.0	15.7	100
	TERCILE 2	21610	14238	26.7	65.9	100	5119	26.1	23.7	98	5666	26.9	26.2	101	3453	27.3	16.0	102
	TERCILE 3	38355	24676	46.3	64.3	98	8933	45.6	23.3	96	9844	46.7	25.7	99	5899	46.7	15.4	99
RADIO-TOTAL	QUINTILE 1	15988	10730	20.1	67.1	102	4017	20.5	25.1	104	4169	19.8	26.1	100	2544	20.1	15.9	102
	QUINTILE 2	15626	10302	19.3	65.9	100	3904	19.9	25.0	103	3856	18.3	24.7	95	2543	20.1	16.3	104
	QUINTILE 3	16723	11336	21.3	67.8	103	4023	20.6	24.1	100	4567	21.6	27.3	105	2746	21.7	16.4	105
	QUINTILE 4	16342	10718	20.1	65.6	100	3684	18.8	22.5	93	4252	20.2	26.0	100	2781	22.0	17.0	109
	QUINTILE 5	16306	10230	19.2	62.7	95	3948	20.2	24.2	100	4252	20.2	26.1	100	2031	16.1	12.5	80
TV-PRIME TIME	QUINTILE 1	15953	10511	19.7	65.9	100	3936	20.1	24.7	102	4329	20.5	27.1	104	2247	17.8	14.1	90
	QUINTILE 2	16137	10826	20.3	67.1	102	4247	21.7	26.3	109	4074	19.3	25.2	97	2505	19.8	15.5	99
	QUINTILE 3	16420	10947	20.5	66.7	101	3724	19.0	22.7	94	4484	21.3	27.3	105	2739	21.7	16.7	107
	QUINTILE 4	16687	10582	19.8	63.4	96	4076	20.8	24.4	101	4018	19.0	24.1	92	2488	19.7	14.9	95
	QUINTILE 5	15789	10450	19.6	66.2	101	3594	18.4	22.8	94	4191	19.9	26.5	102	2666	21.1	16.9	108
TV-DAYTIME	TERCILE 1	27736	17421	32.7	62.8	95	6650	34.0	24.0	99	6861	32.5	24.7	95	3910	30.9	14.1	90
	TERCILE 2	26489	17751	33.3	67.0	102	6658	34.0	25.1	104	6820	32.3	25.7	99	4273	33.8	16.1	103
	TERCILE 3	26761	18145	34.0	67.8	103	6268	32.0	23.4	97	7415	35.1	27.7	106	4461	35.3	16.7	107
TV-TOTAL	QUINTILE 1	16345	10339	19.4	63.3	96	4002	20.4	24.5	101	4182	19.8	25.6	98	2156	17.1	13.2	84
	QUINTILE 2	16447	10830	20.3	65.8	100	4050	20.7	24.6	102	4368	20.7	26.6	102	2413	19.1	14.7	94
	QUINTILE 3	15980	10685	20.0	66.9	102	4161	21.3	26.0	108	4031	19.1	25.2	97	2493	19.7	15.6	100
	QUINTILE 4	15887	10784	20.2	67.9	103	3710	19.0	23.4	97	4256	20.2	26.8	103	2818	22.3	17.7	114
	QUINTILE 5	16326	10678	20.0	65.4	99	3655	18.7	22.4	93	4259	20.2	26.1	100	2765	21.9	16.9	108
MAGAZINES-NEWSPAPERS: DUAL		20721	15244	28.6	73.6	112	6120	31.3	29.5	122	5825	27.6	28.1	108	3299	26.1	15.9	102
MAGAZINE IMPERATIVE		19186	12759	23.9	66.5	101	4094	20.9	21.3	88	5055	24.0	26.3	101	3611	28.6	18.8	121
NEWSPAPER IMPERATIVE		21899	14777	27.7	67.5	102	5854	29.9	26.7	111	5876	27.9	26.8	103	3047	24.1	13.9	89
MAGAZINES-OUTDOOR: DUAL		15451	10983	20.6	71.1	108	4312	22.0	27.9	115	3876	18.4	25.1	96	2794	22.1	18.1	116
MAGAZINE IMPERATIVE		25953	18361	34.4	70.7	107	6624	33.8	25.5	106	7530	35.7	29.0	111	4207	33.3	16.2	104
OUTDOOR IMPERATIVE		24400	14751	27.7	60.5	92	5275	26.9	21.6	89	5897	28.0	24.2	93	3580	28.3	14.7	94
MAGAZINES-RADIO: DUAL		18049	12825	24.1	71.1	108	4540	23.2	25.2	104	5046	23.9	28.0	107	3239	25.6	17.9	115
MAGAZINE IMPERATIVE		23571	16581	31.1	70.3	107	6085	31.1	25.8	107	6595	31.3	28.0	107	3901	30.9	16.5	106
RADIO IMPERATIVE		23278	14470	27.1	62.2	94	5430	27.7	23.3	97	5600	26.5	24.1	92	3440	27.2	14.8	95
MAGAZINES-TELEVISION: DUAL		15459	10993	20.6	71.1	108	4214	21.5	27.3	113	4298	20.4	27.8	107	2481	19.6	16.0	103
MAGAZINE IMPERATIVE		25829	18192	34.1	70.4	107	6459	33.0	25.0	103	7043	33.4	27.3	105	4690	37.1	18.2	116
TELEVISION IMPERATIVE		26039	15766	29.6	60.5	92	6081	31.1	23.4	97	6322	30.0	24.3	93	3363	26.6	12.9	83
NEWSPAPERS-OUTDOOR: DUAL		16605	11620	21.8	70.0	106	4869	24.9	29.3	121	4271	20.2	25.7	99	2480	19.6	14.9	96
NEWSPAPER IMPERATIVE		26834	19196	36.0	71.5	109	7256	37.1	27.0	112	7833	37.1	29.2	112	4108	32.5	15.3	98
OUTDOOR IMPERATIVE		23346	14325	26.9	61.4	93	4622	23.6	19.8	82	5758	27.3	24.7	95	3945	31.2	16.9	108
NEWSPAPERS-RADIO: DUAL		17133	12049	22.6	70.3	107	4821	24.6	28.1	116	4533	21.5	26.5	102	2694	21.3	15.7	101
NEWSPAPER IMPERATIVE		25892	18429	34.6	71.2	108	7237	37.0	28.0	116	7368	34.9	28.5	109	3824	30.2	14.8	95
RADIO IMPERATIVE		23167	14492	27.2	62.6	95	4799	24.5	20.7	86	5684	26.9	24.5	94	4008	31.7	17.3	111
NEWSPAPERS-TELEVISION: DUAL		17159	12078	22.7	70.4	107	4883	24.9	28.5	118	4824	22.9	28.1	108	2372	18.8	13.8	89
NEWSPAPER IMPERATIVE		26214	18732	35.1	71.5	109	7090	36.2	27.0	112	7300	34.6	27.8	107	4343	34.3	16.6	106
TELEVISION IMPERATIVE		23412	13888	26.0	59.3	90	4772	24.4	20.4	84	5621	26.6	24.0	92	3495	27.6	14.9	96
OUTDOOR-RADIO: DUAL		15303	10008	18.8	65.4	99	3483	17.8	22.8	94	3837	18.2	25.1	96	2687	21.3	17.6	112
OUTDOOR IMPERATIVE		24901	16238	30.5	65.2	99	6034	30.8	24.2	100	6320	30.0	25.4	97	3884	30.7	15.6	100
RADIO IMPERATIVE		26492	17909	33.6	67.6	103	6672	34.1	25.2	104	7129	33.8	26.9	103	4108	32.5	15.5	99
OUTDOOR-TELEVISION: DUAL		14794	9657	18.1	65.3	99	3671	18.8	24.8	103	3779	17.9	25.5	98	2207	17.5	14.9	96
OUTDOOR IMPERATIVE		25437	16935	31.8	66.6	101	6135	31.3	24.1	100	6467	30.7	25.4	98	4333	34.3	17.0	109
TELEVISION IMPERATIVE		27877	18196	34.1	65.3	99	6859	35.0	24.6	102	7388	35.0	26.5	102	3950	31.2	14.2	91
RADIO-TELEVISION: DUAL		15996	10414	19.5	65.1	99	4073	20.8	25.5	105	4127	19.6	25.8	99	2214	17.5	13.8	89
RADIO IMPERATIVE		25478	17452	32.7	68.5	104	6219	31.8	24.4	101	6768	32.1	26.6	102	4465	35.3	17.5	112
TELEVISION IMPERATIVE		26573	17416	32.7	65.5	100	6632	33.9	25.0	103	6932	32.9	26.1	100	3853	30.5	14.5	93

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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COTTAGE CHEESE: USAGE IN LAST 7 DAYS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS 3/4 LB. OR MORE A '000	HEAVY USERS 3/4 LB. OR MORE B % DOWN	HEAVY USERS 3/4 LB. OR MORE C % ACROSS	HEAVY USERS 3/4 LB. OR MORE D INDX	MEDIUM USERS 1/4 LB. TO 1/2 LB. A '000	MEDIUM USERS 1/4 LB. TO 1/2 LB. B % DOWN	MEDIUM USERS 1/4 LB. TO 1/2 LB. C % ACROSS	MEDIUM USERS 1/4 LB. TO 1/2 LB. D INDX	LIGHT USERS NONE A '000	LIGHT USERS NONE B % DOWN	LIGHT USERS NONE C % ACROSS	LIGHT USERS NONE D INDX
TOTAL FEMALE HOMEMAKERS	80986	53317	100.0	65.8	100	19576	100.0	24.2	100	21096	100.0	26.0	100	12644	100.0	15.6	100
ATLANTIC MONTHLY	415	321	0.6	77.3	117	**125	0.6	30.1	125	**120	0.6	28.9	111	**76	0.6	18.3	117
BARRON'S	453	341	0.6	75.3	114	**161	0.8	35.5	147	**110	0.5	24.3	93	**70	0.6	15.5	99
BETTER HOMES & GARDENS	16256	11833	22.2	72.8	111	4753	24.3	29.2	121	4296	20.4	26.4	101	2784	22.0	17.1	110
BON APPETIT	2535	2157	4.0	85.1	129	642	3.3	25.3	105	1084	5.1	42.8	164	431	3.4	17.0	109
BUSINESS WEEK	1278	771	1.4	60.3	92	*239	1.2	18.7	77	300	1.4	23.5	90	*233	1.8	18.2	117
CAR AND DRIVER	378	*231	0.4	61.1	93	**39	0.2	10.3	43	**144	0.7	38.1	146	**49	0.4	13.0	83
CBS MAGAZINE NETWORK (GROSS)	1498	1068	2.0	71.3	108	*275	1.4	18.4	76	493	2.3	32.9	126	299	2.4	20.0	128
CHANGING TIMES	1505	1038	1.9	69.0	105	377	1.9	25.0	104	428	2.0	28.4	109	233	1.8	15.5	99
COLONIAL HOMES	1231	830	1.6	67.4	102	268	1.4	21.8	90	382	1.8	31.0	119	*181	1.4	14.7	94
CONDE NAST MAG. PKG. (GROSS)	14146	9472	17.8	67.0	102	3207	16.4	22.7	94	3642	17.3	25.7	99	2622	20.7	18.5	119
CONSUMERS DIGEST	1323	950	1.8	71.8	109	382	2.0	28.9	119	398	1.9	30.1	115	*170	1.3	12.8	82
COSMOPOLITAN	7102	4782	9.0	67.3	102	1512	7.7	21.3	88	2026	9.6	28.5	110	1244	9.8	17.5	112
COUNTRY LIVING	2481	1883	3.5	75.9	115	798	4.1	32.2	133	652	3.1	26.3	101	433	3.4	17.5	112
CUISINE	1472	1104	2.1	75.0	114	350	1.8	23.8	98	531	2.5	36.1	138	*223	1.8	15.1	97
CYCLE WORLD	425	*280	0.5	65.9	100	**118	0.6	27.8	115	**101	0.5	23.8	91	**61	0.5	14.4	92
DCI:CREATIVE IDEAS FOR LIV	2510	1774	3.3	70.7	107	728	3.7	29.0	120	629	3.0	25.1	96	417	3.3	16.6	106
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	4502	8.4	67.3	102	1657	8.5	24.8	102	1703	8.1	25.4	98	1142	9.0	17.1	109
DISCOVER	894	663	1.2	74.2	113	*235	1.2	26.3	109	*224	1.1	25.1	96	*204	1.6	22.8	146
EBONY	3507	1499	2.8	42.7	65	470	2.4	13.4	55	695	3.3	19.8	76	334	2.6	9.5	61
ESQUIRE	1083	581	1.1	53.6	81	*210	1.1	19.4	80	230	1.1	21.2	82	*141	1.1	13.0	83
ESSENCE	1830	741	1.4	40.5	62	218	1.1	11.9	49	306	1.5	16.7	64	*218	1.7	11.9	76
FAMILY CIRCLE	15930	11392	21.4	71.5	109	4275	21.8	26.8	111	4549	21.6	28.6	110	2568	20.3	16.1	103
THE FAMILY HANDYMAN	1126	880	1.7	78.2	119	367	1.9	32.6	135	295	1.4	26.2	101	*218	1.7	19.4	124
FAMILY WEEKLY	11468	8075	15.1	70.4	107	2683	13.7	23.4	97	3177	15.1	27.7	106	2215	17.5	19.3	124
FIELD & STREAM	2234	1697	3.2	76.0	115	797	4.1	35.7	148	547	2.6	24.5	94	352	2.8	15.8	101
FOOD & WINE	579	415	0.8	71.7	109	*108	0.6	18.7	77	*156	0.7	26.9	103	*151	1.2	26.1	167
FORBES	728	570	1.1	78.3	119	*276	1.4	37.9	157	*164	0.8	22.5	86	**130	1.0	17.9	114
FORTUNE	906	610	1.1	67.3	102	*284	1.5	31.3	130	*190	0.9	21.0	81	**136	1.1	15.0	96
GENTLEMEN'S QUARTERLY	791	330	0.6	41.7	63	*110	0.6	13.9	58	*131	0.6	16.6	64	**89	0.7	11.3	72
GLAMOUR	5265	3632	6.8	69.0	105	1275	6.5	24.2	100	1385	6.6	26.3	101	971	7.7	18.4	118
GOLF DIGEST	636	488	0.9	76.7	117	*222	1.1	34.9	144	*151	0.7	23.7	91	**115	0.9	18.1	116
GOLF DIGEST/TENNIS (GROSS)	1186	782	1.5	65.9	100	279	1.4	23.5	97	302	1.4	25.5	98	*201	1.6	16.9	109
GOLF MAGAZINE	441	331	0.6	75.1	114	*203	1.0	46.0	190	**65	0.3	14.7	57	**63	0.5	14.3	92
GOLF MAGAZINE/SKI (GROSS)	922	626	1.2	67.9	103	*283	1.4	30.7	127	*238	1.1	25.8	99	**106	0.8	11.5	74
GOOD HOUSEKEEPING	16487	11943	22.4	72.4	110	4423	22.6	26.8	111	4581	21.7	27.8	107	2939	23.2	17.8	114
HARPER'S BAZAAR	2423	1579	3.0	65.2	99	607	3.1	25.1	104	597	2.8	24.6	95	375	3.0	15.5	99
HEALTH	1994	1392	2.6	69.8	106	561	2.9	28.1	116	578	2.7	29.0	111	*254	2.0	12.7	82
HEARST MAG CORP. BUY (GROSS)	44101	31694	59.4	71.9	109	11647	59.5	26.4	109	12349	58.5	28.0	107	7698	60.9	17.5	112
HEARST MAN POWER (GROSS)	1993	1625	3.0	81.5	124	783	4.0	39.3	163	446	2.1	22.4	86	396	3.1	19.9	127
HEARST WOMAN POWER (GROSS)	31274	22334	41.9	71.4	108	7984	40.8	25.5	106	8960	42.5	28.6	110	5390	42.6	17.2	110
HOUSE BEAUTIFUL	3623	2694	5.1	74.4	113	988	5.0	27.3	113	1012	4.8	27.9	107	695	5.5	19.2	123
INC.	283	*233	0.4	82.3	125	**103	0.5	36.4	151	**47	0.2	16.6	64	**83	0.7	29.3	188
JET	2928	1149	2.2	39.2	60	360	1.8	12.3	51	507	2.4	17.3	66	281	2.2	9.6	61
LADIES' HOME JOURNAL	11918	8588	16.1	72.1	109	3089	15.8	25.9	107	3202	15.2	26.9	103	2298	18.2	19.3	124
LHJ FAMILY GRP COMBO(GROSS)	16764	12038	22.6	71.8	109	4364	22.3	26.0	108	4496	21.3	26.8	103	3177	25.1	19.0	121
LIFE	4254	2770	5.2	65.1	99	1075	5.5	25.3	105	1008	4.8	23.7	91	687	5.4	16.1	103
L.A. TIMES HOME MAGAZINE	1145	886	1.7	77.4	118	*300	1.5	26.2	108	393	1.9	34.3	132	*192	1.5	16.8	107
MADEMOISELLE	2884	1900	3.6	65.9	100	655	3.3	22.7	94	764	3.6	26.5	102	481	3.8	16.7	107
MC CALL'S	13460	9446	17.7	70.2	107	3628	18.5	27.0	112	3409	16.2	25.3	97	2410	19.1	17.9	115
MC CALL'S/WRK MOTHER (GROSS)	14606	10193	19.1	69.8	106	3830	19.6	26.2	108	3723	17.6	25.5	98	2640	20.9	18.1	116
MECHANIX ILLUSTRATED	772	551	1.0	71.4	108	*269	1.4	34.8	144	*189	0.9	24.5	94	**93	0.7	12.0	77
METROPOLITAN HOME	967	675	1.3	69.8	106	*195	1.0	20.2	83	362	1.7	37.4	144	*119	0.9	12.3	79
MONEY	1588	1114	2.1	70.2	107	439	2.2	27.6	114	436	2.1	27.5	105	240	1.9	15.1	97
MOTHER EARTH NEWS	1002	829	1.6	82.7	126	355	1.8	35.4	147	250	1.2	25.0	96	*224	1.8	22.4	143
MS.	825	589	1.1	71.4	108	*158	0.8	19.2	79	*196	0.9	23.8	91	*235	1.9	28.5	182
NATIONAL ENQUIRER	10336	6977	13.1	67.5	103	2689	13.7	26.0	108	2784	13.2	26.9	103	1504	11.9	14.6	93
NATIONAL GEOGRAPHIC	9597	7210	13.5	75.1	114	2793	14.3	29.1	120	2610	12.4	27.2	104	1807	14.3	18.8	121
NATIONAL SUNDAY MAGAZINE PKG	49558	34645	65.0	69.9	106	13088	66.9	26.4	109	13460	63.8	27.2	104	8097	64.0	16.3	105
NATURAL HISTORY	573	425	0.8	74.2	113	*174	0.9	30.4	126	*158	0.7	27.6	106	**93	0.7	16.2	104
NEW WOMAN	1699	1053	2.0	62.0	94	321	1.6	18.9	78	413	2.0	24.3	93	320	2.5	18.8	121
NEW YORK INCLUDING CUE	443	287	0.5	64.8	98	*164	0.8	37.0	153	*90	0.4	20.3	78	**33	0.3	7.4	48
THE NEW YORKER	1270	973	1.8	76.6	116	353	1.8	27.8	115	368	1.7	29.0	111	252	2.0	19.8	127
NEWSWEEK	6277	4390	8.2	69.9	106	1703	8.7	27.1	112	1729	8.2	27.5	106	958	7.6	15.3	98
THE N.Y. TIMES DAILY EDITION	1205	930	1.7	77.2	117	460	2.3	38.2	158	348	1.6	28.9	111	*122	1.0	10.1	65
THE N.Y. TIMES MAGAZINE	2081	1504	2.8	72.3	110	677	3.5	32.5	135	593	2.8	28.5	109	*234	1.9	11.2	72
OMNI	788	563	1.1	71.4	109	*113	0.6	14.3	59	278	1.3	35.3	135	*172	1.4	21.8	140
ON CABLE	1158	844	1.6	72.9	111	*358	1.8	30.9	128	204	1.0	17.6	68	*282	2.2	24.4	156
1001 HOME IDEAS	2852	2058	3.9	72.2	110	715	3.7	25.1	104	717	3.4	25.1	97	626	5.0	21.9	141
ORGANIC GARDENING	1658	1305	2.4	78.7	120	618	3.2	37.3	154	389	1.8	23.5	90	*298	2.4	18.0	115
OUTDOOR LIFE	896	645	1.2	72.0	109	*232	1.2	25.9	107	*227	1.1	25.3	97	*186	1.5	20.8	133
PARADE MAGAZINE	24275	16550	31.0	68.2	104	6450	32.9	26.6	110	6538	31.0	26.9	103	3563	28.2	14.7	94

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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COTTAGE CHEESE: USAGE IN LAST 7 DAYS
(FEMALE HOMEMAKERS)

0229
P-19

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS 3/4 LB. OR MORE A '000	HEAVY USERS 3/4 LB. OR MORE B % DOWN	HEAVY USERS 3/4 LB. OR MORE C % ACROSS	HEAVY USERS 3/4 LB. OR MORE D INDX	MEDIUM USERS 1/4 LB. TO 1/2 LB. A '000	MEDIUM USERS 1/4 LB. TO 1/2 LB. B % DOWN	MEDIUM USERS 1/4 LB. TO 1/2 LB. C % ACROSS	MEDIUM USERS 1/4 LB. TO 1/2 LB. D INDX	LIGHT USERS NONE A '000	LIGHT USERS NONE B % DOWN	LIGHT USERS NONE C % ACROSS	LIGHT USERS NONE D INDX
TOTAL FEMALE HOMEMAKERS	80986	53317	100.0	65.8	100	19576	100.0	24.2	100	21096	100.0	26.0	100	12644	100.0	15.6	100
PARENTS	3845	2620	4.9	68.1	104	866	4.4	22.5	93	999	4.7	26.0	100	755	6.0	19.6	126
PENTHOUSE	831	460	0.9	55.4	84	**118	0.6	14.2	59	*195	0.9	23.5	90	**148	1.2	17.8	114
PEOPLE	11645	8252	15.5	70.9	108	2811	14.4	24.1	100	3445	16.3	29.6	114	1996	15.8	17.1	110
PLAYBOY	2006	1172	2.2	58.4	89	309	1.6	15.4	64	516	2.4	25.7	99	347	2.7	17.3	111
POPULAR HOT RODDING	297	*180	0.3	60.6	92	**61	0.3	20.5	85	**58	0.3	19.5	75	**61	0.5	20.5	132
POPULAR MECHANICS	1018	856	1.6	84.1	128	512	2.6	50.3	208	*192	0.9	18.9	72	*151	1.2	14.8	95
POPULAR SCIENCE	878	641	1.2	73.0	111	*252	1.3	28.7	119	*221	1.0	25.2	97	*168	1.3	19.1	123
PREVENTION	3913	3025	5.7	77.3	117	1128	5.8	28.8	119	1182	5.6	30.2	116	715	5.7	18.3	117
PSYCHOLOGY TODAY	1710	1225	2.3	71.6	109	458	2.3	26.8	111	321	1.5	18.8	72	446	3.5	26.1	167
READER'S DIGEST	22204	16048	30.1	72.3	110	6028	30.8	27.1	112	6250	29.6	28.1	108	3770	29.8	17.0	109
REDBOOK	7684	5608	10.5	73.0	111	2048	10.5	26.7	110	2353	11.2	30.6	118	1208	9.6	15.7	101
ROAD & TRACK	410	*319	0.6	77.8	118	**94	0.5	22.9	95	**137	0.6	33.4	128	**88	0.7	21.5	137
ROLLING STONE	969	627	1.2	64.7	98	*150	0.8	15.5	64	283	1.3	29.2	112	*194	1.5	20.0	128
RUNNER'S WORLD	298	*196	0.4	65.8	100	**60	0.3	20.1	83	**94	0.4	31.5	121	**42	0.3	14.1	90
SATURDAY EVENING POST	1169	900	1.7	77.0	117	203	1.0	17.4	72	498	2.4	42.6	164	*200	1.6	17.1	110
SCIENCE 84	587	494	0.9	84.2	128	*194	1.0	33.0	137	*128	0.6	21.8	84	*172	1.4	29.3	188
SCIENCE DIGEST	482	366	0.7	75.9	115	*114	0.6	23.7	98	**81	0.4	16.8	65	*171	1.4	35.5	227
SCIENTIFIC AMERICAN	594	480	0.9	80.8	123	*176	0.9	29.6	123	*164	0.8	27.6	106	*139	1.1	23.4	150
SELF	2089	1422	2.7	68.1	103	401	2.0	19.2	79	555	2.6	26.6	102	466	3.7	22.3	143
SEVENTEEN	2411	1565	2.9	64.9	99	727	3.7	30.2	125	537	2.5	22.3	86	302	2.4	12.5	80
SKI	480	295	0.6	61.5	93	**80	0.4	16.7	69	*173	0.8	36.0	138	**43	0.3	9.0	57
SMITHSONIAN	2760	2142	4.0	77.6	118	785	4.0	28.4	118	827	3.9	30.0	115	530	4.2	19.2	123
SOAP OPERA DIGEST	3013	1773	3.3	58.8	89	756	3.9	25.1	104	597	2.8	19.8	76	419	3.3	13.9	89
SOUTHERN LIVING	4184	2727	5.1	65.2	99	929	4.7	22.2	92	1074	5.1	25.7	99	725	5.7	17.3	111
SPORT	559	264	0.5	47.2	72	**88	0.4	15.7	65	**115	0.5	20.6	79	**61	0.5	10.9	70
THE SPORTING NEWS	436	*331	0.6	75.9	115	**146	0.7	33.5	139	**86	0.4	19.7	76	**99	0.8	22.7	145
SPORTS AFIELD	493	403	0.8	81.7	124	*157	0.8	31.8	132	*173	0.8	35.1	135	**74	0.6	15.0	96
SPORTS ILLUSTRATED	2758	1854	3.5	67.2	102	718	3.7	26.0	108	742	3.5	26.9	103	394	3.1	14.3	92
STAR	7456	4844	9.1	65.0	99	1846	9.4	24.8	102	1906	9.0	25.6	98	1092	8.6	14.6	94
SUNDAY	24936	17766	33.3	71.2	108	6943	35.5	27.8	115	6901	32.7	27.7	106	3922	31.0	15.7	101
SUNSET	2124	1790	3.4	84.3	128	449	2.3	21.1	87	710	3.4	33.4	128	632	5.0	29.8	191
TV GUIDE	21661	14146	26.5	65.3	99	4728	24.2	21.8	90	5798	27.5	26.8	103	3620	28.6	16.7	107
TENNIS	550	294	0.6	53.5	81	**57	0.3	10.4	43	**151	0.7	27.5	105	**86	0.7	15.6	100
TIME	8880	6279	11.8	70.7	107	2261	11.5	25.5	105	2505	11.9	28.2	108	1513	12.0	17.0	109
TOWN & COUNTRY	917	633	1.2	69.0	105	*157	0.8	17.1	71	261	1.2	28.5	109	*215	1.7	23.4	150
TRAVEL & LEISURE	972	742	1.4	76.3	116	*232	1.2	23.9	99	326	1.5	33.5	129	*183	1.4	18.8	121
TRUE STORY	3356	2035	3.8	60.6	92	977	5.0	29.1	120	696	3.3	20.7	80	362	2.9	10.8	69
U.S.NEWS & WORLD REPORT	3410	2470	4.6	72.4	110	893	4.6	26.2	108	974	4.6	28.6	110	603	4.8	17.7	113
USA TODAY	1759	1346	2.5	76.5	116	384	2.0	21.8	90	635	3.0	36.1	139	327	2.6	18.6	119
US	1873	1262	2.4	67.4	102	386	2.0	20.6	85	504	2.4	26.9	103	372	2.9	19.9	127
VOGUE	3909	2517	4.7	64.4	98	876	4.5	22.4	93	937	4.4	24.0	92	704	5.6	18.0	115
WALL STREET JOURNAL	1886	1401	2.6	74.3	113	531	2.7	28.2	116	538	2.6	28.5	110	332	2.6	17.6	113
WEIGHT WATCHERS	2120	1550	2.9	73.1	111	646	3.3	30.5	126	581	2.8	27.4	105	323	2.6	15.2	98
WOMAN'S DAY	14172	10556	19.8	74.5	113	4093	20.9	28.9	119	3947	18.7	27.9	107	2516	19.9	17.8	114
WORKING MOTHER	1146	746	1.4	65.1	99	*203	1.0	17.7	73	314	1.5	27.4	105	*229	1.8	20.0	128
WORKING WOMAN	1322	898	1.7	67.9	103	262	1.3	19.8	82	351	1.7	26.6	102	285	2.3	21.6	138
WORLD TENNIS	*163	**101	0.2	62.0	94	**9	0.0	5.5	23	**59	0.3	36.2	139	**33	0.3	20.2	130
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1600	3.0	63.2	96	511	2.6	20.2	83	638	3.0	25.2	97	451	3.6	17.8	114
BLAIR INSERTS	43657	30435	57.1	69.7	106	11642	59.5	26.7	110	11851	56.2	27.1	104	6942	54.9	15.9	102
DAILY NEWSPAPERS																	
READ ANY	51633	35903	67.3	69.5	106	13642	69.7	26.4	109	14353	68.0	27.8	107	7908	62.5	15.3	98
READ ONE	43463	30093	56.4	69.2	105	11357	58.0	26.1	108	12143	57.6	27.9	107	6593	52.1	15.2	97
READ TWO OR MORE	8170	5810	10.9	71.1	108	2285	11.7	28.0	116	2211	10.5	27.1	104	1315	10.4	16.1	103
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	36752	68.9	69.8	106	13992	71.5	26.6	110	14367	68.1	27.3	105	8393	66.4	15.9	102
READ ONE	46126	31785	59.6	68.9	105	11778	60.2	25.5	106	12605	59.8	27.3	105	7403	58.5	16.0	103
READ TWO OR MORE	6552	4967	9.3	75.8	115	2214	11.3	33.8	140	1762	8.4	26.9	103	990	7.8	15.1	97
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.50				27.51				26.84				28.57			
30 DAY REACH	71455	47081	88.3	65.9	100	17278	88.3	24.2	100	18360	87.0	25.7	99	11442	90.5	16.0	103
50 SHWG - 30 DAY AV FREQ	14.56	14.54				14.53				14.30				14.94			
30 DAY REACH	67742	44622	83.7	65.9	100	16410	83.8	24.2	100	17271	81.9	25.5	98	10941	86.5	16.2	103
25 SHWG - 30 DAY AV FREQ	7.94	7.90				7.86				7.82				8.07			
30 DAY REACH	62117	41086	77.1	66.1	100	15146	77.4	24.4	101	15799	74.9	25.4	98	10141	80.2	16.3	105
CABLE TV: HOME WIRED	32077	22692	42.6	70.7	107	8237	42.1	25.7	106	8909	42.2	27.8	107	5546	43.9	17.3	111
HOME NOT WIRED	48909	30625	57.4	62.6	95	11339	57.9	23.2	96	12187	57.8	24.9	96	7099	56.1	14.5	93
HAVE PAY CABLE	15935	11398	21.4	71.5	109	4063	20.8	25.5	105	4458	21.1	28.0	107	2877	22.8	18.1	116

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COTTAGE CHEESE: USAGE IN LAST 7 DAYS
(FEMALE HOMEMAKERS)

0230
P-19

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS 3/4 LB. OR MORE A '000	HEAVY USERS 3/4 LB. OR MORE B % DOWN	HEAVY USERS 3/4 LB. OR MORE C % ACROSS	HEAVY USERS 3/4 LB. OR MORE D INDX	MEDIUM USERS 1/4 LB. TO 1/2 LB. A '000	MEDIUM USERS 1/4 LB. TO 1/2 LB. B % DOWN	MEDIUM USERS 1/4 LB. TO 1/2 LB. C % ACROSS	MEDIUM USERS 1/4 LB. TO 1/2 LB. D INDX	LIGHT USERS NONE A '000	LIGHT USERS NONE B % DOWN	LIGHT USERS NONE C % ACROSS	LIGHT USERS NONE D INDX
TOTAL FEMALE HOMEMAKERS	80986	53317	100.0	65.8	100	19576	100.0	24.2	100	21096	100.0	26.0	100	12644	100.0	15.6	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	29548	55.4	67.3	102	10941	55.9	24.9	103	11340	53.8	25.8	99	7266	57.5	16.5	106
10:00 AM - 3:00 PM	30659	20769	39.0	67.7	103	7720	39.4	25.2	104	8207	38.9	26.8	103	4842	38.3	15.8	101
3:00 PM - 7:00 PM	31045	20827	39.1	67.1	102	7448	38.0	24.0	99	8074	38.3	26.0	100	5305	42.0	17.1	109
7:00 PM - MIDNIGHT	15767	10113	19.0	64.1	97	3529	18.0	22.4	93	4017	19.0	25.5	98	2566	20.3	16.3	104
MIDNIGHT - 6:00 AM	9120	6220	11.7	68.2	104	2176	11.1	23.9	99	2337	11.1	25.6	98	1707	13.5	18.7	120
6:00 AM - MIDNIGHT	58527	39084	73.3	66.8	101	14137	72.2	24.2	100	15187	72.0	25.9	100	9760	77.2	16.7	107
ENTIRE DAY	59311	39622	74.3	66.8	101	14343	73.3	24.2	100	15389	72.9	25.9	100	9890	78.2	16.7	107
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	11422	21.4	70.6	107	4082	20.9	25.2	104	4492	21.3	27.8	107	2848	22.5	17.6	113
ALL NEWS	2256	1580	3.0	70.0	106	667	3.4	29.6	122	583	2.8	25.8	99	330	2.6	14.6	94
AOR/PROGRESSIVE	3874	2591	4.9	66.9	102	693	3.5	17.9	74	1207	5.7	31.2	120	691	5.5	17.8	114
BEAUTIFUL MUSIC	5660	4034	7.6	71.3	108	1505	7.7	26.6	110	1472	7.0	26.0	100	1057	8.4	18.7	120
BLACK	2204	916	1.7	41.6	63	361	1.8	16.4	68	341	1.6	15.5	59	214	1.7	9.7	62
CLASSICAL	1418	1014	1.9	71.5	109	312	1.6	22.0	91	473	2.2	33.4	128	*229	1.8	16.1	103
CHR/ROCK	9538	5860	11.0	61.4	93	1812	9.3	19.0	79	2303	10.9	24.1	93	1745	13.8	18.3	117
COUNTRY	12648	8448	15.8	66.8	101	3262	16.7	25.8	107	3096	14.7	24.5	94	2090	16.5	16.5	106
GOLDEN OLDIES	1191	754	1.4	63.3	96	*195	1.0	16.4	68	310	1.5	26.0	100	*249	2.0	20.9	134
MOR/NOSTALGIA	4757	3458	6.5	72.7	110	1308	6.7	27.5	114	1409	6.7	29.6	114	742	5.9	15.6	100
NEWS/TALK	3863	2795	5.2	72.4	110	1063	5.4	27.5	114	1065	5.0	27.6	106	667	5.3	17.3	111
RELIGIOUS	3084	1937	3.6	62.8	95	801	4.1	26.0	107	599	2.8	19.4	75	537	4.2	17.4	112
SOFT ROCK	521	356	0.7	68.3	104	**121	0.6	23.2	96	*131	0.6	25.1	97	**104	0.8	20.0	128
URBAN CONTEMPORARY	1585	679	1.3	42.8	65	276	1.4	17.4	72	275	1.3	17.4	67	*128	1.0	8.1	52
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	1911	3.6	58.6	89	759	3.9	23.3	96	566	2.7	17.4	67	586	4.6	18.0	115
ABC DIRECTION	2316	1609	3.0	69.5	106	627	3.2	27.1	112	661	3.1	28.5	110	321	2.5	13.9	89
ABC ENTERTAINMENT	4834	3127	5.9	64.7	98	1113	5.7	23.0	95	1294	6.1	26.8	103	720	5.7	14.9	95
ABC FM	2202	1296	2.4	58.9	89	409	2.1	18.6	77	479	2.3	21.8	84	408	3.2	18.5	119
ABC INFORMATION	5425	3796	7.1	70.0	106	1393	7.1	25.7	106	1491	7.1	27.5	106	912	7.2	16.8	108
ABC ROCK	1677	1030	1.9	61.4	93	*259	1.3	15.4	64	435	2.1	25.9	100	336	2.7	20.0	128
CBS	4430	3221	6.0	72.7	110	1203	6.1	27.2	112	1191	5.6	26.9	103	827	6.5	18.7	120
MUTUAL	4992	3299	6.2	66.1	100	1432	7.3	28.7	119	1103	5.2	22.1	85	764	6.0	15.3	98
NBC	4679	3393	6.4	72.5	110	1280	6.5	27.4	113	1238	5.9	26.5	102	874	6.9	18.7	120
RADIORADIO	1994	1239	2.3	62.1	94	511	2.6	25.6	106	359	1.7	18.0	69	368	2.9	18.5	118
RKO ONE	2298	1261	2.4	54.9	83	395	2.0	17.2	71	460	2.2	20.0	77	405	3.2	17.6	113
RKO TWO	3311	1926	3.6	58.2	88	699	3.6	21.1	87	741	3.5	22.4	86	486	3.8	14.7	94
THE SOURCE	2114	1200	2.3	56.8	86	359	1.8	17.0	70	468	2.2	22.1	85	373	3.0	17.6	113
NON-WIRED : BLAIR	8654	5599	10.5	64.7	98	1954	10.0	22.6	93	2098	9.9	24.2	93	1546	12.2	17.9	114
INTERNET	12025	8051	15.1	67.0	102	2685	13.7	22.3	92	3076	14.6	25.6	98	2290	18.1	19.0	122
KATZ RADIO GROUP	15359	10734	20.1	69.9	106	3846	19.6	25.0	104	4258	20.2	27.7	106	2630	20.8	17.1	110
SUPERNET	10628	6905	13.0	65.0	99	2354	12.0	22.1	92	2866	13.6	27.0	104	1684	13.3	15.8	101
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	5565	10.4	64.3	98	2003	10.2	23.1	96	2390	11.3	27.6	106	1172	9.3	13.5	87
MKDAY 9:00 AM - 1:00 PM	12163	7701	14.4	63.3	96	2807	14.3	23.1	95	3083	14.6	25.3	97	1811	14.3	14.9	95
MKDAY 1:00 PM - 4:30 PM	16150	10113	19.0	62.6	95	3956	20.2	24.5	101	3910	18.5	24.2	93	2247	17.8	13.9	89
MKDAY 4:30 PM - 7:30 PM	22463	14663	27.5	65.3	99	5513	28.2	24.5	102	5963	28.3	26.5	102	3188	25.2	14.2	91
MKDAY 7:30 PM - 8:00 PM	31795	20698	38.8	65.1	99	7881	40.3	24.8	103	8357	39.6	26.3	101	4460	35.3	14.0	90
MKDAY 11:00 PM - 11:30 PM	23977	16206	30.4	67.6	103	6366	32.5	26.6	110	6329	30.0	26.4	101	3512	27.8	14.6	94
MKDAY 11:30 PM - 1:00 AM	7703	5147	9.7	66.8	101	2097	10.7	27.2	113	1980	9.4	25.7	99	1070	8.5	13.9	89
M-SAT 8-11 PM+SUN 7-11 PM	33800	22331	41.9	66.1	100	8381	42.8	24.8	103	8829	41.9	26.1	100	5120	40.5	15.1	97
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	4108	7.7	62.8	95	1672	8.5	25.6	106	1466	6.9	22.4	86	970	7.7	14.8	95
ANOTHER WORLD N	4620	2650	5.0	57.4	87	1123	5.7	24.3	101	935	4.4	20.2	78	591	4.7	12.8	82
AS THE WORLD TURNS C	5614	3481	6.5	62.0	94	1331	6.8	23.7	98	1374	6.5	24.5	94	777	6.1	13.8	89
CAPITOL C	3396	2064	3.9	60.8	92	821	4.2	24.2	100	767	3.6	22.6	87	476	3.8	14.0	90
CBS MORN. NEWS 1 C	1446	831	1.6	57.5	87	246	1.3	17.0	70	409	1.9	28.3	109	177	1.4	12.2	78
CBS MORN. NEWS 2 C	1207	733	1.4	60.7	92	167	0.9	13.8	57	430	2.0	35.6	137	137	1.1	11.4	73
DAYS OF OUR LIVES N	5877	3707	7.0	63.1	96	1453	7.4	24.7	102	1391	6.6	23.7	91	864	6.8	14.7	94
FACTS OF LIFE - DAYTIME N	2290	1330	2.5	58.1	88	485	2.5	21.2	88	530	2.5	23.1	89	315	2.5	13.8	88
FAMILY FEUD A	3023	1883	3.5	62.3	95	746	3.8	24.7	102	741	3.5	24.5	94	396	3.1	13.1	84
GENERAL HOSPITAL A	6097	3784	7.1	62.1	94	1588	8.1	26.0	108	1466	6.9	24.0	92	730	5.8	12.0	77
GOOD MORNING, AMERICA-730 A	3515	2356	4.4	67.0	102	790	4.0	22.5	93	1003	4.8	28.5	110	563	4.5	16.0	103
GOOD MORNING, AMERICA-830 A	2818	2014	3.8	71.5	109	759	3.9	26.9	111	819	3.9	29.1	112	436	3.4	15.5	99
GUIDING LIGHT C	5339	3297	6.2	61.8	94	1246	6.4	23.3	97	1277	6.1	23.9	92	773	6.1	14.5	93
ONE LIFE TO LIVE A	4478	2801	5.3	62.6	95	1161	5.9	25.9	107	1068	5.1	23.8	92	572	4.5	12.8	82
PRESS YOUR LUCK C	2244	1463	2.7	65.2	99	583	3.0	26.0	107	533	2.5	23.8	91	347	2.7	15.5	99
PRICE IS RIGHT 1 C	4348	2674	5.0	61.5	93	1045	5.3	24.0	99	1079	5.1	24.8	95	550	4.3	12.6	81
PRICE IS RIGHT 2 C	5014	3113	5.8	62.1	94	1268	6.5	25.3	105	1175	5.6	23.4	90	670	5.3	13.4	86
RYAN'S HOPE A	3150	1844	3.5	58.5	89	817	4.2	25.9	107	671	3.2	21.3	82	356	2.8	11.3	72
SALE OF THE CENTURY N	2695	1653	3.1	61.3	93	692	3.5	25.7	106	654	3.1	24.3	93	307	2.4	11.4	73
SEARCH FOR TOMORROW N	2319	1312	2.5	56.6	86	472	2.4	20.4	84	558	2.6	24.1	92	281	2.2	12.1	78
TODAY SHOW 1 N	2693	1761	3.3	65.4	99	766	3.9	28.4	118	707	3.4	26.3	101	288	2.3	10.7	68
TODAY SHOW 2 N	2498	1625	3.0	65.1	99	707	3.6	28.3	117	669	3.2	26.8	103	249	2.0	10.0	64
$25,000 PYRAMID C	2753	1855	3.5	67.4	102	709	3.6	25.8	107	805	3.8	29.2	112	341	2.7	12.4	79
WHEEL OF FORTUNE N	4388	2770	5.2	63.1	96	985	5.0	22.4	93	1121	5.3	25.5	98	665	5.3	15.2	97
YOUNG AND THE RESTLESS C	5695	3283	6.2	57.6	88	1187	6.1	20.8	86	1208	5.7	21.2	81	887	7.0	15.6	100
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	1271	2.4	72.2	110	512	2.6	29.1	120	508	2.4	28.9	111	250	2.0	14.2	91
NBA PLAYOFF GAME -1 C	1136	706	1.3	62.1	94	326	1.7	28.7	119	268	1.3	23.6	91	*112	0.9	9.9	63
NBC MAJOR LEAGUE PRE-GAME N	953	534	1.0	56.0	85	*181	0.9	19.0	79	*199	0.9	20.9	80	*154	1.2	16.2	104
SPORTSWORLD - SUN N	1233	850	1.6	68.9	105	301	1.5	24.4	101	335	1.6	27.2	104	*215	1.7	17.4	112
SUNDAY MORNING C	1611	1006	1.9	62.4	95	291	1.5	18.1	75	534	2.5	33.1	127	182	1.4	11.3	72

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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COTTAGE CHEESE: USAGE IN LAST 7 DAYS
(FEMALE HOMEMAKERS)

0231
P-19

	TOTAL	ALL USERS A	ALL USERS B % ACROSS DOWN	ALL USERS C % ACROSS ACROSS	ALL USERS D INDX	HEAVY USERS 3/4 LB. OR MORE A	HEAVY USERS B % ACROSS DOWN	HEAVY USERS C % ACROSS %	HEAVY USERS D INDX	MEDIUM USERS 1/4 LB. TO 1/2 LB. A	MEDIUM USERS B % ACROSS DOWN	MEDIUM USERS C % ACROSS %	MEDIUM USERS D INDX	LIGHT USERS NONE A	LIGHT USERS NONE B % ACROSS DOWN	LIGHT USERS NONE C % ACROSS %	LIGHT USERS NONE D INDX
	'000	'000				'000				'000				'000			
TOTAL FEMALE HOMEMAKERS	80986	53317	100.0	65.8	100	19576	100.0	24.2	100	21096	100.0	26.0	100	12644	100.0	15.6	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	17093	32.1	65.6	100	6396	32.7	24.5	102	7020	33.3	26.9	103	3677	29.1	14.1	90
NETWORK AFFILIATES - LATE	20261	13791	25.8	67.8	103	5464	27.9	27.0	112	5294	25.1	26.1	100	2973	23.5	14.7	94
INDEPENDENTS - LATE	12076	8546	16.0	70.8	108	3599	18.4	29.8	123	3776	17.9	31.3	120	1971	15.6	16.3	104
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	10453	6735	12.6	64.4	98	2426	12.4	23.2	96	2597	12.3	24.8	95	1712	13.5	16.4	105
ABC MONDAY NIGHT MOVIE	6412	4383	8.2	68.4	104	1757	9.0	27.4	113	1700	8.1	26.5	102	926	7.3	14.4	93
ABC SUNDAY NIGHT MOVIE	12407	8302	15.6	66.9	102	3146	16.1	25.4	105	3346	15.9	27.0	104	1810	14.3	14.6	93
ABC WORLD NEWS TONIGHT	6176	4029	7.6	65.2	99	1621	8.3	26.2	109	1595	7.6	25.8	99	813	6.4	13.2	84
AFTERMASH	5863	3858	7.2	65.8	100	1352	6.9	23.1	95	1638	7.8	27.9	107	869	6.9	14.8	95
ALICE	9894	6278	11.8	63.4	97	2242	11.5	23.4	97	2563	12.1	26.7	103	1472	11.6	15.3	98
AMERICAN PARADE	6622	4326	8.1	65.3	99	1654	8.4	25.0	103	1826	8.7	27.6	106	844	6.7	12.7	82
BENSON	10886	7135	13.4	65.5	100	2674	13.7	24.6	102	2860	13.6	26.3	101	1601	12.7	14.7	94
BLUE THUNDER	5036	3393	6.4	67.4	102	1325	6.8	26.3	109	1334	6.3	26.5	102	733	5.8	14.6	93
CAGNEY & LACEY	9965	6792	12.7	68.2	104	2544	13.0	25.5	106	2580	12.2	25.9	99	1668	13.2	16.7	107
CBS EVENING NEWS-DEAN	3491	2407	4.5	68.9	105	928	4.7	26.6	110	1118	5.3	32.0	123	361	2.9	10.3	66
CBS EVENING NEWS-RATHER	7123	4806	9.0	67.5	102	1734	8.9	24.3	101	2106	10.0	29.6	114	967	7.6	13.6	87
CBS SAT. NEWS-SCHIEFFER	3621	2375	4.5	65.6	100	778	4.0	21.4	89	1099	5.2	30.4	117	501	4.0	13.8	89
CBS SATURDAY NIGHT MOVIE	5436	3532	6.6	65.0	99	1281	6.5	23.6	97	1452	6.9	26.7	103	799	6.3	14.7	94
CBS WEDNESDAY NIGHT MOVIE	6108	4046	7.6	66.3	101	1420	7.3	23.3	96	1649	7.8	27.0	104	975	7.7	16.0	103
CHEERS	8889	6067	11.4	68.3	104	2283	11.7	25.7	106	2295	10.9	25.8	99	1488	11.8	16.7	107
DALLAS	22109	14399	27.0	65.1	99	5378	27.5	24.3	101	5791	27.5	26.2	101	3231	25.6	14.6	94
DIFF'RENT STROKES	6940	4312	8.1	62.1	94	1481	7.6	21.3	88	1842	8.7	26.5	102	939	7.8	14.3	91
DOUBLE TROUBLE	7223	5024	9.4	69.6	106	1925	9.8	26.7	110	1995	9.5	27.6	106	1104	8.7	15.3	98
DUCK FACTORY	5595	3695	6.9	66.0	100	1294	6.6	23.1	96	1483	7.0	26.5	102	918	7.3	16.4	105
DUKES OF HAZZARD	5768	3689	6.9	64.0	97	1422	7.3	24.7	102	1435	6.8	24.9	96	832	6.6	14.4	92
DYNASTY	20053	12665	23.8	63.2	96	4932	25.2	24.6	102	4845	23.0	24.2	93	2888	22.8	14.4	92
FACTS OF LIFE	8087	5449	10.2	67.4	102	2014	10.3	24.9	103	2254	10.7	27.9	107	1181	9.3	14.6	94
FALCON CREST	20046	13183	24.7	65.6	100	4880	24.9	24.3	101	5306	25.2	26.5	102	2967	23.5	14.8	95
FALL GUY	9084	6011	11.3	66.2	101	2235	11.4	24.6	102	2351	11.1	25.9	99	1425	11.3	15.7	100
FAMILY TIES	7964	5235	9.8	65.7	100	2002	10.2	25.1	104	2086	9.9	26.2	101	1147	9.1	14.4	92
FANTASY ISLAND	7687	4928	9.2	64.1	97	1880	9.6	24.5	101	1979	9.4	25.7	99	1070	8.5	13.9	89
FOULUPS, BLEEPS & BLUNDERS	8861	5907	11.1	66.7	101	2249	11.5	25.4	105	2338	11.1	26.4	101	1320	10.4	14.9	95
FOUR SEASONS	5095	3378	6.3	66.3	101	1102	5.6	21.6	89	1486	7.0	29.2	112	791	6.3	15.5	99
GIMME A BREAK	8838	5439	10.2	61.5	93	2163	11.0	24.5	101	2174	10.3	24.6	94	1102	8.7	12.5	80
HART TO HART	8978	5967	11.2	66.4	101	2445	12.5	27.2	113	2241	10.6	25.0	96	1272	10.1	14.2	91
HILL STREET BLUES	8890	5846	11.0	65.8	100	2378	12.1	26.7	110	2323	11.0	27.0	104	1351	10.7	15.7	101
HOTEL	14085	9273	17.4	65.8	100	3632	18.6	25.8	107	3706	17.6	26.3	101	1934	15.3	13.7	88
JEFFERSONS	9360	5890	11.0	62.9	96	2211	11.3	23.6	98	2381	11.3	25.4	98	1297	10.3	13.9	89
JENNIFER SLEPT HERE	5841	3685	6.9	63.1	96	1446	7.4	24.8	102	1358	6.4	23.2	89	881	7.0	15.1	97
KATE & ALLIE	9206	6250	11.7	67.9	103	2178	11.1	23.7	98	2596	12.3	28.2	108	1476	11.7	16.0	103
KNIGHT RIDER	7076	4576	8.6	64.7	98	1743	8.9	24.6	102	1823	8.6	25.8	99	1010	8.0	14.3	92
LOVE BOAT	12219	7893	14.8	64.6	98	3007	15.4	24.6	102	3115	14.8	25.5	98	1771	14.0	14.5	93
MAGNUM PI	11199	7308	13.7	65.3	99	2769	14.1	24.7	102	2868	13.6	25.6	98	1670	13.2	14.9	96
MAMA'S FAMILY	6097	4022	7.5	66.4	101	1431	7.3	23.6	98	1654	7.8	27.3	105	937	7.4	15.5	99
MASTER, THE	3598	2192	4.1	60.9	93	821	4.2	22.8	94	826	3.9	23.0	88	546	4.3	15.2	97
MATT HOUSTON	6344	4291	8.0	67.6	103	1647	8.4	26.0	107	1661	7.9	26.2	101	983	7.8	15.5	99
NBC MONDAY NIGHT MOVIE	11994	7688	14.4	64.1	97	2791	14.3	23.3	96	2915	13.8	24.3	93	1982	15.7	16.5	106
NBC NIGHTLY NEWS	5132	3392	6.4	66.1	100	1302	6.7	25.4	105	1394	6.6	27.2	104	697	5.5	13.6	87
NBC NIGHTLY NEWS-SAT	3375	2313	4.3	68.5	104	879	4.5	26.0	108	890	4.2	26.4	101	544	4.3	16.1	103
NBC NIGHTLY NEWS-SUN	3130	2226	4.2	71.1	108	923	4.7	29.5	122	945	4.5	30.2	116	358	2.8	11.4	73
NBC SUNDAY NIGHT MOVIE	8284	4846	9.1	58.5	89	1804	9.2	21.8	90	1663	7.9	20.1	77	1379	10.9	16.6	107
NEWHART	9240	6157	11.5	66.6	101	2250	11.5	24.4	101	2395	11.4	25.9	100	1512	12.0	16.4	105
ONE DAY AT A TIME	7288	4409	8.3	60.5	92	1688	8.6	23.2	96	1675	7.9	23.0	88	1046	8.3	14.4	92
PEOPLE ARE FUNNY	4855	3242	6.1	66.8	101	1163	5.9	24.0	99	1390	6.6	28.6	110	689	5.4	14.2	91
REAL PEOPLE	8869	5718	10.7	64.5	98	2097	10.7	23.6	98	2366	11.2	26.7	102	1255	9.9	14.2	91
REMINGTON STEELE	7743	5228	9.8	67.5	103	1995	10.2	25.8	107	2106	10.0	27.2	104	1127	8.9	14.6	93
RIPLEY'S BELIEVE IT - NOT	5345	3768	7.1	70.5	107	1316	6.7	24.6	102	1485	7.0	27.8	107	967	7.6	18.1	116
RIPTIDE	6988	4648	8.7	66.4	101	1797	9.2	25.7	106	1726	8.2	24.7	95	1119	8.9	16.0	103
SCARECROW & MRS. KING	10002	6515	12.2	65.1	99	2329	11.9	23.3	96	2633	12.5	26.3	101	1554	12.3	15.5	100
SIMON & SIMON	10630	6969	13.1	65.5	100	2606	13.3	24.5	101	2771	13.1	26.0	100	1592	12.6	15.0	96
60 MINUTES	13293	8932	16.8	67.2	102	3229	16.5	24.3	100	3851	18.3	29.0	111	1856	14.7	14.0	89
ST. ELSEWHERE	7017	4778	9.0	68.1	103	1740	9.1	25.5	106	1865	8.8	26.6	102	1123	8.9	16.0	103
THREE'S COMPANY	10917	7415	13.9	67.9	103	2882	14.7	26.4	109	2831	13.4	25.9	100	1702	13.5	15.6	100
T.J. HOOKER	9204	6000	11.3	65.2	99	2287	11.7	24.8	103	2382	11.3	25.9	99	1331	10.5	14.5	93
TONIGHT SHOW	2372	1615	3.0	68.1	103	645	3.3	27.2	112	673	3.2	28.4	109	297	2.3	12.5	80
TRAPPER JOHN, M.D.	9846	6361	11.9	64.6	98	2449	12.5	24.9	103	2554	12.1	25.9	100	1358	10.7	13.8	88
TV BLOOPERS & PRAC. JOKES	9105	6088	11.4	66.9	102	2317	11.8	25.4	105	2343	11.1	25.7	99	1428	11.3	15.7	100
20/20	9387	6456	12.1	68.8	104	2518	12.9	26.8	111	2413	11.4	25.7	99	1525	12.1	16.2	104
WEBSTER	11087	7940	14.9	71.6	109	2707	13.8	24.5	101	2971	14.1	26.8	103	1562	12.4	14.1	90
WORLD NEWS - SUN	3062	2197	4.1	71.8	109	854	4.4	27.9	115	815	3.9	26.6	102	528	4.2	17.2	110
YELLOW ROSE	4978	3458	6.5	69.5	106	1274	6.5	25.6	106	1295	6.1	26.0	100	889	7.0	17.9	114
YELLOW ROSE	N																
TV VIEWING SPORTS EVENTS																	
BASEBALL	8878	6447	12.1	72.6	110	2357	12.0	26.5	110	2410	11.4	27.1	104	1681	13.3	18.9	121
BASKETBALL - COLLEGE GAMES	4080	2948	5.5	72.3	110	1043	5.3	25.6	106	1084	5.1	26.6	102	821	6.5	20.1	129
BASKETBALL - PRO GAMES	3607	2471	4.6	68.5	104	836	4.3	23.2	96	1020	4.8	28.3	109	*615	4.9	17.1	109
BOWLING	3883	3006	5.6	77.4	118	1032	5.3	26.6	110	1334	6.3	34.4	132	640	5.1	16.5	106
BOXING	3928	2555	4.8	65.0	99	970	5.0	24.7	102	1056	5.0	26.9	103	*529	4.2	13.5	86
FOOTBALL - COLLEGE GAMES	6366	4569	8.6	71.8	109	1551	7.9	24.4	101	1853	8.8	29.1	112	1165	9.2	18.3	117
FOOTBALL - PRO GAMES	11300	8295	15.6	73.4	112	2636	13.5	23.3	97	3156	15.0	27.9	107	2504	19.8	22.2	142
GOLF	3378	2882	5.4	85.3	130	1023	5.2	30.3	125	1292	6.1	38.2	147	*567	4.5	16.8	108
POST-SEASON COLL. FOOTBALL	4906	3373	6.3	68.8	104	1112	5.7	22.7	94	1414	6.7	28.8	111	846	6.7	17.2	110
POST-SEASON PRO FOOTBALL	6120	4563	8.6	74.6	113	1392	7.1	22.7	94	1872	8.9	30.6	117	1298	10.3	21.2	136
TENNIS	3033	2201	4.1	72.6	110	748	3.8	24.6	102	1064	5.0	35.1	135	*391	3.1	12.9	83
WRESTLING - PROFESSIONAL	3344	2165	4.1	64.7	98	918	4.7	27.5	114	905	4.3	27.1	104	*342	2.7	10.2	66
WRESTLING - PROFESSIONAL	3344	2165	4.1	64.7	98	918	4.7	27.5	114	905	4.3						

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COTTAGE CHEESE - TYPES & KINDS
(FEMALE HOMEMAKERS)

0232
P-19

	TOTAL U.S. '000	LARGE CURD A '000	LARGE CURD B % DOWN	LARGE CURD C ACROSS %	LARGE CURD D INDX	SMALL CURD A '000	SMALL CURD B % DOWN	SMALL CURD C ACROSS %	SMALL CURD D INDX	LOW FAT A '000	LOW FAT B % DOWN	LOW FAT C ACROSS %	LOW FAT D INDX	REGULAR A '000	REGULAR B % DOWN	REGULAR C ACROSS %	REGULAR D INDX
TOTAL FEMALE HOMEMAKERS	80986	17375	100.0	21.5	100	41629	100.0	51.4	100	25294	100.0	31.2	100	31530	100.0	38.9	100
18 - 24	9282	1666	9.6	17.9	84	4371	10.5	47.1	92	2786	11.0	30.0	96	2809	8.9	30.3	78
25 - 34	19072	3710	21.4	19.5	91	10042	24.1	52.7	102	5838	23.1	30.6	98	6951	22.0	36.4	94
35 - 44	14591	2910	16.7	19.9	93	7814	18.8	53.6	104	4660	18.4	31.9	102	5842	18.5	40.0	103
45 - 54	11345	2572	14.8	22.7	106	6240	15.0	55.0	107	3554	14.1	31.3	100	5134	16.3	45.3	116
55 - 64	11635	2938	16.9	25.3	118	6147	14.8	52.8	103	4249	16.8	36.5	117	4677	14.8	40.2	103
65 OR OLDER	15061	3580	20.6	23.8	111	7014	16.8	46.6	91	4207	16.6	27.9	89	6117	19.4	40.6	104
18 - 34	28354	5376	30.9	19.0	88	14413	34.6	50.8	99	8624	34.1	30.4	97	9760	31.0	34.4	88
18 - 49	48339	9494	54.6	19.6	92	25242	60.6	52.2	102	14966	59.2	31.0	99	18073	57.3	37.4	96
25 - 54	45008	9192	52.9	20.4	95	24096	57.9	53.5	104	14052	55.6	31.2	100	17927	56.9	39.8	102
35 - 49	19985	4118	23.7	20.6	96	10829	26.0	54.2	105	6342	25.1	31.7	102	8313	26.4	41.6	107
50 OR OLDER	32647	7881	45.4	24.1	113	16387	39.4	50.2	98	10328	40.8	31.6	101	13457	42.7	41.2	106
GRADUATED COLLEGE	11155	2429	14.0	21.8	101	6698	16.1	60.0	117	4783	18.9	42.9	137	4040	12.8	36.2	93
ATTENDED COLLEGE	13682	3053	17.6	22.3	104	7899	19.0	57.7	112	5413	21.4	39.6	127	5304	16.8	38.8	100
GRADUATED HIGH SCHOOL	33880	7622	43.9	22.5	105	17950	43.1	53.0	103	10178	40.2	30.0	96	14355	45.5	42.4	109
DID NOT GRADUATE HIGH SCHOOL	22270	4271	24.6	19.2	89	9082	21.8	40.8	79	4920	19.5	22.1	71	7832	24.8	35.2	90
EMPLOYED	40306	8345	48.0	20.7	97	21231	51.0	52.7	102	13925	55.1	34.5	111	14775	46.9	36.7	94
EMPLOYED FULL-TIME	32850	6795	39.1	20.7	96	17077	41.0	52.0	101	11147	44.1	33.9	109	11921	37.8	36.3	93
EMPLOYED PART-TIME	7456	1550	8.9	20.8	97	4154	10.0	55.7	108	2778	11.0	37.3	119	2853	9.0	38.3	98
NOT EMPLOYED	40680	9031	52.0	22.2	103	20398	49.0	50.1	98	11369	44.9	27.9	89	16756	53.1	41.2	106
PROFESSIONAL/MANAGER	10392	2363	13.6	22.7	106	5940	14.3	57.2	111	4437	17.5	42.7	137	3673	11.6	35.3	91
TECH/CLERICAL/SALES	17574	3602	20.7	20.5	96	9994	24.0	56.9	111	6324	25.0	36.0	115	6886	21.8	39.2	101
PRECISION/CRAFT	985	**227	1.3	23.0	107	*468	1.1	47.5	92	*284	1.1	28.8	92	*368	1.2	37.4	96
OTHER EMPLOYED	11354	2153	12.4	19.0	88	4829	11.6	42.5	83	2880	11.4	25.4	81	3848	12.2	33.9	87
SINGLE	9863	2191	12.6	22.2	104	4125	9.9	41.8	81	3108	12.3	31.5	101	2926	9.3	29.7	76
MARRIED	51375	11250	64.7	21.9	102	28015	67.3	54.5	106	16698	66.0	32.5	104	21103	66.9	41.1	106
DIVORCED/SEPARATED/WIDOWED	19748	3935	22.6	19.9	93	9489	22.8	48.1	93	5488	21.7	27.8	89	7502	23.8	38.0	98
PARENTS	32590	6204	35.7	19.0	89	17148	41.2	52.6	102	9443	37.3	29.0	93	12803	40.6	39.3	101
WHITE	70416	15996	92.1	22.7	106	38564	92.6	54.8	107	23429	92.6	33.3	107	29138	92.4	41.4	106
BLACK	8778	1106	6.4	12.6	59	2262	5.4	25.8	50	1317	5.2	15.0	48	1908	6.1	21.7	56
OTHER	1791	**274	1.6	15.3	71	*803	1.9	44.8	87	*548	2.2	30.6	98	*485	1.5	27.1	70
NORTHEAST-CENSUS	17786	4868	28.0	27.4	128	8049	19.3	45.3	88	5755	22.8	32.4	104	6734	21.4	37.9	97
NORTH CENTRAL	20741	5218	30.0	25.2	117	12847	30.9	61.9	120	5968	23.6	28.8	92	11291	35.8	54.4	140
SOUTH	27775	4513	26.0	16.2	76	11069	26.6	39.9	78	6627	26.2	23.9	76	8557	27.1	30.8	79
WEST	14683	2776	16.0	18.9	88	9664	23.2	65.8	128	6944	27.5	47.3	151	4948	15.7	33.7	87
NORTHEAST-MKTG.	17961	4695	27.0	26.1	122	7896	19.0	44.0	86	5829	23.0	32.5	104	6341	20.1	35.3	91
EAST CENTRAL	11885	3786	21.8	31.9	148	6320	15.2	53.2	103	2815	11.1	23.7	76	6516	20.7	54.8	141
WEST CENTRAL	14090	2853	16.4	20.2	94	9369	22.5	66.5	129	4770	18.9	33.9	108	7222	22.9	51.3	132
SOUTH	24081	3636	20.9	15.1	70	9541	22.9	39.6	77	5745	22.7	23.9	76	7212	22.9	29.9	77
PACIFIC	12969	2405	13.8	18.5	86	8502	20.4	65.6	128	6135	24.3	47.3	151	4240	13.4	32.7	84
COUNTY SIZE A	32439	7164	41.2	22.1	103	16435	39.5	50.7	99	10446	41.3	32.2	103	12156	38.6	37.5	96
COUNTY SIZE B	24915	5754	33.1	23.1	108	13101	31.5	52.6	102	8025	31.7	32.2	103	10250	32.5	41.1	106
COUNTY SIZE C	12930	2482	14.3	19.2	89	6879	16.5	53.2	104	4306	17.0	33.3	107	4676	14.8	36.2	93
COUNTY SIZE D	10703	1976	11.4	18.5	86	5214	12.5	48.7	95	2517	10.0	23.5	75	4448	14.1	41.6	107
METRO CENTRAL CITY	24518	4902	28.2	20.0	93	11815	28.4	48.2	94	7811	30.9	31.9	102	8227	26.1	33.6	86
METRO SUBURBAN	35919	8597	49.5	23.9	112	19701	47.3	54.8	107	12185	48.2	33.9	109	15253	48.4	42.5	109
NON METRO	20549	3876	22.3	18.9	88	10113	24.3	49.2	96	5297	20.9	25.8	83	8051	25.5	39.2	101
TOP 5 ADI'S	18341	4032	23.2	22.0	102	9290	22.3	50.7	99	6086	24.1	33.2	106	6739	21.4	36.7	94
TOP 10 ADI'S	25378	5462	31.4	21.5	100	12620	30.3	49.7	97	8036	31.8	31.7	101	9333	29.6	36.8	94
TOP 20 ADI'S	36488	7970	45.9	21.8	102	18827	45.2	51.6	100	12071	47.7	33.1	106	13742	43.6	37.7	97
HSHLD INC. $50,000 OR MORE	6612	1477	8.5	22.3	104	4198	10.1	63.5	124	2774	11.0	42.0	134	2643	8.4	40.0	103
$40,000 OR MORE	12659	2564	14.8	20.3	94	7885	18.9	62.3	121	5289	20.9	41.8	134	4885	15.5	38.6	99
$30,000 OR MORE	24698	5588	32.2	22.6	105	15000	36.0	60.7	118	9907	39.2	40.1	128	10035	31.8	40.6	104
$25,000 OR MORE	32077	7430	42.8	23.2	108	19042	45.7	59.4	115	12616	49.9	39.3	126	12998	41.2	40.5	104
$20,000 - $24,999	9144	2188	12.6	23.9	112	4562	11.0	49.9	97	2617	10.3	28.6	92	3649	11.6	39.9	102
$15,000 - $19,999	8728	1709	9.8	19.6	91	4594	11.0	52.6	102	2645	10.5	30.3	97	3527	11.2	40.4	104
$10,000 - $14,999	12562	2488	14.3	19.8	92	6268	15.1	49.9	97	3356	13.3	26.7	86	5157	16.4	41.1	105
UNDER $10,000	18475	3560	20.5	19.3	90	7163	17.2	38.8	75	4059	16.0	22.0	70	6200	19.7	33.6	86
HOUSEHOLD OF 1 PERSON	11987	2467	14.2	20.6	96	5477	13.2	45.7	89	3521	13.9	29.4	94	4175	13.2	34.8	89
2 PEOPLE	26577	6005	34.6	22.6	105	13986	33.6	52.6	102	9134	36.1	34.4	110	10118	32.1	38.1	98
3 OR 4 PEOPLE	30617	6386	36.8	20.9	97	15827	38.0	51.7	101	9488	37.5	31.0	99	12184	38.6	39.8	102
5 OR MORE PEOPLE	11804	2518	14.5	21.3	99	6339	15.2	53.7	104	3151	12.5	26.7	85	5054	16.0	42.8	110
NO CHILD IN HSHLD	46165	10673	61.4	23.1	108	23533	56.5	51.0	99	15476	61.2	33.5	107	17821	56.5	38.6	99
CHILD(REN) UNDER 2 YRS	5325	934	5.4	17.5	82	2782	6.7	52.2	102	1488	5.9	27.9	89	1851	5.9	34.8	89
2 - 5 YEARS	14221	2483	14.3	17.5	81	7197	17.3	50.6	98	3658	14.5	25.7	82	5357	17.0	37.7	97
6 - 11 YEARS	15117	2876	16.6	19.0	89	7783	18.7	51.5	100	4009	15.8	26.5	85	6007	19.1	39.7	102
12 - 17 YEARS	16611	3535	20.3	21.3	99	9120	21.9	54.9	107	4986	19.7	30.0	96	7125	22.6	42.9	110
RESIDENCE OWNED	55884	12643	72.8	22.6	105	30559	73.4	54.7	106	18544	73.3	33.2	106	23135	73.4	41.4	106
VALUE: $50,000 OR MORE	31744	7446	42.9	23.5	109	19277	46.3	60.7	118	12473	49.3	39.3	126	13399	42.5	42.2	108
VALUE: UNDER $50,000	24140	5197	29.9	21.5	100	11282	27.1	46.7	91	6070	24.0	25.1	81	9737	30.9	40.3	104

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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COTTAGE CHEESE - TYPES & KINDS
(FEMALE HOMEMAKERS)

0233
P-19

		TOTAL U.S. '000	LARGE CURD A '000	LARGE CURD B % DOWN	LARGE CURD C % ACROSS	LARGE CURD D INDX	SMALL CURD A '000	SMALL CURD B % DOWN	SMALL CURD C % ACROSS	SMALL CURD D INDX	LOW FAT A '000	LOW FAT B % DOWN	LOW FAT C % ACROSS	LOW FAT D INDX	REGULAR A '000	REGULAR B % DOWN	REGULAR C % ACROSS	REGULAR D INDX
TOTAL FEMALE HOMEMAKERS		80986	17375	100.0	21.5	100	41629	100.0	51.4	100	25294	100.0	31.2	100	31530	100.0	38.9	100
MAGAZINES	QUINTILE 1	15799	3553	20.4	22.5	105	9242	22.2	58.5	114	6277	24.8	39.7	127	6181	19.6	39.1	100
	QUINTILE 2	17259	4141	23.8	24.0	112	9745	23.4	56.5	110	6053	23.9	35.1	112	7238	23.0	41.9	108
	QUINTILE 3	13545	2814	16.2	20.8	97	6898	16.6	50.9	99	4242	16.8	31.3	100	5261	16.7	38.8	100
	QUINTILE 4	15133	2864	16.5	18.9	88	7569	18.2	50.0	97	4245	16.8	28.1	90	5701	18.1	37.7	97
	QUINTILE 5	19250	4005	23.1	20.8	97	8174	19.6	42.5	83	4478	17.7	23.3	74	7150	22.7	37.1	95
NEWSPAPERS	QUINTILE 1	12413	2982	17.2	24.0	112	7044	16.9	56.7	110	4391	17.4	35.4	113	5226	16.6	42.1	108
	QUINTILE 2	24116	5572	32.1	23.1	108	13226	31.8	54.8	107	8207	32.4	34.0	109	10096	32.0	41.9	108
	QUINTILE 3	11261	2359	13.6	20.9	98	6058	14.6	53.8	105	3801	15.0	33.8	108	4365	13.8	38.8	100
	QUINTILE 4	20255	4322	24.9	21.3	99	10076	24.2	49.7	97	6180	24.4	30.5	98	7546	23.9	37.3	96
	QUINTILE 5	12940	2141	12.3	16.5	77	5226	12.6	40.4	79	2714	10.7	21.0	67	4298	13.6	33.2	85
OUTDOOR	QUINTILE 1	14852	3013	17.3	20.3	95	7708	18.5	51.9	101	4891	19.3	32.9	105	5682	18.0	38.3	98
	QUINTILE 2	15725	3348	19.3	21.3	99	8280	19.9	52.7	102	4639	18.3	29.5	94	6298	20.0	40.1	103
	QUINTILE 3	16330	3438	19.8	21.1	98	8641	20.8	52.9	103	4989	19.7	30.6	98	6522	20.7	39.9	103
	QUINTILE 4	16744	3608	20.8	21.5	100	8664	20.8	51.7	101	5705	22.6	34.1	109	6361	20.2	38.0	98
	QUINTILE 5	17334	3969	22.8	22.9	107	8337	20.0	48.1	94	5070	20.0	29.2	94	6668	21.1	38.5	99
RADIO-DRIVE TIME	QUINTILE 1	15911	3403	19.6	21.4	100	8680	20.9	54.6	106	4972	19.7	31.2	100	6684	21.2	42.0	108
	QUINTILE 2	14837	3444	19.8	23.2	108	7648	18.4	51.5	100	4548	18.0	30.7	98	5988	19.0	40.4	104
	QUINTILE 3	15339	3180	18.3	20.7	97	7837	18.8	51.1	99	5117	20.2	33.4	107	5607	17.8	36.6	94
	QUINTILE 4	16723	3555	20.5	21.3	99	8570	20.6	51.2	100	5334	21.1	31.9	102	6286	19.9	37.6	97
	QUINTILE 5	18176	3794	21.8	20.9	97	8894	21.4	48.9	95	5322	21.0	29.3	94	6964	22.1	38.3	98
RADIO-MID-DAY	TERCILE 1	21020	4584	26.4	21.8	102	11487	27.6	54.6	106	6494	25.7	30.9	99	8991	28.5	42.8	110
	TERCILE 2	21610	4439	25.5	20.5	96	11322	27.2	52.4	102	6783	26.8	31.4	100	8373	26.6	38.7	100
	TERCILE 3	38355	8353	48.1	21.8	102	18821	45.2	49.1	95	12017	47.5	31.3	100	14167	44.9	36.9	95
RADIO-TOTAL	QUINTILE 1	15988	3290	18.9	20.6	96	8673	20.8	54.2	106	4828	19.1	30.2	97	6646	21.1	41.6	107
	QUINTILE 2	15626	3660	21.1	23.4	109	7917	19.0	50.7	99	4876	19.3	31.2	100	6338	20.1	40.6	104
	QUINTILE 3	16723	3801	21.9	22.7	106	8784	21.1	52.5	102	5633	22.3	33.7	108	6534	20.7	39.1	100
	QUINTILE 4	16342	3195	18.4	19.6	91	8535	20.5	52.2	102	5368	21.2	32.8	105	5849	18.6	35.8	92
	QUINTILE 5	16306	3431	19.7	21.0	98	7720	18.5	47.3	92	4589	18.1	28.1	90	6164	19.5	37.8	97
TV-PRIME TIME	QUINTILE 1	15953	3548	20.4	22.2	104	8020	19.3	50.3	98	4758	18.8	29.8	95	6511	20.7	40.8	105
	QUINTILE 2	16137	3537	20.4	21.9	102	8374	20.1	51.9	101	5251	20.8	32.5	104	6219	19.7	38.5	99
	QUINTILE 3	16420	3846	22.1	23.4	109	8481	20.4	51.7	100	5179	20.5	31.5	101	6628	21.0	40.4	104
	QUINTILE 4	16687	3408	19.6	20.4	95	8498	20.4	50.9	99	5073	20.1	30.4	97	6186	19.6	37.1	95
	QUINTILE 5	15789	3036	17.5	19.2	90	8257	19.8	52.3	102	5034	19.9	31.9	102	5988	19.0	37.9	97
TV-DAYTIME	TERCILE 1	27736	5942	34.2	21.4	100	13473	32.4	48.6	95	7738	30.6	27.9	89	10619	33.7	38.3	98
	TERCILE 2	26489	5728	33.0	21.6	101	14025	33.7	52.9	103	8249	32.6	31.1	100	10721	34.0	40.5	104
	TERCILE 3	26761	5706	32.8	21.3	99	14131	33.9	52.8	103	9307	36.8	34.8	111	10190	32.3	38.1	98
TV-TOTAL	QUINTILE 1	16345	3817	22.0	23.4	109	7644	18.4	46.8	91	4455	17.6	27.3	87	6485	20.6	39.7	102
	QUINTILE 2	16447	3387	19.5	20.6	96	8471	20.3	51.5	100	4943	19.5	30.1	96	6316	20.0	38.4	99
	QUINTILE 3	15980	3399	19.6	21.3	99	8453	20.3	52.9	103	5250	20.8	32.9	105	6367	20.2	39.8	102
	QUINTILE 4	15887	3452	19.9	21.7	101	8516	20.5	53.6	104	5157	20.4	32.5	104	6377	20.2	40.1	103
	QUINTILE 5	16326	3320	19.1	20.3	95	8546	20.5	52.3	102	5488	21.7	33.6	108	5985	19.0	36.7	94
MAGAZINES-NEWSPAPERS: DUAL		20731	5019	28.9	24.2	113	11913	28.6	57.5	112	7793	30.8	37.6	120	8657	27.5	41.8	107
MAGAZINE IMPERATIVE		19186	4017	23.1	20.9	98	10369	24.9	54.0	105	6726	26.6	35.1	112	7186	22.8	37.5	96
NEWSPAPER IMPERATIVE		21899	4933	28.4	22.5	105	11282	27.1	51.5	100	6609	26.1	30.2	97	9073	28.8	41.4	106
MAGAZINES-OUTDOOR: DUAL		15451	3413	19.6	22.1	103	8963	21.5	58.0	113	5799	22.9	37.5	120	6084	19.3	39.4	101
MAGAZINE IMPERATIVE		25953	6059	34.9	23.3	109	14294	34.3	55.1	107	9311	36.8	35.9	115	10457	33.2	40.3	103
OUTDOOR IMPERATIVE		24400	4627	26.6	19.0	88	11660	28.0	47.8	93	6129	24.2	25.1	80	9501	30.1	38.9	100
MAGAZINES-RADIO: DUAL		18049	4107	23.6	22.8	106	10129	24.3	56.1	109	6345	25.1	35.2	113	7503	23.8	41.6	107
MAGAZINE IMPERATIVE		23571	5241	30.2	22.2	104	13314	32.0	56.5	110	8813	34.8	37.4	120	9069	28.8	38.5	99
RADIO IMPERATIVE		23278	4820	27.7	20.7	97	11279	27.1	48.5	94	6117	24.2	26.3	84	9222	29.2	39.6	102
MAGAZINES-TELEVISION: DUAL		15459	3696	21.3	23.9	111	8586	20.6	55.5	108	5165	20.4	33.4	107	6440	20.4	41.7	107
MAGAZINE IMPERATIVE		25829	5757	33.1	22.3	104	14614	35.1	56.6	110	9780	38.7	37.9	121	10189	32.3	39.4	101
TELEVISION IMPERATIVE		26039	5370	30.9	20.6	96	11914	28.6	45.8	89	6791	26.8	26.1	84	9818	31.1	37.7	97
NEWSPAPERS-OUTDOOR: DUAL		16605	3746	21.6	22.6	105	9165	22.0	55.2	107	5769	22.8	34.7	111	6584	20.9	39.7	102
NEWSPAPER IMPERATIVE		26834	6357	36.6	23.7	110	14718	35.4	54.8	107	9178	36.3	34.2	110	11342	36.0	42.3	109
OUTDOOR IMPERATIVE		23345	4452	25.6	19.1	89	11614	27.9	49.7	97	6549	25.9	28.1	90	8919	28.3	38.2	98
NEWSPAPERS-RADIO: DUAL		17133	3800	21.9	22.2	103	9533	22.9	55.6	108	5527	21.9	32.3	103	7430	23.6	43.4	111
NEWSPAPER IMPERATIVE		25892	6037	34.7	23.3	109	14197	34.1	54.8	107	9263	36.6	35.8	115	10330	32.8	39.9	102
RADIO IMPERATIVE		23167	4968	28.6	21.4	100	11344	27.3	49.0	95	6728	26.6	29.0	93	8808	27.9	38.0	98
NEWSPAPERS-TELEVISION: DUAL		17159	4080	23.5	23.8	111	9271	22.3	54.0	105	5352	21.2	31.2	100	7437	23.6	43.3	111
NEWSPAPER IMPERATIVE		26214	5930	34.1	22.6	105	14697	35.3	56.1	109	9642	38.1	36.8	118	10551	33.5	40.2	103
TELEVISION IMPERATIVE		23412	4703	27.1	20.1	94	10740	25.8	45.9	89	6222	24.6	26.6	85	8376	26.6	35.8	92
OUTDOOR-RADIO: DUAL		15303	3249	18.7	21.2	99	7940	19.1	51.9	101	4545	18.0	29.7	95	6189	19.6	40.4	104
OUTDOOR IMPERATIVE		24901	5102	29.4	20.5	96	12984	31.2	52.1	101	7901	31.2	31.7	102	9458	30.0	38.0	98
RADIO IMPERATIVE		26492	6023	34.7	22.7	106	13816	33.2	52.2	101	8574	33.9	32.4	104	10668	33.8	40.3	103
OUTDOOR-TELEVISION: DUAL		14794	2890	16.6	19.5	91	7919	19.0	53.5	104	4449	17.6	30.1	96	5864	18.6	39.6	102
OUTDOOR IMPERATIVE		25437	5374	30.9	21.1	98	13590	32.6	53.4	104	8352	33.0	32.8	105	10052	31.9	39.5	102
TELEVISION IMPERATIVE		27877	6419	36.9	23.0	107	13482	32.4	48.4	94	8123	32.1	29.1	93	10906	34.6	39.1	100
RADIO-TELEVISION: DUAL		15996	3606	20.8	22.5	105	7959	19.1	49.8	97	4384	17.3	27.4	88	6622	21.0	41.4	106
RADIO IMPERATIVE		25478	5506	31.7	21.6	101	14029	33.7	55.1	107	8675	34.3	34.0	109	10337	32.8	40.6	104
TELEVISION IMPERATIVE		26573	5776	33.2	21.7	101	13347	32.1	50.2	98	8285	32.8	31.2	100	10162	32.2	38.2	98

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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COTTAGE CHEESE - TYPES & KINDS
(FEMALE HOMEMAKERS)

0234
P-19

	TOTAL U.S. '000	LARGE CURD A '000	LARGE CURD B % DOWN	LARGE CURD C % ACROSS	LARGE CURD D INDX	SMALL CURD A '000	SMALL CURD B % DOWN	SMALL CURD C % ACROSS	SMALL CURD D INDX	LOW FAT A '000	LOW FAT B % DOWN	LOW FAT C % ACROSS	LOW FAT D INDX	REGULAR A '000	REGULAR B % DOWN	REGULAR C % ACROSS	REGULAR D INDX
TOTAL FEMALE HOMEMAKERS	80986	17375	100.0	21.5	100	41629	100.0	51.4	100	25294	100.0	31.2	100	31530	100.0	38.9	100
ATLANTIC MONTHLY	415	*151	0.9	36.4	170	*210	0.5	50.6	98	*141	0.6	34.0	109	*187	0.6	45.1	116
BARRON'S	453	**89	0.5	19.6	92	*301	0.7	66.4	129	*220	0.9	48.6	155	*152	0.5	33.6	86
BETTER HOMES & GARDENS	16256	3627	20.9	22.3	104	9551	22.9	58.8	114	5867	23.2	36.1	116	7006	22.2	43.1	111
BON APPETIT	2535	658	3.8	26.0	121	1824	4.4	72.0	140	1345	5.3	53.1	170	1045	3.3	41.2	106
BUSINESS WEEK	1278	*265	1.5	20.7	97	576	1.4	45.1	88	435	1.7	34.0	109	403	1.3	31.5	81
CAR AND DRIVER	378	**80	0.5	21.2	99	*179	0.4	47.4	92	**137	0.5	36.2	116	**105	0.3	27.8	71
CBS MAGAZINE NETWORK (GROSS)	1498	276	1.6	18.4	86	873	2.1	58.3	113	618	2.4	41.3	132	487	1.5	32.5	84
CHANGING TIMES	1505	438	2.5	29.1	136	751	1.8	49.9	97	591	2.3	39.3	126	548	1.7	36.4	94
COLONIAL HOMES	1231	264	1.5	21.4	100	686	1.6	55.7	108	419	1.7	34.0	109	485	1.5	39.4	101
CONDE NAST MAG. PKG. (GROSS)	14146	2999	17.3	21.2	99	7812	18.8	55.2	107	5195	20.5	36.7	118	5220	16.6	36.9	95
CONSUMERS DIGEST	1323	326	1.9	24.6	115	755	1.8	57.1	111	510	2.0	38.5	123	504	1.6	38.1	98
COSMOPOLITAN	7102	1502	8.6	21.1	99	3826	9.2	53.9	105	2329	9.2	32.8	105	2836	9.0	39.9	103
COUNTRY LIVING	2481	488	2.8	19.7	92	1594	3.8	64.2	125	1041	4.1	42.0	134	1005	3.2	40.5	104
CUISINE	1472	371	2.1	25.2	117	851	2.0	57.8	112	669	2.6	45.4	146	555	1.8	37.7	97
CYCLE WORLD	425	**96	0.6	22.6	105	*229	0.6	53.9	105	**102	0.4	24.0	77	*196	0.6	46.1	118
DCI:CREATIVE IDEAS FOR LIV	2510	516	3.0	20.6	96	1375	3.3	54.8	107	790	3.1	31.5	101	1061	3.4	42.3	109
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	1285	7.4	19.2	89	3524	8.5	52.6	102	2284	9.0	34.1	109	2423	7.7	36.2	93
DISCOVER	894	236	1.4	26.4	123	525	1.3	58.7	114	455	1.8	50.9	163	291	0.9	32.6	84
EBONY	3507	510	2.9	14.5	68	1095	2.6	31.2	61	640	2.5	18.2	58	888	2.8	25.3	65
ESQUIRE	1083	*195	1.1	18.0	84	412	1.0	38.0	74	276	1.1	25.5	82	303	1.0	28.0	72
ESSENCE	1830	315	1.8	17.2	80	494	1.2	27.0	53	240	0.9	13.1	42	507	1.6	27.7	71
FAMILY CIRCLE	15930	3576	20.6	22.4	105	9149	22.0	57.4	112	5522	21.8	34.7	111	6834	21.7	42.9	110
THE FAMILY HANDYMAN	1126	280	1.6	24.9	116	719	1.7	63.9	124	510	2.0	45.3	145	450	1.4	40.0	103
FAMILY WEEKLY	11468	2474	14.2	21.6	101	6369	15.3	55.5	108	3851	15.2	33.6	108	4674	14.8	40.8	105
FIELD & STREAM	2234	433	2.5	19.4	90	1369	3.3	61.3	119	752	3.0	33.7	108	983	3.1	44.0	113
FOOD & WINE	579	*131	0.8	22.6	105	330	0.8	57.0	111	265	1.0	45.8	147	*164	0.5	28.3	73
FORBES	728	*152	0.9	20.9	97	464	1.1	63.7	124	377	1.5	51.8	166	*219	0.7	30.1	77
FORTUNE	906	*161	0.9	17.8	83	488	1.2	53.9	105	408	1.6	45.0	144	249	0.8	27.5	71
GENTLEMEN'S QUARTERLY	791	*78	0.4	9.9	46	273	0.7	34.5	67	*184	0.7	23.3	74	*155	0.5	19.6	50
GLAMOUR	5265	1156	6.7	22.0	102	3072	7.4	58.3	114	1947	7.7	37.0	118	2067	6.6	39.3	101
GOLF DIGEST	636	*164	0.9	25.8	120	416	1.0	65.4	127	291	1.2	45.8	146	*220	0.7	34.6	89
GOLF DIGEST/TENNIS (GROSS)	1186	277	1.6	23.4	109	635	1.5	53.5	104	436	1.7	36.8	118	378	1.2	31.9	82
GOLF MAGAZINE	441	**105	0.6	23.8	111	*264	0.6	59.9	116	*228	0.9	51.7	166	*130	0.4	29.5	76
GOLF MAGAZINE/SKI (GROSS)	922	*214	1.2	23.2	108	504	1.2	54.7	106	424	1.7	46.0	147	268	0.8	29.1	75
GOOD HOUSEKEEPING	16487	3682	21.2	22.3	104	9603	23.1	58.2	113	5959	23.6	36.1	116	7056	22.4	42.8	110
HARPER'S BAZAAR	2423	413	2.4	17.0	79	1330	3.2	54.9	107	834	3.3	34.4	110	862	2.7	35.6	91
HEALTH	1994	549	3.2	27.5	128	997	2.4	50.0	97	742	2.9	37.2	119	714	2.3	35.8	92
HEARST MAG CORP. BUY (GROSS)	44101	9915	57.1	22.5	105	25368	60.9	57.5	112	16166	63.9	36.7	117	18278	58.0	41.4	106
HEARST MAN POWER (GROSS)	1993	571	3.3	28.7	134	1223	2.9	61.4	119	738	2.9	37.0	119	1060	3.4	53.2	137
HEARST WOMAN POWER (GROSS)	31274	7057	40.6	22.6	105	17826	42.8	57.0	111	11355	44.9	36.3	116	12930	41.0	41.3	106
HOUSE BEAUTIFUL	3623	854	4.9	23.6	110	2128	5.1	58.7	114	1411	5.6	38.9	125	1491	4.7	41.2	106
INC.	283	**55	0.3	19.4	91	*215	0.5	76.0	148	**88	0.3	31.1	100	**147	0.5	51.9	133
JET	2928	397	2.3	13.6	63	855	2.1	29.2	57	460	1.8	15.7	50	714	2.3	24.4	63
LADIES' HOME JOURNAL	11918	2678	15.4	22.5	105	6899	16.6	57.9	113	4512	17.8	37.9	121	4856	15.4	40.7	105
LHJ FAMILY GRP COMBO(GROSS)	16764	3832	22.1	22.9	107	9526	22.9	56.8	111	6409	25.3	38.2	122	6625	21.0	39.5	102
LIFE	4254	979	5.6	23.0	107	2215	5.3	52.1	101	1481	5.9	34.8	111	1557	4.9	36.6	94
L.A. TIMES HOME MAGAZINE	1145	*219	1.3	19.1	89	752	1.8	65.7	128	661	2.6	57.7	185	237	0.8	20.7	53
MADEMOISELLE	2884	554	3.2	19.2	90	1580	3.8	54.8	107	992	3.9	34.4	110	1095	3.5	38.0	98
MC CALL'S	13460	3064	17.6	22.8	106	7350	17.7	54.6	106	4395	17.4	32.7	105	5762	18.3	42.8	110
MC CALL'S/WRK MOTHER (GROSS)	14606	3234	18.6	22.1	103	8010	19.2	54.8	107	4832	19.1	33.1	106	6083	19.3	41.6	107
MECHANIX ILLUSTRATED	772	*213	1.2	27.6	129	450	1.1	58.3	113	*293	1.2	38.0	122	335	1.1	43.4	111
METROPOLITAN HOME	967	*234	1.3	24.2	113	512	1.2	52.9	103	359	1.4	37.1	119	358	1.1	37.0	95
MONEY	1588	353	2.0	22.2	104	873	2.1	55.0	107	678	2.7	42.7	137	477	1.5	30.0	77
MOTHER EARTH NEWS	1002	*253	1.5	25.2	118	696	1.7	69.5	135	371	1.5	37.0	119	551	1.7	55.0	141
MS.	825	*172	1.0	20.8	97	507	1.2	61.5	120	269	1.1	32.6	104	365	1.2	44.2	114
NATIONAL ENQUIRER	10336	1953	11.2	18.9	88	5574	13.4	53.9	105	3113	12.3	30.1	96	4145	13.1	40.1	103
NATIONAL GEOGRAPHIC	9597	2174	12.5	22.7	106	5952	14.3	62.0	121	3883	15.4	40.5	130	3963	12.6	41.3	106
NATIONAL SUNDAY MAGAZINE PKG	49558	11038	63.5	22.3	104	27227	65.4	54.9	107	16724	66.1	33.7	108	20259	64.3	40.9	105
NATURAL HISTORY	573	**89	0.5	15.5	72	365	0.9	63.7	124	240	0.9	41.9	134	*236	0.7	41.2	106
NEW WOMAN	1699	374	2.2	22.0	103	850	2.0	50.0	97	606	2.4	35.7	114	549	1.7	32.3	83
NEW YORK INCLUDING CUE	443	*91	0.5	20.5	96	219	0.5	49.4	96	162	0.6	36.6	117	*143	0.5	32.3	83
THE NEW YORKER	1270	365	2.1	28.7	134	718	1.7	56.5	110	597	2.4	47.0	151	492	1.6	38.7	100
NEWSWEEK	6277	1255	7.2	20.0	93	3671	8.8	58.5	114	2587	10.2	41.2	132	2301	7.3	36.7	94
THE N.Y. TIMES DAILY EDITION	1205	366	2.1	30.4	142	624	1.5	51.8	101	536	2.1	44.5	142	458	1.5	38.0	98
THE N.Y. TIMES MAGAZINE	2081	630	3.6	30.3	141	1078	2.6	51.8	101	926	3.7	44.5	142	766	2.4	36.8	95
OMNI	788	*159	0.9	20.2	94	470	1.1	59.6	116	300	1.2	38.1	122	308	1.0	39.1	100
ON CABLE	1158	*219	1.3	18.9	88	704	1.7	60.8	118	328	1.3	28.3	91	558	1.8	48.2	124
1001 HOME IDEAS	2852	605	3.5	21.2	99	1630	3.9	57.2	111	1154	4.6	40.5	130	1055	3.3	37.0	95
ORGANIC GARDENING	1658	422	2.4	25.5	119	1068	2.6	64.4	125	676	2.7	40.8	131	808	2.6	48.7	125
OUTDOOR LIFE	896	*184	1.1	20.5	96	519	1.2	57.9	113	286	1.1	31.9	102	400	1.3	44.6	115
PARADE MAGAZINE	24275	5200	29.9	21.4	100	12954	31.1	53.4	104	7936	31.4	32.7	105	9746	30.9	40.1	103

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COTTAGE CHEESE - TYPES & KINDS
(FEMALE HOMEMAKERS)

0235
P-19

	TOTAL U.S. '000	LARGE CURD A '000	LARGE CURD B % DOWN	LARGE CURD C % ACROSS	LARGE CURD D INDX	SMALL CURD A '000	SMALL CURD B % DOWN	SMALL CURD C % ACROSS	SMALL CURD D INDX	LOW FAT A '000	LOW FAT B % DOWN	LOW FAT C % ACROSS	LOW FAT D INDX	REGULAR A '000	REGULAR B % DOWN	REGULAR C % ACROSS	REGULAR D INDX
TOTAL FEMALE HOMEMAKERS	80986	17375	100.0	21.5	100	41629	100.0	51.4	100	25294	100.0	31.2	100	31530	100.0	38.9	100
PARENTS	3845	799	4.6	20.8	97	2221	5.3	57.8	112	1328	5.3	34.5	111	1451	4.6	37.7	97
PENTHOUSE	831	*190	1.1	22.9	107	409	1.0	49.2	96	*272	1.1	32.7	105	*239	0.8	28.8	74
PEOPLE	11645	2387	13.7	20.5	96	6746	16.2	57.9	113	4286	16.9	36.8	118	4575	14.5	39.3	101
PLAYBOY	2006	323	1.9	16.1	75	965	2.3	48.1	94	538	2.1	26.8	86	641	2.0	32.0	82
POPULAR HOT RODDING	297	**60	0.3	20.2	94	*143	0.3	48.1	94	**85	0.3	28.6	92	**113	0.4	38.0	98
POPULAR MECHANICS	1018	*335	1.9	32.9	153	629	1.5	61.8	120	397	1.6	39.0	125	552	1.8	54.2	139
POPULAR SCIENCE	878	*185	1.1	21.1	98	528	1.3	60.1	117	355	1.4	40.4	129	323	1.0	36.8	94
PREVENTION	3913	1051	6.0	26.9	125	2281	5.5	58.3	113	1722	6.8	44.0	141	1575	5.0	40.3	103
PSYCHOLOGY TODAY	1710	397	2.3	23.2	108	1016	2.4	59.4	116	710	2.8	41.5	133	636	2.0	37.2	96
READER'S DIGEST	22204	5016	28.9	22.6	105	12622	30.3	56.8	111	7899	31.2	35.6	114	9248	29.3	41.7	107
REDBOOK	7684	1873	10.8	24.4	114	4397	10.6	57.2	111	3067	12.1	39.9	128	3038	9.6	39.5	102
ROAD & TRACK	410	**70	0.4	17.1	80	*286	0.7	69.8	136	*213	0.8	52.0	166	**125	0.4	30.5	78
ROLLING STONE	969	*204	1.2	21.1	98	542	1.3	55.9	109	347	1.4	35.8	115	319	1.0	32.9	85
RUNNER'S WORLD	298	**76	0.4	25.5	119	*169	0.4	56.7	110	*165	0.7	55.4	177	**46	0.1	15.4	40
SATURDAY EVENING POST	1169	318	1.8	27.2	127	670	1.6	57.3	111	443	1.8	37.9	121	545	1.7	46.6	120
SCIENCE 84	587	*137	0.8	23.3	109	407	1.0	69.3	135	322	1.3	54.9	176	*226	0.7	38.5	99
SCIENCE DIGEST	482	*115	0.7	23.9	111	273	0.7	56.6	110	*170	0.7	35.3	113	249	0.8	51.7	133
SCIENTIFIC AMERICAN	594	*177	1.0	29.8	139	408	1.0	68.7	134	297	1.2	50.0	160	*213	0.7	35.9	92
SELF	2089	452	2.6	21.6	101	1167	2.8	55.9	109	942	3.7	45.1	144	680	2.2	32.6	84
SEVENTEEN	2411	370	2.1	15.3	72	1368	3.3	56.7	110	682	2.7	28.3	91	936	3.0	38.8	100
SKI	480	**109	0.6	22.7	106	*240	0.6	50.0	97	*197	0.8	41.0	131	*137	0.4	28.5	73
SMITHSONIAN	2760	720	4.1	26.1	122	1715	4.1	62.1	121	1193	4.7	43.2	138	1063	3.4	38.5	99
SOAP OPERA DIGEST	3013	647	3.7	21.5	100	1323	3.2	43.9	85	722	2.9	24.0	77	1137	3.6	37.7	97
SOUTHERN LIVING	4184	768	4.4	18.4	86	2149	5.2	51.4	100	1494	5.9	35.7	114	1362	4.3	32.6	84
SPORT	559	**111	0.6	19.9	93	*177	0.4	31.7	62	*160	0.6	28.6	92	*147	0.5	26.3	68
THE SPORTING NEWS	436	**138	0.8	31.7	148	*256	0.6	58.7	114	**199	0.8	45.6	146	*182	0.6	41.7	107
SPORTS AFIELD	493	**121	0.7	24.5	114	321	0.8	65.1	127	*171	0.7	34.7	111	*259	0.8	52.5	135
SPORTS ILLUSTRATED	2758	624	3.6	22.6	105	1464	3.5	53.1	103	1041	4.1	37.7	121	1014	3.2	36.8	94
STAR	7456	1377	7.9	18.5	86	3782	9.1	50.7	99	2228	8.8	29.9	96	2787	8.8	37.4	96
SUNDAY	24936	6069	34.9	24.3	113	13718	33.0	55.0	107	8528	33.7	34.2	109	10639	33.7	42.7	110
SUNSET	2124	459	2.6	21.6	101	1623	3.9	76.4	149	1266	5.0	59.6	191	736	2.3	34.7	89
TV GUIDE	21661	4324	24.9	20.0	93	11227	27.0	51.8	101	6920	27.4	31.9	102	8109	25.7	37.4	96
TENNIS	550	**113	0.7	20.5	96	*219	0.5	39.8	77	*144	0.6	26.2	84	*158	0.5	28.7	74
TIME	8880	1881	10.8	21.2	99	5109	12.3	57.5	112	3341	13.2	37.6	120	3381	10.7	38.1	98
TOWN & COUNTRY	917	*219	1.3	23.9	111	485	1.2	52.9	103	303	1.2	33.0	106	370	1.2	40.3	104
TRAVEL & LEISURE	972	*202	1.2	20.8	97	578	1.4	59.5	116	433	1.7	44.5	143	390	1.2	40.1	103
TRUE STORY	3356	604	3.5	18.0	84	1598	3.8	47.6	93	813	3.2	24.2	78	1293	4.1	38.5	99
U.S.NEWS & WORLD REPORT	3410	711	4.1	20.9	97	2036	4.9	59.7	116	1346	5.3	39.5	126	1313	4.2	38.5	99
USA TODAY	1759	465	2.7	26.4	123	1032	2.5	58.7	114	831	3.3	47.2	151	662	2.1	37.6	97
US	1873	413	2.4	22.1	103	1103	2.6	58.9	115	659	2.6	35.2	113	775	2.5	41.4	106
VOGUE	3909	837	4.8	21.4	100	1993	4.8	51.0	99	1314	5.2	33.6	108	1379	4.4	35.3	91
WALL STREET JOURNAL	1886	504	2.9	26.7	125	1134	2.7	60.1	117	795	3.1	42.2	135	749	2.4	39.7	102
WEIGHT WATCHERS	2120	484	2.8	22.8	106	1187	2.9	56.0	109	880	3.5	41.5	133	739	2.3	34.9	90
WOMAN'S DAY	14172	3502	20.2	24.7	115	8376	20.1	59.1	115	4925	19.5	34.8	111	6526	20.7	46.0	118
WORKING MOTHER	1146	*171	1.0	14.9	70	661	1.6	57.7	112	437	1.7	38.1	122	321	1.0	28.0	72
WORKING WOMAN	1322	303	1.7	22.9	107	703	1.7	53.2	103	489	1.9	37.0	118	438	1.4	33.1	85
WORLD TENNIS	*163	**31	0.2	19.0	89	**70	0.2	42.9	84	**59	0.2	36.2	116	**35	0.1	21.5	55
ZIFF-DAVIS MAG NETWK (GROSS)	2532	506	2.9	20.0	93	1277	3.1	50.4	98	828	3.3	32.7	105	835	2.6	33.0	85
BLAIR INSERTS	43657	9924	57.1	22.7	106	23760	57.1	54.4	106	14866	58.8	34.1	109	17727	56.2	40.6	104
DAILY NEWSPAPERS																	
READ ANY	51633	11774	67.8	22.8	106	27894	67.0	54.0	105	17338	68.5	33.6	108	21022	66.7	40.7	105
READ ONE	43463	9755	56.1	22.4	105	23384	56.2	53.8	105	14478	57.2	33.3	107	17666	56.0	40.6	104
READ TWO OR MORE	8170	2019	11.6	24.7	115	4510	10.8	55.2	107	2859	11.3	35.0	112	3356	10.6	41.1	106
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	11848	68.2	22.5	105	28768	69.1	54.6	106	17706	70.0	33.6	108	21541	68.3	40.9	105
READ ONE	46126	10270	59.1	22.3	104	24814	59.6	53.8	105	15127	59.8	32.8	105	18776	59.5	40.7	105
READ TWO OR MORE	6552	1578	9.1	24.1	112	3954	9.5	60.3	117	2579	10.2	39.4	126	2765	8.8	42.2	108
OUTDOOR																	
100 SHMG - 30 DAY AV FREQ	27.55	26.99				27.65				27.80				27.65			
30 DAY REACH	71455	15147	87.2	21.2	99	36995	88.9	51.8	101	22544	89.1	31.5	101	27858	88.4	39.0	100
50 SHMG - 30 DAY AV FREQ	14.56	14.36				14.57				14.67				14.61			
30 DAY REACH	67742	14296	82.3	21.1	98	35146	84.4	51.9	101	21420	84.7	31.6	101	26411	83.8	39.0	100
25 SHMG - 30 DAY AV FREQ	7.94	7.92				7.84				7.96				7.93			
30 DAY REACH	62117	12955	74.6	20.9	97	32648	78.4	52.6	102	19755	78.1	31.8	102	24234	77.2	39.2	101
CABLE TV: HOME WIRED	32077	7510	43.2	23.4	109	17909	43.0	55.8	109	10922	43.2	34.0	109	13460	42.7	42.0	108
HOME NOT WIRED	48909	9866	56.8	20.2	94	23720	57.0	48.5	94	14372	56.8	29.4	94	18071	57.3	36.9	95
HAVE PAY CABLE	15935	3832	22.1	24.0	112	9061	21.8	56.9	111	5599	22.1	35.1	112	6774	21.5	42.5	109

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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COTTAGE CHEESE - TYPES & KINDS
(FEMALE HOMEMAKERS)

0236
P-19

	TOTAL U.S. '000	LARGE CURD A '000	LARGE CURD B % DOWN	LARGE CURD C % ACROSS	LARGE CURD D INDX	SMALL CURD A '000	SMALL CURD B % DOWN	SMALL CURD C % ACROSS	SMALL CURD D INDX	LOW FAT A '000	LOW FAT B % DOWN	LOW FAT C % ACROSS	LOW FAT D INDX	REGULAR A '000	REGULAR B % DOWN	REGULAR C % ACROSS	REGULAR D INDX
TOTAL FEMALE HOMEMAKERS	80986	17375	100.0	21.5	100	41629	100.0	51.4	100	25294	100.0	31.2	100	31530	100.0	38.9	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	9596	55.2	21.8	102	23301	56.0	53.1	103	14248	56.3	32.4	104	17383	55.1	39.6	102
10:00 AM - 3:00 PM	30659	6467	37.2	21.1	98	16576	39.8	54.1	105	9573	37.8	31.2	100	12674	40.2	41.3	106
3:00 PM - 7:00 PM	31045	6744	38.8	21.7	101	16613	39.9	53.5	104	10162	40.2	32.7	105	12337	39.1	39.7	102
7:00 PM - MIDNIGHT	15767	3402	19.6	21.6	101	7938	19.1	50.3	98	4857	19.2	30.8	99	6062	19.2	38.4	99
MIDNIGHT - 6:00 AM	9120	1931	11.1	21.2	99	4935	11.9	54.1	105	3156	12.5	34.6	111	3456	11.0	37.9	97
6:00 AM - MIDNIGHT	58527	12591	72.5	21.5	100	30915	74.3	52.8	103	18581	73.5	31.7	102	23318	74.0	39.8	102
ENTIRE DAY	59311	12800	73.7	21.6	101	31298	75.2	52.8	103	18883	74.7	31.8	102	23612	74.9	39.8	102
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	3503	20.2	21.7	101	9258	22.2	57.2	111	5428	21.5	33.6	107	6893	21.9	42.6	109
ALL NEWS	2256	484	2.8	21.5	100	1269	3.0	56.3	109	864	3.4	38.3	123	771	2.4	34.2	88
AOR/PROGRESSIVE	3874	855	4.9	22.1	103	2159	5.2	55.7	108	1384	5.5	35.7	114	1416	4.5	36.6	94
BEAUTIFUL MUSIC	5660	1316	7.6	23.3	108	3199	7.7	56.5	110	2016	8.0	35.6	114	2355	7.5	41.6	107
BLACK	2204	331	1.9	15.0	70	714	1.7	32.4	63	457	1.8	20.7	66	532	1.7	24.1	62
CLASSICAL	1418	395	2.3	27.9	130	732	1.8	51.6	100	554	2.2	39.1	125	543	1.7	38.3	98
CHR/ROCK	9538	2011	11.6	21.1	98	4768	11.5	50.0	97	3041	12.0	31.9	102	3445	10.9	36.1	93
COUNTRY	12648	2539	14.6	20.1	94	6635	15.9	52.5	102	3495	13.8	27.6	88	5394	17.1	42.6	110
GOLDEN OLDIES	1191	*244	1.4	20.5	95	586	1.4	49.2	96	362	1.4	30.4	97	446	1.4	37.4	96
MOR/NOSTALGIA	4757	1215	7.0	25.5	119	2659	6.4	55.9	109	1584	6.3	33.3	107	2217	7.0	46.6	120
NEWS/TALK	3863	991	5.7	25.7	120	2109	5.1	54.6	106	1449	5.7	37.5	120	1571	5.0	40.7	104
RELIGIOUS	3084	600	3.5	19.5	91	1560	3.7	50.6	98	966	3.8	31.3	100	1200	3.8	38.9	100
SOFT ROCK	521	*160	0.9	30.7	143	*260	0.6	49.9	97	*158	0.6	30.3	97	*253	0.8	48.6	125
URBAN CONTEMPORARY	1585	246	1.4	15.5	72	503	1.2	31.7	62	337	1.3	21.3	68	388	1.2	24.5	63
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	628	3.6	19.3	90	1554	3.7	47.7	93	938	3.7	28.8	92	1170	3.7	35.9	92
ABC DIRECTION	2316	571	3.3	24.7	115	1201	2.9	51.9	101	650	2.6	28.1	90	1042	3.3	45.0	116
ABC ENTERTAINMENT	4834	1011	5.8	20.9	97	2453	5.9	50.7	99	1526	6.0	31.6	101	1836	5.8	38.0	98
ABC FM	2202	369	2.1	16.8	78	1127	2.7	51.2	100	562	2.2	25.5	82	827	2.6	37.6	96
ABC INFORMATION	5425	1209	7.0	22.3	104	3028	7.3	55.8	109	1846	7.3	34.0	109	2304	7.3	42.5	109
ABC ROCK	1677	334	1.9	19.9	93	864	2.1	51.5	100	528	2.1	31.5	101	595	1.9	35.5	91
CBS	4430	1014	5.8	22.9	107	2574	6.2	58.1	113	1564	6.2	35.3	113	1861	5.9	42.0	108
MUTUAL	4992	1061	6.1	21.3	99	2690	6.5	53.9	105	1607	6.4	32.2	103	2060	6.5	41.3	106
NBC	4679	1002	5.8	21.4	100	2689	6.5	57.5	112	1586	6.3	33.9	109	2038	6.5	43.6	112
RADIORADIO	1994	409	2.4	20.5	96	957	2.3	48.0	93	594	2.3	29.8	95	737	2.3	37.0	95
RKO ONE	2298	480	2.8	20.9	97	987	2.4	43.0	84	542	2.1	23.6	76	741	2.4	32.2	83
RKO TWO	3311	666	3.8	20.1	94	1504	3.6	45.4	88	854	3.4	25.8	83	1208	3.8	36.5	94
THE SOURCE	2114	340	2.0	16.1	75	1010	2.4	47.8	93	545	2.2	25.8	83	744	2.4	35.2	90
NON-WIRED : BLAIR	8654	1881	10.8	21.7	101	4329	10.4	50.0	97	2744	10.8	31.7	102	3231	10.2	37.3	96
INTERNET	12025	2438	14.0	20.3	95	6535	15.7	54.3	106	4094	16.2	34.0	109	4634	14.7	38.5	99
KATZ RADIO GROUP	15359	3449	19.9	22.5	105	8641	20.8	56.3	109	5260	20.8	34.2	110	6412	20.3	41.7	107
SUPERNET	10628	2334	13.4	22.0	102	5402	13.0	50.8	99	3261	12.9	30.7	98	4265	13.5	40.1	103
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	1857	10.7	21.4	100	4254	10.2	49.1	96	2571	10.2	29.7	95	3299	10.5	38.1	98
WKDAY 9:00 AM - 1:00 PM	12163	2642	15.2	21.7	101	5898	14.2	48.5	94	3355	13.3	27.6	88	4734	15.0	38.9	100
WKDAY 1:00 PM - 4:30 PM	16150	3513	20.2	21.8	101	7759	18.6	48.0	93	4546	18.0	28.1	90	6136	19.5	38.0	98
WKDAY 4:30 PM - 7:30 PM	22463	5004	28.8	22.3	104	11186	26.9	49.8	97	6777	26.8	30.2	97	8719	27.7	38.8	100
WKDAY 7:30 PM - 8:00 PM	31795	7007	40.3	22.0	103	15877	38.1	49.9	97	9487	37.5	29.8	96	12417	39.4	39.1	100
WKDAY 11:00 PM - 11:30 PM	23977	5381	31.0	22.4	105	12487	30.0	52.1	101	7307	28.9	30.5	98	9991	31.7	41.7	107
WKDAY 11:30 PM - 1:00 AM	7703	1810	10.4	23.5	110	3858	9.3	50.1	97	2296	9.1	29.8	95	3220	10.2	41.8	107
M-SAT 8-11 PM+SUN 7-11 PM	33800	7480	43.1	22.1	103	17254	41.4	51.0	99	10439	41.3	30.9	99	13430	42.6	39.7	102
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	1369	7.9	20.9	98	3247	7.8	49.7	97	1750	6.9	26.8	86	2622	8.3	40.1	103
ANOTHER WORLD N	4620	970	5.6	21.0	98	2041	4.9	44.2	86	1056	4.2	22.9	73	1617	5.1	35.0	90
AS THE WORLD TURNS C	5614	1144	6.6	20.4	95	2630	6.3	46.8	91	1588	6.3	28.3	91	2075	6.6	37.0	95
CAPITOL C	3396	731	4.2	21.5	100	1521	3.7	44.8	87	981	3.9	28.9	92	1218	3.9	35.9	92
CBS MORN. NEWS 1 C	1446	288	1.7	19.9	93	593	1.4	41.0	80	392	1.5	27.1	87	468	1.5	32.4	83
CBS MORN. NEWS 2 C	1207	236	1.4	19.6	91	545	1.3	45.2	88	296	1.2	24.5	79	459	1.5	38.0	98
DAYS OF OUR LIVES N	5877	1359	7.8	23.1	108	2798	6.7	47.6	93	1611	6.4	27.4	88	2271	7.2	38.6	99
FACTS OF LIFE - DAYTIME N	2290	485	2.8	21.2	99	1034	2.5	45.2	88	508	2.0	22.2	71	870	2.8	38.0	98
FAMILY FEUD A	3023	680	3.9	22.5	105	1416	3.4	46.8	91	736	2.9	24.3	78	1235	3.9	40.9	105
GENERAL HOSPITAL A	6097	1280	7.4	21.0	98	2985	7.2	49.0	95	1711	6.8	28.1	90	2360	7.5	38.7	99
GOOD MORNING, AMERICA-730 A	3515	767	4.4	21.8	102	1856	4.5	52.8	103	1033	4.1	29.4	94	1479	4.7	42.1	108
GOOD MORNING, AMERICA-830 A	2818	675	3.9	24.0	112	1501	3.6	53.3	104	908	3.6	32.2	103	1253	4.0	44.5	114
GUIDING LIGHT C	5339	1130	6.5	21.2	99	2520	6.1	47.2	92	1579	6.2	29.6	95	1920	6.1	36.0	92
ONE LIFE TO LIVE A	4478	928	5.3	20.7	97	2230	5.4	49.8	97	1244	4.9	27.8	89	1753	5.6	39.1	101
PRESS YOUR LUCK C	2244	527	3.0	23.5	109	1082	2.6	48.2	94	700	2.8	31.2	100	843	2.7	37.6	96
PRICE IS RIGHT 1 C	4348	881	5.1	20.3	94	2000	4.8	46.0	89	1202	4.8	27.6	89	1582	5.0	36.4	93
PRICE IS RIGHT 2 C	5014	1070	6.2	21.3	99	2320	5.6	46.3	90	1409	5.6	28.1	90	1846	5.9	36.8	95
RYAN'S HOPE A	3150	677	3.9	21.5	100	1375	3.3	43.7	85	855	3.4	27.1	87	1122	3.6	35.6	91
SALE OF THE CENTURY N	2695	592	3.4	22.0	102	1280	3.1	47.5	92	634	2.5	23.5	75	1050	3.3	39.0	100
SEARCH FOR TOMORROW N	2319	493	2.8	21.3	99	955	2.3	41.2	80	551	2.2	23.8	76	813	2.6	35.1	90
TODAY SHOW 1 N	2693	634	3.6	23.5	110	1309	3.1	48.6	95	891	3.5	33.1	106	946	3.0	35.1	90
TODAY SHOW 2 N	2498	622	3.6	24.9	116	1173	2.8	47.0	91	738	2.9	29.5	95	937	3.0	37.5	96
$25,000 PYRAMID C	2753	688	4.0	25.0	116	1347	3.2	48.9	95	798	3.2	29.0	93	1125	3.6	40.9	105
WHEEL OF FORTUNE N	4388	1027	5.9	23.4	109	2026	4.9	46.2	90	1130	4.5	25.8	82	1753	5.6	39.9	103
YOUNG AND THE RESTLESS C	5695	1087	6.3	19.1	89	2494	6.0	43.8	85	1450	5.7	25.5	82	1994	6.3	35.0	90
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	427	2.5	24.3	113	970	2.3	55.1	107	538	2.1	30.6	98	790	2.5	44.9	115
NBA PLAYOFF GAME -1 C	1136	262	1.5	23.1	107	492	1.2	43.3	84	313	1.2	27.6	88	416	1.3	36.6	94
NBC MAJOR LEAGUE PRE-GAME N	953	*149	0.9	15.6	73	394	0.9	41.3	80	*216	0.9	22.7	73	314	1.0	32.9	85
SPORTSWORLD - SUN N	1233	353	2.0	28.6	133	550	1.3	44.6	87	322	1.3	26.1	84	563	1.8	45.7	117
SUNDAY MORNING C	1611	387	2.2	24.0	112	770	1.8	47.8	93	508	2.0	31.5	101	581	1.8	36.1	93

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COTTAGE CHEESE - TYPES & KINDS
(FEMALE HOMEMAKERS)

0237
P-19

		TOTAL U.S. '000	LARGE CURD A '000	LARGE CURD B % DOWN	LARGE CURD C % ACROSS	LARGE CURD D INDX	SMALL CURD A '000	SMALL CURD B % DOWN	SMALL CURD C % ACROSS	SMALL CURD D INDX	LOW FAT A '000	LOW FAT B % DOWN	LOW FAT C % ACROSS	LOW FAT D INDX	REGULAR A '000	REGULAR B % DOWN	REGULAR C % ACROSS	REGULAR D INDX
TOTAL FEMALE HOMEMAKERS		80986	17375	100.0	21.5	100	41629	100.0	51.4	100	25294	100.0	31.2	100	31530	100.0	38.9	100
MKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	5732	33.0	22.0	103	13042	31.3	50.0	97	7766	30.7	29.8	95	10297	32.7	39.5	101
NETWORK AFFILIATES - LATE		20261	4576	26.3	22.6	105	10523	25.3	51.9	101	6245	24.7	30.8	99	8383	26.6	41.4	106
INDEPENDENTS - LATE		2076	493	2.8	23.7	111	1210	2.9	58.3	113	792	3.1	38.2	122	864	2.7	41.6	107
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	2239	12.9	21.4	100	5117	12.3	49.0	95	2859	11.3	27.4	88	4240	13.4	40.6	104
ABC MONDAY NIGHT MOVIE	A	6412	1469	8.5	22.9	107	3378	8.1	52.7	102	2121	8.4	33.1	106	2530	8.0	39.5	101
ABC SUNDAY NIGHT MOVIE	A	12407	2643	15.2	21.3	99	6575	15.8	53.0	103	3899	15.4	31.4	101	4933	15.6	39.8	102
ABC WORLD NEWS TONIGHT	A	6176	1468	8.4	23.8	111	2974	7.1	48.2	94	1727	6.8	28.0	90	2528	8.0	40.9	105
AFTERMASH	C	5863	1333	7.7	22.7	106	2862	6.9	48.8	95	1733	6.9	29.6	95	2327	7.4	39.7	102
ALICE	C	9594	2118	12.2	22.1	103	4744	11.4	49.4	96	2952	11.7	30.8	99	3692	11.7	38.5	99
AMERICAN PARADE	C	6622	1485	8.5	22.4	105	3298	7.9	49.8	97	2087	8.3	31.5	101	2660	8.4	40.2	103
BENSON	A	10886	2466	14.2	22.7	106	5507	13.2	50.6	98	3407	13.5	31.3	100	4299	13.6	39.5	101
BLUE THUNDER	A	5036	989	5.7	19.6	92	2748	6.6	54.6	106	1532	6.1	30.4	97	2094	6.6	41.6	107
CAGNEY & LACEY	C	9965	2243	12.9	22.5	105	5261	12.6	52.8	103	3192	12.6	32.0	103	4068	12.9	40.8	105
CBS EVENING NEWS-DEAN	C	3491	879	5.1	25.2	117	1795	4.3	51.4	100	1071	4.2	30.7	98	1451	4.6	41.6	107
CBS EVENING NEWS-RATHER	C	7123	1544	8.9	21.7	101	3694	8.9	51.9	101	2216	8.8	31.1	100	2923	9.3	41.0	105
CBS SAT. NEWS-SCHIEFFER	C	3621	666	3.8	18.4	86	1877	4.5	51.8	101	1134	4.5	31.3	100	1343	4.3	37.1	95
CBS SATURDAY NIGHT MOVIE	C	5436	1208	7.0	22.2	104	2788	6.7	51.3	100	1617	6.4	29.7	95	2165	6.9	39.8	102
CBS WEDNESDAY NIGHT MOVIE	C	6100	1359	7.8	22.3	104	3105	7.5	50.9	99	1815	7.2	29.8	95	2458	7.8	40.3	103
CHEERS	N	8889	1972	11.3	22.2	103	4852	11.7	54.6	106	3022	11.9	34.0	109	3578	11.3	40.3	103
DALLAS	C	22109	4895	28.2	22.1	103	11106	26.7	50.2	98	6725	26.6	30.4	97	8819	28.0	39.9	102
DIFF'RENT STROKES	N	6940	1418	8.2	20.4	95	3288	7.9	47.4	92	2024	8.0	29.2	93	2602	8.3	37.5	96
DOUBLE TROUBLE	N	7223	1633	9.4	22.6	105	3865	9.3	53.5	104	2093	8.3	29.0	93	3160	10.0	43.7	112
DUCK FACTORY	N	5595	1154	6.6	20.6	96	2914	7.0	52.1	101	1811	7.2	32.4	104	2213	7.0	39.6	102
DUKES OF HAZZARD	C	5768	1196	6.9	20.7	97	2830	6.8	49.1	95	1603	6.3	27.8	89	2302	7.3	39.9	103
DYNASTY	A	20053	4507	25.9	22.5	105	9559	23.0	47.7	93	5882	23.3	29.3	94	7674	24.3	38.3	98
FACTS OF LIFE	N	8087	1849	10.6	22.9	107	4159	10.0	51.4	100	2437	9.6	30.1	96	3279	10.4	40.5	104
FALCON CREST	C	20046	4478	25.8	22.3	104	10242	24.6	51.1	99	5950	23.5	29.7	95	8143	25.8	40.6	104
FALL GUY	A	9084	2048	11.8	22.5	105	4607	11.1	50.7	99	2658	10.5	29.3	94	3727	11.8	41.0	105
FAMILY TIES	N	7964	1750	10.1	22.0	102	4100	9.8	51.5	100	2233	8.8	28.0	90	3333	10.6	41.9	107
FANTASY ISLAND	A	7687	1481	8.5	19.3	90	3941	9.5	51.3	100	2367	9.4	30.8	99	2994	9.5	38.9	100
FOULUPS,BLEEPS & BLUNDERS	A	8861	2017	11.6	22.8	106	4540	10.9	51.2	100	2744	10.8	31.0	99	3552	11.3	40.1	103
FOUR SEASONS	C	5095	1144	6.6	22.5	105	2444	5.9	48.0	93	1640	6.5	32.2	103	1883	6.0	37.0	95
GIMME A BREAK	N	8838	1935	11.1	21.9	102	4121	9.9	46.6	91	2316	9.2	26.2	84	3388	10.7	38.3	98
HART TO HART	A	8978	1886	10.9	21.0	98	4614	11.1	51.4	100	2662	10.5	29.7	95	3654	11.6	40.7	105
HILL STREET BLUES	N	8590	1755	10.1	20.4	95	4610	11.1	53.7	104	2780	11.0	32.4	104	3402	10.8	39.6	102
HOTEL	A	14085	3160	18.2	22.4	105	6907	16.6	49.0	95	4281	16.9	30.4	97	5603	17.8	39.8	102
JEFFERSONS	C	9360	1979	11.4	21.1	99	4346	10.4	46.4	90	2814	11.1	30.1	96	3400	10.8	36.3	93
JENNIFER SLEPT HERE	N	5841	1283	7.4	22.0	102	2757	6.6	47.2	92	1798	7.1	30.8	99	2219	7.0	38.0	98
KATE & ALLIE	C	9206	2005	11.5	21.8	102	4797	11.5	52.1	101	2915	11.5	31.7	101	3702	11.7	40.2	103
KNIGHT RIDER	N	7076	1547	8.9	21.9	102	3519	8.5	49.7	97	2128	8.4	30.1	96	2741	8.7	38.7	99
LOVE BOAT	A	12219	2480	14.3	20.3	95	6035	14.5	49.4	96	3666	14.5	30.0	96	4877	15.5	39.9	103
MAGNUM PI	C	11199	2441	14.0	21.8	102	5623	13.5	50.2	98	3468	13.7	31.0	99	4382	13.9	39.1	101
MAMA'S FAMILY	N	6057	1444	8.3	23.8	111	3043	7.3	50.2	98	1776	7.0	29.3	94	2424	7.7	40.0	103
MASTER, THE	N	3598	666	3.8	18.5	86	1743	4.2	48.4	94	1080	4.3	30.0	96	1303	4.1	36.2	93
MATT HOUSTON	A	6344	1291	7.4	20.3	95	3436	8.3	54.2	105	1901	7.5	30.0	96	2719	8.6	42.9	110
NBC MONDAY NIGHT MOVIE	N	11994	2515	14.5	21.0	98	6103	14.7	50.9	99	3372	13.3	28.1	90	4801	15.2	40.0	103
NBC NIGHTLY NEWS	N	5132	1204	6.9	23.5	109	2521	6.1	49.1	96	1528	6.0	29.8	95	1948	6.2	38.0	97
NBC NIGHTLY NEWS-SAT	N	3375	925	5.3	27.4	128	1560	3.7	46.2	90	890	3.5	26.4	84	1471	4.7	43.6	112
NBC NIGHTLY NEWS-SUN	N	3130	921	5.3	29.4	137	1569	3.8	50.1	98	758	3.0	24.2	78	1532	4.9	48.9	126
NBC SUNDAY NIGHT MOVIE	N	8284	1501	8.6	18.1	84	3919	9.4	47.3	92	2303	9.1	27.8	89	2974	9.4	35.9	92
NEWHART	C	9240	1971	11.3	21.3	99	4835	11.6	52.3	102	2818	11.1	30.5	98	3708	11.8	40.1	103
ONE DAY AT A TIME	C	7288	1396	8.0	19.2	89	3445	8.3	47.3	92	2112	8.3	29.0	93	2628	8.3	36.1	93
PEOPLE ARE FUNNY	N	4855	1290	7.4	26.6	124	2325	5.6	47.9	93	1568	6.2	32.3	103	1906	6.0	39.3	101
REAL PEOPLE	N	8869	2012	11.6	22.7	106	4283	10.3	48.3	94	2658	10.5	30.0	96	3283	10.4	37.0	95
REMINGTON STEELE	N	7743	1859	10.7	24.0	112	3990	9.6	51.5	100	2410	9.5	31.1	100	3205	10.2	41.4	106
RIPLEY'S BELIEVE IT - NOT	A	5345	1211	7.0	22.7	106	2971	7.1	55.6	108	1887	7.5	35.3	113	2222	7.0	41.6	107
RIPTIDE	N	6988	1603	9.2	22.9	107	3564	8.6	51.0	99	2110	8.3	30.2	97	2858	9.1	40.9	105
SCARECROW & MRS. KING	C	10002	2195	12.6	21.9	102	5060	12.2	50.6	98	3047	12.0	30.5	98	3931	12.5	39.3	101
SIMON & SIMON	C	10638	2381	13.7	22.4	104	5226	12.6	49.1	96	3212	12.7	30.2	97	4182	13.3	39.3	101
60 MINUTES	C	13293	3196	18.4	24.0	112	6757	16.2	50.8	99	4428	17.5	33.3	107	5151	16.3	38.7	100
ST. ELSEWHERE	N	7017	1572	9.0	22.4	104	3802	9.1	54.2	105	2278	9.0	32.5	104	2908	9.2	41.4	106
THREE'S COMPANY	A	10917	2513	14.5	23.0	107	5757	13.8	52.7	103	3369	13.3	30.9	99	4556	14.4	41.7	107
T.J. HOOKER	A	9204	2019	11.6	21.9	102	4572	11.0	49.7	97	2660	10.5	28.9	93	3788	12.0	41.2	106
TONIGHT SHOW	N	2372	575	3.3	24.2	113	1210	2.9	51.0	99	690	2.7	29.1	93	1075	3.4	45.3	116
TRAPPER JOHN, M.D.	C	9846	2161	12.4	21.9	102	4837	11.6	49.1	96	2757	10.9	28.0	90	4027	12.8	40.9	105
TV BLOOPERS & PRAC. JOKES	N	9105	1967	11.3	21.6	101	4700	11.3	51.6	100	2988	11.8	32.8	105	3484	11.0	38.3	98
20/20	A	9387	2158	12.4	23.0	107	4997	12.0	53.2	104	3069	12.1	32.7	105	3928	12.5	41.8	107
WEBSTER	A	11067	2452	14.1	22.2	103	5563	13.4	50.3	98	3442	13.6	31.1	100	4379	13.9	39.6	102
WORLD NEWS - SUN	A	3062	819	4.7	26.7	125	1603	3.9	52.4	102	1111	4.4	36.3	116	1277	4.1	41.7	107
YELLOW ROSE	N	4978	1138	6.5	22.9	107	2605	6.3	52.3	102	1685	6.7	33.8	108	1951	6.2	39.2	101
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	1746	10.0	19.7	92	5328	12.8	60.0	117	2980	11.8	33.6	107	3920	12.4	44.2	113
BASKETBALL - COLLEGE GAMES		4080	946	5.4	23.2	108	2194	5.3	53.8	105	1354	5.4	33.2	106	1821	5.8	44.6	115
BASKETBALL - PRO GAMES		3607	791	4.6	21.9	102	1920	4.6	53.2	104	1254	5.0	34.8	111	1413	4.5	39.2	101
BOWLING		3883	977	5.6	25.2	117	2273	5.5	58.5	114	1283	5.1	33.0	106	1882	6.0	48.5	124
BOXING		3928	1014	5.8	25.8	120	1868	4.5	47.6	93	1226	4.8	31.2	100	1439	4.6	36.6	94
FOOTBALL - COLLEGE GAMES		6366	1486	8.6	23.3	109	3691	8.9	58.0	113	2236	8.8	35.1	112	2686	8.5	42.2	108
FOOTBALL - PRO GAMES		11300	2218	12.8	19.6	91	7036	16.9	62.3	121	4248	16.8	37.6	120	4884	15.5	43.2	111
GOLF		3378	884	5.1	26.2	122	2293	5.5	67.9	132	1640	6.5	48.5	155	1326	4.2	39.3	101
POST-SEASON COLL. FOOTBALL		4906	1242	7.1	25.3	118	2623	6.3	53.5	104	1634	6.5	33.3	107	1938	6.1	39.5	101
POST-SEASON PRO FOOTBALL		6120	1484	8.5	24.2	113	3781	9.1	61.8	120	2465	9.7	40.3	129	2583	8.2	42.2	108
TENNIS		3033	720	4.1	23.7	111	1717	4.1	56.6	110	1403	5.5	46.3	148	921	2.9	30.4	78
WRESTLING - PROFESSIONAL		3344	856	4.9	25.6	119	1537	3.7	46.0	89	854	3.4	25.5	82	1496	4.7	44.7	115

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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NATURAL CHEESE (OTHER THAN AMERICAN) BASE = FEMALE HOMEMAKERS (80986)

		'000	%	UNWEIGHTED
5A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE IT?				
	YES	57338	70.8	6541
	NO	23648	29.2	2894

	ALL		SOLE		PRIMARY		SECONDARY		
	'000	%	'000	%	'000	%	'000	%	UNWEIGHTED
IF YES									
5B. WHAT FORMS ARE USED BY YOUR HOUSEHOLD?									
CHUNK/STICK	30934	38.2	15628	19.3	13717	16.9	1590	2.0	3414
GRATED/SHREDDED	16196	20.0	3970	4.9	6818	8.4	5409	6.7	1794
MIDGIES	1084	1.3	369	.5	347	.4	368	.5	139
ROUND	8194	10.1	2534	3.1	3025	3.7	2636	3.3	935
WEDGE	14109	17.4	5181	6.4	5630	7.0	3298	4.1	1628
PRE-SLICED	13683	16.9	6058	7.5	4929	6.1	2696	3.3	1543
DO NOT KNOW	2630	3.2							334
5C. WHAT TYPES ARE USED BY YOUR HOUSEHOLD?									
DOMESTIC	49067	60.6	39724	49.1	8400	10.4	942	1.2	5535
IMPORTED	12569	15.5	3227	4.0	4197	5.2	5145	6.4	1468
DO NOT KNOW	5044	6.2							589
5D. WHICH KINDS ARE USED BY YOUR HOUSEHOLD?									
BLUE CHEESE	6556	8.1	92	.1	3580	4.4	2885	3.6	743
BRICK	4243	5.2	155	.2	2513	3.1	1575	1.9	491
CARAWAY	1857	2.3	15	*	1018	1.3	825	1.0	214
CHEDDAR	37920	46.8	5264	6.5	29294	36.2	3361	4.2	4220
COLBY	18410	22.7	1378	1.7	12949	16.0	4083	5.0	2135
CREAM CHEESE	23610	29.2	604	.7	14885	18.4	8122	10.0	2698
EDAM	3516	4.3	103	.1	1506	1.9	1907	2.4	406
FARMER'S CHEESE	2129	2.6	127	.2	1086	1.3	916	1.1	270
GORGONZOLA	990	1.2	101	.1	345	.4	544	.7	109
GOUDA	5253	6.5	35	*	2382	2.9	2836	3.5	597
MONTEREY JACK	16244	20.1	497	.6	9767	12.1	5980	7.4	1750
MOZZARELLA	25095	31.0	759	.9	15384	19.0	8952	11.1	2750
MUENSTER	8010	9.9	186	.2	4563	5.6	3262	4.0	956
PARMESAN	21221	26.2	556	.7	11948	14.8	8718	10.8	2334
RICOTTA	9394	11.6	19	*	4119	5.1	5256	6.5	1032
SWISS	24782	30.6	972	1.2	14632	18.1	9178	11.3	2799
OTHER	6656	8.2	962	1.2	3222	4.0	2472	3.1	788
DO NOT KNOW	651	.8							83

		'000	%	UNWEIGHTED
5E. ABOUT HOW MANY POUNDS OR EQUIVALENT OF NATURAL CHEESE WERE USED BY YOUR ENTIRE HOUSEHOLD IN THE LAST 7 DAYS?				
2 LBS. (32 OZ.) OR MORE	H	6599	8.1	663
1 LB. (16 OZ.)	H	11679	14.4	1251
3/4 LB. (12 OZ.)	M	4479	5.5	530
1/2 LB. (8 OZ.)	M	11474	14.2	1345
1/4 LB. (4 OZ.) OR LESS	L	16283	20.1	1922
NONE	L	6823	8.4	830

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NATURAL CHEESE (CHEESE OTHER THAN AMERICAN): USAGE IN LAST 7 DAYS
(FEMALE HOMEMAKERS)

0240
P-19

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS 1 LB. OR MORE A '000	HEAVY USERS 1 LB. OR MORE B % DOWN	HEAVY USERS 1 LB. OR MORE C % ACROSS	HEAVY USERS 1 LB. OR MORE D INDX	MEDIUM USERS 1/2 LB. TO 3/4 LB. A '000	MEDIUM USERS 1/2 LB. TO 3/4 LB. B % DOWN	MEDIUM USERS 1/2 LB. TO 3/4 LB. C % ACROSS	MEDIUM USERS 1/2 LB. TO 3/4 LB. D INDX	LIGHT USERS 1/4 LB. OR LESS A '000	LIGHT USERS 1/4 LB. OR LESS B % DOWN	LIGHT USERS 1/4 LB. OR LESS C % ACROSS	LIGHT USERS 1/4 LB. OR LESS D INDX
TOTAL FEMALE HOMEMAKERS	80986	57338	100.0	70.8	100	18279	100.0	22.6	100	15953	100.0	19.7	100	23106	100.0	28.5	100
18 - 24	9282	6014	10.5	64.8	92	1485	8.1	16.0	71	1418	8.9	15.3	78	3111	13.5	33.5	117
25 - 34	19072	14666	25.6	76.9	109	4654	25.5	24.4	108	4281	26.8	22.4	114	5732	24.8	30.1	105
35 - 44	14591	11018	19.2	75.5	107	4411	24.1	30.2	134	2985	18.7	20.5	104	3622	15.7	24.8	87
45 - 54	11345	8514	14.8	75.0	106	3495	19.1	30.8	136	2096	13.1	18.5	94	2923	12.7	25.8	90
55 - 64	11635	8213	14.3	70.6	100	2246	12.3	19.3	86	2431	15.2	20.9	106	3537	15.3	30.4	107
65 OR OLDER	15061	8912	15.5	59.2	84	1988	10.9	13.2	58	2743	17.2	18.2	92	4181	18.1	27.8	97
18 - 34	28354	20680	36.1	72.9	103	6139	33.6	21.7	96	5698	35.7	20.1	102	8843	38.3	31.2	109
18 - 49	48339	35720	62.3	73.9	104	12183	66.7	25.2	112	9667	60.6	20.0	102	13871	60.0	28.7	101
25 - 54	45008	34198	59.6	76.0	107	12560	68.7	27.9	124	9361	58.7	20.8	106	12277	53.1	27.3	96
35 - 49	19985	15040	26.2	75.3	106	6044	33.1	30.2	134	3969	24.9	19.9	101	5028	21.8	25.2	88
50 OR OLDER	32647	21617	37.7	66.2	94	6096	33.3	18.7	83	6286	39.4	19.3	98	9235	40.0	28.3	99
GRADUATED COLLEGE	11155	9154	16.0	82.1	116	3408	18.6	30.6	135	2676	16.8	24.0	122	3070	13.3	27.5	96
ATTENDED COLLEGE	13682	10874	19.0	79.5	112	3374	18.5	24.7	109	2953	18.5	21.6	110	4546	19.7	33.2	116
GRADUATED HIGH SCHOOL	33880	24290	42.4	71.7	101	7666	41.9	22.6	100	6699	42.0	19.8	100	9925	43.0	29.3	103
DID NOT GRADUATE HIGH SCHOOL	22270	13020	22.7	58.5	83	3831	21.0	17.2	76	3625	22.7	16.3	83	5564	24.1	25.0	88
EMPLOYED	40306	30497	53.2	75.7	107	10152	55.5	25.2	112	8319	52.1	20.6	105	12026	52.0	29.8	105
EMPLOYED FULL-TIME	32850	24863	43.4	75.7	107	8151	44.6	24.8	110	6945	43.5	21.1	107	9767	42.3	29.7	104
EMPLOYED PART-TIME	7456	5634	9.8	75.6	107	2000	10.9	26.8	119	1374	8.6	18.4	94	2259	9.8	30.3	106
NOT EMPLOYED	40680	26841	46.8	66.0	93	8127	44.5	20.0	89	7634	47.9	18.8	95	11080	48.0	27.2	95
PROFESSIONAL/MANAGER	10392	8481	14.8	81.6	115	3186	17.4	30.7	136	2246	14.1	21.6	110	3050	13.2	29.3	103
TECH/CLERICAL/SALES	17574	13950	24.3	79.4	112	4313	23.6	24.5	109	4189	26.3	23.8	121	5447	23.6	31.0	109
PRECISION/CRAFT	985	732	1.3	74.3	105	**230	1.3	23.4	103	**177	1.1	18.0	91	*325	1.4	33.0	116
OTHER EMPLOYED	11354	7334	12.8	64.6	91	2423	13.3	21.3	95	1707	10.7	15.0	76	3204	13.9	28.2	99
SINGLE	9863	6771	11.8	68.7	97	1722	9.4	17.5	77	1733	10.9	17.6	89	3316	14.4	33.6	118
MARRIED	51375	37931	66.2	73.8	104	13326	72.9	25.9	115	10769	67.5	21.0	106	13837	59.9	26.9	94
DIVORCED/SEPARATED/WIDOWED	19748	12636	22.0	64.0	90	3232	17.7	16.4	73	3451	21.6	17.5	89	5953	25.8	30.1	106
PARENTS	32590	24240	42.3	74.4	105	9294	50.8	28.5	126	6690	41.9	20.5	104	8256	35.7	25.3	89
WHITE	70416	51669	90.1	73.4	104	16713	91.4	23.7	105	14445	90.5	20.5	104	20511	88.8	29.1	102
BLACK	8778	4555	7.9	51.9	73	1194	6.5	13.6	60	1308	8.2	14.9	76	2053	8.9	23.4	82
OTHER	1791	1113	1.9	62.1	88	**372	2.0	20.8	92	**199	1.2	11.1	56	**542	2.3	30.3	106
NORTHEAST-CENSUS	17786	12891	22.5	72.5	102	4642	25.4	26.1	116	3672	23.0	20.6	105	4578	19.8	25.7	90
NORTH CENTRAL	20741	15864	27.7	76.5	108	5115	28.0	24.7	109	4345	27.2	20.9	106	6405	27.7	30.9	108
SOUTH	27775	16907	29.5	60.9	86	4664	25.5	16.8	74	5018	31.5	18.1	92	7225	31.3	26.0	91
WEST	14683	11675	20.4	79.5	112	3858	21.1	26.3	116	2919	18.3	19.9	101	4898	21.2	33.4	117
NORTHEAST-MKTG.	17961	12945	22.6	72.1	102	4499	24.6	25.0	111	3885	24.4	21.6	110	4561	19.7	25.4	89
EAST CENTRAL	11885	8619	15.0	72.5	102	2861	15.7	24.1	107	2534	15.9	21.3	108	3224	14.0	27.1	95
WEST CENTRAL	14090	10938	19.1	77.6	110	3431	18.8	24.4	108	2878	18.0	20.4	104	4629	20.0	32.9	115
SOUTH	24081	14530	25.3	60.3	85	4116	22.5	17.1	76	4046	25.4	16.8	85	6367	27.6	26.4	93
PACIFIC	12969	10306	18.0	79.5	112	3372	18.4	26.0	115	2610	16.4	20.1	102	4325	18.7	33.3	117
COUNTY SIZE A	32439	23654	41.3	72.9	103	7994	43.7	24.6	109	6576	41.2	20.3	103	9084	39.3	28.0	98
COUNTY SIZE B	24915	17583	30.7	70.6	100	5509	30.1	22.1	98	4845	30.4	19.4	99	7229	31.3	29.0	102
COUNTY SIZE C	12930	9414	16.4	72.8	103	2999	16.4	23.2	103	2682	16.8	20.7	105	3733	16.2	28.9	101
COUNTY SIZE D	10703	6687	11.7	62.5	88	1777	9.7	16.6	74	1851	11.6	17.3	88	3059	13.2	28.6	100
METRO CENTRAL CITY	24518	16745	29.2	68.3	96	5305	29.0	21.6	96	4540	28.5	18.5	94	6900	29.9	28.1	99
METRO SUBURBAN	35919	27150	47.4	75.6	107	9040	49.5	25.2	112	7578	47.5	21.1	107	10531	45.6	29.3	103
NON METRO	20549	13443	23.4	65.4	92	3933	21.5	19.1	85	3834	24.0	18.7	95	5675	24.6	27.6	97
TOP 5 ADI'S	18341	13520	23.6	73.7	104	4585	25.1	25.0	111	3627	22.7	19.8	100	5309	23.0	28.9	101
TOP 10 ADI'S	25378	18229	31.8	71.8	101	6182	33.8	24.4	108	5048	31.6	19.9	101	6999	30.3	27.6	97
TOP 20 ADI'S	36488	26568	46.3	72.8	103	8689	47.5	23.8	106	7764	48.7	21.3	108	10116	43.8	27.7	97
HSHLD INC. $50,000 OR MORE	6612	5750	10.0	87.0	123	2554	14.0	38.6	171	1376	8.6	20.8	106	1820	7.9	27.5	96
$40,000 OR MORE	12659	10713	18.7	84.6	120	4449	24.3	35.1	156	2557	16.0	20.2	103	3708	16.0	29.3	103
$30,000 OR MORE	24698	20231	35.3	81.9	116	7512	41.1	30.4	135	5340	33.5	21.6	110	7379	31.9	29.9	105
$25,000 OR MORE	32077	26347	46.0	82.1	116	9667	52.9	30.1	134	7100	44.5	22.1	112	9580	41.5	29.9	105
$20,000 - $24,999	9144	6667	11.6	72.9	103	2254	12.3	24.7	109	1845	11.6	20.2	102	2568	11.1	28.1	98
$15,000 - $19,999	8728	5761	10.0	66.0	93	1491	8.2	17.1	76	1911	12.0	21.9	111	2359	10.2	27.0	95
$10,000 - $14,999	12562	8230	14.4	65.5	93	2164	11.8	17.2	76	2305	14.4	18.3	93	3760	16.3	29.9	105
UNDER $10,000	18475	10333	18.0	55.9	79	2703	14.8	14.6	65	2792	17.5	15.1	77	4837	20.9	26.2	92
HOUSEHOLD OF 1 PERSON	11987	7419	12.9	61.9	87	1140	6.2	9.5	42	2010	12.6	16.8	85	4269	18.5	35.6	125
2 PEOPLE	26577	18511	32.3	69.7	98	5127	28.0	19.3	85	5464	34.3	20.6	104	7920	34.3	29.8	104
3 OR 4 PEOPLE	30617	22622	39.5	73.9	104	8158	44.6	26.6	118	6430	40.3	21.0	107	8034	34.8	26.2	92
5 OR MORE PEOPLE	11804	8786	15.3	74.4	105	3854	21.1	32.6	145	2049	12.8	17.4	88	2883	12.5	24.4	86
NO CHILD IN HSHLD	46165	31638	55.2	68.5	97	8392	45.9	18.2	81	8721	54.7	18.9	96	14525	62.9	31.5	110
CHILD(REN) UNDER 2 YRS	5325	3812	6.6	71.6	101	1026	5.6	19.3	85	1079	6.8	20.3	103	1707	7.4	32.1	112
2 - 5 YEARS	14221	10008	17.5	70.4	99	3602	19.7	25.3	112	2822	17.7	19.8	101	3585	15.5	25.2	88
6 - 11 YEARS	15117	11103	19.4	73.4	104	4256	23.3	28.2	125	2977	18.7	19.7	100	3871	16.8	25.6	90
12 - 17 YEARS	16611	12505	21.8	75.3	106	5503	30.1	33.1	147	3211	20.1	19.3	98	3791	16.4	22.8	80
RESIDENCE OWNED	55884	40781	71.1	73.0	103	13435	73.5	24.0	107	11655	73.1	20.9	106	15692	67.9	28.1	98
VALUE: $50,000 OR MORE	31744	25169	43.9	79.3	112	9177	50.2	28.9	128	6959	43.6	21.9	111	9033	39.1	28.5	100
VALUE: UNDER $50,000	24140	15613	27.2	64.7	91	4258	23.3	17.6	78	4697	29.4	19.5	99	6658	28.8	27.6	97

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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NATURAL CHEESE (CHEESE OTHER THAN AMERICAN): USAGE IN LAST 7 DAYS
(FEMALE HOMEMAKERS)

0241
P-19

		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS 1 LB. OR MORE A '000	HEAVY USERS 1 LB. OR MORE B % DOWN	HEAVY USERS 1 LB. OR MORE C % ACROSS	HEAVY USERS 1 LB. OR MORE D INDX	MEDIUM USERS 1/2 LB. TO 3/4 LB. A '000	MEDIUM USERS 1/2 LB. TO 3/4 LB. B % DOWN	MEDIUM USERS 1/2 LB. TO 3/4 LB. C % ACROSS	MEDIUM USERS 1/2 LB. TO 3/4 LB. D INDX	LIGHT USERS 1/4 LB. OR LESS A '000	LIGHT USERS 1/4 LB. OR LESS B % DOWN	LIGHT USERS 1/4 LB. OR LESS C % ACROSS	LIGHT USERS 1/4 LB. OR LESS D INDX
TOTAL FEMALE HOMEMAKERS		80986	57338	100.0	70.8	100	18279	100.0	22.6	100	15953	100.0	19.7	100	23106	100.0	28.5	100
MAGAZINES	QUINTILE 1	15799	12532	21.9	79.3	112	4497	24.6	28.5	126	3434	21.5	21.7	110	4600	19.9	29.1	102
	QUINTILE 2	17259	13344	23.3	77.3	109	4475	24.5	25.9	115	3737	23.4	21.7	110	5132	22.2	29.7	104
	QUINTILE 3	13545	9574	16.7	70.7	100	3407	18.6	25.2	111	2409	15.1	17.8	90	3758	16.3	27.7	97
	QUINTILE 4	15133	10299	18.0	68.1	96	2720	14.9	18.0	80	3206	20.1	21.2	108	4373	18.9	28.9	101
	QUINTILE 5	19250	11589	20.2	60.2	85	3180	17.4	16.5	73	3167	19.9	16.5	84	5242	22.7	27.2	95
NEWSPAPERS	QUINTILE 1	12413	9373	16.3	75.5	107	3714	20.3	29.9	133	2362	14.8	19.0	97	3297	14.3	26.6	93
	QUINTILE 2	24116	17884	31.2	74.2	105	5985	32.7	24.8	110	5329	33.4	22.1	112	6571	28.4	27.2	96
	QUINTILE 3	11261	8359	14.6	74.2	105	2721	14.9	24.2	107	2238	14.0	19.9	101	3400	14.7	30.2	106
	QUINTILE 4	20255	14229	24.8	70.2	99	3913	21.4	19.3	86	3913	24.5	19.3	98	6403	27.7	31.6	111
	QUINTILE 5	12940	7493	13.1	57.9	82	1946	10.6	15.0	67	2112	13.2	16.3	83	3435	14.9	26.5	93
OUTDOOR	QUINTILE 1	14852	11317	19.7	76.2	108	3721	20.4	25.1	111	3300	20.7	22.2	113	4296	18.6	28.9	101
	QUINTILE 2	15725	11559	20.2	73.5	104	3710	20.3	23.6	105	3129	19.6	19.9	101	4720	20.4	30.0	105
	QUINTILE 3	16330	11356	19.8	69.5	98	3701	20.2	22.7	100	2883	18.1	17.7	90	4772	20.7	29.2	102
	QUINTILE 4	16744	11432	19.9	68.3	96	3731	20.4	22.3	99	3119	19.6	18.6	95	4583	19.8	27.4	96
	QUINTILE 5	17334	11673	20.4	67.3	95	3416	18.7	19.7	87	3523	22.1	20.3	103	4734	20.5	27.3	96
RADIO-DRIVE TIME	QUINTILE 1	15911	11642	20.3	73.2	103	4115	22.5	25.9	115	3212	20.1	20.2	102	4315	18.7	27.1	95
	QUINTILE 2	14837	10797	18.8	72.8	103	3540	19.4	23.9	106	3006	18.8	20.3	103	4251	18.4	28.7	100
	QUINTILE 3	15339	10967	19.1	71.5	101	3576	19.6	23.3	103	3120	19.6	20.3	103	4272	18.5	27.9	98
	QUINTILE 4	16723	11667	20.3	69.8	99	3623	19.8	21.7	96	3219	20.2	19.2	98	4825	20.9	28.9	101
	QUINTILE 5	18176	12265	21.4	67.5	95	3425	18.7	18.8	83	3397	21.3	18.7	95	5443	23.6	29.9	105
RADIO-MID-DAY	TERCILE 1	21020	15375	26.8	73.1	103	5077	27.8	24.2	107	4446	27.9	21.2	107	5852	25.3	27.8	98
	TERCILE 2	21610	15487	27.0	71.7	101	5270	28.8	24.4	108	4360	27.3	20.2	102	5858	25.4	27.1	95
	TERCILE 3	38355	26476	46.2	69.0	97	7932	43.4	20.7	92	7148	44.8	18.6	95	11396	49.3	29.7	104
RADIO-TOTAL	QUINTILE 1	15988	11694	20.4	73.1	103	3916	21.4	24.5	109	3275	20.5	20.5	104	4503	19.5	28.2	99
	QUINTILE 2	15626	11072	19.3	70.9	100	3618	19.8	23.2	103	3194	20.0	20.4	104	4260	18.4	27.3	96
	QUINTILE 3	16723	12251	21.4	73.3	103	4164	22.8	24.9	110	3392	21.3	20.3	103	4696	20.3	28.1	98
	QUINTILE 4	16342	11650	20.3	71.3	101	3620	19.8	22.2	98	3048	19.1	18.7	95	4982	21.6	30.5	107
	QUINTILE 5	16306	10671	18.6	65.4	92	2961	16.2	18.2	80	3045	19.1	18.7	95	4665	20.2	28.6	100
TV-PRIME TIME	QUINTILE 1	15953	11335	19.8	71.1	100	3810	20.8	23.9	106	2706	17.0	17.0	86	4819	20.9	30.2	106
	QUINTILE 2	16137	11575	20.2	71.7	101	3560	19.5	22.1	98	3559	22.3	22.1	112	4457	19.3	27.6	97
	QUINTILE 3	16420	11879	20.7	72.3	102	3638	19.9	22.2	98	3431	21.5	20.9	106	4810	20.8	29.3	103
	QUINTILE 4	16687	11560	20.2	69.3	98	3958	21.7	23.7	105	3142	19.7	18.8	96	4460	19.3	26.7	94
	QUINTILE 5	15789	10988	19.2	69.6	98	3313	18.1	21.0	93	3115	19.5	19.7	100	4560	19.7	28.9	101
TV-DAYTIME	TERCILE 1	27736	18459	32.2	66.6	94	5590	30.6	20.2	89	4941	31.0	17.8	90	7929	34.3	28.6	100
	TERCILE 2	26489	19318	33.7	72.9	103	6122	33.5	23.1	102	5717	35.8	21.6	110	7478	32.4	28.2	99
	TERCILE 3	26761	19561	34.1	73.1	103	6567	35.9	24.5	109	5295	33.2	19.8	100	7699	33.3	28.8	101
TV-TOTAL	QUINTILE 1	16345	10855	18.9	66.4	94	3404	18.6	20.8	92	2598	16.3	15.9	81	4853	21.0	29.7	104
	QUINTILE 2	16447	11233	19.6	68.3	96	3552	19.4	21.6	96	3385	21.2	20.6	104	4297	18.6	26.1	92
	QUINTILE 3	15980	11833	20.6	74.0	105	3725	20.4	23.3	103	3387	21.2	21.2	108	4722	20.4	29.5	104
	QUINTILE 4	15887	11658	20.3	73.4	104	3739	20.5	23.5	104	3459	21.7	21.8	111	4461	19.3	28.1	98
	QUINTILE 5	16326	11758	20.5	72.0	102	3860	21.1	23.6	105	3124	19.6	19.1	97	4774	20.7	29.2	102
MAGAZINES-NEWSPAPERS: DUAL		20721	16596	28.9	80.1	113	6191	33.9	29.9	132	4580	28.7	22.1	112	5825	25.2	28.1	99
MAGAZINE IMPERATIVE		19186	14138	24.7	73.7	104	4454	24.4	23.2	103	3707	23.2	19.3	98	5977	25.9	31.2	109
NEWSPAPER IMPERATIVE		21899	14967	26.1	68.3	97	4939	27.0	22.6	100	4266	26.7	19.5	99	5763	24.9	26.3	92
MAGAZINES-OUTDOOR: DUAL		15451	12431	21.7	80.5	114	4409	24.1	28.5	126	3345	21.0	21.6	110	4676	20.2	30.3	106
MAGAZINE IMPERATIVE		25953	19173	33.4	73.9	104	6635	36.3	25.6	113	5148	32.3	19.8	101	7391	32.0	28.5	100
OUTDOOR IMPERATIVE		24400	16434	28.7	67.4	95	4823	26.4	19.8	88	4569	28.6	18.7	95	7043	30.5	28.9	101
MAGAZINES-RADIO: DUAL		18049	13897	24.2	77.0	109	4972	27.2	27.5	122	3766	23.6	20.9	106	5159	22.3	28.6	100
MAGAZINE IMPERATIVE		23571	18097	31.6	76.8	108	6156	33.7	26.1	116	4938	31.0	20.9	106	7004	30.3	29.7	104
RADIO IMPERATIVE		23278	15545	27.1	66.8	94	4909	26.9	21.1	93	4536	28.4	19.5	99	6101	26.4	26.2	92
MAGAZINES-TELEVISION: DUAL		15459	11740	20.5	75.9	107	3964	21.7	25.6	114	3130	19.6	20.2	103	4645	20.1	30.0	105
MAGAZINE IMPERATIVE		25829	20032	34.9	77.6	110	7131	39.0	27.6	122	5448	34.2	21.1	107	7453	32.3	28.9	101
TELEVISION IMPERATIVE		26039	16359	28.5	62.8	89	4649	25.4	17.9	79	4604	28.9	17.7	90	7106	30.8	27.3	96
NEWSPAPERS-OUTDOOR: DUAL		16605	12604	22.0	75.9	107	4574	25.0	27.5	122	3567	22.4	21.5	109	4463	19.3	26.9	94
NEWSPAPER IMPERATIVE		26834	19639	34.3	73.2	103	6678	36.5	24.9	110	5495	34.4	20.5	104	7466	32.3	27.8	98
OUTDOOR IMPERATIVE		23346	16366	28.5	70.1	99	4730	25.9	20.3	90	4351	27.3	18.6	95	7285	31.5	31.2	109
NEWSPAPERS-RADIO: DUAL		17133	12898	22.5	75.3	106	4816	26.3	28.1	125	3678	23.1	21.5	109	4404	19.1	25.7	90
NEWSPAPER IMPERATIVE		25892	19215	33.5	74.2	105	6540	35.8	25.3	112	5300	33.2	20.5	104	7375	31.9	28.5	100
RADIO IMPERATIVE		23167	16062	28.0	69.3	98	4748	26.0	20.5	91	4360	27.3	18.8	96	6953	30.1	30.0	105
NEWSPAPERS-TELEVISION: DUAL		17159	12276	21.4	71.5	101	4284	23.4	25.0	111	3208	20.1	18.7	95	4784	20.7	27.9	98
NEWSPAPER IMPERATIVE		26214	20129	35.1	76.8	108	7090	38.8	27.0	120	5788	36.3	22.1	112	7252	31.4	27.7	97
TELEVISION IMPERATIVE		23412	15249	26.6	65.1	92	4247	23.2	18.1	80	4263	26.7	18.2	92	6739	29.2	28.8	101
OUTDOOR-RADIO: DUAL		15303	11667	20.3	76.2	108	3766	20.6	24.6	109	3382	21.2	22.1	112	4519	19.6	29.5	104
OUTDOOR IMPERATIVE		24901	17907	31.2	71.9	102	5781	31.6	23.2	103	4704	29.5	18.9	96	7422	32.1	29.8	104
RADIO IMPERATIVE		26492	18442	32.2	69.6	98	6047	33.1	22.8	101	5154	32.3	19.5	99	7241	31.3	27.3	96
OUTDOOR-TELEVISION: DUAL		14794	10428	18.2	70.5	100	3475	19.0	23.5	104	2866	18.0	19.4	98	4087	17.7	27.6	97
OUTDOOR IMPERATIVE		25437	19436	33.9	76.4	108	6210	34.0	24.4	108	5478	34.3	21.5	109	7747	33.5	30.5	107
TELEVISION IMPERATIVE		27877	18735	32.7	67.2	95	5713	31.3	20.5	91	5066	31.8	18.2	92	7957	34.4	28.5	100
RADIO-TELEVISION: DUAL		15996	11205	19.5	70.0	99	3761	20.6	23.5	104	2916	18.3	18.2	93	4528	19.6	28.3	99
RADIO IMPERATIVE		25478	18843	32.9	74.0	104	6297	34.4	24.7	110	5599	35.1	22.0	112	6947	30.1	27.3	96
TELEVISION IMPERATIVE		26573	18303	31.9	68.9	97	5541	30.3	20.9	92	5005	31.4	18.8	96	7757	33.6	29.2	102

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE - USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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NATURAL CHEESE (CHEESE OTHER THAN AMERICAN): USAGE IN LAST 7 DAYS
(FEMALE HOMEMAKERS)

0242
P-19

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS 1 LB. OR MORE A '000	HEAVY USERS 1 LB. OR MORE B % DOWN	HEAVY USERS 1 LB. OR MORE C % ACROSS	HEAVY USERS 1 LB. OR MORE D INDX	MEDIUM USERS 1/2 LB. TO 3/4 LB. A '000	MEDIUM USERS 1/2 LB. TO 3/4 LB. B % DOWN	MEDIUM USERS 1/2 LB. TO 3/4 LB. C % ACROSS	MEDIUM USERS 1/2 LB. TO 3/4 LB. D INDX	LIGHT USERS 1/4 LB. OR LESS A '000	LIGHT USERS 1/4 LB. OR LESS B % DOWN	LIGHT USERS 1/4 LB. OR LESS C % ACROSS	LIGHT USERS 1/4 LB. OR LESS D INDX
TOTAL FEMALE HOMEMAKERS	80986	57338	100.0	70.8	100	18279	100.0	22.6	100	15953	100.0	19.7	100	23106	100.0	28.5	100
ATLANTIC MONTHLY	415	303	0.5	73.0	103	**137	0.7	33.0	146	**76	0.5	18.3	93	**91	0.4	21.9	77
BARRON'S	453	413	0.7	91.2	129	*165	0.9	36.4	161	**152	1.0	33.6	170	**96	0.4	21.2	74
BETTER HOMES & GARDENS	16256	12675	22.1	78.0	110	4193	22.9	25.8	114	3825	24.0	23.5	119	4657	20.2	28.6	100
BON APPETIT	2535	2188	3.8	86.3	122	879	4.8	34.7	154	650	4.1	25.6	130	659	2.9	26.0	91
BUSINESS WEEK	1278	999	1.7	78.2	110	311	1.7	24.3	108	269	1.7	21.0	107	419	1.8	32.8	115
CAR AND DRIVER	378	*274	0.5	72.5	102	**55	0.3	14.6	64	**111	0.7	29.4	149	**109	0.5	28.8	101
CBS MAGAZINE NETWORK (GROSS)	1498	1250	2.2	83.4	118	411	2.2	27.4	122	379	2.4	25.3	128	460	2.0	30.7	108
CHANGING TIMES	1505	1119	2.0	74.4	105	280	1.5	18.6	82	378	2.4	25.1	128	461	2.0	30.6	107
COLONIAL HOMES	1231	972	1.7	79.0	112	274	1.5	22.3	99	277	1.7	22.5	114	421	1.8	34.2	120
CONDE NAST MAG. PKG. (GROSS)	14146	11061	19.3	78.2	110	3439	18.8	24.3	108	2907	18.2	20.5	104	4716	20.4	33.3	117
CONSUMERS DIGEST	1323	1087	1.9	82.2	116	395	2.2	29.9	132	324	2.0	24.5	124	368	1.6	27.8	97
COSMOPOLITAN	7102	5414	9.4	76.2	108	1745	9.5	24.6	109	1552	9.7	21.9	111	2118	9.2	29.8	105
COUNTRY LIVING	2481	2002	3.5	80.7	114	760	4.2	30.6	136	663	4.2	26.7	136	578	2.5	23.3	82
CUISINE	1472	1202	2.1	81.7	115	374	2.0	25.4	113	406	2.5	27.6	140	422	1.8	28.7	100
CYCLE WORLD	425	346	0.6	81.4	115	**154	0.8	36.2	161	**93	0.6	21.9	111	**99	0.4	23.3	82
DCI:CREATIVE IDEAS FOR LIV	2510	1861	3.2	74.1	105	611	3.3	24.3	108	639	4.0	25.5	129	611	2.6	24.3	85
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	5005	8.7	74.8	106	1529	8.4	22.8	101	1611	10.1	24.1	122	1865	8.1	27.9	98
DISCOVER	894	758	1.3	84.8	120	312	1.7	34.9	155	239	1.5	26.7	136	*206	0.9	23.0	81
EBONY	3507	2101	3.7	59.9	85	523	2.9	14.9	66	679	4.3	19.4	98	900	3.9	25.7	90
ESQUIRE	1083	752	1.3	69.4	98	*239	1.3	22.1	98	*230	1.4	21.2	108	283	1.2	26.1	92
ESSENCE	1830	1142	2.0	62.4	88	298	1.6	16.3	72	311	1.9	17.0	86	532	2.3	29.1	102
FAMILY CIRCLE	15930	12129	21.2	76.1	108	4163	22.8	26.1	116	3627	22.7	22.8	116	4339	18.8	27.2	95
THE FAMILY HANDYMAN	1126	892	1.6	79.2	112	310	1.7	27.5	122	*255	1.6	22.6	115	327	1.4	29.0	102
FAMILY WEEKLY	11468	8285	14.4	72.2	102	2541	13.9	22.2	98	2314	14.5	20.2	102	3430	14.8	29.9	105
FIELD & STREAM	2234	1630	2.8	73.0	103	606	3.3	27.1	120	418	2.6	18.7	95	606	2.6	27.1	95
FOOD & WINE	579	483	0.8	83.4	118	*145	0.8	25.0	111	**104	0.7	18.0	91	*235	1.0	40.6	142
FORBES	728	594	1.0	81.6	115	*240	1.3	33.0	146	*143	0.9	19.6	100	*211	0.9	29.0	102
FORTUNE	906	796	1.4	87.9	124	*292	1.6	32.2	143	*143	0.9	15.8	80	362	1.6	40.0	140
GENTLEMEN'S QUARTERLY	791	587	1.0	74.2	105	*197	1.1	24.9	110	*149	0.9	18.8	96	*242	1.0	30.6	107
GLAMOUR	5265	4161	7.3	79.0	112	1325	7.2	25.2	111	1136	7.1	21.6	110	1699	7.4	32.3	113
GOLF DIGEST	636	547	1.0	86.0	121	*266	1.5	41.8	185	**79	0.5	12.4	63	*201	0.9	31.6	111
GOLF DIGEST/TENNIS (GROSS)	1186	933	1.6	78.7	111	428	2.3	36.1	160	*191	1.2	16.1	82	314	1.4	26.5	93
GOLF MAGAZINE	441	365	0.6	82.8	117	**143	0.8	32.4	144	**69	0.4	15.6	79	*153	0.7	34.7	122
GOLF MAGAZINE/SKI (GROSS)	922	718	1.3	77.9	110	*244	1.3	26.5	117	*156	1.0	16.9	86	318	1.4	34.5	121
GOOD HOUSEKEEPING	16487	12673	22.1	76.9	109	4278	23.4	25.9	115	3546	22.2	21.5	109	4849	21.0	29.4	103
HARPER'S BAZAAR	2423	1940	3.4	80.1	113	629	3.4	26.0	115	426	2.7	17.6	89	885	3.8	36.5	128
HEALTH	1994	1571	2.7	78.8	111	582	3.2	29.2	129	330	2.1	16.5	84	659	2.9	33.0	116
HEARST MAG CORP. BUY (GROSS)	44101	34166	59.6	77.5	109	11620	63.6	26.3	117	9509	59.6	21.6	109	13037	56.4	29.6	104
HEARST MAN POWER (GROSS)	1993	1592	2.8	79.9	113	591	3.2	29.7	131	434	2.7	21.8	111	567	2.5	28.4	100
HEARST WOMAN POWER (GROSS)	31274	24094	42.0	77.0	109	8126	44.5	26.0	115	6800	42.6	21.7	110	9168	39.7	29.3	103
HOUSE BEAUTIFUL	3623	2656	4.6	73.3	104	1005	5.5	27.7	123	614	3.8	16.9	86	1038	4.5	28.7	100
INC.	283	*242	0.4	85.5	121	**111	0.6	39.2	174	**40	0.3	14.1	72	**91	0.4	32.2	113
JET	2928	1715	3.0	58.6	83	478	2.6	16.3	72	524	3.3	17.9	91	712	3.1	24.3	85
LADIES' HOME JOURNAL	11918	9158	16.0	76.8	109	3162	17.3	26.5	118	2689	16.9	22.6	115	3306	14.3	27.7	97
LHJ FAMILY GRP COMBO(GROSS)	16764	12952	22.6	77.3	109	4617	25.3	27.5	122	3549	22.2	21.2	107	4786	20.7	28.5	100
LIFE	4254	3099	5.4	72.8	103	1145	6.3	26.9	119	825	5.2	19.4	98	1130	4.9	26.6	93
L.A. TIMES HOME MAGAZINE	1145	911	1.6	79.6	112	455	2.5	39.7	176	*188	1.2	16.4	83	267	1.2	23.3	82
MADEMOISELLE	2884	2230	3.9	77.3	109	673	3.7	23.3	103	566	3.5	19.6	100	991	4.3	34.4	120
MC CALL'S	13460	10199	17.8	75.8	107	3438	18.8	25.5	113	2990	18.7	22.2	113	3771	16.3	28.0	98
MC CALL'S/WRK MOTHER (GROSS)	14606	11117	19.4	76.1	108	3684	20.2	25.2	112	3276	20.5	22.4	114	4157	18.0	28.5	100
MECHANIX ILLUSTRATED	772	600	1.0	77.7	110	*218	1.2	28.2	125	*211	1.3	27.3	139	*171	0.7	22.2	78
METROPOLITAN HOME	967	773	1.3	79.9	113	208	1.1	21.5	95	205	1.3	21.2	108	360	1.6	37.2	130
MONEY	1588	1254	2.2	79.0	112	446	2.4	28.1	124	301	1.9	19.0	96	507	2.2	31.9	112
MOTHER EARTH NEWS	1002	889	1.6	88.7	125	350	1.9	34.9	155	281	1.8	28.0	142	*257	1.1	25.6	90
MS.	825	654	1.1	79.3	112	*187	1.0	22.7	100	203	1.3	24.6	125	265	1.1	32.1	113
NATIONAL ENQUIRER	10336	7218	12.6	69.8	99	2376	13.0	23.0	102	1874	11.7	18.1	92	2967	12.8	28.7	101
NATIONAL GEOGRAPHIC	9597	7571	13.2	78.9	111	2708	14.8	28.2	125	2297	14.4	23.9	122	2567	11.1	26.7	94
NATIONAL SUNDAY MAGAZINE PKG	49558	36925	64.4	74.5	105	12446	68.1	25.1	111	10232	64.1	20.6	105	14247	61.7	28.7	101
NATURAL HISTORY	573	432	0.8	75.4	106	*185	1.0	32.3	143	*112	0.7	19.5	99	*136	0.6	23.7	83
NEW WOMAN	1699	1151	2.0	67.7	96	388	2.1	22.8	101	278	1.7	16.4	83	486	2.1	28.6	100
NEW YORK INCLUDING CUE	443	356	0.6	80.4	114	*146	0.8	33.0	146	**71	0.4	16.0	81	*139	0.6	31.4	110
THE NEW YORKER	1270	1077	1.9	84.8	120	394	2.2	31.0	137	282	1.8	22.2	113	402	1.7	31.7	111
NEWSWEEK	6277	4997	8.7	79.6	112	1650	9.0	26.3	116	1396	8.8	22.2	113	1951	8.4	31.1	109
THE N.Y. TIMES DAILY EDITION	1205	1011	1.8	83.9	119	352	1.9	29.2	129	341	2.1	28.3	144	318	1.4	26.4	92
THE N.Y. TIMES MAGAZINE	2081	1737	3.0	83.5	118	674	3.7	32.4	143	494	3.1	23.7	121	569	2.5	27.3	96
OMNI	788	658	1.1	83.5	118	*234	1.3	29.7	132	*138	0.9	17.5	89	286	1.2	36.3	127
ON CABLE	1158	848	1.5	73.2	103	*248	1.4	21.4	95	*212	1.3	18.3	93	388	1.7	33.5	117
1001 HOME IDEAS	2852	2224	3.9	78.0	110	873	4.8	30.6	136	530	3.3	18.6	94	821	3.6	28.8	101
ORGANIC GARDENING	1658	1338	2.3	80.7	114	534	2.9	32.2	143	366	2.3	22.1	112	438	1.9	26.4	93
OUTDOOR LIFE	896	683	1.2	76.2	108	*209	1.1	23.3	103	*193	1.2	21.5	109	281	1.2	31.4	110
PARADE MAGAZINE	24275	18194	31.7	74.9	106	6259	34.2	25.8	114	5030	31.5	20.7	105	6905	29.9	28.4	100

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NATURAL CHEESE (CHEESE OTHER THAN AMERICAN): USAGE IN LAST 7 DAYS
(FEMALE HOMEMAKERS)

0243
P-19

	TOTAL U.S. '000	ALL USERS A '000	B % DOWN	C % ACROSS	D INDX	HEAVY USERS 1 LB. OR MORE A '000	B % DOWN	C % ACROSS	D INDX	MEDIUM USERS 1/2 LB. TO 3/4 LB. A '000	B % DOWN	C % ACROSS	D INDX	LIGHT USERS 1/4 LB. OR LESS A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	57338	100.0	70.8	100	18279	100.0	22.6	100	15953	100.0	19.7	100	23106	100.0	28.5	100
PARENTS	3845	3117	5.4	81.1	115	1076	5.9	28.0	124	834	5.2	21.7	110	1207	5.2	31.4	110
PENTHOUSE	831	571	1.0	68.7	97	*151	0.8	18.2	81	*185	1.2	22.3	113	*236	1.0	28.4	100
PEOPLE	11645	9087	15.8	78.0	110	3210	17.6	27.6	122	2378	14.9	20.4	104	3499	15.1	30.0	105
PLAYBOY	2006	1523	2.7	75.9	107	468	2.6	23.3	103	418	2.6	20.8	106	637	2.8	31.8	111
POPULAR HOT RODDING	297	*206	0.4	69.4	98	**59	0.3	19.9	88	**59	0.4	19.9	101	**88	0.4	29.6	104
POPULAR MECHANICS	1018	837	1.5	82.2	116	*375	2.1	36.8	163	*270	1.7	26.5	135	*191	0.8	18.8	66
POPULAR SCIENCE	878	716	1.2	81.5	115	*289	1.6	32.9	146	*218	1.4	24.8	126	*210	0.9	23.9	84
PREVENTION	3913	3145	5.5	80.4	114	1166	6.4	29.8	132	799	5.0	20.4	104	1180	5.1	30.2	106
PSYCHOLOGY TODAY	1710	1439	2.5	84.2	119	420	2.3	24.6	109	363	2.3	21.2	108	656	2.8	38.4	134
READER'S DIGEST	22204	16828	29.3	75.8	107	5757	31.5	25.9	115	4731	29.7	21.3	108	6339	27.4	28.5	100
REDBOOK	7684	6006	10.5	78.2	110	2104	11.5	27.4	121	1702	10.7	22.1	112	2201	9.5	28.6	100
ROAD & TRACK	410	363	0.6	88.5	125	**100	0.5	24.4	108	**107	0.7	26.1	132	**156	0.7	38.0	133
ROLLING STONE	969	780	1.4	80.5	114	*223	1.2	23.0	102	200	1.3	20.6	105	356	1.5	36.7	129
RUNNER'S WORLD	298	*238	0.4	79.9	113	**86	0.5	28.9	128	**76	0.5	25.5	129	**76	0.3	25.5	89
SATURDAY EVENING POST	1169	902	1.6	77.2	109	*242	1.3	20.7	92	265	1.7	22.7	115	395	1.7	33.8	118
SCIENCE 84	587	548	1.0	93.4	132	*234	1.3	39.9	177	*144	0.9	24.5	125	*169	0.7	28.8	101
SCIENCE DIGEST	482	394	0.7	81.7	115	*116	0.6	24.1	107	**102	0.6	21.2	107	*176	0.8	36.5	128
SCIENTIFIC AMERICAN	594	504	0.9	84.8	120	*250	1.4	42.1	186	*132	0.8	22.2	113	*122	0.5	20.5	72
SELF	2089	1702	3.0	81.5	115	427	2.3	20.4	91	450	2.8	21.5	109	824	3.6	39.4	138
SEVENTEEN	2411	1721	3.0	71.4	101	686	3.8	28.5	126	344	2.2	14.3	72	690	3.0	28.6	100
SKI	480	353	0.6	73.5	104	**101	0.6	21.0	93	**87	0.5	18.1	92	*165	0.7	34.4	120
SMITHSONIAN	2760	2259	3.9	81.8	116	853	4.7	30.9	137	598	3.7	21.7	110	808	3.5	29.3	103
SOAP OPERA DIGEST	3013	2129	3.7	70.7	100	668	3.7	22.2	98	502	3.1	16.7	85	959	4.2	31.8	112
SOUTHERN LIVING	4184	3144	5.5	75.1	106	917	5.0	21.9	97	972	6.1	23.2	118	1255	5.4	30.0	105
SPORT	559	388	0.7	69.4	98	*116	0.6	20.8	92	**72	0.5	12.9	65	*201	0.9	36.0	126
THE SPORTING NEWS	436	*349	0.6	80.0	113	**129	0.7	29.6	131	**113	0.7	25.9	132	**107	0.5	24.5	86
SPORTS AFIELD	493	362	0.6	73.4	104	**100	0.5	20.3	90	**62	0.4	12.6	64	*200	0.9	40.6	142
SPORTS ILLUSTRATED	2758	2165	3.8	78.5	111	869	4.8	31.5	140	548	3.4	19.9	101	749	3.2	27.2	95
STAR	7456	5204	9.1	69.8	99	1662	9.1	22.3	99	1313	8.2	17.6	89	2229	9.6	29.9	105
SUNDAY	24936	18746	32.7	75.2	106	6626	36.2	26.6	118	5287	33.1	21.2	108	6833	29.6	27.4	96
SUNSET	2124	1827	3.2	86.0	121	668	3.7	31.5	139	495	3.1	23.3	118	664	2.9	31.3	110
TV GUIDE	21661	15738	27.4	72.7	103	5228	28.6	24.1	107	4260	26.7	19.7	100	6251	27.1	28.9	101
TENNIS	550	386	0.7	70.2	99	*162	0.9	29.5	130	**112	0.7	20.4	103	**112	0.5	20.4	71
TIME	8880	6941	12.1	78.2	110	2595	14.2	29.2	129	1912	12.0	21.5	109	2434	10.5	27.4	96
TOWN & COUNTRY	917	786	1.4	85.7	121	*196	1.1	21.4	95	*273	1.7	29.8	151	317	1.4	34.6	121
TRAVEL & LEISURE	972	826	1.4	85.0	120	272	1.5	28.0	124	233	1.5	24.0	122	322	1.4	33.1	116
TRUE STORY	3356	2198	3.8	65.5	93	730	4.0	21.8	96	499	3.1	14.9	75	969	4.2	28.9	101
U.S.NEWS & WORLD REPORT	3410	2690	4.7	78.9	111	861	4.7	25.2	112	831	5.2	24.4	124	998	4.3	29.3	103
USA TODAY	1759	1389	2.4	79.0	112	526	2.9	29.9	132	437	2.7	24.8	126	426	1.8	24.2	85
US	1873	1495	2.6	79.8	113	435	2.4	23.2	103	302	1.9	16.1	82	758	3.3	40.5	142
VOGUE	3909	2968	5.2	75.9	107	1013	5.5	25.9	115	754	4.7	19.3	98	1202	5.2	30.7	108
WALL STREET JOURNAL	1886	1567	2.7	83.1	117	579	3.2	30.7	136	450	2.8	23.9	121	537	2.3	28.5	100
WEIGHT WATCHERS	2120	1662	2.9	78.4	111	632	3.5	29.8	132	348	2.2	16.4	83	682	3.0	32.2	113
WOMAN'S DAY	14172	10801	18.8	76.2	108	3892	21.3	27.5	122	3151	19.8	22.2	113	3758	16.3	26.5	93
WORKING MOTHER	1146	918	1.6	80.1	113	246	1.3	21.5	95	286	1.8	25.0	127	386	1.7	33.7	118
WORKING WOMAN	1322	1057	1.8	80.0	113	357	2.0	27.0	120	302	1.9	22.8	116	397	1.7	30.0	105
WORLD TENNIS	*163	*141	0.2	86.5	122	**59	0.3	36.2	160	**21	0.1	12.9	65	**60	0.3	36.8	129
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1990	3.5	78.6	111	697	3.8	27.5	122	562	3.5	22.2	113	731	3.2	28.9	101
BLAIR INSERTS	43657	32842	57.3	75.2	106	11361	62.2	26.0	115	8981	56.3	20.6	104	12500	54.1	28.6	100
DAILY NEWSPAPERS																	
READ ANY	51633	37836	66.0	73.3	104	12734	69.7	24.7	109	10633	66.7	20.6	105	14468	62.6	28.0	98
READ ONE	43463	31553	55.0	72.6	103	10401	56.9	23.9	106	9049	56.7	20.8	106	12103	52.4	27.8	98
READ TWO OR MORE	8170	6283	11.0	76.9	109	2333	12.8	28.6	127	1585	9.9	19.4	98	2365	10.2	28.9	101
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	39162	68.3	74.3	105	13312	72.8	25.3	112	10889	68.3	20.7	105	14961	64.7	28.4	100
READ ONE	46126	33936	59.2	73.6	104	11121	60.8	24.1	107	9672	60.6	21.0	106	13144	56.9	28.5	100
READ TWO OR MORE	6552	5226	9.1	79.8	113	2191	12.0	33.4	148	1218	7.6	18.6	94	1817	7.9	27.7	97
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.98				29.13				30.27				27.98			
30 DAY REACH	71455	50973	88.9	71.3	101	16334	89.4	22.9	101	13968	87.6	19.5	99	20671	89.5	28.9	101
50 SHWG - 30 DAY AV FREQ	14.56	15.28				15.27				16.00				14.80			
30 DAY REACH	67742	48461	84.5	71.5	101	15627	85.5	23.1	102	13252	83.1	19.6	99	19583	84.8	28.9	101
25 SHWG - 30 DAY AV FREQ	7.94	8.28				8.26				8.74				8.00			
30 DAY REACH	62117	44683	77.9	71.9	102	14452	79.1	23.3	103	12172	76.3	19.6	99	18060	78.2	29.1	102
CABLE TV: HOME WIRED	32077	23834	41.6	74.3	105	8000	43.8	24.9	110	6222	39.0	19.4	98	9612	41.6	30.0	105
HOME NOT WIRED	48909	33504	58.4	68.5	97	10278	56.2	21.0	93	9731	61.0	19.9	101	13494	58.4	27.6	97
HAVE PAY CABLE	15935	12414	21.7	77.9	110	4563	25.0	28.6	127	3233	20.3	20.3	103	4618	20.0	29.0	102

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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NATURAL CHEESE (CHEESE OTHER THAN AMERICAN): USAGE IN LAST 7 DAYS
(FEMALE HOMEMAKERS)

0244
P-19

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS 1 LB. OR MORE A '000	HEAVY USERS 1 LB. OR MORE B % DOWN	HEAVY USERS 1 LB. OR MORE C % ACROSS	HEAVY USERS 1 LB. OR MORE D INDX	MEDIUM USERS 1/2 LB. TO 3/4 LB. A '000	MEDIUM USERS 1/2 LB. TO 3/4 LB. B % DOWN	MEDIUM USERS 1/2 LB. TO 3/4 LB. C % ACROSS	MEDIUM USERS 1/2 LB. TO 3/4 LB. D INDX	LIGHT USERS 1/4 LB. OR LESS A '000	LIGHT USERS 1/4 LB. OR LESS B % DOWN	LIGHT USERS 1/4 LB. OR LESS C % ACROSS	LIGHT USERS 1/4 LB. OR LESS D INDX
TOTAL FEMALE HOMEMAKERS	80986	57338	100.0	70.8	100	18279	100.0	22.6	100	15953	100.0	19.7	100	23106	100.0	28.5	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	31964	55.7	72.8	103	10443	57.1	23.8	105	8889	55.7	20.2	103	12633	54.7	28.8	101
10:00 AM - 3:00 PM	30659	22165	38.7	72.3	102	7508	41.1	24.5	108	6250	39.2	20.4	103	8408	36.4	27.4	96
3:00 PM - 7:00 PM	31045	22949	40.0	73.9	104	7763	42.5	25.0	111	6271	39.3	20.2	103	8915	38.6	28.7	101
7:00 PM - MIDNIGHT	15767	11477	20.0	72.8	103	3587	19.6	22.8	101	3180	19.9	20.2	102	4710	20.4	29.9	105
MIDNIGHT - 6:00 AM	9120	6916	12.1	75.8	107	2207	12.1	24.2	107	1874	11.7	20.5	104	2835	12.3	31.1	109
6:00 AM - MIDNIGHT	58527	42528	74.2	72.7	103	13942	76.3	23.8	106	11841	74.2	20.2	103	16744	72.5	28.6	100
ENTIRE DAY	59311	43126	75.2	72.7	103	14098	77.1	23.8	105	12046	75.5	20.3	103	16983	73.5	28.6	100
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	12143	21.2	75.1	106	3956	21.6	24.5	108	3388	21.2	20.9	106	4799	20.8	29.7	104
ALL NEWS	2256	1657	2.9	73.4	104	602	3.3	26.7	118	528	3.3	23.4	119	526	2.3	23.3	82
AOR/PROGRESSIVE	3874	3021	5.3	78.0	110	1042	5.7	26.9	119	789	4.9	20.4	103	1190	5.2	30.7	108
BEAUTIFUL MUSIC	5660	4247	7.4	75.0	106	1666	9.1	29.4	130	1085	6.8	19.2	97	1497	6.5	26.4	93
BLACK	2204	1192	2.1	54.1	76	449	2.5	20.4	90	361	2.3	16.4	83	383	1.7	17.4	61
CLASSICAL	1418	1211	2.1	85.4	121	462	2.5	32.6	144	*264	1.7	18.6	95	484	2.1	34.1	120
CHR/ROCK	9538	7148	12.5	74.9	106	2219	12.1	23.3	103	2043	12.8	21.4	109	2885	12.5	30.2	106
COUNTRY	12648	8989	15.7	71.1	100	2869	15.7	22.7	101	2434	15.3	19.2	98	3687	16.0	29.2	102
GOLDEN OLDIES	1191	782	1.4	65.7	93	*176	1.0	14.8	65	*246	1.5	20.7	105	360	1.6	30.2	106
MOR/NOSTALGIA	4757	3527	6.2	74.1	105	1081	5.9	22.7	101	916	5.7	19.3	98	1529	6.6	32.1	113
NEWS/TALK	3863	2944	5.1	76.2	108	1010	5.5	26.1	116	643	4.0	16.6	84	1292	5.6	33.4	117
RELIGIOUS	3084	2091	3.6	67.8	96	600	3.3	19.5	86	509	3.2	16.5	84	983	4.3	31.9	112
SOFT ROCK	521	389	0.7	74.7	105	*127	0.7	24.4	108	**90	0.6	17.3	88	*172	0.7	33.0	116
URBAN CONTEMPORARY	1585	961	1.7	60.6	86	340	1.9	21.5	95	320	2.0	20.2	102	302	1.3	19.1	67
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	2230	3.9	68.4	97	816	4.5	25.0	111	541	3.4	16.6	84	873	3.8	26.8	94
ABC DIRECTION	2316	1721	3.0	74.3	105	517	2.8	22.3	99	415	2.6	17.9	91	790	3.4	34.1	120
ABC ENTERTAINMENT	4834	3507	6.1	72.5	102	1311	7.2	27.1	120	927	5.8	19.2	97	1268	5.5	26.2	92
ABC FM	2202	1570	2.7	71.3	101	418	2.3	19.0	84	445	2.8	20.2	103	708	3.1	32.2	113
ABC INFORMATION	5425	4083	7.1	75.3	106	1339	7.3	24.7	109	958	6.0	17.7	90	1786	7.7	32.9	115
ABC ROCK	1677	1403	2.4	83.7	118	579	3.2	34.5	153	360	2.3	21.5	109	464	2.0	27.7	97
CBS	4430	3194	5.6	72.1	102	1098	6.0	24.8	110	762	4.8	17.2	87	1334	5.8	30.1	106
MUTUAL	4992	3651	6.4	73.1	103	1339	7.3	26.8	119	939	5.9	18.8	95	1373	5.9	27.5	96
NBC	4679	3558	6.2	76.0	107	939	5.1	20.1	89	1176	7.4	25.1	128	1443	6.2	30.8	108
RADIORADIO	1994	1402	2.4	70.3	99	425	2.3	21.3	94	427	2.7	21.4	109	551	2.4	27.6	97
RKO ONE	2298	1626	2.8	70.8	100	426	2.3	18.5	82	466	2.9	20.3	103	733	3.2	31.9	112
RKO TWO	3311	2342	4.1	70.7	100	901	4.9	27.2	121	609	3.8	18.4	93	831	3.6	25.1	88
THE SOURCE	2114	1507	2.6	71.3	101	532	2.9	25.2	111	464	2.9	21.9	111	511	2.2	24.2	85
NON-WIRED : BLAIR	8654	6477	11.3	74.8	106	2121	11.6	24.5	109	1746	10.9	20.2	102	2609	11.3	30.1	106
INTERNET	12025	8681	15.1	72.2	102	3052	16.7	25.4	112	2366	14.8	19.7	100	3263	14.1	27.1	95
KATZ RADIO GROUP	15359	11583	20.2	75.4	107	3810	20.8	24.8	110	3105	19.5	20.2	103	4667	20.2	30.4	107
SUPERNET	10628	7602	13.3	71.5	101	2317	12.7	21.8	97	2147	13.5	20.2	103	3139	13.6	29.5	104
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	5867	10.2	67.8	96	1709	9.3	19.7	87	1628	10.2	18.8	95	2531	11.0	29.2	102
WKDAY 9:00 AM - 1:00 PM	12163	8073	14.1	66.4	94	2460	13.5	20.2	90	2168	13.6	17.8	90	3444	14.9	28.3	99
WKDAY 1:00 PM - 4:30 PM	16150	10737	18.7	66.5	94	3272	17.9	20.3	90	2920	18.3	18.1	92	4546	19.7	28.1	99
WKDAY 4:30 PM - 7:30 PM	22463	15288	26.7	68.1	96	4608	25.2	20.5	91	4146	26.0	18.5	94	6535	28.3	29.1	102
WKDAY 7:30 PM - 8:00 PM	31795	21920	38.2	68.9	97	6694	36.6	21.1	93	6032	37.8	19.0	96	9195	39.8	28.9	101
WKDAY 11:00 PM - 11:30 PM	23977	17124	29.9	71.4	101	5465	29.9	22.8	101	4708	29.5	19.6	100	6952	30.1	29.0	102
WKDAY 11:30 PM - 1:00 AM	7703	5451	9.5	70.8	100	1799	9.8	23.4	103	1524	9.6	19.8	100	2127	9.2	27.6	97
M-SAT 8-11 PM+SUN 7-11 PM	33800	24054	42.0	71.2	101	7755	42.4	22.9	102	6641	41.6	19.6	100	9658	41.8	28.6	100
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	4503	7.9	68.9	97	1476	8.1	22.6	100	1289	8.1	19.7	100	1738	7.5	26.6	93
ANOTHER WORLD N	4620	2871	5.0	62.1	88	834	4.6	18.1	80	769	4.8	16.6	84	1268	5.5	27.4	96
AS THE WORLD TURNS C	5614	3562	6.2	63.4	90	941	5.1	16.8	74	1007	6.3	17.9	91	1614	7.0	28.7	101
CAPITOL C	3396	2161	3.8	63.6	90	646	3.5	19.0	84	637	4.0	18.8	95	878	3.8	25.9	91
CBS MORN. NEWS 1 C	1446	858	1.5	59.3	84	180	1.0	12.4	55	260	1.6	18.0	91	418	1.8	28.9	101
CBS MORN. NEWS 2 C	1207	762	1.3	63.1	89	146	0.8	12.1	54	219	1.4	18.1	92	397	1.7	32.9	115
DAYS OF OUR LIVES N	5877	3999	7.0	68.0	96	1269	6.9	21.6	96	1041	6.5	17.7	90	1688	7.3	28.7	101
FACTS OF LIFE - DAYTIME N	2290	1367	2.4	59.7	84	457	2.5	20.0	88	387	2.4	16.9	86	523	2.3	22.8	80
FAMILY FEUD A	3023	2005	3.5	66.3	94	635	3.5	21.0	93	557	3.5	18.4	94	812	3.5	26.9	94
GENERAL HOSPITAL A	6097	4212	7.3	69.1	98	1325	7.2	21.7	96	1048	6.6	17.2	87	1839	8.0	30.2	106
GOOD MORNING, AMERICA-730 A	3515	2449	4.3	69.7	98	631	3.5	18.0	80	703	4.4	20.0	102	1115	4.8	31.7	111
GOOD MORNING, AMERICA-830 A	2818	2039	3.6	72.4	102	676	3.7	24.0	106	491	3.1	17.4	88	871	3.8	30.9	108
GUIDING LIGHT C	5339	3385	5.9	63.4	90	1044	5.7	19.6	87	945	5.9	17.7	90	1396	6.0	26.1	92
ONE LIFE TO LIVE A	4478	3032	5.3	67.7	96	916	5.0	20.5	91	801	5.0	17.9	91	1315	5.7	29.4	103
PRESS YOUR LUCK C	2244	1515	2.6	67.5	95	479	2.6	21.3	95	383	2.4	17.1	87	653	2.8	29.1	102
PRICE IS RIGHT 1 C	4348	2690	4.7	61.9	87	738	4.0	17.0	75	813	5.1	18.7	95	1139	4.9	26.2	92
PRICE IS RIGHT 2 C	5014	3098	5.4	61.8	87	901	4.9	18.0	80	928	5.8	18.5	94	1269	5.5	25.3	89
RYAN'S HOPE A	3150	2156	3.8	68.4	97	755	4.1	24.0	106	568	3.6	18.0	92	833	3.6	26.4	93
SALE OF THE CENTURY N	2695	1578	2.8	58.6	83	502	2.7	18.6	83	380	2.4	14.1	72	696	3.0	25.8	91
SEARCH FOR TOMORROW N	2319	1438	2.5	62.0	88	280	1.5	12.1	53	460	2.9	19.8	101	698	3.0	30.1	105
TODAY SHOW 1 N	2693	1786	3.1	66.3	94	502	2.7	18.6	83	502	3.1	18.6	95	782	3.4	29.0	102
TODAY SHOW 2 N	2498	1606	2.8	64.3	91	426	2.3	17.1	76	458	2.9	18.3	93	723	3.1	28.9	101
$25,000 PYRAMID C	2753	1751	3.1	63.6	90	546	3.0	19.8	88	433	2.7	15.7	80	772	3.3	28.0	98
WHEEL OF FORTUNE N	4388	2905	5.1	66.2	94	792	4.3	18.0	80	705	4.4	16.1	82	1408	6.1	32.1	112
YOUNG AND THE RESTLESS C	5695	3592	6.3	63.1	89	1011	5.5	17.8	79	1071	6.7	18.8	95	1510	6.5	26.5	93
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	1184	2.1	67.3	95	365	2.0	20.7	92	296	1.9	16.8	85	523	2.3	29.7	104
NBA PLAYOFF GAME -1 C	1136	794	1.4	69.9	99	245	1.3	21.6	96	175	1.1	15.4	78	375	1.6	33.0	116
NBC MAJOR LEAGUE PRE-GAME N	953	621	1.1	65.2	92	*186	1.0	19.5	86	*145	0.9	15.2	77	290	1.3	30.4	107
SPORTSWORLD - SUN N	1233	839	1.5	68.0	96	251	1.4	20.4	90	190	1.2	15.4	78	397	1.7	32.2	113
SUNDAY MORNING C	1611	1086	1.9	67.4	95	261	1.4	16.2	72	246	1.5	15.3	78	579	2.5	35.9	126

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NATURAL CHEESE (CHEESE OTHER THAN AMERICAN): USAGE IN LAST 7 DAYS
(FEMALE HOMEMAKERS)

0245
P-19

		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS 1 LB. OR MORE A '000	HEAVY USERS 1 LB. OR MORE B % DOWN	HEAVY USERS 1 LB. OR MORE C % ACROSS	HEAVY USERS 1 LB. OR MORE D INDX	MEDIUM USERS 1/2 LB. TO 3/4 LB. A '000	MEDIUM USERS 1/2 LB. TO 3/4 LB. B % DOWN	MEDIUM USERS 1/2 LB. TO 3/4 LB. C % ACROSS	MEDIUM USERS 1/2 LB. TO 3/4 LB. D INDX	LIGHT USERS 1/4 LB. OR LESS A '000	LIGHT USERS 1/4 LB. OR LESS B % DOWN	LIGHT USERS 1/4 LB. OR LESS C % ACROSS	LIGHT USERS 1/4 LB. OR LESS D INDX
TOTAL FEMALE HOMEMAKERS		80986	57338	100.0	70.8	100	18279	100.0	22.6	100	15953	100.0	19.7	100	23106	100.0	28.5	100
MKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	17123	29.9	65.7	93	4977	27.2	19.1	85	4813	30.2	18.5	94	7333	31.7	28.1	99
NETWORK AFFILIATES - LATE		20261	14300	24.9	70.6	100	4511	24.7	22.3	99	3978	24.9	19.6	100	5811	25.1	28.7	101
INDEPENDENTS - LATE		2076	1540	2.7	74.2	105	497	2.7	23.9	106	434	2.7	20.9	106	608	2.6	29.3	103
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	7510	13.1	71.8	101	2365	12.9	22.6	100	2175	13.6	20.8	106	2970	12.9	28.4	100
ABC MONDAY NIGHT MOVIE	A	6412	4605	8.0	71.8	101	1363	7.5	21.3	94	1420	8.9	22.1	112	1822	7.9	28.4	100
ABC SUNDAY NIGHT MOVIE	A	12407	8864	15.5	71.4	101	3007	16.5	24.2	107	2373	14.9	19.1	97	3484	15.1	28.1	98
ABC WORLD NEWS TONIGHT	A	6176	3906	6.8	63.2	89	1276	7.0	20.7	92	1000	6.3	16.2	82	1630	7.1	26.4	93
AFTERMASH	C	5863	3995	7.0	68.1	96	1095	6.0	18.7	83	1147	7.2	19.6	99	1754	7.6	29.9	105
ALICE	C	9594	6555	11.4	68.3	97	2045	11.2	21.3	94	1887	11.8	19.7	100	2623	11.4	27.3	96
AMERICAN PARADE	C	6622	4472	7.8	67.5	95	1456	8.0	22.0	97	1049	6.6	15.8	80	1967	8.5	29.7	104
BENSON	A	10886	7620	13.3	70.0	99	2394	13.1	22.0	97	2074	13.0	19.1	97	3152	13.6	29.0	101
BLUE THUNDER	A	5036	3573	6.2	70.9	100	1151	6.3	22.9	101	1028	6.4	20.4	104	1394	6.0	27.7	97
CAGNEY & LACEY	C	9965	7293	12.7	73.2	103	2412	13.2	24.2	107	2003	12.6	20.1	102	2877	12.5	28.9	101
CBS EVENING NEWS-DEAN	C	3491	2405	4.2	68.9	97	761	4.2	21.8	97	609	3.8	17.4	89	1035	4.5	29.6	104
CBS EVENING NEWS-RATHER	C	7123	4833	8.4	67.9	96	1303	7.1	18.3	81	1367	8.6	19.2	97	2164	9.4	30.4	106
CBS SAT. NEWS-SCHIEFFER	C	3621	2327	4.1	64.3	91	669	3.7	18.5	82	528	3.3	14.6	74	1131	4.9	31.2	109
CBS SATURDAY NIGHT MOVIE	C	5436	3949	6.9	72.6	103	1286	7.0	23.7	105	1107	6.9	20.4	103	1556	6.7	28.6	100
CBS WEDNESDAY NIGHT MOVIE	C	6100	4222	7.4	69.2	98	1342	7.3	22.0	97	1065	6.7	17.5	89	1815	7.9	29.8	104
CHEERS	N	8889	6714	11.7	75.5	107	2488	13.6	28.0	124	1879	11.8	21.1	107	2348	10.2	26.4	93
DALLAS	C	22109	15654	27.3	70.8	100	4830	26.4	21.8	97	3898	24.4	17.6	90	6925	30.0	31.3	110
DIFF'RENT STROKES	N	6940	4554	7.9	65.6	93	1379	7.5	19.9	88	1279	8.0	18.4	94	1897	8.2	27.3	96
DOUBLE TROUBLE	N	7223	5175	9.0	71.6	101	1799	9.8	24.9	110	1362	8.5	18.9	96	2015	8.7	27.9	98
DUCK FACTORY	N	5595	4060	7.1	72.6	102	1564	8.6	28.0	124	987	6.2	17.6	90	1508	6.5	27.0	94
DUKES OF HAZZARD	C	5768	3776	6.6	65.5	92	1162	6.4	20.1	89	1070	6.7	18.6	94	1544	6.7	26.8	94
DYNASTY	A	20053	13812	24.1	68.9	97	4325	23.7	21.6	96	3873	24.3	19.3	98	5614	24.3	28.0	98
FACTS OF LIFE	N	8087	5872	10.2	72.6	103	1978	10.8	24.5	108	1663	10.4	20.6	104	2231	9.7	27.6	97
FALCON CREST	C	20046	14123	24.6	70.5	100	4305	23.6	21.5	95	3628	22.7	18.1	92	6190	26.8	30.9	108
FALL GUY	A	9084	6509	11.4	71.7	101	1980	10.8	21.8	97	1815	11.4	20.0	101	2714	11.7	29.9	105
FAMILY TIES	N	7964	5631	9.8	70.7	100	2059	11.3	25.9	115	1651	10.3	20.7	105	1922	8.3	24.1	85
FANTASY ISLAND	A	7687	5203	9.1	67.7	96	1571	8.6	20.4	91	1483	9.3	19.3	98	2150	9.3	28.0	98
FOULUPS,BLEEPS & BLUNDERS	A	8861	6239	10.9	70.4	99	2211	12.1	25.0	111	1613	10.1	18.2	92	2415	10.5	27.3	96
FOUR SEASONS	C	5095	3593	6.3	70.5	100	1098	6.0	21.6	95	1093	6.9	21.5	109	1402	6.1	27.5	96
GIMME A BREAK	N	8838	5838	10.2	66.1	93	1997	10.9	22.6	100	1649	10.3	18.7	95	2192	9.5	24.8	87
HART TO HART	A	8978	6235	10.9	69.4	98	2072	11.3	23.1	102	1692	10.6	18.8	96	2471	10.7	27.5	96
HILL STREET BLUES	N	8590	6368	11.1	74.1	105	2281	12.5	26.6	118	1813	11.4	21.1	107	2273	9.8	26.5	93
HOTEL	A	14085	9841	17.2	69.9	99	3166	17.3	22.5	100	2677	16.8	19.0	96	3997	17.3	28.4	99
JEFFERSONS	C	9360	6276	10.9	67.1	95	1998	10.9	21.3	95	1709	10.7	18.3	93	2569	11.1	27.4	96
JENNIFER SLEPT HERE	N	5841	4077	7.1	69.8	99	1348	7.4	23.1	102	1144	7.2	19.6	99	1585	6.9	27.1	95
KATE & ALLIE	C	9206	6718	11.7	73.0	103	2166	11.8	23.5	104	1797	11.3	19.5	99	2756	11.9	29.9	105
KNIGHT RIDER	N	7076	5115	8.9	72.3	102	1503	8.2	21.2	94	1431	9.0	20.2	103	2181	9.4	30.8	108
LOVE BOAT	A	12219	8244	14.4	67.5	95	2516	13.8	20.6	91	2207	13.8	18.1	92	3520	15.2	28.8	101
MAGNUM PI	C	11199	7975	13.9	71.2	101	2330	12.7	20.8	92	2202	13.8	19.7	100	3443	14.9	30.7	108
MAMA'S FAMILY	N	6057	4317	7.5	71.3	101	1418	7.8	23.4	104	1134	7.1	18.7	95	1766	7.6	29.2	102
MASTER, THE	N	3598	2530	4.4	70.3	99	914	5.0	25.4	113	672	4.2	18.7	95	943	4.1	26.2	92
MATT HOUSTON	A	6344	4703	8.2	74.1	105	1680	9.2	26.5	117	1236	7.7	19.5	99	1787	7.7	28.2	99
NBC MONDAY NIGHT MOVIE	N	11994	8683	15.1	72.4	102	2881	15.8	24.0	106	2333	14.6	19.5	99	3469	15.0	28.9	101
NBC NIGHTLY NEWS	N	5132	3425	6.0	66.7	94	1038	5.7	20.2	90	1110	7.0	21.6	110	1277	5.5	24.9	87
NBC NIGHTLY NEWS-SAT	N	3375	2285	4.0	67.7	96	699	3.8	20.7	92	574	3.6	17.0	86	1012	4.4	30.0	105
NBC NIGHTLY NEWS-SUN	N	3130	2060	3.6	65.8	93	710	3.9	22.7	101	463	2.9	14.8	75	887	3.8	28.3	99
NBC SUNDAY NIGHT MOVIE	N	8284	6034	10.5	72.8	103	2023	11.1	24.4	108	1918	12.0	23.2	118	2093	9.1	25.3	89
NEWHART	C	9240	6669	11.6	72.2	102	2092	11.4	22.6	100	1878	11.8	20.3	103	2699	11.7	29.2	102
ONE DAY AT A TIME	C	7288	5061	8.8	69.4	98	1471	8.0	20.2	89	1401	8.8	19.2	98	2189	9.5	30.0	105
PEOPLE ARE FUNNY	N	4855	3456	6.0	71.2	101	1145	6.3	23.6	104	868	5.4	17.9	91	1443	6.2	29.7	104
REAL PEOPLE	N	8869	5934	10.3	66.9	95	1765	9.7	19.9	88	1837	11.5	20.7	105	2333	10.1	26.3	92
REMINGTON STEELE	N	7743	5528	9.6	71.4	101	1596	8.7	20.6	91	1678	10.5	21.7	110	2254	9.8	29.1	102
RIPLEY'S BELIEVE IT - NOT	A	5345	4005	7.0	74.9	106	1237	6.8	23.1	103	1150	7.2	21.5	109	1618	7.0	30.3	106
RIPTIDE	N	6988	4959	8.6	71.0	100	1661	9.1	23.8	105	1409	8.8	20.2	102	1889	8.2	27.0	95
SCARECROW & MRS. KING	C	10002	6991	12.2	69.9	99	1980	10.8	19.8	88	1883	11.8	18.8	96	3128	13.5	31.3	110
SIMON & SIMON	C	10638	7536	13.1	70.8	100	2264	12.4	21.3	94	2155	13.5	20.3	103	3116	13.5	29.3	103
60 MINUTES	C	13293	9184	16.0	69.1	98	2760	15.1	20.8	92	2444	15.3	18.4	93	3980	17.2	29.9	105
ST. ELSEWHERE	N	7017	5230	9.1	74.5	105	1698	9.3	24.2	107	1504	9.4	21.4	109	2029	8.8	28.9	101
THREE'S COMPANY	A	10917	7890	13.8	72.3	102	2519	13.8	23.1	102	2231	14.0	20.4	104	3141	13.6	28.8	101
T.J. HOOKER	A	9204	6407	11.2	69.6	98	1899	10.4	20.6	91	1698	10.6	18.4	94	2809	12.2	30.5	107
TONIGHT SHOW	N	2372	1726	3.0	72.8	103	593	3.2	25.0	111	503	3.2	21.2	108	631	2.7	26.6	93
TRAPPER JOHN, M.D.	C	9846	6618	11.5	67.2	95	2020	11.1	20.5	91	1934	12.1	19.6	100	2664	11.5	27.1	95
TV BLOOPERS & PRAC. JOKES	N	9105	6532	11.4	71.7	101	2157	11.8	23.7	105	1720	10.8	18.9	96	2655	11.5	29.2	102
20/20	A	9387	6795	11.9	72.4	102	2464	13.5	26.2	116	1736	10.9	18.5	94	2595	11.2	27.6	97
WEBSTER	A	11067	7832	13.7	70.8	100	2457	13.4	22.2	98	2213	13.9	20.0	102	3162	13.7	28.6	100
WORLD NEWS - SUN	A	3062	2234	3.9	73.0	103	622	3.4	20.3	90	715	4.5	23.4	119	897	3.9	29.3	103
YELLOW ROSE	N	4978	3624	6.3	72.8	103	1071	5.9	21.5	95	1013	6.3	20.3	103	1541	6.7	31.0	109
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	6966	12.1	78.5	111	2116	11.6	23.8	106	2114	13.3	23.8	121	2736	11.8	30.8	108
BASKETBALL - COLLEGE GAMES		4080	3069	5.4	75.2	106	814	4.5	20.0	88	1128	7.1	27.6	140	1126	4.9	27.6	97
BASKETBALL - PRO GAMES		3607	2790	4.9	77.3	109	870	4.8	24.1	107	892	5.6	24.7	126	1028	4.4	28.5	100
BOWLING		3883	3155	5.5	81.3	115	824	4.5	21.2	94	926	5.8	23.8	121	1405	6.1	36.2	127
BOXING		3928	2927	5.1	74.5	105	1016	5.6	25.9	115	785	4.9	20.0	101	1126	4.9	28.7	100
FOOTBALL - COLLEGE GAMES		6366	5026	8.8	79.0	112	1658	9.1	26.0	115	1645	10.3	25.8	131	1723	7.5	27.1	95
FOOTBALL - PRO GAMES		11300	9444	16.5	83.6	118	3115	17.0	27.6	122	2910	18.2	25.8	131	3420	14.8	30.3	106
GOLF		3378	2766	4.8	81.9	116	1017	5.6	30.1	133	694	4.4	20.5	104	1056	4.6	31.3	110
POST-SEASON COLL. FOOTBALL		4906	3881	6.8	79.1	112	1348	7.4	27.5	122	1304	8.2	26.6	135	1230	5.3	25.1	88
POST-SEASON PRO FOOTBALL		6120	5052	8.8	82.5	117	1664	9.1	27.2	120	1677	10.5	27.4	139	1711	7.4	28.0	98
TENNIS		3033	2257	3.9	74.4	105	777	4.3	25.6	114	761	4.8	25.1	127	719	3.1	23.7	83
WRESTLING - PROFESSIONAL		3344	2429	4.2	72.6	103	934	5.1	27.9	124	615	3.9	18.4	93	880	3.8	26.3	92

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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NATURAL CHEESE (CHEESE OTHER THAN AMERICAN) - FORMS & TYPES
(FEMALE HOMEMAKERS)

0246
P-19

	TOTAL U.S. '000	CHUNK/STICK A '000	CHUNK/STICK B % DOWN	CHUNK/STICK C % ACROSS	CHUNK/STICK D INDX	GRATED/SHREDDED A '000	GRATED/SHREDDED B % DOWN	GRATED/SHREDDED C % ACROSS	GRATED/SHREDDED D INDX	ROUND A '000	ROUND B % DOWN	ROUND C % ACROSS	ROUND D INDX	WEDGE A '000	WEDGE B % DOWN	WEDGE C % ACROSS	WEDGE D INDX
TOTAL FEMALE HOMEMAKERS	80986	30934	100.0	38.2	100	16196	100.0	20.0	100	8194	100.0	10.1	100	14109	100.0	17.4	100
18 - 24	9282	3350	10.8	36.1	94	1557	9.6	16.8	84	995	12.1	10.7	106	1455	10.3	15.7	90
25 - 34	19072	8882	28.7	46.6	122	4949	30.6	25.9	130	2149	26.2	11.3	111	3645	25.8	19.1	110
35 - 44	14591	6440	20.8	44.1	116	3313	20.5	22.7	114	1696	20.7	11.6	115	2650	18.8	18.2	104
45 - 54	11345	4508	14.6	39.7	104	2516	15.5	22.2	111	1256	15.3	11.1	109	2287	16.2	20.2	116
55 - 64	11635	4291	13.9	36.9	97	2113	13.0	18.2	91	1165	14.2	10.0	99	2042	14.5	17.6	101
65 OR OLDER	15061	3463	11.2	23.0	60	1749	10.8	11.6	58	934	11.4	6.2	61	2031	14.4	13.5	77
18 - 34	28354	12232	39.5	43.1	113	6505	40.2	22.9	115	3144	38.4	11.1	110	5100	36.1	18.0	103
18 - 49	48339	20922	67.6	43.3	113	11091	68.5	22.9	115	5466	66.7	11.3	112	8710	61.7	18.0	103
25 - 54	45008	19831	64.1	44.1	115	10778	66.5	23.9	120	5100	62.2	11.3	112	8582	60.8	19.1	109
35 - 49	19985	8690	28.1	43.5	114	4586	28.3	22.9	115	2322	28.3	11.6	115	3610	25.6	18.1	104
50 OR OLDER	32647	10012	32.4	30.7	80	5105	31.5	15.6	78	2729	33.3	8.4	83	5399	38.3	16.5	95
GRADUATED COLLEGE	11155	5946	19.2	53.3	140	2769	17.1	24.8	124	1432	17.5	12.8	127	2749	19.5	24.6	141
ATTENDED COLLEGE	13682	6994	22.6	51.1	134	3227	19.9	23.6	118	1320	16.1	9.6	95	2755	19.5	20.1	116
GRADUATED HIGH SCHOOL	33880	12435	40.2	36.7	96	7224	44.6	21.3	107	4178	51.0	12.3	122	5929	42.0	17.5	100
DID NOT GRADUATE HIGH SCHOOL	22270	5559	18.0	25.0	65	2977	18.4	13.4	67	1264	15.4	5.7	56	2675	19.0	12.0	69
EMPLOYED	40306	18015	58.2	44.7	117	9035	55.8	22.4	112	4417	53.9	11.0	108	8060	57.1	20.0	115
EMPLOYED FULL-TIME	32850	14635	47.3	44.6	117	7140	44.1	21.7	109	3618	44.2	11.0	109	6637	47.0	20.2	116
EMPLOYED PART-TIME	7456	3379	10.9	45.3	119	1895	11.7	25.4	127	799	9.8	10.7	106	1424	10.1	19.1	110
NOT EMPLOYED	40680	12919	41.8	31.8	83	7161	44.2	17.6	88	3777	46.1	9.3	92	6048	42.9	14.9	85
PROFESSIONAL/MANAGER	10392	5545	17.9	53.4	140	2691	16.6	25.9	129	1159	14.1	11.2	110	2472	17.5	23.8	137
TECH/CLERICAL/SALES	17574	8341	27.0	47.5	124	4257	26.3	24.2	121	1948	23.8	11.1	110	3659	25.9	20.8	120
PRECISION/CRAFT	985	*458	1.5	46.5	122	**244	1.5	24.8	124	**153	1.9	15.5	154	**169	1.2	17.2	98
OTHER EMPLOYED	11354	3672	11.9	32.3	85	1843	11.4	16.2	81	1157	14.1	10.2	101	1760	12.5	15.5	89
SINGLE	9863	3755	12.1	38.1	100	1535	9.5	15.6	78	977	11.9	9.9	98	1949	13.8	19.8	113
MARRIED	51375	21462	69.4	41.8	109	11876	73.3	23.1	116	5725	69.9	11.1	110	9297	65.9	18.1	104
DIVORCED/SEPARATED/WIDOWED	19748	5718	18.5	29.0	76	2785	17.2	14.1	71	1493	18.2	7.6	75	2862	20.3	14.5	83
PARENTS	32590	13878	44.9	42.6	111	7981	49.3	24.5	122	3737	45.6	11.5	113	5489	38.9	16.8	97
WHITE	70416	28306	91.5	40.2	105	14943	92.3	21.2	106	7326	89.4	10.4	103	12996	92.1	18.5	106
BLACK	8778	1821	5.9	20.7	54	920	5.7	10.5	52	621	7.6	7.1	70	880	6.2	10.0	58
OTHER	1791	*807	2.6	45.1	118	**333	2.1	18.6	93	**247	3.0	13.8	136	**233	1.7	13.0	75
NORTHEAST-CENSUS	17786	7190	23.2	40.4	106	4971	30.7	27.9	140	1204	14.7	6.8	67	3267	23.2	18.4	105
NORTH CENTRAL	20741	8153	26.4	39.3	103	5482	33.8	26.4	132	2525	30.8	12.2	120	4065	28.8	19.6	112
SOUTH	27775	7898	25.5	28.4	74	3544	21.9	12.8	64	2727	33.3	9.8	97	4502	31.9	16.2	93
WEST	14683	7693	24.9	52.4	137	2200	13.6	15.0	75	1739	21.2	11.8	117	2275	16.1	15.5	89
NORTHEAST-MKTG.	17961	6976	22.6	38.8	102	4907	30.3	27.3	137	1504	18.4	8.4	83	3386	24.0	18.9	108
EAST CENTRAL	11885	4224	13.7	35.5	93	3044	18.8	25.6	128	1153	14.1	9.7	96	1912	13.6	16.1	92
WEST CENTRAL	14090	5910	19.1	41.9	110	3563	22.0	25.3	126	1778	21.7	12.6	125	2989	21.2	21.2	122
SOUTH	24081	6916	22.4	28.7	75	2758	17.0	11.5	57	2263	27.6	9.4	93	3934	27.9	16.3	94
PACIFIC	12969	6908	22.3	53.3	139	1925	11.9	14.8	74	1496	18.3	11.5	114	1888	13.4	14.6	84
COUNTY SIZE A	32439	12805	41.4	39.5	103	6801	42.0	21.0	105	3643	44.5	11.2	111	5901	41.8	18.2	104
COUNTY SIZE B	24915	9572	30.9	38.4	101	5251	32.4	21.1	105	2226	27.2	8.9	88	4312	30.6	17.3	99
COUNTY SIZE C	12930	5342	17.3	41.3	108	2329	14.4	18.0	90	1076	13.1	8.3	82	2312	16.4	17.9	103
COUNTY SIZE D	10703	3215	10.4	30.0	79	1815	11.2	17.0	85	1250	15.3	11.7	115	1584	11.2	14.8	85
METRO CENTRAL CITY	24518	8697	28.1	35.5	93	4662	28.8	19.0	95	2657	32.4	10.8	107	4232	30.0	17.3	99
METRO SUBURBAN	35919	15498	50.1	43.1	113	7976	49.2	22.2	111	3604	44.0	10.0	99	6621	46.9	18.4	106
NON METRO	20549	6738	21.8	32.8	86	3559	22.0	17.3	87	1933	23.6	9.4	93	3256	23.1	15.8	91
TOP 5 ADI'S	18341	7611	24.6	41.5	109	4093	25.3	22.3	112	1785	21.8	9.7	96	3338	23.7	18.2	104
TOP 10 ADI'S	25378	10040	32.5	39.6	104	5241	32.4	20.7	103	2593	31.6	10.2	101	4619	32.7	18.2	104
TOP 20 ADI'S	36488	14715	47.6	40.3	106	7442	45.9	20.4	102	3730	45.5	10.2	101	6677	47.3	18.3	105
HSHLD INC. $50,000 OR MORE	6612	3728	12.1	56.4	148	2001	12.4	30.3	151	835	10.2	12.6	125	1742	12.3	26.3	151
$40,000 OR MORE	12659	7025	22.7	55.5	145	3566	22.0	28.2	141	1579	19.3	12.5	123	3106	22.0	24.5	141
$30,000 OR MORE	24698	12683	41.0	51.4	134	6544	40.4	26.5	132	3101	37.8	12.6	124	5718	40.5	23.2	133
$25,000 OR MORE	32077	16195	52.4	50.5	132	8470	52.3	26.4	132	3808	46.5	11.9	117	7237	51.3	22.6	130
$20,000 - $24,999	9144	3643	11.8	39.8	104	1746	10.8	19.1	95	1058	12.9	11.6	114	1740	12.3	19.0	109
$15,000 - $19,999	8728	2859	9.2	32.8	86	1750	10.8	20.1	100	821	10.0	9.4	93	1307	9.3	15.0	86
$10,000 - $14,999	12562	3893	12.6	31.0	81	2228	13.8	17.7	89	1318	16.1	10.5	104	1848	13.1	14.7	84
UNDER $10,000	18475	4344	14.0	23.5	62	2003	12.4	10.8	54	1190	14.5	6.4	64	1977	14.0	10.7	61
HOUSEHOLD OF 1 PERSON	11987	3610	11.7	30.1	79	1456	9.0	12.1	61	735	9.0	6.1	61	1738	12.3	14.5	83
2 PEOPLE	26577	9666	31.2	36.4	95	4730	29.2	17.8	89	2628	32.1	9.9	98	4914	34.8	18.5	106
3 OR 4 PEOPLE	30617	12846	41.5	42.0	110	7161	44.2	23.4	117	3618	44.2	11.8	117	5444	38.6	17.8	102
5 OR MORE PEOPLE	11804	4812	15.6	40.8	107	2849	17.6	24.1	121	1213	14.8	10.3	102	2012	14.3	17.0	98
NO CHILD IN HSHLD	46165	16415	53.1	35.6	93	7880	48.7	17.1	85	4291	52.4	9.3	92	8242	58.4	17.9	102
CHILD(REN) UNDER 2 YRS	5325	2182	7.1	41.0	107	1149	7.1	21.6	108	*509	6.2	9.6	94	900	6.4	16.9	97
2 - 5 YEARS	14221	5559	18.0	39.1	102	3190	19.7	22.4	112	1489	18.2	10.5	103	2277	16.1	16.0	92
6 - 11 YEARS	15117	6249	20.2	41.3	108	3805	23.5	25.2	126	1627	19.9	10.8	106	2460	17.4	16.3	93
12 - 17 YEARS	16611	7182	23.2	43.2	113	3880	24.0	23.4	117	1845	22.5	11.1	110	2771	19.6	16.7	96
RESIDENCE OWNED	55884	22247	71.9	39.8	104	11861	73.2	21.2	106	5942	72.5	10.6	105	10361	73.4	18.5	106
VALUE: $50,000 OR MORE	31744	14933	48.3	47.0	123	7539	46.5	23.7	119	3709	45.3	11.7	115	6709	47.6	21.1	121
VALUE: UNDER $50,000	24140	7315	23.6	30.3	79	4322	26.7	17.9	90	2234	27.3	9.3	91	3652	25.9	15.1	87

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NATURAL CHEESE (CHEESE OTHER THAN AMERICAN) - FORMS & TYPES
(FEMALE HOMEMAKERS)

0247
P-19

		TOTAL U.S. '000	CHUNK/STICK A '000	CHUNK/STICK B % DOWN	CHUNK/STICK C % ACROSS	CHUNK/STICK D INDX	GRATED/SHREDDED A '000	GRATED/SHREDDED B % DOWN	GRATED/SHREDDED C % ACROSS	GRATED/SHREDDED D INDX	ROUND A '000	ROUND B % DOWN	ROUND C % ACROSS	ROUND D INDX	WEDGE A '000	WEDGE B % DOWN	WEDGE C % ACROSS	WEDGE D INDX
TOTAL FEMALE HOMEMAKERS		80986	30934	100.0	38.2	100	16196	100.0	20.0	100	8194	100.0	10.1	100	14109	100.0	17.4	100
MAGAZINES	QUINTILE 1	15799	7285	23.6	46.1	121	3740	23.1	23.7	118	1914	23.4	12.1	120	3383	24.0	21.4	123
	QUINTILE 2	17259	7480	24.2	43.3	113	4209	26.0	24.4	122	1807	22.1	10.5	103	3278	23.2	19.0	109
	QUINTILE 3	13545	5514	17.8	40.7	107	2830	17.5	20.9	104	1456	17.8	10.7	106	2229	15.8	16.5	94
	QUINTILE 4	15133	5427	17.5	35.9	94	2629	16.2	17.4	87	1522	18.6	10.1	99	2497	17.7	16.5	95
	QUINTILE 5	19250	5228	16.9	27.2	71	2788	17.2	14.5	72	1496	18.3	7.8	77	2722	19.3	14.1	81
NEWSPAPERS	QUINTILE 1	12413	5436	17.6	43.8	115	2921	18.0	23.5	118	1252	15.3	10.1	100	2589	18.3	20.9	120
	QUINTILE 2	24116	10094	32.6	41.9	110	5081	31.4	21.1	105	2720	33.2	11.3	111	4493	31.8	18.6	107
	QUINTILE 3	11261	4211	13.6	37.4	98	2438	15.1	21.6	108	1256	15.3	11.2	110	2219	15.7	19.7	113
	QUINTILE 4	20255	7595	24.6	37.5	98	4064	25.1	20.1	100	2021	24.7	10.0	99	3049	21.6	15.1	86
	QUINTILE 5	12940	3597	11.6	27.8	73	1692	10.4	13.1	65	945	11.5	7.3	72	1758	12.5	13.6	78
OUTDOOR	QUINTILE 1	14852	6442	20.8	43.4	114	3426	21.2	23.1	115	1568	19.1	10.6	104	2961	21.0	19.9	114
	QUINTILE 2	15725	6495	21.0	41.3	108	3230	19.9	20.5	103	1708	20.8	10.9	107	2971	21.1	18.9	108
	QUINTILE 3	16330	6446	20.8	39.5	103	3270	20.2	20.0	100	1759	21.5	10.8	106	2767	19.6	16.9	97
	QUINTILE 4	16744	5864	19.0	35.0	92	3078	19.0	18.4	92	1720	21.0	10.3	102	2712	19.2	16.2	93
	QUINTILE 5	17334	5687	18.4	32.8	86	3193	19.7	18.4	92	1440	17.6	8.3	82	2697	19.1	15.6	89
RADIO-DRIVE TIME	QUINTILE 1	15911	6265	20.3	39.4	103	3270	20.2	20.6	103	1680	20.5	10.6	104	2967	21.0	18.6	107
	QUINTILE 2	14837	5992	19.4	40.4	106	3307	20.4	22.3	111	1410	17.2	9.5	94	2603	18.4	17.5	101
	QUINTILE 3	15339	6422	20.8	41.9	110	3195	19.7	20.8	104	1674	20.4	10.9	108	2684	19.0	17.5	100
	QUINTILE 4	16723	6123	19.8	36.6	96	3533	21.8	21.1	106	1453	17.7	8.7	86	2977	21.1	17.8	102
	QUINTILE 5	18176	6132	19.8	33.7	88	2892	17.9	15.9	80	1978	24.1	10.9	108	2878	20.4	15.8	91
RADIO-MID-DAY	TERCILE 1	31020	8286	26.8	39.4	103	4543	28.1	21.6	108	2071	25.3	9.9	97	4109	29.1	19.5	112
	TERCILE 2	21610	8403	27.2	38.9	102	4396	27.1	20.3	102	2383	29.1	11.0	109	3647	25.8	16.9	97
	TERCILE 3	28355	14245	46.0	37.1	97	7257	44.8	18.9	95	3741	45.7	9.8	96	6352	45.0	16.6	95
RADIO-TOTAL	QUINTILE 1	15988	6287	20.3	39.3	103	3279	20.2	20.5	103	1548	18.9	9.7	96	2875	20.4	18.0	103
	QUINTILE 2	15626	5917	19.1	37.9	99	3239	20.0	20.7	104	1430	17.5	9.2	90	2940	20.8	18.8	108
	QUINTILE 3	16723	6931	22.4	41.4	109	4050	25.0	24.2	121	1858	22.7	11.1	110	3207	22.7	19.2	110
	QUINTILE 4	16342	6596	21.3	40.4	106	3110	19.2	19.0	95	1875	22.9	11.5	113	2556	18.1	15.6	90
	QUINTILE 5	16306	5203	16.8	31.9	84	2518	15.5	15.4	77	1484	18.1	9.1	90	2531	17.9	15.5	89
TV-PRIME TIME	QUINTILE 1	15953	5777	18.7	36.2	95	3154	19.5	19.8	99	1461	17.8	9.2	91	2914	20.7	18.3	105
	QUINTILE 2	16137	6327	20.5	39.2	103	3446	21.3	21.4	107	1907	23.3	11.8	117	2903	20.6	18.0	103
	QUINTILE 3	16420	6455	20.9	39.3	103	3310	20.4	20.2	101	1707	20.8	10.4	103	2845	20.2	17.3	99
	QUINTILE 4	16687	6326	20.4	37.9	99	3169	19.6	19.0	95	1594	19.5	9.6	94	2955	20.9	17.7	102
	QUINTILE 5	15789	6049	19.6	38.3	100	3118	19.3	19.7	99	1526	18.6	9.7	96	2491	17.7	15.8	91
TV-DAYTIME	TERCILE 1	27736	8852	28.6	31.9	84	5111	31.6	18.4	92	2679	32.7	9.7	95	4124	29.2	14.9	85
	TERCILE 2	26489	10670	34.5	40.3	105	5887	36.3	22.2	111	2682	32.7	10.1	100	5147	36.5	19.4	112
	TERCILE 3	26761	11412	36.9	42.6	112	5198	32.1	19.4	97	2834	34.6	10.6	105	4837	34.3	18.1	104
TV-TOTAL	QUINTILE 1	16345	5434	17.6	33.2	87	2670	16.5	16.3	82	1556	19.0	9.5	94	2500	17.7	15.3	88
	QUINTILE 2	16447	5532	17.9	33.6	88	3252	20.1	19.8	99	1471	18.0	8.9	88	2687	19.0	16.3	94
	QUINTILE 3	15980	6306	20.4	39.5	103	3578	22.1	22.4	112	1828	22.3	11.4	113	3105	22.0	19.4	112
	QUINTILE 4	15887	6605	21.4	41.6	109	3298	20.4	20.8	104	1835	22.4	11.6	114	3012	21.3	19.0	109
	QUINTILE 5	16326	7057	22.8	43.2	113	3398	21.0	20.8	104	1505	18.4	9.2	91	2804	19.9	17.2	99
MAGAZINES-NEWSPAPERS: DUAL		20721	9758	31.5	47.1	123	5140	31.7	24.8	124	2391	29.2	11.5	114	4324	30.6	20.9	120
MAGAZINE IMPERATIVE		19186	7720	25.0	40.2	105	4298	26.5	22.4	112	2070	25.3	10.8	107	3453	24.5	18.0	103
NEWSPAPER IMPERATIVE		21899	7901	25.5	36.1	94	4194	25.9	19.2	96	2328	28.4	10.6	105	3719	26.4	17.0	97
MAGAZINES-OUTDOOR: DUAL		15451	7434	24.0	48.1	126	3679	22.7	23.8	119	1792	21.9	11.6	115	3430	24.3	22.2	127
MAGAZINE IMPERATIVE		25353	10502	33.9	40.5	106	5781	35.7	22.3	111	2850	34.8	11.0	109	4666	33.1	18.0	103
OUTDOOR IMPERATIVE		24400	8789	28.4	36.0	94	4508	27.8	18.5	92	2426	29.6	9.9	98	3904	27.7	16.0	92
MAGAZINES-RADIO: DUAL		18049	7618	24.6	42.2	110	4098	25.3	22.7	114	2011	24.5	11.1	110	3477	24.6	19.3	111
MAGAZINE IMPERATIVE		23571	10704	34.6	45.4	119	5581	34.5	23.7	118	2789	34.0	11.8	117	4506	31.9	19.1	110
RADIO IMPERATIVE		23278	8267	26.7	35.5	93	4471	27.6	19.2	96	2018	24.6	8.7	86	3987	28.3	17.1	98
MAGAZINES-TELEVISION: DUAL		15459	6376	20.6	41.2	108	3405	21.0	22.0	110	1729	21.1	11.2	111	2887	20.5	18.7	107
MAGAZINE IMPERATIVE		25829	12028	38.9	46.6	122	6396	39.5	24.8	124	2910	35.5	11.3	111	5133	36.4	19.9	114
TELEVISION IMPERATIVE		26039	7658	24.8	29.4	77	4120	25.4	15.8	79	2276	27.8	8.7	86	3820	27.1	14.7	84
NEWSPAPERS-OUTDOOR: DUAL		16605	7438	24.0	44.8	117	4089	25.2	24.6	123	1745	21.3	10.5	104	3730	26.4	22.5	129
NEWSPAPER IMPERATIVE		26834	10482	33.9	39.1	102	5412	33.4	20.2	101	2893	35.3	10.8	107	4675	33.1	17.4	100
OUTDOOR IMPERATIVE		23346	8980	29.0	38.5	101	4414	27.3	18.9	95	2445	29.8	10.5	104	3585	25.4	15.4	88
NEWSPAPERS-RADIO: DUAL		17133	7184	23.2	41.9	110	3751	23.2	21.9	109	1802	22.0	10.5	104	3361	23.8	19.6	113
NEWSPAPER IMPERATIVE		25892	10840	35.0	41.9	110	5642	34.8	21.8	109	2946	36.0	11.4	112	4953	35.1	19.1	110
RADIO IMPERATIVE		23167	8273	26.7	35.7	93	4640	28.6	20.0	100	2008	24.5	8.7	86	3985	28.2	17.2	99
NEWSPAPERS-TELEVISION: DUAL		17159	6410	20.7	37.4	98	3584	22.1	20.9	104	1762	21.5	10.3	101	3276	23.2	19.1	110
NEWSPAPER IMPERATIVE		26214	11820	38.2	45.1	118	5951	36.7	22.7	114	2990	36.5	11.4	113	5198	36.8	19.8	114
TELEVISION IMPERATIVE		23412	7313	23.6	31.2	82	3976	24.5	17.0	85	2115	25.8	9.0	89	3313	23.5	14.2	81
OUTDOOR-RADIO: DUAL		15303	6483	21.0	42.4	111	3324	20.5	21.7	109	1539	18.8	10.1	99	3206	22.7	21.0	120
OUTDOOR IMPERATIVE		24901	10300	33.3	41.4	108	5110	31.6	20.5	103	2757	33.6	11.1	109	4332	30.7	17.4	100
RADIO IMPERATIVE		26492	9699	31.4	36.6	96	5551	34.3	21.0	105	2598	31.7	9.8	97	4568	32.4	17.2	99
OUTDOOR-TELEVISION: DUAL		14794	5736	18.5	38.8	102	2986	18.4	20.2	101	1483	18.1	10.0	99	2669	18.9	18.0	104
OUTDOOR IMPERATIVE		25437	11389	36.8	44.8	117	5810	35.9	22.8	114	2918	35.6	11.5	113	4961	35.2	19.5	112
TELEVISION IMPERATIVE		27877	8965	29.0	32.2	84	4987	30.8	17.9	89	2690	32.8	9.6	95	4304	30.5	15.4	89
RADIO-TELEVISION: DUAL		15996	5943	19.2	37.2	97	3276	20.2	20.5	102	1646	20.1	10.3	102	2860	20.3	17.9	103
RADIO IMPERATIVE		25478	10647	34.4	41.8	109	5824	36.0	22.9	114	2534	30.9	9.9	98	4902	34.7	19.2	110
TELEVISION IMPERATIVE		26573	9074	29.3	34.1	89	4972	30.7	18.7	94	2589	31.6	9.7	96	4300	30.5	16.2	93

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NATURAL CHEESE (CHEESE OTHER THAN AMERICAN) - FORMS & TYPES
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	CHUNK/STICK A '000	CHUNK/STICK B % DOWN	CHUNK/STICK C % ACROSS	CHUNK/STICK D INDX	GRATED/SHREDDED A '000	GRATED/SHREDDED B % DOWN	GRATED/SHREDDED C % ACROSS	GRATED/SHREDDED D INDX	ROUND A '000	ROUND B % DOWN	ROUND C % ACROSS	ROUND D INDX	WEDGE A '000	WEDGE B % DOWN	WEDGE C % ACROSS	WEDGE D INDX
TOTAL FEMALE HOMEMAKERS	80986	30934	100.0	38.2	100	16196	100.0	20.0	100	8194	100.0	10.1	100	14109	100.0	17.4	100
ATLANTIC MONTHLY	415	*203	0.7	48.9	128	**75	0.5	18.1	90	**28	0.3	6.7	67	*88	0.6	21.2	122
BARRON'S	453	*263	0.9	58.1	152	**133	0.8	29.4	147	**84	1.0	18.5	183	**158	1.1	34.9	200
BETTER HOMES & GARDENS	16256	7274	23.5	44.7	117	3874	23.9	23.8	119	1856	22.7	11.4	113	3443	24.4	21.2	122
BON APPETIT	2535	1448	4.7	57.1	150	534	3.3	21.1	105	354	4.3	14.0	138	720	5.1	28.4	163
BUSINESS WEEK	1278	541	1.7	42.3	111	352	2.2	27.5	138	*144	1.8	11.3	111	251	1.8	19.6	113
CAR AND DRIVER	378	*182	0.6	48.1	126	**47	0.3	12.4	62	**48	0.6	12.7	126	**54	0.4	14.3	82
CBS MAGAZINE NETWORK (GROSS)	1498	873	2.8	58.3	153	313	1.9	20.9	104	*127	1.5	8.5	84	*296	2.1	19.8	113
CHANGING TIMES	1505	614	2.0	40.8	107	272	1.7	18.1	90	*146	1.8	9.7	96	323	2.3	21.5	123
COLONIAL HOMES	1231	505	1.6	41.0	107	*273	1.7	22.2	111	**103	1.3	8.4	83	314	2.2	25.5	146
CONDE NAST MAG. PKG. (GROSS)	14146	6016	19.4	42.5	111	3353	20.7	23.7	119	1794	21.9	12.7	125	3160	22.4	22.3	128
CONSUMERS DIGEST	1323	677	2.2	51.2	134	*263	1.6	19.9	99	*125	1.5	9.4	93	262	1.9	19.8	114
COSMOPOLITAN	7102	3093	10.0	43.6	114	1696	10.5	23.9	119	796	9.7	11.2	111	1574	11.2	22.2	127
COUNTRY LIVING	2481	1230	4.0	49.6	130	634	3.9	25.6	128	297	3.6	12.0	118	580	4.1	23.4	134
CUISINE	1472	682	2.2	46.3	121	270	1.7	18.3	92	*190	2.3	12.9	128	399	2.8	27.1	156
CYCLE WORLD	425	*231	0.7	54.4	142	**176	1.1	41.4	207	**38	0.5	8.9	88	**111	0.8	26.1	150
DCI:CREATIVE IDEAS FOR LIV	2510	1123	3.6	44.7	117	486	3.0	19.4	97	*241	2.9	9.6	95	452	3.2	18.0	103
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	2886	9.3	43.1	113	1229	7.6	18.4	92	784	9.6	11.7	116	1362	9.7	20.3	117
DISCOVER	894	468	1.5	52.3	137	*235	1.5	26.3	131	*128	1.6	14.3	142	205	1.5	22.9	132
EBONY	3507	845	2.7	24.1	63	426	2.6	12.1	61	278	3.4	7.9	78	364	2.6	10.4	60
ESQUIRE	1083	350	1.1	32.3	85	*264	1.6	24.4	122	**118	1.4	10.9	108	*177	1.3	16.3	94
ESSENCE	1830	504	1.6	27.5	72	261	1.6	14.3	71	*122	1.5	6.7	66	*167	1.2	9.1	52
FAMILY CIRCLE	15930	6980	22.6	43.8	115	3930	24.3	24.7	123	1827	22.3	11.5	113	3124	22.1	19.6	113
THE FAMILY HANDYMAN	1126	556	1.8	49.4	129	363	2.2	32.2	161	**118	1.4	10.5	104	*221	1.6	19.6	113
FAMILY WEEKLY	11468	4642	15.0	40.5	106	2283	14.1	19.9	100	1145	14.0	10.0	99	1795	12.7	15.7	90
FIELD & STREAM	2234	900	2.9	40.3	105	477	2.9	21.4	107	*194	2.4	8.7	86	324	2.3	14.5	83
FOOD & WINE	579	276	0.9	47.7	125	**79	0.5	13.6	68	**74	0.9	12.8	126	*119	0.8	20.6	118
FORBES	728	409	1.3	56.2	147	*262	1.6	36.0	180	**103	1.3	14.1	140	*201	1.4	27.6	158
FORTUNE	906	416	1.3	45.9	120	*335	2.1	37.0	185	**120	1.5	13.2	131	281	2.0	31.0	178
GENTLEMEN'S QUARTERLY	791	352	1.1	44.5	117	*125	0.8	15.8	79	**141	1.7	17.8	176	*166	1.2	21.0	120
GLAMOUR	5265	2306	7.5	43.8	115	1226	7.6	23.3	116	725	8.8	13.8	136	1242	8.8	23.6	135
GOLF DIGEST	636	380	1.2	59.7	156	*212	1.3	33.3	167	**65	0.8	10.2	101	*135	1.0	21.2	122
GOLF DIGEST/TENNIS (GROSS)	1186	603	1.9	50.8	133	336	2.1	28.3	142	*140	1.7	11.8	117	229	1.6	19.3	111
GOLF MAGAZINE	441	*275	0.9	62.4	163	**151	0.9	34.2	171	**59	0.7	13.4	132	**98	0.7	22.2	128
GOLF MAGAZINE/SKI (GROSS)	922	473	1.5	51.3	134	*232	1.4	25.2	126	**83	1.0	9.0	89	*189	1.3	20.5	118
GOOD HOUSEKEEPING	16487	7097	22.9	43.0	113	4197	25.9	25.5	127	1846	22.5	11.2	111	3261	23.1	19.8	114
HARPER'S BAZAAR	2423	1040	3.4	42.9	112	612	3.8	25.3	126	287	3.5	11.8	117	473	3.4	19.5	112
HEALTH	1994	919	3.0	46.1	121	516	3.2	25.9	129	*157	1.9	7.9	78	291	2.1	14.6	84
HEARST MAG CORP. BUY (GROSS)	44101	19181	62.0	43.5	114	11158	68.9	25.3	127	5152	62.9	11.7	115	8980	63.6	20.4	117
HEARST MAN POWER (GROSS)	1993	881	2.8	44.2	116	592	3.7	29.7	149	*202	2.5	10.1	100	308	2.2	15.5	89
HEARST WOMAN POWER (GROSS)	31274	13587	43.9	43.4	114	8069	49.8	25.8	129	3635	44.4	11.6	115	6297	44.6	20.1	116
HOUSE BEAUTIFUL	3623	1439	4.7	39.7	104	749	4.6	20.7	103	468	5.7	12.9	128	768	5.4	21.2	122
INC.	283	*159	0.5	56.2	147	**112	0.7	39.6	198	**49	0.6	17.3	171	**97	0.7	34.3	197
JET	2928	687	2.2	23.5	61	316	2.0	10.8	54	235	2.9	8.0	79	291	2.1	9.9	57
LADIES' HOME JOURNAL	11918	4991	16.1	41.9	110	2907	17.9	24.4	122	1271	15.5	10.7	105	2278	16.1	19.1	110
LHJ FAMILY GRP COMBO(GROSS)	16764	7244	23.4	43.2	113	4064	25.1	24.2	121	1803	22.0	10.8	106	3277	23.2	19.5	112
LIFE	4254	1797	5.8	42.2	111	997	6.2	23.4	117	515	6.3	12.1	120	712	5.0	16.7	96
L.A. TIMES HOME MAGAZINE	1145	603	1.9	52.7	138	*157	1.0	13.7	69	*267	3.3	23.3	230	309	2.2	27.0	155
MADEMOISELLE	2884	1146	3.7	39.7	104	751	4.6	26.0	130	342	4.2	11.9	117	615	4.4	21.3	122
MC CALL'S	13460	5598	18.1	41.6	109	3145	19.4	23.4	117	1422	17.4	10.6	104	2547	18.1	18.9	109
MC CALL'S/WRK MOTHER (GROSS)	14606	6145	19.9	42.1	110	3419	21.1	23.4	117	1537	18.8	10.5	104	2755	19.5	18.9	108
MECHANIX ILLUSTRATED	772	358	1.2	46.4	121	*246	1.5	31.9	159	**101	1.2	13.1	129	**113	0.8	14.6	84
METROPOLITAN HOME	967	454	1.5	46.9	123	*153	0.9	15.8	79	*159	1.9	16.4	163	285	2.0	29.5	169
MONEY	1588	719	2.3	45.3	119	386	2.4	24.3	122	*234	2.9	14.7	146	344	2.4	21.7	124
MOTHER EARTH NEWS	1002	600	1.9	59.9	157	*245	1.5	24.5	122	*127	1.5	12.7	125	*251	1.8	25.0	144
MS.	825	387	1.3	46.9	123	*173	1.1	21.0	105	**68	0.8	8.2	81	*165	1.2	20.0	115
NATIONAL ENQUIRER	10336	3385	10.9	32.7	86	1937	12.0	18.7	94	916	11.2	8.9	88	1498	10.6	14.5	83
NATIONAL GEOGRAPHIC	9597	4845	15.7	50.5	132	2276	14.1	23.7	119	1319	16.1	13.7	136	2031	14.4	21.2	121
NATIONAL SUNDAY MAGAZINE PKG	49558	20378	65.9	41.1	108	10850	67.0	21.9	109	5517	67.3	11.1	110	9265	65.7	18.7	107
NATURAL HISTORY	573	281	0.9	49.0	128	*156	1.0	27.2	136	**46	0.6	8.0	79	*187	1.3	32.6	187
NEW WOMAN	1699	679	2.2	40.0	105	282	1.7	16.6	83	294	3.6	17.3	171	315	2.2	18.5	106
NEW YORK INCLUDING CUE	443	189	0.6	42.7	112	**87	0.5	19.6	98	**32	0.4	7.2	71	*101	0.7	22.8	131
THE NEW YORKER	1270	650	2.1	51.2	134	319	2.0	25.1	126	*143	1.7	11.3	111	402	2.8	31.7	182
NEWSWEEK	6277	3223	10.4	51.3	134	1654	10.2	26.4	132	789	9.6	12.6	124	1360	9.6	21.7	124
THE N.Y. TIMES DAILY EDITION	1205	615	2.0	51.0	134	259	1.6	21.5	107	*113	1.4	9.4	93	333	2.4	27.6	159
THE N.Y. TIMES MAGAZINE	2081	1037	3.4	49.8	130	458	2.8	22.0	110	*218	2.7	10.5	104	665	4.7	32.0	183
OMNI	788	424	1.4	53.8	141	*170	1.0	21.6	108	**90	1.1	11.4	113	*191	1.4	24.2	139
ON CABLE	1158	471	1.5	40.7	106	**183	1.1	15.8	79	**68	0.8	5.9	58	*187	1.3	16.1	93
1001 HOME IDEAS	2852	1334	4.3	46.8	122	641	4.0	22.5	112	374	4.6	13.1	130	708	5.0	24.8	142
ORGANIC GARDENING	1658	855	2.8	51.6	135	321	2.0	19.4	97	*137	1.7	8.3	82	330	2.3	19.9	114
OUTDOOR LIFE	896	363	1.2	40.5	106	*179	1.1	20.0	100	**89	1.1	9.9	98	*159	1.1	17.7	102
PARADE MAGAZINE	24275	9752	31.5	40.2	105	5246	32.4	21.6	108	2524	30.8	10.4	103	4779	33.9	19.7	113

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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NATURAL CHEESE (CHEESE OTHER THAN AMERICAN) - FORMS & TYPES
(FEMALE HOMEMAKERS)

0249
P-19

	TOTAL U.S. '000	CHUNK/STICK A '000	CHUNK/STICK B % DOWN	CHUNK/STICK C % ACROSS	CHUNK/STICK D INDX	GRATED/SHREDDED A '000	GRATED/SHREDDED B % DOWN	GRATED/SHREDDED C % ACROSS	GRATED/SHREDDED D INDX	ROUND A '000	ROUND B % DOWN	ROUND C % ACROSS	ROUND D INDX	HEDGE A '000	HEDGE B % DOWN	HEDGE C % ACROSS	HEDGE D INDX
TOTAL FEMALE HOMEMAKERS	80986	30934	100.0	38.2	100	16196	100.0	20.0	100	8194	100.0	10.1	100	14109	100.0	17.4	100
PARENTS	3845	1738	5.6	45.2	118	909	5.6	23.6	118	453	5.5	11.8	116	780	5.5	20.3	116
PENTHOUSE	831	279	0.9	33.6	88	*220	1.4	26.5	132	**108	1.3	13.0	128	**70	0.5	8.4	48
PEOPLE	11645	5124	16.6	44.0	115	2824	17.4	24.3	121	1425	17.4	12.2	121	2213	15.7	19.0	109
PLAYBOY	2006	823	2.7	41.0	107	406	2.5	20.2	101	*204	2.5	10.2	101	271	1.9	13.5	78
POPULAR HOT RODDING	297	**128	0.4	43.1	113	**60	0.4	20.2	101	**23	0.3	7.7	77	**31	0.2	10.4	60
POPULAR MECHANICS	1018	479	1.5	47.1	123	*342	2.1	33.6	168	**129	1.6	12.7	125	*112	0.8	11.0	63
POPULAR SCIENCE	878	498	1.6	56.7	148	*315	1.9	35.9	179	**55	0.7	6.3	62	**133	0.9	15.1	87
PREVENTION	3913	1669	5.4	42.7	112	924	5.7	23.6	118	450	5.5	11.5	114	739	5.2	18.9	108
PSYCHOLOGY TODAY	1710	803	2.6	47.0	123	412	2.5	24.1	120	253	3.1	14.8	146	449	3.2	26.3	151
READER'S DIGEST	22204	9260	29.9	41.7	109	4856	30.0	21.9	109	2480	30.3	11.2	110	4299	30.5	19.4	111
REDBOOK	7684	3398	11.0	44.2	116	2176	13.4	28.3	142	993	12.1	12.9	128	1462	10.4	19.0	109
ROAD & TRACK	410	*286	0.9	69.8	183	**69	0.4	16.8	84	**32	0.4	7.8	77	**91	0.6	22.2	127
ROLLING STONE	969	494	1.6	51.0	133	270	1.7	27.9	139	*164	2.0	16.9	167	249	1.8	25.7	147
RUNNER'S WORLD	298	*158	0.5	53.0	139	**79	0.5	26.5	133	**13	0.2	4.4	43	**26	0.2	8.7	50
SATURDAY EVENING POST	1169	506	1.6	43.3	113	271	1.7	23.2	116	*199	2.4	17.0	168	257	1.8	22.0	126
SCIENCE 84	587	402	1.3	68.5	179	*121	0.7	20.6	103	*92	1.1	15.7	155	**109	0.8	18.6	107
SCIENCE DIGEST	482	231	0.7	47.9	125	**140	0.9	29.0	145	**29	0.4	6.0	59	**93	0.7	19.3	111
SCIENTIFIC AMERICAN	594	314	1.0	52.9	138	*175	1.1	29.5	147	**60	0.7	10.1	100	*162	1.1	27.3	157
SELF	2089	990	3.2	47.4	124	465	2.9	22.3	111	236	2.9	11.3	112	486	3.4	23.3	134
SEVENTEEN	2411	805	2.6	33.4	87	527	3.3	21.9	109	*280	3.4	11.6	115	396	2.8	16.4	94
SKI	480	*199	0.6	41.5	109	**81	0.5	16.9	84	**24	0.3	5.0	49	**91	0.6	19.0	109
SMITHSONIAN	2760	1452	4.7	52.6	138	553	3.4	20.0	100	289	3.5	10.5	103	700	5.0	25.4	146
SOAP OPERA DIGEST	3013	897	2.9	29.8	78	600	3.7	19.9	100	285	3.5	9.5	93	411	2.9	13.6	78
SOUTHERN LIVING	4184	1763	5.7	42.1	110	743	4.6	17.8	89	543	6.6	13.0	128	910	6.4	21.7	125
SPORT	559	*224	0.7	40.1	105	*139	0.9	24.9	124	**58	0.7	10.4	103	**91	0.6	16.3	93
THE SPORTING NEWS	436	*266	0.9	61.0	160	**101	0.6	23.2	116	**106	1.3	24.3	240	**83	0.6	19.0	109
SPORTS AFIELD	493	*171	0.6	34.7	91	*110	0.7	22.3	112	**43	0.5	8.7	86	**103	0.7	20.9	120
SPORTS ILLUSTRATED	2758	1383	4.5	50.1	131	743	4.6	26.9	135	363	4.4	13.2	130	590	4.2	21.4	123
STAR	7456	2469	8.0	33.1	87	1353	8.4	18.1	91	722	8.8	9.7	96	1011	7.2	13.6	78
SUNDAY	24936	10241	33.1	41.1	108	6096	37.6	24.4	122	3018	36.8	12.1	120	4814	34.1	19.3	111
SUNSET	2124	1370	4.4	64.5	169	423	2.6	19.9	100	*288	3.5	13.6	134	382	2.7	18.0	103
TV GUIDE	21661	8359	27.0	38.6	101	4521	27.9	20.9	104	2238	27.3	10.3	102	3642	25.8	16.8	97
TENNIS	550	*223	0.7	40.5	106	**123	0.8	22.4	112	**75	0.9	13.6	135	**93	0.7	16.9	97
TIME	8880	4264	13.8	48.0	126	2081	12.8	23.4	117	1104	13.5	12.4	123	1897	13.4	21.4	123
TOWN & COUNTRY	917	444	1.4	48.4	127	*193	1.2	21.0	105	*122	1.5	13.3	131	236	1.7	25.7	148
TRAVEL & LEISURE	972	430	1.4	44.2	116	*188	1.2	19.3	97	*109	1.3	11.2	111	236	1.7	24.3	139
TRUE STORY	3356	991	3.2	29.5	77	729	4.5	21.7	109	300	3.7	8.9	88	382	2.7	11.4	65
U.S.NEWS & WORLD REPORT	3410	1618	5.2	47.4	124	667	4.1	19.6	98	365	4.5	10.7	106	796	5.6	23.3	134
USA TODAY	1759	933	3.0	53.0	139	478	3.0	27.2	136	*180	2.2	10.2	101	355	2.5	20.2	116
US	1873	846	2.7	45.2	118	537	3.3	28.7	143	*197	2.4	10.5	104	382	2.7	20.4	117
VOGUE	3909	1574	5.1	40.3	105	911	5.6	23.3	117	491	6.0	12.6	124	818	5.8	20.9	120
WALL STREET JOURNAL	1886	1036	3.3	54.9	144	511	3.2	27.1	135	*230	2.8	12.2	121	521	3.7	27.6	159
WEIGHT WATCHERS	2120	984	3.2	46.4	122	482	3.0	22.7	114	251	3.1	11.8	117	403	2.9	19.0	109
WOMAN'S DAY	14172	6064	19.6	42.8	112	3308	20.4	23.3	117	1814	22.1	12.8	127	2863	20.3	20.2	116
WORKING MOTHER	1146	547	1.8	47.7	125	*274	1.7	23.9	120	**116	1.4	10.1	100	*208	1.5	18.2	104
WORKING WOMAN	1322	600	1.9	45.4	119	337	2.1	25.5	127	*131	1.6	9.9	98	221	1.6	16.7	96
WORLD TENNIS	*163	**90	0.3	55.2	145	**34	0.2	20.9	104	**18	0.2	11.0	109	**7	0.0	4.3	25
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1232	4.0	48.7	127	491	3.0	19.4	97	342	4.2	13.5	133	344	2.4	13.6	78
BLAIR INSERTS	43657	18227	58.9	41.8	109	9757	60.2	22.3	112	4917	60.0	11.3	111	8540	60.5	19.6	112
DAILY NEWSPAPERS																	
READ ANY	51633	20862	67.4	40.4	106	10969	67.7	21.2	106	5476	66.8	10.6	105	9673	68.6	18.7	108
READ ONE	43463	17215	55.7	39.6	104	9094	56.1	20.9	105	4572	55.8	10.5	104	7756	55.0	17.8	102
READ TWO OR MORE	8170	3647	11.8	44.6	117	1876	11.6	23.0	115	904	11.0	11.1	109	1917	13.6	23.5	135
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	21711	70.2	41.2	108	11436	70.6	21.7	109	5719	69.8	10.9	107	9923	70.3	18.8	108
READ ONE	46126	18630	60.2	40.4	106	9723	60.0	21.1	105	4943	60.3	10.7	106	8310	58.9	18.0	103
READ TWO OR MORE	6552	3080	10.0	47.0	123	1713	10.6	26.1	131	776	9.5	11.8	117	1613	11.4	24.6	141
OUTDOOR																	
100 SHHG - 30 DAY AV FREQ	27.55	30.08				30.32				27.90				29.21			
30 DAY REACH	71455	27946	90.3	39.1	102	14336	88.5	20.1	100	7346	89.7	10.3	102	12543	88.9	17.6	101
50 SHHG - 30 DAY AV FREQ	14.56	15.84				15.82				14.64				15.38			
30 DAY REACH	67742	26583	85.9	39.2	103	13783	85.1	20.3	102	7031	85.8	10.4	103	11968	84.8	17.7	101
25 SHHG - 30 DAY AV FREQ	7.94	8.54				8.64				7.71				8.22			
30 DAY REACH	62117	24681	79.8	39.7	104	12645	78.1	20.4	102	6662	81.3	10.7	106	11171	79.2	18.0	103
CABLE TV: HOME WIRED	32077	13534	43.8	42.2	110	7139	44.1	22.3	111	3448	42.1	10.7	106	5936	42.1	18.5	106
HOME NOT WIRED	48909	17400	56.2	35.6	93	9057	55.9	18.5	93	4746	57.9	9.7	96	8173	57.9	16.7	96
HAVE PAY CABLE	15935	7505	24.3	47.1	123	3867	23.9	24.3	121	1834	22.4	11.5	114	3169	22.5	19.9	114

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NATURAL CHEESE (CHEESE OTHER THAN AMERICAN) - FORMS & TYPES
(FEMALE HOMEMAKERS)

0250
P-19

	TOTAL U.S. '000	CHUNK/STICK A '000	CHUNK/STICK B % DOWN	CHUNK/STICK C % ACROSS	CHUNK/STICK D INDX	GRATED/SHREDDED A '000	GRATED/SHREDDED B % DOWN	GRATED/SHREDDED C % ACROSS	GRATED/SHREDDED D INDX	ROUND A '000	ROUND B % DOWN	ROUND C % ACROSS	ROUND D INDX	WEDGE A '000	WEDGE B % DOWN	WEDGE C % ACROSS	WEDGE D INDX
TOTAL FEMALE HOMEMAKERS	80986	30934	100.0	38.2	100	16196	100.0	20.0	100	8194	100.0	10.1	100	14109	100.0	17.4	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	17962	58.1	40.9	107	9500	58.7	21.6	108	4457	54.4	10.1	100	8176	57.9	18.6	107
10:00 AM - 3:00 PM	30659	12122	39.2	39.5	104	6376	39.4	20.8	104	3223	39.3	10.5	104	5618	39.8	18.3	105
3:00 PM - 7:00 PM	31045	12809	41.4	41.3	108	6750	41.7	21.7	109	3391	41.4	10.9	108	5911	41.9	19.0	109
7:00 PM - MIDNIGHT	15767	6399	20.7	40.6	106	2960	18.3	18.8	94	1691	20.6	10.7	106	2756	19.5	17.5	100
MIDNIGHT - 6:00 AM	9120	3734	12.1	40.9	107	2032	12.5	22.3	111	1009	12.3	11.1	109	1652	11.7	18.1	104
6:00 AM - MIDNIGHT	58527	23454	75.8	40.1	105	12497	77.2	21.4	107	6126	74.8	10.5	103	10688	75.8	18.3	105
ENTIRE DAY	59311	23760	76.8	40.1	105	12641	78.1	21.3	107	6230	76.0	10.5	104	10888	77.2	18.4	105
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	7000	22.6	43.3	113	3662	22.6	22.6	113	1855	22.6	11.5	113	3103	22.0	19.2	110
ALL NEWS	2256	1050	3.4	46.5	122	536	3.3	23.8	119	*207	2.5	9.2	91	448	3.2	19.9	114
AOR/PROGRESSIVE	3874	1909	6.2	49.3	129	956	5.9	24.7	123	457	5.6	11.8	117	819	5.8	21.1	121
BEAUTIFUL MUSIC	5660	2512	8.1	44.4	116	1112	6.9	19.6	98	804	9.8	14.2	140	1183	8.4	20.9	120
BLACK	2204	511	1.7	23.2	61	335	2.1	15.2	76	*168	2.1	7.6	75	311	2.2	14.1	81
CLASSICAL	1418	781	2.5	55.1	144	283	1.7	20.0	100	*175	2.1	12.3	122	264	1.9	18.6	107
CHR/ROCK	9538	3997	12.9	41.9	110	2213	13.7	23.2	116	827	10.1	8.7	86	1877	13.3	19.7	113
COUNTRY	12648	4687	15.2	37.1	97	2695	16.6	21.3	107	1213	14.8	9.6	95	2287	16.2	18.1	104
GOLDEN OLDIES	1191	407	1.3	34.2	89	*281	1.7	23.6	118	**115	1.4	9.7	95	293	2.1	24.6	141
MOR/NOSTALGIA	4757	2004	6.5	42.1	110	1038	6.4	21.8	109	535	6.5	11.2	111	836	5.9	17.6	101
NEWS/TALK	3863	1691	5.5	43.8	115	892	5.5	23.1	115	353	4.3	9.1	90	633	4.5	16.4	94
RELIGIOUS	3084	1043	3.4	33.8	89	452	2.8	14.7	73	349	4.3	11.3	112	379	2.7	12.3	71
SOFT ROCK	521	*209	0.7	40.1	105	*168	1.0	32.2	161	**66	0.8	12.7	125	**108	0.8	20.7	119
URBAN CONTEMPORARY	1585	408	1.3	25.7	67	349	2.2	22.0	110	**85	1.0	5.4	53	*176	1.2	11.1	64
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	1139	3.7	34.9	91	759	4.7	23.3	116	252	3.1	7.7	76	632	4.5	19.4	111
ABC DIRECTION	2316	953	3.1	41.1	108	651	4.0	28.1	141	*295	3.6	12.7	126	322	2.3	13.9	80
ABC ENTERTAINMENT	4834	1962	6.3	40.6	106	1008	6.2	20.9	104	538	6.6	11.1	110	850	6.0	17.6	101
ABC FM	2202	794	2.6	36.1	94	538	3.3	24.4	122	*163	2.0	7.4	73	368	2.6	16.7	96
ABC INFORMATION	5425	2431	7.9	44.8	117	1369	8.5	25.2	126	584	7.1	10.8	106	926	6.6	17.1	98
ABC ROCK	1677	962	3.1	57.4	150	513	3.2	30.6	153	*200	2.4	11.9	118	363	2.6	21.6	124
CBS	4430	1887	6.1	42.6	112	885	5.5	20.0	100	499	6.1	11.3	111	874	6.2	19.7	113
MUTUAL	4992	2139	6.9	42.8	112	1024	6.3	20.5	103	605	7.4	12.1	120	1002	7.1	20.1	115
NBC	4679	1972	6.4	42.1	110	1226	7.6	26.2	131	445	5.4	9.5	94	1058	7.5	22.6	130
RADIORADIO	1994	743	2.4	37.3	98	364	2.2	18.3	91	*226	2.8	11.3	112	420	3.0	21.1	121
RKO ONE	2298	867	2.8	37.7	99	399	2.5	17.4	87	*109	1.3	4.7	47	443	3.1	19.3	111
RKO TWO	3311	1184	3.8	35.8	94	698	4.3	21.1	105	298	3.6	9.0	89	573	4.1	17.3	99
THE SOURCE	2114	934	3.0	44.2	116	361	2.2	17.1	85	*324	4.0	15.3	151	360	2.6	17.0	98
NON-WIRED : BLAIR	8654	3802	12.3	43.9	115	1929	11.9	22.3	111	804	9.8	9.3	92	1522	10.8	17.6	101
INTERNET	12025	5123	16.6	42.6	112	2821	17.4	23.5	117	1346	16.4	11.2	111	2288	16.2	19.0	109
KATZ RADIO GROUP	15359	6615	21.4	43.1	113	3342	20.6	21.8	109	1716	20.9	11.2	110	3063	21.7	19.9	114
SUPERNET	10628	4352	14.1	40.9	107	2201	13.6	20.7	104	961	11.7	9.0	89	2012	14.3	18.9	109
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	3067	9.9	35.4	93	1615	10.0	18.7	93	829	10.1	9.6	95	1342	9.5	15.5	89
MKDAY 9:00 AM - 1:00 PM	12163	3897	12.6	32.0	84	2105	13.0	17.3	87	1211	14.8	10.0	98	1773	12.6	14.6	84
MKDAY 1:00 PM - 4:30 PM	16150	5189	16.8	32.1	84	2964	18.3	18.4	92	1485	18.1	9.2	91	2401	17.0	14.9	85
MKDAY 4:30 PM - 7:30 PM	22463	7745	25.0	34.5	90	4078	25.2	18.2	91	2105	25.7	9.4	93	3660	25.9	16.3	94
MKDAY 7:30 PM - 8:00 PM	31795	11232	36.3	35.3	92	6067	37.5	19.1	95	3171	38.7	10.0	99	5377	38.1	16.9	97
MKDAY 11:00 PM - 11:30 PM	23977	9049	29.3	37.7	99	4830	29.8	20.1	101	2511	30.6	10.5	104	4175	29.6	17.4	100
MKDAY 11:30 PM - 1:00 AM	7703	2858	9.2	37.1	97	1584	9.8	20.6	103	820	10.0	10.6	105	1386	9.8	18.0	103
M-SAT 8-11 PM+SUN 7-11 PM	33800	12797	41.4	37.9	99	6860	42.4	20.3	101	3467	42.3	10.3	101	6079	43.1	18.0	103
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	2086	6.7	31.9	84	1383	8.5	21.2	106	645	7.9	9.9	98	1099	7.8	16.8	96
ANOTHER WORLD N	4620	1425	4.6	30.8	81	830	5.1	18.0	90	435	5.3	9.4	93	666	4.7	14.4	83
AS THE WORLD TURNS C	5614	1632	5.3	29.1	76	844	5.2	15.0	75	584	7.1	10.4	103	758	5.4	13.5	78
CAPITOL C	3396	948	3.1	27.9	73	543	3.4	16.0	80	320	3.9	9.4	93	478	3.4	14.1	81
CBS MORN. NEWS 1 C	1446	421	1.4	29.1	76	221	1.4	15.3	76	97	1.2	6.7	66	166	1.2	11.5	66
CBS MORN. NEWS 2 C	1207	365	1.2	30.2	79	222	1.4	18.4	92	*87	1.1	7.2	71	165	1.2	13.7	78
DAYS OF OUR LIVES N	5877	2041	6.6	34.7	91	1238	7.6	21.1	105	560	6.8	9.5	94	837	5.9	14.2	82
FACTS OF LIFE - DAYTIME N	2290	539	1.7	23.5	62	413	2.6	18.0	90	188	2.3	8.2	81	294	2.1	12.8	74
FAMILY FEUD A	3023	979	3.2	32.4	85	360	2.2	11.9	60	299	3.6	9.9	98	428	3.0	14.2	81
GENERAL HOSPITAL A	6097	2002	6.5	32.8	86	1241	7.7	20.4	102	458	5.6	7.5	74	906	6.4	14.9	85
GOOD MORNING, AMERICA-730 A	3515	1222	4.0	34.8	91	716	4.4	20.4	102	337	4.1	9.6	95	690	4.9	19.6	113
GOOD MORNING, AMERICA-830 A	2818	997	3.2	35.4	93	461	2.8	16.4	82	297	3.6	10.5	104	486	3.4	17.2	99
GUIDING LIGHT C	5339	1679	5.4	31.4	82	868	5.4	16.3	81	464	5.7	8.7	86	721	5.1	13.5	78
ONE LIFE TO LIVE A	4478	1314	4.2	29.3	77	821	5.1	18.3	92	397	4.8	8.9	88	655	4.6	14.6	84
PRESS YOUR LUCK C	2244	692	2.2	30.8	81	450	2.8	20.1	100	262	3.2	11.7	115	352	2.5	15.7	90
PRICE IS RIGHT 1 C	4348	1310	4.2	30.1	79	666	4.1	15.3	77	413	5.0	9.5	94	583	4.1	13.4	77
PRICE IS RIGHT 2 C	5014	1536	5.0	30.6	80	741	4.6	14.8	74	495	6.0	9.9	98	708	5.0	14.1	81
RYAN'S HOPE A	3150	1041	3.4	33.0	87	715	4.4	22.7	114	336	4.1	10.7	105	565	4.0	17.9	103
SALE OF THE CENTURY N	2695	610	2.0	22.6	59	405	2.5	15.0	75	222	2.7	8.2	81	342	2.4	12.7	73
SEARCH FOR TOMORROW N	2319	613	2.0	26.4	69	338	2.1	14.6	73	259	3.2	11.2	110	324	2.3	14.0	80
TODAY SHOW 1 N	2693	928	3.0	34.5	90	542	3.3	20.1	101	235	2.9	8.7	86	434	3.1	16.1	93
TODAY SHOW 2 N	2498	779	2.5	31.2	82	521	3.2	20.9	104	164	2.0	6.6	65	378	2.7	15.1	87
$25,000 PYRAMID C	2753	770	2.5	28.0	73	522	3.2	19.0	95	290	3.5	10.5	104	328	2.3	11.9	68
WHEEL OF FORTUNE N	4388	1388	4.5	31.6	83	718	4.4	16.4	82	464	5.7	10.6	105	647	4.6	14.7	85
YOUNG AND THE RESTLESS C	5695	1663	5.4	29.2	76	936	5.8	16.4	82	523	6.4	9.2	91	768	5.4	13.5	77
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	579	1.9	32.9	86	275	1.7	15.6	78	155	1.9	8.8	87	250	1.8	14.2	82
NBA PLAYOFF GAME -1 C	1136	391	1.3	34.4	90	208	1.3	18.3	92	*151	1.8	13.3	131	205	1.5	18.0	104
NBC MAJOR LEAGUE PRE-GAME N	953	*298	1.0	31.3	82	**118	0.7	12.4	62	**50	0.6	5.2	52	*149	1.1	15.6	90
SPORTSWORLD - SUN N	1233	359	1.2	29.1	76	256	1.6	20.8	104	*159	1.9	12.9	127	229	1.6	18.6	107
SUNDAY MORNING C	1611	630	2.0	39.1	102	313	1.9	19.4	97	*134	1.6	8.3	82	262	1.9	16.3	93

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NATURAL CHEESE (CHEESE OTHER THAN AMERICAN) - FORMS & TYPES
(FEMALE HOMEMAKERS)

0251
P-19

		TOTAL U.S. '000	CHUNK/STICK A '000	CHUNK/STICK B % DOWN	CHUNK/STICK C % ACROSS	CHUNK/STICK D INDX	GRATED/SHREDDED A '000	GRATED/SHREDDED B % DOWN	GRATED/SHREDDED C % ACROSS	GRATED/SHREDDED D INDX	ROUND A '000	ROUND B % DOWN	ROUND C % ACROSS	ROUND D INDX	WEDGE A '000	WEDGE B % DOWN	WEDGE C % ACROSS	WEDGE D INDX
TOTAL FEMALE HOMEMAKERS		80986	30934	100.0	38.2	100	16196	100.0	20.0	100	8194	100.0	10.1	100	14109	100.0	17.4	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	8452	27.3	32.4	85	4706	29.1	18.1	90	2386	29.1	9.2	90	4283	30.4	16.4	94
NETWORK AFFILIATES - LATE		20261	7599	24.6	37.5	98	4056	25.0	20.0	100	2034	24.8	10.0	99	3515	24.9	17.3	100
INDEPENDENTS - LATE		2076	879	2.8	42.3	111	461	2.8	22.2	111	219	2.7	10.5	104	424	3.0	20.4	117
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	3655	11.8	35.0	92	2293	14.2	21.9	110	932	11.4	8.9	88	1925	13.6	18.4	106
ABC MONDAY NIGHT MOVIE	A	6412	2498	8.1	39.0	102	1408	8.7	22.0	110	734	9.0	11.4	113	1154	8.2	18.0	103
ABC SUNDAY NIGHT MOVIE	A	12407	4797	15.5	38.7	101	2590	16.0	20.9	104	1358	16.6	10.9	108	2151	15.2	17.3	100
ABC WORLD NEWS TONIGHT	A	6176	1900	6.1	30.8	81	905	5.6	14.7	73	590	7.2	9.6	94	1000	7.1	16.2	93
AFTERMASH	C	5863	2106	6.8	35.9	94	839	5.2	14.3	72	718	8.8	12.2	121	1039	7.4	17.7	102
ALICE	C	9594	3356	10.8	35.0	92	1714	10.6	17.9	89	968	11.8	10.1	100	1716	12.2	17.9	103
AMERICAN PARADE	C	6622	2444	7.9	36.9	97	1332	8.2	20.1	101	612	7.5	9.2	91	1075	7.6	16.2	93
BENSON	A	10886	4191	13.5	38.5	101	2123	13.1	19.5	98	1197	14.6	11.0	109	1928	13.7	17.7	102
BLUE THUNDER	A	5036	2061	6.7	40.9	107	974	6.0	19.3	97	457	5.6	9.1	90	794	5.6	15.8	90
CAGNEY & LACEY	C	9965	4047	13.1	40.6	106	2222	13.7	22.3	111	1047	12.8	10.5	104	1980	14.0	19.9	114
CBS EVENING NEWS-DEAN	C	3491	1163	3.8	33.3	87	595	3.7	17.0	85	307	3.7	8.8	87	624	4.4	17.9	103
CBS EVENING NEWS-RATHER	C	7123	2410	7.8	33.8	89	1399	8.6	19.6	98	656	8.0	9.2	91	1176	8.3	16.5	95
CBS SAT. NEWS-SCHIEFFER	C	3621	1174	3.8	32.4	85	524	3.2	14.5	72	279	3.4	7.7	76	509	3.6	14.1	81
CBS SATURDAY NIGHT MOVIE	C	5436	2192	7.1	40.3	106	1149	7.1	21.1	106	590	7.2	10.9	107	839	5.9	15.4	89
CBS WEDNESDAY NIGHT MOVIE	C	6100	2204	7.1	36.1	95	1208	7.5	19.8	99	672	8.2	11.0	109	1075	7.6	17.6	101
CHEERS	N	8889	4010	13.0	45.1	118	2465	15.2	27.7	139	1013	12.4	11.4	113	1855	13.1	20.9	120
DALLAS	C	22109	8000	25.9	36.2	95	4732	29.2	21.4	107	2313	28.2	10.5	103	4186	29.7	18.9	109
DIFF'RENT STROKES	N	6940	2246	7.3	32.4	85	1257	7.8	18.1	91	510	6.2	7.3	73	1041	7.4	15.0	86
DOUBLE TROUBLE	N	7223	2679	8.7	37.1	97	1499	9.3	20.8	104	672	8.2	9.3	92	1304	9.2	18.1	104
DUCK FACTORY	N	5595	2377	7.7	42.5	111	1484	9.2	26.5	133	653	8.0	11.7	115	936	6.6	16.7	96
DUKES OF HAZZARD	C	5768	1761	5.7	30.5	80	964	6.0	16.7	84	495	6.0	8.6	85	932	6.6	16.2	93
DYNASTY	A	20053	7107	23.0	35.4	93	3920	24.2	19.5	98	1801	22.0	9.0	89	3411	24.2	17.0	98
FACTS OF LIFE	N	8087	3058	9.9	37.8	99	1589	9.8	19.6	98	789	9.6	9.8	96	1391	9.9	17.2	99
FALCON CREST	C	20046	7206	23.3	35.9	94	4477	27.6	22.3	112	2062	25.2	10.3	102	3678	26.1	18.3	105
FALL GUY	A	9084	2980	9.6	32.8	86	1844	11.4	20.3	102	1004	12.3	11.1	109	1724	12.2	19.0	109
FAMILY TIES	N	7964	3034	9.8	38.1	100	1855	11.5	23.3	116	701	8.6	8.8	87	1528	10.8	19.2	110
FANTASY ISLAND	A	7687	2637	8.5	34.3	90	1425	8.8	18.5	93	671	8.2	8.7	86	1234	8.7	16.1	92
FOULUPS, BLEEPS & BLUNDERS	A	8861	3391	11.0	38.3	100	1668	10.3	18.8	94	1076	13.1	12.1	120	1640	11.6	18.5	106
FOUR SEASONS	C	5095	1993	6.4	39.1	102	895	5.5	17.6	88	616	7.5	12.1	119	900	6.4	17.7	101
GIMME A BREAK	N	8838	3074	9.9	34.8	91	1880	11.6	21.3	106	675	8.2	7.6	75	1444	10.2	16.3	94
HART TO HART	A	8978	3256	10.5	36.3	95	1547	9.6	17.2	86	777	9.5	8.7	86	1675	11.9	18.7	107
HILL STREET BLUES	N	8590	3621	11.7	42.2	110	2028	12.5	23.6	118	1046	12.8	12.2	120	1665	11.8	19.4	111
HOTEL	A	14085	4984	16.1	35.4	93	2918	18.0	20.7	104	1283	15.7	9.1	90	2387	16.9	16.9	97
JEFFERSONS	C	9360	3287	10.6	35.1	92	1498	9.2	16.0	80	942	11.5	10.1	99	1645	11.7	17.6	101
JENNIFER SLEPT HERE	N	5841	2024	6.5	34.7	91	1317	8.1	22.5	113	465	5.7	8.0	79	997	7.1	17.1	98
KATE & ALLIE	C	9206	3743	12.1	40.7	106	1961	12.1	21.3	107	964	11.8	10.5	103	1666	11.8	18.1	104
KNIGHT RIDER	N	7076	2833	9.2	40.0	105	1215	7.5	17.2	86	667	8.1	9.4	93	1306	9.3	18.5	106
LOVE BOAT	A	12219	4169	13.5	34.1	89	2312	14.3	18.9	95	1285	15.7	10.5	104	2015	14.3	16.5	95
MAGNUM PI	C	11199	4028	13.0	36.0	94	2174	13.4	19.4	97	1418	17.3	12.7	125	2067	14.7	18.5	106
MAMA'S FAMILY	N	6057	2152	7.0	35.5	93	1146	7.1	18.9	95	586	7.2	9.7	96	1163	8.2	19.2	110
MASTER, THE	N	3598	1453	4.7	40.4	106	646	4.0	18.0	90	329	4.0	9.1	90	518	3.7	14.4	83
MATT HOUSTON	A	6344	2683	8.7	42.3	111	1388	8.6	21.9	109	607	7.4	9.6	95	1081	7.7	17.0	98
NBC MONDAY NIGHT MOVIE	N	11994	4627	15.0	38.6	101	2626	16.2	21.9	109	1088	13.3	9.1	90	2037	14.4	17.0	97
NBC NIGHTLY NEWS	N	5132	1760	5.7	34.3	90	960	5.9	18.7	94	472	5.8	9.2	91	943	6.7	18.4	105
NBC NIGHTLY NEWS-SAT	N	3375	1054	3.4	31.2	82	636	3.9	18.8	94	337	4.1	10.0	99	517	3.7	15.3	88
NBC NIGHTLY NEWS-SUN	N	3130	974	3.1	31.1	81	573	3.5	18.3	92	305	3.7	9.7	96	603	4.3	19.3	111
NBC SUNDAY NIGHT MOVIE	N	8284	3457	11.2	41.7	109	1799	11.1	21.7	109	701	8.6	8.5	84	1384	9.8	16.7	96
NEWHART	C	9240	3699	12.0	40.0	105	2144	13.2	23.2	116	906	11.1	9.8	97	1752	12.4	19.0	109
ONE DAY AT A TIME	C	7288	2714	8.8	37.2	97	1515	9.4	20.8	104	815	9.9	11.2	111	1188	8.4	16.3	94
PEOPLE ARE FUNNY	N	4855	1771	5.7	36.5	95	977	6.0	20.1	101	460	5.6	9.5	94	974	6.9	20.1	115
REAL PEOPLE	N	8869	3166	10.2	35.7	93	1511	9.3	17.0	85	945	11.5	10.7	105	1372	9.7	15.5	89
REMINGTON STEELE	N	7743	2837	9.2	36.6	96	1514	9.3	19.6	98	838	10.2	10.8	107	1207	8.6	15.6	89
RIPLEY'S BELIEVE IT - NOT	A	5345	2321	7.5	43.4	114	1250	7.7	23.4	117	699	8.5	13.1	129	969	6.9	18.1	104
RIPTIDE	N	6988	2693	8.7	38.5	101	1334	8.2	19.1	95	685	8.4	9.8	97	1155	8.2	16.5	95
SCARECROW & MRS. KING	C	10002	3556	11.5	35.6	93	1820	11.2	18.2	91	969	11.8	9.7	96	1737	12.3	17.4	100
SIMON & SIMON	C	10638	3547	11.5	33.3	87	1944	12.0	18.3	91	1248	15.2	11.7	116	1821	12.9	17.1	98
60 MINUTES	C	13293	4700	15.2	35.4	93	2404	14.8	18.1	90	1404	17.1	10.6	104	2430	17.2	18.3	105
ST. ELSEWHERE	N	7017	2958	9.6	42.2	110	1636	10.1	23.3	117	801	9.8	11.4	113	1404	10.0	20.0	115
THREE'S COMPANY	A	10917	4027	13.0	36.9	97	2164	13.4	19.8	99	1198	14.6	11.0	108	1926	13.7	17.6	101
T.J. HOOKER	A	9204	3214	10.4	34.9	91	1797	11.1	19.5	98	982	12.0	10.7	105	1566	11.1	17.0	98
TONIGHT SHOW	N	2372	1009	3.3	42.5	111	551	3.4	23.2	116	193	2.4	8.1	80	483	3.4	20.4	117
TRAPPER JOHN, M.D.	C	9846	3249	10.5	33.0	86	1759	10.9	17.9	89	878	10.7	8.9	88	1799	12.8	18.3	105
TV BLOOPERS & PRAC. JOKES	N	9105	3518	11.4	38.6	101	1990	12.3	21.9	109	1000	12.2	11.0	109	1416	10.0	15.6	89
20/20	A	9387	3952	12.8	42.1	110	1957	12.1	20.8	104	970	11.8	10.3	102	1913	13.6	20.4	117
WEBSTER	A	11067	4265	13.8	38.5	101	2269	14.0	20.5	103	1216	14.8	11.0	109	2043	14.5	18.5	106
WORLD NEWS - SUN	A	3062	1096	3.5	35.8	94	644	4.0	21.0	105	357	4.4	11.7	115	569	4.0	18.6	107
YELLOW ROSE	N	4978	1808	5.8	36.3	95	1034	6.4	20.8	104	502	6.1	10.1	100	911	6.5	18.3	105
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	4147	13.4	46.7	122	2065	12.8	23.3	116	996	12.2	11.2	111	1441	10.2	16.2	93
BASKETBALL - COLLEGE GAMES		4080	1810	5.9	44.4	116	937	5.8	23.0	115	*297	3.6	7.3	72	553	3.9	13.6	78
BASKETBALL - PRO GAMES		3607	1727	5.6	47.9	125	783	4.8	21.7	109	*240	2.9	6.7	66	614	4.4	17.0	98
BOWLING		3883	1645	5.3	42.4	111	857	5.3	22.1	110	*349	4.3	9.0	89	634	4.5	16.3	94
BOXING		3928	1470	4.8	37.4	98	772	4.8	19.7	98	*390	4.8	9.9	98	638	4.5	16.2	93
FOOTBALL - COLLEGE GAMES		6366	2973	9.6	46.7	122	1369	8.5	21.5	108	688	8.4	10.8	107	1317	9.3	20.7	119
FOOTBALL - PRO GAMES		11300	5858	18.9	51.8	136	2641	16.3	23.4	117	1319	16.1	11.7	115	2320	16.4	20.5	118
GOLF		3378	1667	5.4	49.3	129	698	4.3	20.7	103	*422	5.2	12.5	123	671	4.8	19.9	114
POST-SEASON COLL. FOOTBALL		4906	2453	7.9	50.0	131	1166	7.2	23.8	119	536	6.5	10.9	108	926	6.6	18.9	108
POST-SEASON PRO FOOTBALL		6120	3155	10.2	51.6	135	1485	9.2	24.3	121	788	9.6	12.9	127	1318	9.3	21.5	124
TENNIS		3033	1351	4.4	44.5	117	628	3.9	20.7	104	*219	2.7	7.2	71	617	4.4	20.3	117
WRESTLING - PROFESSIONAL		3344	1133	3.7	33.9	89	648	4.0	19.4	97	*253	3.1	7.6	75	646	4.6	19.3	111

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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NATURAL CHEESE (CHEESE OTHER THAN AMERICAN) - FORMS & TYPES
(FEMALE HOMEMAKERS)

0252
P-19

	TOTAL U.S. '000	PRE-SLICED A '000	PRE-SLICED B % DOWN	PRE-SLICED C % ACROSS	PRE-SLICED D INDX	DOMESTIC A '000	DOMESTIC B % DOWN	DOMESTIC C % ACROSS	DOMESTIC D INDX	IMPORTED A '000	IMPORTED B % DOWN	IMPORTED C % ACROSS	IMPORTED D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	13683	100.0	16.9	100	49067	100.0	60.6	100	12569	100.0	15.5	100				
18 - 24	9282	1583	11.6	17.1	101	5202	10.6	56.0	93	1455	11.6	15.7	101				
25 - 34	19072	3293	24.1	17.3	102	13528	27.6	70.9	117	3622	28.8	19.0	122				
35 - 44	14591	2542	18.6	17.4	103	9640	19.6	66.1	109	2350	18.7	16.1	104				
45 - 54	11345	2025	14.8	17.8	106	7274	14.8	64.1	106	1652	13.1	14.6	94				
55 - 64	11635	2214	16.2	19.0	113	6773	13.8	58.2	96	1894	15.1	16.3	105				
65 OR OLDER	15061	2025	14.8	13.4	80	6649	13.6	44.1	73	1596	12.7	10.6	68				
18 - 34	28354	4877	35.6	17.2	102	18730	38.2	66.1	109	5077	40.4	17.9	115				
18 - 49	48339	8401	61.4	17.4	103	31742	64.7	65.7	108	8260	65.7	17.1	110				
25 - 54	45008	7860	57.4	17.5	103	30442	62.0	67.6	112	7624	60.7	16.9	109				
35 - 49	19985	3524	25.8	17.6	104	13012	26.5	65.1	107	3182	25.3	15.9	103				
50 OR OLDER	32647	5282	38.6	16.2	96	17325	35.3	53.1	88	4310	34.3	13.2	85				
GRADUATED COLLEGE	11155	1787	13.1	16.0	95	8189	16.7	73.4	121	2972	23.6	26.6	172				
ATTENDED COLLEGE	13682	2199	16.1	16.1	95	9914	20.2	72.5	120	2623	20.9	19.2	124				
GRADUATED HIGH SCHOOL	33880	6158	45.0	18.2	108	21341	43.5	63.0	104	4787	38.1	14.1	91				
DID NOT GRADUATE HIGH SCHOOL	22270	3540	25.9	15.9	94	9623	19.6	43.2	71	2188	17.4	9.8	63				
EMPLOYED	40306	6764	49.4	16.8	99	27085	55.2	67.2	111	7958	63.3	19.7	127				
EMPLOYED FULL-TIME	32850	5504	40.2	16.8	99	22035	44.9	67.1	111	6521	51.9	19.9	128				
EMPLOYED PART-TIME	7456	1260	9.2	16.9	100	5050	10.3	67.7	112	1437	11.4	19.3	124				
NOT EMPLOYED	40680	6919	50.6	17.0	101	21982	44.8	54.0	89	4612	36.7	11.3	73				
PROFESSIONAL/MANAGER	10392	1715	12.5	16.5	98	7848	16.0	75.5	125	2678	21.3	25.8	166				
TECH/CLERICAL/SALES	17574	3080	22.5	17.5	104	12566	25.6	71.5	118	3285	26.1	18.7	120				
PRECISION/CRAFT	985	**111	0.8	11.3	67	623	1.3	63.2	104	**245	1.9	24.9	160				
OTHER EMPLOYED	11354	1857	13.6	16.4	97	6048	12.3	53.3	88	1750	13.9	15.4	99				
SINGLE	9863	1686	12.3	17.1	101	5763	11.7	58.4	96	2088	16.6	21.2	136				
MARRIED	51375	8781	64.2	17.1	101	33190	67.6	64.6	107	8093	64.4	15.8	102				
DIVORCED/SEPARATED/WIDOWED	19748	3217	23.5	16.3	96	10114	20.6	51.2	85	2389	19.0	12.1	78				
PARENTS	32590	5798	42.4	17.8	105	21559	43.9	66.2	109	4517	35.9	13.9	89				
WHITE	70416	11898	87.0	16.9	100	44622	90.9	63.4	105	11306	90.0	16.1	103				
BLACK	8778	1605	11.7	18.3	108	3457	7.0	39.4	65	879	7.0	10.0	65				
OTHER	1791	**180	1.3	10.1	59	*988	2.0	55.2	91	**385	3.1	21.5	139				
NORTHEAST-CENSUS	17786	3516	25.7	19.8	117	10845	22.1	61.0	101	4581	36.4	25.8	166				
NORTH CENTRAL	20741	3735	27.3	18.0	107	13849	28.2	66.8	110	1950	15.5	9.4	61				
SOUTH	27775	4352	31.8	15.7	93	14026	28.6	50.5	83	3358	26.7	12.1	78				
WEST	14683	2081	15.2	14.2	84	10347	21.1	70.5	116	2681	21.3	18.3	118				
NORTHEAST-MKTG.	17961	3412	24.9	19.0	112	10659	21.7	59.3	98	5085	40.5	28.3	182				
EAST CENTRAL	11885	2437	17.8	20.5	121	7665	15.6	64.5	106	1320	10.5	11.1	72				
WEST CENTRAL	14090	2212	16.2	15.7	93	9438	19.2	67.0	111	1228	9.8	8.7	56				
SOUTH	24081	3757	27.5	15.6	92	12140	24.7	50.4	83	2470	19.7	10.3	66				
PACIFIC	12969	1865	13.6	14.4	85	9165	18.7	70.7	117	2467	19.6	19.0	123				
COUNTY SIZE A	32439	5927	43.3	18.3	108	20150	41.1	62.1	103	7000	55.7	21.6	139				
COUNTY SIZE B	24915	4265	31.2	17.1	101	15241	31.1	61.2	101	2964	23.6	11.9	77				
COUNTY SIZE C	12930	2060	15.1	15.9	94	8180	16.7	63.3	104	1940	15.4	15.0	97				
COUNTY SIZE D	10703	1430	10.5	13.4	79	5496	11.2	51.4	85	666	5.3	6.2	40				
METRO CENTRAL CITY	24518	4208	30.8	17.2	102	13930	28.4	56.8	94	3735	29.7	15.2	98				
METRO SUBURBAN	35919	6402	46.8	17.8	105	23818	48.5	66.3	109	6774	53.9	18.9	122				
NON METRO	20549	3073	22.5	15.0	89	11319	23.1	55.1	91	2061	16.4	10.0	65				
TOP 5 ADI'S	18341	3541	25.9	19.3	114	11352	23.1	61.9	102	4388	34.9	23.9	154				
TOP 10 ADI'S	25378	4613	33.7	18.2	108	15286	31.2	60.2	99	5771	45.9	22.7	147				
TOP 20 ADI'S	36488	6567	48.0	18.0	107	22612	46.1	62.0	102	7784	61.9	21.3	137				
HSHLD INC. $50,000 OR MORE	6612	1333	9.7	20.2	119	5197	10.6	78.6	130	2006	16.0	30.3	195				
$40,000 OR MORE	12659	2200	16.1	17.4	103	9646	19.7	76.2	126	3689	29.3	29.1	188				
$30,000 OR MORE	24698	4436	32.4	18.0	106	18186	37.1	73.6	122	5952	47.4	24.1	155				
$25,000 OR MORE	32077	5731	41.9	17.9	106	23559	48.0	73.4	121	7229	57.5	22.5	145				
$20,000 - $24,999	9144	1678	12.3	18.4	109	5878	12.0	64.3	106	1142	9.1	12.5	80				
$15,000 - $19,999	8728	1366	10.0	15.7	93	4975	10.1	57.0	94	1252	10.0	14.3	92				
$10,000 - $14,999	12562	1996	14.6	15.9	94	6845	14.0	54.5	90	1441	11.5	11.5	74				
UNDER $10,000	18475	2913	21.3	15.8	93	7811	15.9	42.3	70	1507	12.0	8.2	53				
HOUSEHOLD OF 1 PERSON	11987	1655	12.1	13.8	82	5841	11.9	48.7	80	1680	13.4	14.0	90				
2 PEOPLE	26577	4212	30.8	15.8	94	15504	31.6	58.3	96	4570	36.4	17.2	111				
3 OR 4 PEOPLE	30617	5557	40.6	18.2	107	19975	40.7	65.2	108	4967	39.5	16.2	105				
5 OR MORE PEOPLE	11804	2260	16.5	19.1	113	7747	15.8	65.6	108	1353	10.8	11.5	74				
NO CHILD IN HSHLD	46165	7341	53.7	15.9	94	26180	53.4	56.7	94	7837	62.4	17.0	109				
CHILD(REN) UNDER 2 YRS	5325	907	6.6	17.0	101	3393	6.9	63.7	105	508	4.0	9.5	61				
2 - 5 YEARS	14221	2327	17.0	16.4	97	8955	18.3	63.0	104	1682	13.4	11.8	76				
6 - 11 YEARS	15117	2820	20.6	18.7	110	9835	20.0	65.1	107	2074	16.5	13.7	88				
12 - 17 YEARS	16611	3169	23.2	19.1	113	11139	22.7	67.1	111	2302	18.3	13.9	89				
RESIDENCE OWNED	55884	9160	66.9	16.4	97	35265	71.9	63.1	104	8239	65.6	14.7	95				
VALUE: $50,000 OR MORE	31744	5391	39.4	17.0	101	22239	45.3	70.1	116	6084	48.4	19.2	123				
VALUE: UNDER $50,000	24140	3769	27.5	15.6	92	13026	26.5	54.0	89	2155	17.1	8.9	58				

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NATURAL CHEESE (CHEESE OTHER THAN AMERICAN) - FORMS & TYPES
(FEMALE HOMEMAKERS)

0253
P-19

		TOTAL U.S. '000	PRE-SLICED A '000	PRE-SLICED B % DOWN	PRE-SLICED C % ACROSS	PRE-SLICED D INDX	DOMESTIC A '000	DOMESTIC B % DOWN	DOMESTIC C % ACROSS	DOMESTIC D INDX	IMPORTED A '000	IMPORTED B % DOWN	IMPORTED C % ACROSS	IMPORTED D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	13683	100.0	16.9	100	49067	100.0	60.6	100	12569	100.0	15.5	100				
MAGAZINES	QUINTILE 1	15799	3046	22.3	19.3	114	11048	22.5	69.9	115	3419	27.2	21.6	139				
	QUINTILE 2	17259	3073	22.5	17.8	105	11641	23.7	67.4	111	3108	24.7	18.0	116				
	QUINTILE 3	13545	2039	14.9	15.1	89	8306	16.9	61.3	101	2004	15.9	14.8	95				
	QUINTILE 4	15133	2368	17.3	15.6	93	9028	18.4	59.7	98	1780	14.2	11.8	76				
	QUINTILE 5	19250	3157	23.1	16.4	97	9045	18.4	47.0	78	2258	18.0	11.7	76				
NEWSPAPERS	QUINTILE 1	12413	2239	16.4	18.0	107	7977	16.3	64.3	106	2621	20.9	21.1	136				
	QUINTILE 2	24116	3905	28.5	16.2	96	15838	32.3	65.7	108	4027	32.0	16.7	108				
	QUINTILE 3	11261	1999	14.6	17.8	105	7140	14.6	63.4	105	1727	13.7	15.3	99				
	QUINTILE 4	20255	3454	25.2	17.1	101	12195	24.9	60.2	99	2663	21.2	13.1	85				
	QUINTILE 5	12940	2087	15.3	16.1	95	5917	12.1	45.7	75	1531	12.2	11.8	76				
OUTDOOR	QUINTILE 1	14852	2640	19.3	17.8	105	9996	20.4	67.3	111	2747	21.9	18.5	119				
	QUINTILE 2	15725	2867	21.0	18.2	108	9998	20.4	63.6	105	2255	17.9	14.3	92				
	QUINTILE 3	16330	2568	18.8	15.7	93	9559	19.5	58.5	97	2723	21.7	16.7	107				
	QUINTILE 4	16744	2894	21.2	17.3	102	9646	19.7	57.6	95	2588	20.6	15.5	100				
	QUINTILE 5	17334	2714	19.8	15.7	93	9868	20.1	56.9	94	2257	18.0	13.0	84				
RADIO-DRIVE TIME	QUINTILE 1	15911	2504	18.3	15.7	93	10116	20.6	63.6	105	2313	18.4	14.5	94				
	QUINTILE 2	14837	2563	18.7	17.3	102	9224	18.8	62.2	103	2305	18.3	15.5	100				
	QUINTILE 3	15339	2758	20.2	18.0	106	9492	19.3	61.9	102	3118	24.8	20.3	131				
	QUINTILE 4	16723	2915	21.3	17.4	103	10281	21.0	61.5	101	2364	18.8	14.1	91				
	QUINTILE 5	18176	2943	21.5	16.2	96	9954	20.3	54.8	90	2469	19.6	13.6	88				
RADIO-MID-DAY	TERCILE 1	21020	3792	27.7	18.0	107	13390	27.3	63.7	105	3350	26.7	15.9	103				
	TERCILE 2	21610	3837	28.0	17.8	105	13260	27.0	61.4	101	3373	26.8	15.6	101				
	TERCILE 3	38355	6055	44.3	15.8	93	22417	45.7	58.4	96	5847	46.5	15.2	98				
RADIO-TOTAL	QUINTILE 1	15988	2739	20.0	17.1	101	10149	20.7	63.5	105	2392	19.0	15.0	96				
	QUINTILE 2	15626	2666	19.5	17.1	101	9530	19.4	61.0	101	2654	21.1	17.0	109				
	QUINTILE 3	16723	2945	21.5	17.6	104	10764	21.9	64.4	106	3113	24.8	18.6	120				
	QUINTILE 4	16342	2751	20.1	16.8	100	9919	20.2	60.7	100	2447	19.5	15.0	96				
	QUINTILE 5	16306	2582	18.9	15.8	94	8705	17.7	53.4	88	1964	15.6	12.0	78				
TV-PRIME TIME	QUINTILE 1	15953	3078	22.5	19.3	114	9252	18.9	58.0	96	2345	18.7	14.7	95				
	QUINTILE 2	16137	2726	19.9	16.9	100	10057	20.5	62.3	103	2645	21.0	16.4	106				
	QUINTILE 3	16420	2686	19.6	16.4	97	10362	21.1	63.1	104	2528	20.1	15.4	99				
	QUINTILE 4	16687	2970	21.7	17.8	105	10031	20.4	60.1	99	2757	21.9	16.5	106				
	QUINTILE 5	15789	2224	16.3	14.1	83	9366	19.1	59.3	98	2295	18.3	14.5	94				
TV-DAYTIME	TERCILE 1	27736	4782	34.9	17.2	102	15297	31.2	55.2	91	3520	28.0	12.7	82				
	TERCILE 2	26489	4899	35.8	18.5	109	16659	34.0	62.9	104	4259	33.9	16.1	104				
	TERCILE 3	26761	4003	29.3	15.0	89	17111	34.9	63.9	106	4791	38.1	17.9	115				
TV-TOTAL	QUINTILE 1	16345	2956	21.6	18.1	107	8928	18.2	54.6	90	1992	15.8	12.2	79				
	QUINTILE 2	16447	3060	22.4	18.6	110	9434	19.2	57.4	95	2474	19.7	15.0	97				
	QUINTILE 3	15980	2841	20.8	17.8	105	10170	20.7	63.6	105	2270	18.1	14.2	92				
	QUINTILE 4	15887	2369	17.3	14.9	88	10320	21.0	65.0	107	2933	23.3	18.5	119				
	QUINTILE 5	16326	2458	18.0	15.1	89	10215	20.8	62.6	103	2901	23.1	17.8	114				
MAGAZINES-NEWSPAPERS: DUAL		20721	3648	26.7	17.6	104	14698	30.0	70.9	117	4196	33.4	20.2	130				
MAGAZINE IMPERATIVE		19186	3544	25.9	18.5	109	12212	24.9	63.7	105	3202	25.5	16.7	108				
NEWSPAPER IMPERATIVE		21899	3292	24.1	15.0	89	12743	26.0	58.2	96	3190	25.4	14.6	94				
MAGAZINES-OUTDOOR: DUAL		15451	2955	21.6	19.1	113	11049	22.5	71.5	118	3088	24.6	20.0	129				
MAGAZINE IMPERATIVE		25953	4320	31.6	16.6	99	16530	33.7	63.7	105	4588	36.5	17.7	114				
OUTDOOR IMPERATIVE		24400	3925	28.7	16.1	95	13797	28.1	56.5	93	3186	25.3	13.1	84				
MAGAZINES-RADIO: DUAL		18049	3232	23.6	17.9	106	12228	24.9	67.7	112	3390	27.0	18.8	121				
MAGAZINE IMPERATIVE		23571	4146	30.3	17.6	104	15733	32.1	66.7	110	4395	35.0	18.6	120				
RADIO IMPERATIVE		23278	3668	26.8	15.8	93	13351	27.2	57.4	95	3149	25.1	13.5	87				
MAGAZINES-TELEVISION: DUAL		15459	2975	21.7	19.2	114	10037	20.5	64.9	107	2523	20.1	16.3	105				
MAGAZINE IMPERATIVE		25829	4245	31.0	16.4	97	17942	36.6	69.5	115	5202	41.4	20.1	130				
TELEVISION IMPERATIVE		26039	4408	32.2	16.9	100	13355	27.2	51.3	85	2945	23.4	11.3	73				
NEWSPAPERS-OUTDOOR: DUAL		16605	2784	20.3	16.8	99	11172	22.8	67.3	111	3250	25.9	19.6	126				
NEWSPAPER IMPERATIVE		26834	4505	32.9	16.8	99	16787	34.2	62.6	103	4561	36.3	17.0	110				
OUTDOOR IMPERATIVE		23346	4015	29.3	17.2	102	13854	28.2	59.3	98	3142	25.0	13.5	87				
NEWSPAPERS-RADIO: DUAL		17133	3149	23.0	18.4	109	11293	23.0	65.9	109	3142	25.0	18.3	118				
NEWSPAPER IMPERATIVE		25892	4151	30.3	16.0	95	16626	33.9	64.2	106	4487	35.7	17.3	112				
RADIO IMPERATIVE		23167	3897	28.5	16.8	100	13738	28.0	59.3	98	3328	26.5	14.4	93				
NEWSPAPERS-TELEVISION: DUAL		17159	3070	22.4	17.9	106	10387	21.2	60.5	100	2813	22.4	16.4	106				
NEWSPAPER IMPERATIVE		26214	4207	30.7	16.0	95	17837	36.4	68.0	112	4904	39.0	18.7	121				
TELEVISION IMPERATIVE		23412	4322	31.6	18.5	109	12601	25.7	53.8	89	2614	20.8	11.2	72				
OUTDOOR-RADIO: DUAL		15303	2744	20.1	17.9	106	10168	20.7	66.4	110	2759	22.0	18.0	116				
OUTDOOR IMPERATIVE		24901	4258	31.1	17.1	101	15411	31.4	61.9	102	3779	30.1	15.2	98				
RADIO IMPERATIVE		26492	4471	32.7	16.9	100	15891	32.4	60.0	99	4255	33.9	16.1	103				
OUTDOOR-TELEVISION: DUAL		14794	2793	20.4	18.9	112	9027	18.4	61.0	101	1979	15.7	13.4	86				
OUTDOOR IMPERATIVE		25437	4187	30.6	16.5	97	17028	34.7	66.9	110	4888	38.9	19.2	124				
TELEVISION IMPERATIVE		27877	4801	35.1	17.2	102	15397	31.4	55.2	91	3815	30.4	13.7	88				
RADIO-TELEVISION: DUAL		15996	3041	22.2	19.0	113	9465	19.3	59.2	98	2394	19.0	15.0	96				
RADIO IMPERATIVE		25478	4013	29.3	15.8	93	16631	33.9	65.3	108	4605	36.6	18.1	116				
TELEVISION IMPERATIVE		26573	4682	34.2	17.6	104	15340	31.3	57.7	95	3595	28.6	13.5	87				

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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NATURAL CHEESE (CHEESE OTHER THAN AMERICAN) - FORMS & TYPES
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	PRE-SLICED A '000	PRE-SLICED B % DOWN	PRE-SLICED C ACROSS %	PRE-SLICED D INDX	DOMESTIC A '000	DOMESTIC B % DOWN	DOMESTIC C ACROSS %	DOMESTIC D INDX	IMPORTED A '000	IMPORTED B % DOWN	IMPORTED C ACROSS %	IMPORTED D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEMAKERS	80986	13683	100.0	16.9	100	49067	100.0	60.6	100	12569	100.0	15.5	100				
ATLANTIC MONTHLY	415	**16	0.1	3.9	23	270	0.6	65.1	107	**89	0.7	21.4	138				
BARRON'S	453	**145	1.1	32.0	189	344	0.7	75.9	125	*188	1.5	41.5	267				
BETTER HOMES & GARDENS	16256	2931	21.4	18.0	107	11268	23.0	69.3	114	2890	23.0	17.8	115				
BON APPETIT	2535	384	2.8	15.1	90	1920	3.9	75.7	125	991	7.9	39.1	252				
BUSINESS WEEK	1278	*217	1.6	17.0	100	785	1.6	61.4	101	353	2.8	27.6	178				
CAR AND DRIVER	378	**76	0.6	20.1	119	*240	0.5	63.5	105	**82	0.7	21.7	140				
CBS MAGAZINE NETWORK (GROSS)	1498	314	2.3	21.0	124	1050	2.1	70.1	116	353	2.8	23.6	152				
CHANGING TIMES	1505	291	2.1	19.3	114	921	1.9	61.2	101	332	2.6	22.1	142				
COLONIAL HOMES	1231	*252	1.8	20.5	121	805	1.6	65.4	108	302	2.4	24.5	158				
CONDE NAST MAG. PKG. (GROSS)	14146	2795	20.4	19.8	117	9384	19.1	66.3	109	3349	26.6	23.7	153				
CONSUMERS DIGEST	1323	*241	1.8	18.2	108	849	1.7	64.2	106	*274	2.2	20.7	133				
COSMOPOLITAN	7102	1463	10.7	20.6	122	4715	9.6	66.4	110	1494	11.9	21.0	136				
COUNTRY LIVING	2481	380	2.8	15.3	91	1783	3.6	71.9	119	398	3.2	16.0	103				
CUISINE	1472	251	1.8	17.1	101	997	2.0	67.7	112	460	3.7	31.3	201				
CYCLE WORLD	425	**108	0.8	25.4	150	*296	0.6	69.6	115	**107	0.9	25.2	162				
DCI:CREATIVE IDEAS FOR LIV	2510	477	3.5	19.0	112	1690	3.4	67.3	111	399	3.2	15.9	102				
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	1257	9.2	18.8	111	4479	9.1	66.9	110	1046	8.3	15.6	101				
DISCOVER	894	*146	1.1	16.3	97	640	1.3	71.6	118	265	2.1	29.6	191				
EBONY	3507	737	5.4	21.0	124	1665	3.4	47.5	78	386	3.1	11.0	71				
ESQUIRE	1083	*200	1.5	18.5	109	579	1.2	53.5	88	*176	1.4	16.3	105				
ESSENCE	1830	425	3.1	23.2	137	916	1.9	50.1	83	181	1.4	9.9	64				
FAMILY CIRCLE	15930	2696	19.7	16.9	100	10670	21.7	67.0	111	2688	21.4	16.9	109				
THE FAMILY HANDYMAN	1126	*158	1.2	14.0	83	815	1.7	72.4	119	*183	1.5	16.3	105				
FAMILY WEEKLY	11468	1925	14.1	16.8	99	7184	14.6	62.6	103	1481	11.8	12.9	83				
FIELD & STREAM	2234	460	3.4	20.6	122	1431	2.9	64.1	106	*272	2.2	12.2	78				
FOOD & WINE	579	*158	1.2	27.3	162	354	0.7	61.1	101	*236	1.9	40.8	263				
FORBES	728	**152	1.1	20.9	124	504	1.0	69.2	114	313	2.5	43.0	277				
FORTUNE	906	*215	1.6	23.7	140	597	1.2	65.9	109	352	2.8	38.9	250				
GENTLEMEN'S QUARTERLY	791	*155	1.1	19.6	116	475	1.0	60.1	99	*224	1.8	28.3	182				
GLAMOUR	5265	1075	7.9	20.4	121	3630	7.4	68.9	114	1220	9.7	23.2	149				
GOLF DIGEST	636	**110	0.8	17.3	102	469	1.0	73.7	122	**114	0.9	17.9	115				
GOLF DIGEST/TENNIS (GROSS)	1186	*200	1.5	16.9	100	789	1.6	66.5	110	269	2.1	22.7	146				
GOLF MAGAZINE	441	**59	0.4	13.4	79	297	0.6	67.3	111	**129	1.0	29.3	188				
GOLF MAGAZINE/SKI (GROSS)	922	*145	1.1	15.7	93	575	1.2	62.4	103	*271	2.2	29.4	189				
GOOD HOUSEKEEPING	16487	3054	22.3	18.5	110	10999	22.4	66.7	110	2652	21.1	16.1	104				
HARPER'S BAZAAR	2423	538	3.9	22.2	131	1550	3.2	64.0	106	688	5.5	28.4	183				
HEALTH	1994	494	3.6	24.8	147	1360	2.8	68.2	113	309	2.5	15.5	100				
HEARST MAG CORP. BUY (GROSS)	44101	8464	61.9	19.2	114	29659	60.4	67.3	111	8376	66.6	19.0	122				
HEARST MAN POWER (GROSS)	1993	373	2.7	18.7	111	1419	2.9	71.2	118	422	3.4	21.2	136				
HEARST WOMAN POWER (GROSS)	31274	6017	44.0	19.2	114	21074	42.9	67.4	111	5481	43.6	17.5	113				
HOUSE BEAUTIFUL	3623	701	5.1	19.3	115	2287	4.7	63.1	104	764	6.1	21.1	136				
INC.	283	**78	0.6	27.6	163	*212	0.4	74.9	124	**82	0.7	29.0	187				
JET	2928	638	4.7	21.8	129	1325	2.7	45.3	75	355	2.8	12.1	78				
LADIES' HOME JOURNAL	11918	2195	16.0	18.4	109	8032	16.4	67.4	111	1880	15.0	15.8	102				
LHJ FAMILY GRP COMBO(GROSS)	16764	3200	23.4	19.1	113	11397	23.2	68.0	112	2684	21.4	16.0	103				
LIFE	4254	841	6.1	19.8	117	2670	5.4	62.8	104	885	7.0	20.8	134				
L.A. TIMES HOME MAGAZINE	1145	**124	0.9	10.8	64	806	1.6	70.4	116	401	3.2	35.0	226				
MADEMOISELLE	2884	610	4.5	21.2	125	1924	3.9	66.7	110	673	5.4	23.3	150				
MC CALL'S	13460	2497	18.2	18.6	110	8979	18.3	66.7	110	2168	17.2	16.1	104				
MC CALL'S/WRK MOTHER (GROSS)	14606	2750	20.1	18.8	111	9775	19.9	66.9	110	2418	19.2	16.6	107				
MECHANIX ILLUSTRATED	772	**103	0.8	13.3	79	544	1.1	70.5	116	**151	1.2	19.6	126				
METROPOLITAN HOME	967	235	1.7	24.3	144	644	1.3	66.6	110	283	2.3	29.3	189				
MONEY	1588	456	3.3	28.7	170	1049	2.1	66.1	109	444	3.5	28.0	180				
MOTHER EARTH NEWS	1002	**115	0.8	11.5	68	791	1.6	78.9	130	*267	2.1	26.6	172				
MS.	825	*211	1.5	25.6	151	557	1.1	67.5	111	*168	1.3	20.4	131				
NATIONAL ENQUIRER	10336	2028	14.8	19.6	116	6110	12.5	59.1	98	1398	11.1	13.5	87				
NATIONAL GEOGRAPHIC	9597	1422	10.4	14.8	88	6631	13.5	69.1	114	2200	17.5	22.9	148				
NATIONAL SUNDAY MAGAZINE PKG	49558	8477	62.0	17.1	101	32110	65.4	64.8	107	8424	67.0	17.0	110				
NATURAL HISTORY	573	**100	0.7	17.5	103	363	0.7	63.4	105	*180	1.4	31.4	202				
NEW WOMAN	1699	283	2.1	16.7	99	986	2.0	58.0	96	321	2.6	18.9	122				
NEW YORK INCLUDING CUE	443	*128	0.9	28.9	171	262	0.5	59.1	98	199	1.6	44.9	289				
THE NEW YORKER	1270	*207	1.5	16.3	96	837	1.7	65.9	109	527	4.2	41.5	267				
NEWSWEEK	6277	948	6.9	15.1	89	4316	8.8	68.8	113	1507	12.0	24.0	155				
THE N.Y. TIMES DAILY EDITION	1205	*245	1.8	20.3	120	759	1.5	63.0	104	589	4.7	48.9	315				
THE N.Y. TIMES MAGAZINE	2081	328	2.4	15.8	93	1371	2.8	65.9	109	1032	8.2	49.6	320				
OMNI	788	*135	1.0	17.1	101	576	1.2	73.1	121	*243	1.9	30.8	199				
ON CABLE	1158	246	1.8	21.2	126	715	1.5	61.7	102	*146	1.2	12.6	81				
1001 HOME IDEAS	2852	512	3.7	18.0	106	2005	4.1	70.3	116	495	3.9	17.4	112				
ORGANIC GARDENING	1658	*163	1.2	9.8	58	1205	2.5	72.7	120	281	2.2	16.9	109				
OUTDOOR LIFE	896	*139	1.0	15.5	92	596	1.2	66.5	110	*102	0.8	11.4	73				
PARADE MAGAZINE	24275	4067	29.7	16.8	99	15456	31.5	63.7	105	4381	34.9	18.0	116				

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NATURAL CHEESE (CHEESE OTHER THAN AMERICAN) - FORMS & TYPES
(FEMALE HOMEMAKERS)

0255
P-19

	TOTAL U.S. '000	PRE-SLICED A '000	PRE-SLICED B % DOWN	PRE-SLICED C % ACROSS %	PRE-SLICED D INDX	DOMESTIC A '000	DOMESTIC B % DOWN	DOMESTIC C % ACROSS %	DOMESTIC D INDX	IMPORTED A '000	IMPORTED B % DOWN	IMPORTED C % ACROSS %	IMPORTED D INDX	A '000	B % DOWN	C % ACROSS %	D INDX
TOTAL FEMALE HOMEMAKERS	80986	13683	100.0	16.9	100	49067	100.0	60.6	100	12569	100.0	15.5	100				
PARENTS	3845	796	5.8	20.7	123	2744	5.6	71.4	118	575	4.6	15.0	96				
PENTHOUSE	831	*201	1.5	24.2	143	479	1.0	57.6	95	*176	1.4	21.2	136				
PEOPLE	11645	2231	16.3	19.2	113	8004	16.3	68.7	113	2414	19.2	20.7	134				
PLAYBOY	2006	495	3.6	24.7	146	1234	2.5	61.5	102	486	3.9	24.2	156				
POPULAR HOT RODDING	297	**67	0.5	22.6	134	*167	0.3	56.2	93	**26	0.2	8.8	56				
POPULAR MECHANICS	1018	**192	1.4	18.9	112	772	1.6	75.8	125	*226	1.8	22.2	143				
POPULAR SCIENCE	878	**107	0.8	12.2	72	639	1.3	72.8	120	*194	1.5	22.1	142				
PREVENTION	3913	674	4.9	17.2	102	2661	5.4	68.0	112	716	5.7	18.3	118				
PSYCHOLOGY TODAY	1710	286	2.1	16.7	99	1235	2.5	72.2	119	441	3.5	25.8	166				
READER'S DIGEST	22204	3641	26.6	16.4	97	14681	29.9	66.1	109	3294	26.2	14.8	96				
REDBOOK	7684	1500	11.0	19.5	116	5360	10.9	69.8	115	1335	10.6	17.4	112				
ROAD & TRACK	410	**55	0.4	13.4	79	*321	0.7	78.3	129	**113	0.9	27.6	178				
ROLLING STONE	969	*241	1.8	24.9	147	673	1.4	69.5	115	343	2.7	35.4	228				
RUNNER'S WORLD	298	**86	0.6	28.9	171	*217	0.4	72.8	120	**83	0.7	27.9	179				
SATURDAY EVENING POST	1169	*242	1.8	20.7	123	753	1.5	64.4	106	*184	1.5	15.7	101				
SCIENCE 84	587	*138	1.0	23.5	139	530	1.1	90.3	149	*211	1.7	35.9	232				
SCIENCE DIGEST	482	**89	0.7	18.5	109	327	0.7	67.8	112	*117	0.9	24.3	156				
SCIENTIFIC AMERICAN	594	**98	0.7	16.5	98	391	0.8	65.8	109	301	2.4	50.7	327				
SELF	2089	439	3.2	21.0	124	1436	2.9	68.7	113	500	4.0	23.9	154				
SEVENTEEN	2411	475	3.5	19.7	117	1473	3.0	61.1	101	491	3.9	20.4	131				
SKI	480	**86	0.6	17.9	106	277	0.6	57.7	95	*142	1.1	29.6	191				
SMITHSONIAN	2760	366	2.7	13.3	78	1869	3.8	67.7	112	854	6.8	30.9	199				
SOAP OPERA DIGEST	3013	724	5.3	24.0	142	1788	3.6	59.3	98	437	3.5	14.5	93				
SOUTHERN LIVING	4184	780	5.7	18.6	110	2789	5.7	66.7	110	647	5.1	15.5	100				
SPORT	559	**126	0.9	22.5	133	327	0.7	58.5	97	**68	0.5	12.2	78				
THE SPORTING NEWS	436	**140	1.0	32.1	190	*291	0.6	66.7	110	**100	0.8	22.9	148				
SPORTS AFIELD	493	**92	0.7	18.7	110	320	0.7	64.9	107	**79	0.6	16.0	103				
SPORTS ILLUSTRATED	2758	550	4.0	19.9	118	1972	4.0	71.5	118	615	4.9	22.3	144				
STAR	7456	1588	11.6	21.3	126	4375	8.9	58.7	97	1115	8.9	15.0	96				
SUNDAY	24936	4581	33.5	18.4	109	16368	33.4	65.6	108	4819	38.3	19.3	125				
SUNSET	2124	*267	2.0	12.6	74	1684	3.4	79.3	131	545	4.3	25.7	165				
TV GUIDE	21661	3986	29.1	18.4	109	13559	27.6	62.6	103	3760	29.9	17.4	112				
TENNIS	550	**90	0.7	16.4	97	319	0.7	58.0	96	*155	1.2	28.2	182				
TIME	8880	1523	11.1	17.2	102	6080	12.4	68.5	113	2258	18.0	25.4	164				
TOWN & COUNTRY	917	*180	1.3	19.6	116	645	1.3	70.3	116	281	2.2	30.6	197				
TRAVEL & LEISURE	972	*242	1.8	24.9	147	678	1.4	69.8	115	317	2.5	32.6	210				
TRUE STORY	3356	650	4.8	19.4	115	1778	3.6	53.0	87	317	2.5	9.4	61				
U.S.NEWS & WORLD REPORT	3410	584	4.3	17.1	101	2306	4.7	67.6	112	871	6.9	25.5	165				
USA TODAY	1759	276	2.0	15.7	93	1270	2.6	72.2	119	465	3.7	26.4	170				
US	1873	482	3.5	25.7	152	1331	2.7	71.1	117	370	2.9	19.8	127				
VOGUE	3909	670	4.9	17.1	101	2394	4.9	61.2	101	956	7.6	24.5	158				
WALL STREET JOURNAL	1886	400	2.9	21.2	126	1399	2.9	74.2	122	516	4.1	27.4	176				
WEIGHT WATCHERS	2120	392	2.9	18.5	109	1407	2.9	66.4	110	372	3.0	17.5	113				
WOMAN'S DAY	14172	2526	18.5	17.8	105	9566	19.5	67.5	111	2327	18.5	16.4	106				
WORKING MOTHER	1146	253	1.8	22.1	131	796	1.6	69.5	115	*250	2.0	21.8	141				
WORKING WOMAN	1322	351	2.6	26.6	157	885	1.8	66.9	110	329	2.6	24.9	160				
WORLD TENNIS	*163	**44	0.3	27.0	160	*112	0.2	68.7	113	**44	0.4	27.0	174				
ZIFF-DAVIS MAG NETWK (GROSS)	2532	511	3.7	20.2	119	1719	3.5	67.9	112	507	4.0	20.0	129				
BLAIR INSERTS	43657	7379	53.9	16.9	100	28478	58.0	65.2	108	8077	64.3	18.5	119				
DAILY NEWSPAPERS																	
READ ANY	51633	8788	64.2	17.0	101	32812	66.9	63.5	105	8447	67.2	16.4	105				
READ ONE	43463	7332	53.6	16.9	100	27467	56.0	63.2	104	6731	53.6	15.5	100				
READ TWO OR MORE	8170	1456	10.6	17.8	105	5345	10.9	65.4	108	1716	13.7	21.0	135				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	8990	65.7	17.1	101	34064	69.4	64.7	107	9096	72.4	17.3	111				
READ ONE	46126	7918	57.9	17.2	102	29628	60.4	64.2	106	7411	59.0	16.1	104				
READ TWO OR MORE	6552	1072	7.8	16.4	97	4437	9.0	67.7	112	1685	13.4	25.7	166				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.56				29.49				29.27							
30 DAY REACH	71455	12348	90.2	17.3	102	43869	89.4	61.4	101	11333	90.2	15.9	102				
50 SHWG - 30 DAY AV FREQ	14.56	14.61				15.59				15.46							
30 DAY REACH	67742	11667	85.3	17.2	102	41595	84.8	61.4	101	10760	85.6	15.9	102				
25 SHWG - 30 DAY AV FREQ	7.94	7.91				8.45				8.24							
30 DAY REACH	62117	10773	78.7	17.3	103	38396	78.3	61.8	102	10101	80.4	16.3	105				
CABLE TV: HOME WIRED	32077	5824	42.6	18.2	107	21179	43.2	66.0	109	5507	43.8	17.2	111				
HOME NOT WIRED	48909	7859	57.4	16.1	95	27887	56.8	57.0	94	7063	56.2	14.4	93				
HAVE PAY CABLE	15935	3121	22.8	19.6	116	11261	23.0	70.7	117	3144	25.0	19.7	127				

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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NATURAL CHEESE (CHEESE OTHER THAN AMERICAN) - FORMS & TYPES
(FEMALE HOMEMAKERS)

0256
P-19

	TOTAL U.S. '000	PRE-SLICED A '000	PRE-SLICED B % DOWN	PRE-SLICED C ACROSS %	PRE-SLICED D INDX	DOMESTIC A '000	DOMESTIC B % DOWN	DOMESTIC C ACROSS %	DOMESTIC D INDX	IMPORTED A '000	IMPORTED B % DOWN	IMPORTED C ACROSS %	IMPORTED D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEMAKERS	80986	13683	100.0	16.9	100	49067	100.0	60.6	100	12569	100.0	15.5	100				
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	7178	52.5	16.3	97	27844	56.7	63.4	105	7202	57.3	16.4	106				
10:00 AM - 3:00 PM	30659	5398	39.5	17.6	104	19313	39.4	63.0	104	4808	38.3	15.7	101				
3:00 PM - 7:00 PM	31045	5206	38.0	16.8	99	20056	40.9	64.6	107	5175	41.2	16.7	107				
7:00 PM - MIDNIGHT	15767	2718	19.9	17.2	102	10061	20.5	63.8	105	2559	20.4	16.2	105				
MIDNIGHT - 6:00 AM	9120	1536	11.2	16.8	100	5922	12.1	64.9	107	1623	12.9	17.8	115				
6:00 AM - MIDNIGHT	58527	9995	73.0	17.1	101	36987	75.4	63.2	104	9586	76.3	16.4	106				
ENTIRE DAY	59311	10107	73.9	17.0	101	37461	76.3	63.2	104	9774	77.8	16.5	106				
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	2639	19.3	16.3	97	10807	22.0	66.8	110	2625	20.9	16.2	105				
ALL NEWS	2256	406	3.0	18.0	107	1342	2.7	59.5	98	699	5.6	31.0	200				
AOR/PROGRESSIVE	3874	641	4.7	16.5	98	2785	5.7	71.9	119	1009	8.0	26.0	168				
BEAUTIFUL MUSIC	5660	793	5.8	14.0	83	3666	7.5	64.8	107	1050	8.4	18.6	120				
BLACK	2204	396	2.9	18.0	106	1003	2.0	45.5	75	250	2.0	11.3	73				
CLASSICAL	1418	*232	1.7	16.4	97	1056	2.2	74.5	123	428	3.4	30.2	194				
CHR/ROCK	9538	1772	13.0	18.6	110	6370	13.0	66.8	110	1864	14.8	19.5	126				
COUNTRY	12648	2259	16.5	17.9	106	7757	15.8	61.3	101	1541	12.3	12.2	79				
GOLDEN OLDIES	1191	**157	1.1	13.2	78	650	1.3	54.6	90	*157	1.2	13.2	85				
MOR/NOSTALGIA	4757	773	5.6	16.2	96	3043	6.2	64.0	106	820	6.5	17.2	111				
NEWS/TALK	3863	596	4.4	15.4	91	2485	5.1	64.3	106	777	6.2	20.1	130				
RELIGIOUS	3084	681	5.0	22.1	131	1684	3.4	54.6	90	392	3.1	12.7	82				
SOFT ROCK	521	**102	0.7	19.6	116	358	0.7	68.7	113	**111	0.9	21.3	137				
URBAN CONTEMPORARY	1585	334	2.4	21.1	125	784	1.6	49.5	82	287	2.3	18.1	117				
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	591	4.3	18.1	107	1909	3.9	58.5	97	561	4.5	17.2	111				
ABC DIRECTION	2316	451	3.3	19.5	115	1415	2.9	61.1	101	432	3.4	18.7	120				
ABC ENTERTAINMENT	4834	898	6.6	18.6	110	3060	6.2	63.3	104	624	5.0	12.9	83				
ABC FM	2202	376	2.7	17.1	101	1447	2.9	65.7	108	293	2.3	13.3	86				
ABC INFORMATION	5425	784	5.7	14.5	86	3465	7.1	63.9	105	952	7.6	17.5	113				
ABC ROCK	1677	316	2.3	18.8	112	1308	2.7	78.0	129	514	4.1	30.6	197				
CBS	4430	632	4.6	14.3	84	2783	5.7	62.8	104	815	6.5	18.4	119				
MUTUAL	4992	814	5.9	16.3	97	3196	6.5	64.0	106	919	7.3	18.4	119				
NBC	4679	930	6.8	19.9	118	3170	6.5	67.7	112	714	5.7	15.3	98				
RADIORADIO	1994	345	2.5	17.3	102	1195	2.4	59.9	99	321	2.6	16.1	104				
RKO ONE	2298	369	2.7	16.1	95	1348	2.7	58.7	97	386	3.1	16.8	108				
RKO TWO	3311	632	4.6	19.1	113	2016	4.1	60.9	100	506	4.0	15.3	98				
THE SOURCE	2114	361	2.6	17.1	101	1394	2.8	65.9	109	390	3.1	18.4	119				
NON-WIRED : BLAIR	8654	1565	11.4	18.1	107	5633	11.5	65.1	107	1545	12.3	17.9	115				
INTERNET	12025	1932	14.1	16.1	95	7599	15.5	63.2	104	2292	18.2	19.1	123				
KATZ RADIO GROUP	15359	2473	18.1	16.1	95	10052	20.5	65.4	108	2981	23.7	19.4	125				
SUPERNET	10628	1827	13.4	17.2	102	6671	13.6	62.8	104	1689	13.4	15.9	102				
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	1373	10.0	15.9	94	4907	10.0	56.7	94	1229	9.8	14.2	91				
WKDAY 9:00 AM - 1:00 PM	12163	2107	15.4	17.3	103	6655	13.6	54.7	90	1476	11.7	12.1	78				
WKDAY 1:00 PM - 4:30 PM	16150	2842	20.8	17.6	104	8979	18.3	55.6	92	1947	15.5	12.1	78				
WKDAY 4:30 PM - 7:30 PM	22463	3984	29.1	17.7	105	12733	26.0	56.7	94	3155	25.1	14.0	90				
WKDAY 7:30 PM - 8:00 PM	31795	5612	41.0	17.7	104	18357	37.4	57.7	95	4513	35.9	14.2	91				
WKDAY 11:00 PM - 11:30 PM	23977	4379	32.0	18.3	108	14678	29.9	61.2	101	3345	26.6	14.0	90				
WKDAY 11:30 PM - 1:00 AM	7703	1326	9.7	17.2	102	4703	9.6	61.1	101	1095	8.7	14.2	92				
M-SAT 8-11 PM+SUN 7-11 PM	33800	5972	43.6	17.7	105	20456	41.7	60.5	100	5218	41.5	15.4	99				
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	1352	9.9	20.7	122	3778	7.7	57.8	95	958	7.6	14.7	94				
ANOTHER WORLD N	4620	739	5.4	16.0	95	2342	4.8	50.7	84	463	3.7	10.0	65				
AS THE WORLD TURNS C	5614	830	6.1	14.8	88	3008	6.1	53.6	88	477	3.8	8.5	55				
CAPITOL C	3396	548	4.0	16.1	96	1784	3.6	52.5	87	308	2.5	9.1	58				
CBS MORN. NEWS 1 C	1446	165	1.2	11.4	68	667	1.4	46.1	76	115	0.9	8.0	51				
CBS MORN. NEWS 2 C	1207	165	1.2	13.7	81	592	1.2	49.0	81	134	1.1	11.1	72				
DAYS OF OUR LIVES N	5877	1029	7.5	17.5	104	3388	6.9	57.6	95	704	5.6	12.0	77				
FACTS OF LIFE - DAYTIME N	2290	384	2.8	16.8	99	1028	2.1	44.9	74	225	1.8	9.8	63				
FAMILY FEUD A	3023	546	4.0	18.1	107	1655	3.4	54.7	90	398	3.2	13.2	85				
GENERAL HOSPITAL A	6097	1245	9.1	20.4	121	3470	7.1	56.9	94	948	7.5	15.5	100				
GOOD MORNING, AMERICA-730 A	3515	675	4.9	19.2	114	2131	4.3	60.6	100	538	4.3	15.3	99				
GOOD MORNING, AMERICA-830 A	2818	576	4.2	20.4	121	1733	3.5	61.5	102	427	3.4	15.2	98				
GUIDING LIGHT C	5339	833	6.1	15.6	92	2900	5.9	54.3	90	489	3.9	9.2	59				
ONE LIFE TO LIVE A	4478	857	6.3	19.1	113	2488	5.1	55.6	92	570	4.5	12.7	82				
PRESS YOUR LUCK C	2244	405	3.0	18.0	107	1289	2.6	57.4	95	229	1.8	10.2	66				
PRICE IS RIGHT 1 C	4348	711	5.2	16.4	97	2233	4.6	51.4	85	422	3.4	9.7	63				
PRICE IS RIGHT 2 C	5014	833	6.1	16.6	98	2606	5.3	52.0	86	471	3.7	9.4	61				
RYAN'S HOPE A	3150	598	4.4	19.0	112	1781	3.6	56.5	93	573	4.6	18.2	117				
SALE OF THE CENTURY N	2695	435	3.2	16.1	96	1181	2.4	43.8	72	272	2.2	10.1	65				
SEARCH FOR TOMORROW N	2319	396	2.9	17.1	101	1185	2.4	51.1	84	253	2.0	10.9	70				
TODAY SHOW 1 N	2693	360	2.6	13.4	79	1483	3.0	55.1	91	446	3.5	16.6	107				
TODAY SHOW 2 N	2498	371	2.7	14.9	88	1338	2.7	53.6	88	347	2.8	13.9	90				
$25,000 PYRAMID C	2753	498	3.6	18.1	107	1440	2.9	52.3	86	295	2.3	10.7	69				
WHEEL OF FORTUNE N	4388	787	5.8	17.9	106	2282	4.7	52.0	86	462	3.7	10.5	68				
YOUNG AND THE RESTLESS C	5695	876	6.4	15.4	91	3019	6.2	53.0	87	483	3.8	8.5	55				
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	300	2.2	17.0	101	972	2.0	55.2	91	217	1.7	12.3	79				
NBA PLAYOFF GAME -1 C	1136	214	1.6	18.8	111	595	1.2	52.4	86	155	1.2	13.6	88				
NBC MAJOR LEAGUE PRE-GAME N	953	*149	1.1	15.6	93	485	1.0	50.9	84	**89	0.7	9.3	60				
SPORTSWORLD - SUN N	1233	181	1.3	14.7	87	661	1.3	53.6	88	*149	1.2	12.1	78				
SUNDAY MORNING C	1611	273	2.0	16.9	100	958	2.0	59.5	98	213	1.7	13.2	85				

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NATURAL CHEESE (CHEESE OTHER THAN AMERICAN) - FORMS & TYPES
(FEMALE HOMEMAKERS)

0257
P-19

		TOTAL U.S. '000	PRE-SLICED A '000	PRE-SLICED B % DOWN	PRE-SLICED C % ACROSS	PRE-SLICED D INDX	DOMESTIC A '000	DOMESTIC B % DOWN	DOMESTIC C % ACROSS	DOMESTIC D INDX	IMPORTED A '000	IMPORTED B % DOWN	IMPORTED C % ACROSS	IMPORTED D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	13683	100.0	16.9	100	49067	100.0	60.6	100	12569	100.0	15.5	100				
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	4372	32.0	16.8	99	14248	29.0	54.7	90	3381	26.9	13.0	84				
NETWORK AFFILIATES - LATE		20261	3654	26.7	18.0	107	12319	25.1	60.8	100	2789	22.2	13.8	89				
INDEPENDENTS - LATE		2076	399	2.9	19.2	114	1294	2.6	62.3	103	495	3.9	23.8	154				
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	2143	15.7	20.5	121	6291	12.8	60.2	99	1577	12.5	15.1	97				
ABC MONDAY NIGHT MOVIE	A	6412	1166	8.5	18.2	108	3907	8.0	60.9	101	1098	8.7	17.1	110				
ABC SUNDAY NIGHT MOVIE	A	12407	2365	17.3	19.1	113	7526	15.3	60.7	100	2158	17.2	17.4	112				
ABC WORLD NEWS TONIGHT	A	6176	1031	7.5	16.7	99	3333	6.8	54.0	89	664	5.3	10.8	69				
AFTERMASH	C	5863	945	6.9	16.1	95	3383	6.9	57.7	95	658	5.2	11.2	72				
ALICE	C	9594	1562	11.4	16.3	96	5573	11.4	58.1	96	1430	11.4	14.9	96				
AMERICAN PARADE	C	6622	1089	8.0	16.4	97	3785	7.7	57.2	94	922	7.3	13.9	90				
BENSON	A	10886	1675	12.2	15.4	91	6375	13.0	58.6	97	1613	12.8	14.8	95				
BLUE THUNDER	A	5036	863	6.3	17.1	101	3098	6.3	61.5	102	701	5.6	13.9	90				
CAGNEY & LACEY	C	9965	1678	12.3	16.8	100	6426	13.1	64.5	106	1459	11.6	14.6	94				
CBS EVENING NEWS-DEAN	C	3491	591	4.3	16.9	100	1915	3.9	54.9	91	519	4.1	14.9	96				
CBS EVENING NEWS-RATHER	C	7123	1229	9.0	17.3	102	3973	8.1	55.8	92	949	7.6	13.3	86				
CBS SAT. NEWS-SCHIEFFER	C	3621	648	4.7	17.9	106	1923	3.9	53.1	88	502	4.0	13.9	89				
CBS SATURDAY NIGHT MOVIE	C	5436	942	6.9	17.3	103	3311	6.7	60.9	101	844	6.7	15.5	100				
CBS WEDNESDAY NIGHT MOVIE	C	6100	845	6.2	13.9	82	3648	7.4	59.8	99	700	5.6	11.5	74				
CHEERS	N	8889	1406	10.3	15.8	94	5914	12.1	66.5	110	1651	13.1	18.6	120				
DALLAS	C	22109	3794	27.7	17.2	102	13244	27.0	59.9	99	3129	24.9	14.2	91				
DIFF'RENT STROKES	N	6940	1246	9.1	18.0	106	3736	7.6	53.8	89	791	6.3	11.4	73				
DOUBLE TROUBLE	N	7223	1275	9.3	17.7	104	4403	9.0	61.0	101	922	7.3	12.8	82				
DUCK FACTORY	N	5595	833	6.1	14.9	88	3626	7.4	64.8	107	932	7.4	16.7	107				
DUKES OF HAZZARD	C	5768	946	6.9	16.4	97	3162	6.4	54.8	90	665	5.3	11.5	74				
DYNASTY	A	20053	3417	25.0	17.0	101	11626	23.7	58.0	96	2928	23.3	14.6	94				
FACTS OF LIFE	N	8087	1561	11.4	19.3	114	5025	10.2	62.1	103	1039	8.3	12.8	83				
FALCON CREST	C	20046	3300	24.1	16.5	97	11992	24.4	59.8	99	2783	22.1	13.9	89				
FALL GUY	A	9084	1818	13.3	20.0	118	5470	11.1	60.2	99	1243	9.9	13.7	88				
FAMILY TIES	N	7964	1322	9.7	16.6	98	4788	9.8	60.1	99	1073	8.5	13.5	87				
FANTASY ISLAND	A	7687	1499	11.0	19.5	115	4205	8.6	54.7	90	1121	8.9	14.6	94				
FOULUPS,BLEEPS & BLUNDERS	A	8861	1280	9.4	14.4	85	5378	11.0	60.7	100	1169	9.3	13.2	85				
FOUR SEASONS	C	5095	774	5.7	15.2	90	3092	6.3	60.7	100	705	5.6	13.8	89				
GIMME A BREAK	N	8838	1568	11.5	17.7	105	4832	9.8	54.7	90	1097	8.7	12.4	80				
HART TO HART	A	8978	1584	11.6	17.6	104	5344	10.9	59.5	98	1286	10.2	14.3	92				
HILL STREET BLUES	N	8590	1567	11.5	18.2	108	5524	11.3	64.3	106	1508	12.0	17.6	113				
HOTEL	A	14085	2412	17.6	17.1	101	8381	17.1	59.5	98	2066	16.4	14.7	95				
JEFFERSONS	C	9360	1431	10.5	15.3	90	5384	11.0	57.5	95	1252	10.0	13.4	86				
JENNIFER SLEPT HERE	N	5841	1147	8.4	19.6	116	3344	6.8	57.3	94	801	6.4	13.7	88				
KATE & ALLIE	C	9206	1510	11.0	16.4	97	5770	11.8	62.7	103	1366	10.9	14.8	96				
KNIGHT RIDER	N	7076	1287	9.4	18.2	108	4405	9.0	62.3	103	1048	8.3	14.8	95				
LOVE BOAT	A	12219	2221	16.2	18.2	108	6717	13.7	55.0	91	1763	14.0	14.4	93				
MAGNUM PI	C	11199	1961	14.3	17.5	104	6788	13.8	60.6	100	1752	13.9	15.6	101				
MAMA'S FAMILY	N	6057	1078	7.9	17.8	105	3704	7.5	61.2	101	766	6.1	12.6	81				
MASTER, THE	N	3598	774	5.7	21.5	127	2146	4.4	59.6	98	546	4.3	15.2	98				
MATT HOUSTON	A	6344	1154	8.4	18.2	108	4015	8.2	63.3	104	1117	8.9	17.6	113				
NBC MONDAY NIGHT MOVIE	N	11994	2153	15.7	18.0	106	7355	15.0	61.3	101	1691	13.5	14.1	91				
NBC NIGHTLY NEWS	N	5132	816	6.0	15.9	94	2860	5.8	55.7	92	776	6.2	15.1	97				
NBC NIGHTLY NEWS-SAT	N	3375	492	3.6	14.6	86	1794	3.7	53.2	88	351	2.8	10.4	67				
NBC NIGHTLY NEWS-SUN	N	3130	571	4.2	18.2	108	1705	3.5	54.5	90	409	3.3	13.1	84				
NBC SUNDAY NIGHT MOVIE	N	8284	1574	11.5	19.0	112	5188	10.6	62.6	103	1301	10.4	15.7	101				
NEWHART	C	9240	1475	10.8	16.0	94	5841	11.9	63.2	104	1328	10.6	14.4	93				
ONE DAY AT A TIME	C	7288	1214	8.9	16.7	99	4368	8.9	59.9	99	1027	8.2	14.1	91				
PEOPLE ARE FUNNY	N	4855	899	6.6	18.5	110	3034	6.2	62.5	103	560	4.5	11.5	74				
REAL PEOPLE	N	8869	1497	10.9	16.9	100	5057	10.3	57.0	94	927	7.4	10.5	67				
REMINGTON STEELE	N	7743	1425	10.4	18.4	109	4626	9.4	59.7	99	1244	9.9	16.1	104				
RIPLEY'S BELIEVE IT - NOT	A	5345	973	7.1	18.2	108	3501	7.1	65.5	108	847	6.7	15.8	102				
RIPTIDE	N	6988	1235	9.0	17.7	105	4218	8.6	60.4	100	1104	8.8	15.8	102				
SCARECROW & MRS. KING	C	10002	1667	12.2	16.7	99	5875	12.0	58.7	97	1450	11.5	14.5	93				
SIMON & SIMON	C	10638	1995	14.6	18.8	111	6516	13.3	61.3	101	1358	10.8	12.8	82				
60 MINUTES	C	13293	2290	16.7	17.2	102	7717	15.7	58.1	96	1972	15.7	14.8	96				
ST. ELSEWHERE	N	7017	1265	9.2	18.0	107	4579	9.3	65.3	108	1116	8.9	15.9	102				
THREE'S COMPANY	A	10917	1980	14.5	18.1	107	6708	13.7	61.4	101	1518	12.1	13.9	90				
T.J. HOOKER	A	9204	1688	12.3	18.3	109	5358	10.9	58.2	96	1393	11.1	15.1	98				
TONIGHT SHOW	N	2372	377	2.8	15.9	94	1525	3.1	64.3	106	427	3.4	18.0	116				
TRAPPER JOHN, M.D.	C	9846	1706	12.5	17.3	103	5556	11.3	56.4	93	1444	11.5	14.7	94				
TV BLOOPERS & PRAC. JOKES	N	9105	1584	11.6	17.4	103	5572	11.4	61.2	101	1399	11.1	15.4	99				
20/20	A	9387	1419	10.4	15.1	89	5820	11.9	62.0	102	1555	12.4	16.6	107				
WEBSTER	A	11067	1726	12.6	15.6	92	6643	13.5	60.0	99	1489	11.8	13.5	87				
WORLD NEWS - SUN	A	3062	662	4.8	21.6	128	1898	3.9	62.0	102	511	4.1	16.7	108				
YELLOW ROSE	N	4978	822	6.0	16.5	98	3033	6.2	60.9	101	605	4.8	12.2	78				
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	1410	10.3	15.9	94	6189	12.6	69.7	115	1343	10.7	15.1	97				
BASKETBALL - COLLEGE GAMES		4080	713	5.2	17.5	103	2733	5.6	67.0	111	587	4.7	14.4	93				
BASKETBALL - PRO GAMES		3607	595	4.3	16.5	98	2456	5.0	68.1	112	636	5.1	17.6	114				
BOWLING		3883	838	6.1	21.6	128	2895	5.9	74.6	123	*530	4.2	13.6	88				
BOXING		3928	752	5.5	19.1	113	2485	5.1	63.3	104	531	4.2	13.5	87				
FOOTBALL - COLLEGE GAMES		6366	1105	8.1	17.4	103	4600	9.4	72.3	119	1105	8.8	17.4	112				
FOOTBALL - PRO GAMES		11300	2015	14.7	17.8	106	8557	17.4	75.7	125	1722	13.7	15.2	98				
GOLF		3378	*543	4.0	16.1	95	2573	5.2	76.2	126	*455	3.6	13.5	87				
POST-SEASON COLL. FOOTBALL		4906	924	6.8	18.8	111	3508	7.1	71.5	118	712	5.7	14.5	94				
POST-SEASON PRO FOOTBALL		6120	1182	8.6	19.3	114	4675	9.5	76.4	126	823	6.5	13.4	87				
TENNIS		3033	*400	2.9	13.2	78	2041	4.2	67.3	111	581	4.6	19.2	123				
WRESTLING - PROFESSIONAL		3344	654	4.8	19.6	116	2129	4.3	63.7	105	*413	3.3	12.4	80				

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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MATURAL CHEESE (CHEESE OTHER THAN AMERICAN) - KINDS
(FEMALE HOMEMAKERS)

0258
P-19

	TOTAL U.S. '000	BLUE CHEESE A '000	BLUE CHEESE B % DOWN	BLUE CHEESE C % ACROSS	BLUE CHEESE D INDX	BRICK A '000	BRICK B % DOWN	BRICK C % ACROSS	BRICK D INDX	CARAWAY A '000	CARAWAY B % DOWN	CARAWAY C % ACROSS	CARAWAY D INDX	CHEDDAR A '000	CHEDDAR B % DOWN	CHEDDAR C % ACROSS	CHEDDAR D INDX
TOTAL FEMALE HOMEMAKERS	80986	6556	100.0	8.1	100	4243	100.0	5.2	100	1857	100.0	2.3	100	37920	100.0	46.8	100
18 - 24	9282	*527	8.0	5.7	70	*224	5.3	2.4	46	**149	8.0	1.6	70	4345	11.5	46.8	100
25 - 34	19072	1506	23.0	7.9	98	1104	26.0	5.8	110	*335	18.0	1.8	77	10687	28.2	56.0	120
35 - 44	14591	1301	19.8	8.9	110	778	18.3	5.3	102	*331	17.8	2.3	99	7516	19.8	51.5	110
45 - 54	11345	1061	16.2	9.4	116	850	20.0	7.5	143	**316	17.0	2.8	121	5587	14.7	49.2	105
55 - 64	11635	1108	16.9	9.5	118	641	15.1	5.5	105	*393	21.2	3.4	147	5152	13.6	44.3	95
65 OR OLDER	15061	1053	16.1	7.0	86	647	15.2	4.3	82	*333	17.9	2.2	96	4633	12.2	30.8	66
18 - 34	28354	2033	31.0	7.2	89	1327	31.3	4.7	89	484	26.1	1.7	74	15032	39.6	53.0	113
18 - 49	48339	3888	59.3	8.0	99	2532	59.7	5.2	100	944	50.8	2.0	85	25203	66.5	52.1	111
25 - 54	45008	3868	59.0	8.6	106	2731	64.4	6.1	116	982	52.9	2.2	95	23789	62.7	52.9	113
35 - 49	19985	1855	28.3	9.3	115	1205	28.4	6.0	115	*460	24.8	2.3	100	10171	26.8	50.9	109
50 OR OLDER	32647	2668	40.7	8.2	101	1711	40.3	5.2	100	914	49.2	2.8	122	12717	33.5	39.0	83
GRADUATED COLLEGE	11155	1397	21.3	12.5	155	772	18.2	6.9	132	*390	21.0	3.5	152	6890	18.2	61.8	132
ATTENDED COLLEGE	13682	1472	22.5	10.8	133	968	22.8	7.1	135	*354	19.1	2.6	113	8125	21.4	59.4	127
GRADUATED HIGH SCHOOL	33880	2681	40.9	7.9	98	1747	41.2	5.2	98	793	42.7	2.3	102	15616	41.2	46.1	98
DID NOT GRADUATE HIGH SCHOOL	22270	1006	15.3	4.5	56	757	17.8	3.4	65	*321	17.3	1.4	63	7288	19.2	32.7	70
EMPLOYED	40306	3759	57.3	9.3	115	2279	53.7	5.7	108	879	47.3	2.2	95	21621	57.0	53.6	115
EMPLOYED FULL-TIME	32850	3020	46.1	9.2	114	1770	41.7	5.4	103	684	36.8	2.1	91	17489	46.1	53.2	114
EMPLOYED PART-TIME	7456	739	11.3	9.9	122	*509	12.0	6.8	130	**195	10.5	2.6	114	4132	10.9	55.4	118
NOT EMPLOYED	40680	2798	42.7	6.9	85	1964	46.3	4.8	92	978	52.7	2.4	105	16299	43.0	40.1	86
PROFESSIONAL/MANAGER	10392	1255	19.1	12.1	149	799	18.8	7.7	147	*317	17.1	3.1	133	6479	17.1	62.3	133
TECH/CLERICAL/SALES	17574	1705	26.0	9.7	120	1028	24.2	5.8	112	*449	24.2	2.6	111	9783	25.8	55.7	119
PRECISION/CRAFT	985	**79	1.2	8.0	99	**19	0.4	1.9	37	**20	1.1	2.0	89	*485	1.3	49.2	105
OTHER EMPLOYED	11354	721	11.0	6.4	78	*433	10.2	3.8	73	**93	5.0	0.8	36	4874	12.9	42.9	92
SINGLE	9863	912	13.9	9.2	114	*285	6.7	2.9	55	**182	9.8	1.8	80	4741	12.5	48.1	103
MARRIED	51375	4137	63.1	8.1	99	3162	74.5	6.2	117	1300	70.0	2.5	110	25639	67.6	49.9	107
DIVORCED/SEPARATED/WIDOWED	19748	1508	23.0	7.6	94	797	18.8	4.0	77	*375	20.2	1.9	83	7539	19.9	38.2	82
PARENTS	32590	2489	38.0	7.6	94	1689	39.8	5.2	99	658	35.4	2.0	88	16793	44.3	51.5	110
WHITE	70416	5951	90.8	8.5	104	3972	93.6	5.6	108	1669	89.9	2.4	103	34417	90.8	48.9	104
BLACK	8778	*372	5.7	4.2	52	**206	4.9	2.3	45	**141	7.6	1.6	70	2822	7.4	32.1	69
OTHER	1791	**233	3.6	13.0	161	**65	1.5	3.6	69	**48	2.6	2.7	117	*681	1.8	38.0	81
NORTHEAST-CENSUS	17786	2151	32.8	12.1	149	1143	26.9	6.4	123	506	27.2	2.8	124	7947	21.0	44.7	95
NORTH CENTRAL	20741	1039	15.8	5.0	62	1826	43.0	8.8	168	618	33.3	3.0	130	9691	25.6	46.7	100
SOUTH	27775	1842	28.1	6.6	82	*559	13.2	2.0	38	*432	23.3	1.6	68	11481	30.3	41.3	88
WEST	14683	1525	23.3	10.4	128	716	16.9	4.9	93	*302	16.3	2.1	90	8801	23.2	59.9	128
NORTHEAST-MKTG.	17961	2165	33.0	12.1	149	829	19.5	4.6	88	568	30.6	3.2	138	7774	20.5	43.3	92
EAST CENTRAL	11885	697	10.6	5.9	72	919	21.7	7.7	148	**225	12.1	1.9	83	4944	13.0	41.6	89
WEST CENTRAL	14090	770	11.7	5.5	68	1412	33.3	10.0	191	*483	26.0	3.4	149	7022	18.5	49.8	106
SOUTH	24081	1565	23.9	6.5	80	*463	10.9	1.9	37	*315	17.0	1.3	57	10378	27.4	43.1	92
PACIFIC	12969	1359	20.7	10.5	129	*620	14.6	4.8	91	**267	14.4	2.1	90	7801	20.6	60.2	128
COUNTY SIZE A	32439	3130	47.7	9.6	119	2123	50.0	6.5	125	865	46.6	2.7	116	14992	39.5	46.2	99
COUNTY SIZE B	24915	1888	28.8	7.6	94	1118	26.3	4.5	86	*447	24.1	1.8	78	11811	31.1	47.4	101
COUNTY SIZE C	12930	1020	15.6	7.9	97	590	13.9	4.6	87	**288	15.5	2.2	97	6696	17.7	51.8	111
COUNTY SIZE D	10703	518	7.9	4.8	60	*413	9.7	3.9	74	*258	13.9	2.4	105	4422	11.7	41.3	88
METRO CENTRAL CITY	24518	1922	29.3	7.8	97	1159	27.3	4.7	90	650	35.0	2.7	116	10894	28.7	44.4	95
METRO SUBURBAN	35919	3379	51.5	9.4	116	2290	54.0	6.4	122	699	37.6	1.9	85	17999	47.5	50.1	107
NON METRO	20549	1256	19.2	6.1	76	794	18.7	3.9	74	*509	27.4	2.5	108	9027	23.8	43.9	94
TOP 5 ADI'S	18341	2082	31.8	11.4	140	1210	28.5	6.6	126	*488	26.3	2.7	116	8460	22.3	46.1	99
TOP 10 ADI'S	25378	2575	39.3	10.1	125	1431	33.7	5.6	108	661	35.6	2.6	114	11593	30.6	45.7	98
TOP 20 ADI'S	36488	3585	54.7	9.8	121	2219	52.3	6.1	116	932	50.2	2.6	111	17254	45.5	47.3	101
HSHLD INC. $50,000 OR MORE	6612	1177	18.0	17.8	220	*621	14.6	9.4	179	*308	16.6	4.7	203	4206	11.1	63.6	136
$40,000 OR MORE	12659	1986	30.3	15.7	194	944	22.2	7.5	142	*433	23.3	3.4	149	7899	20.8	62.4	133
$30,000 OR MORE	24698	3194	48.7	12.9	160	1762	41.5	7.1	136	857	46.1	3.5	151	14518	38.3	58.8	126
$25,000 OR MORE	32077	3936	60.0	12.3	152	2210	52.1	6.9	132	1062	57.2	3.3	144	18804	49.6	58.6	125
$20,000 - $24,999	9144	561	8.6	6.1	76	*492	11.6	5.4	103	**239	12.9	2.6	114	4511	11.9	49.3	105
$15,000 - $19,999	8728	453	6.9	5.2	64	*322	7.6	3.7	70	**197	10.6	2.3	98	3524	9.3	40.4	86
$10,000 - $14,999	12562	781	11.9	6.2	77	606	14.3	4.8	92	**122	6.6	1.0	42	4953	13.1	39.4	84
UNDER $10,000	18475	826	12.6	4.5	55	613	14.4	3.3	63	*239	12.9	1.3	56	6128	16.2	33.2	71
HOUSEHOLD OF 1 PERSON	11987	971	14.8	8.1	100	465	11.0	3.9	74	*236	12.7	2.0	86	4497	11.9	37.5	80
2 PEOPLE	26577	2096	32.0	7.9	97	1459	34.4	5.5	105	699	37.6	2.6	115	12010	31.7	45.2	97
3 OR 4 PEOPLE	30617	2642	40.3	8.6	107	1683	39.7	5.5	105	698	37.6	2.3	99	15453	40.8	50.5	108
5 OR MORE PEOPLE	11804	848	12.9	7.2	89	*637	15.0	5.4	103	**224	12.1	1.9	83	5960	15.7	50.5	108
NO CHILD IN HSHLD	46165	3922	59.8	8.5	105	2450	57.7	5.3	101	1164	62.7	2.5	110	20130	53.1	43.6	93
CHILD(REN) UNDER 2 YRS	5325	**216	3.3	4.1	50	**241	5.7	4.5	86	**104	5.6	2.0	85	2657	7.0	49.9	107
2 - 5 YEARS	14221	678	10.3	4.8	59	724	17.1	5.1	97	**218	11.7	1.5	67	6981	18.4	49.1	105
6 - 11 YEARS	15117	1212	18.5	8.0	99	754	17.8	5.0	95	*318	17.1	2.1	92	7814	20.6	51.7	110
12 - 17 YEARS	16611	1507	23.0	9.1	112	904	21.3	5.4	104	*377	20.3	2.3	99	8591	22.7	51.7	110
RESIDENCE OWNED	55884	4846	73.9	8.7	107	3271	77.1	5.9	112	1485	80.0	2.7	116	27109	71.5	48.5	104
VALUE: $50,000 OR MORE	31744	3626	55.3	11.4	141	2074	48.9	6.5	125	1097	59.1	3.5	151	17163	45.3	54.1	115
VALUE: UNDER $50,000	24140	1220	18.6	5.1	62	1197	28.2	5.0	95	*387	20.8	1.6	70	9946	26.2	41.2	88

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NATURAL CHEESE (CHEESE OTHER THAN AMERICAN) - KINDS
(FEMALE HOMEMAKERS)

0259
P-19

		TOTAL U.S. '000	BLUE CHEESE A '000	BLUE CHEESE B % ACROSS DOWN	BLUE CHEESE C % ACROSS %	BLUE CHEESE D INDX	BRICK A '000	BRICK B % ACROSS DOWN	BRICK C % ACROSS %	BRICK D INDX	CARAWAY A '000	CARAWAY B % ACROSS DOWN	CARAWAY C % ACROSS %	CARAWAY D INDX	CHEDDAR A '000	CHEDDAR B % ACROSS DOWN	CHEDDAR C % ACROSS %	CHEDDAR D INDX
TOTAL FEMALE HOMEMAKERS		80986	6556	100.0	8.1	100	4243	100.0	5.2	100	1857	100.0	2.3	100	37920	100.0	46.8	100
MAGAZINES	QUINTILE 1	15799	1745	26.6	11.0	136	1225	28.9	7.8	148	*448	24.1	2.8	124	8846	23.3	56.0	120
	QUINTILE 2	17259	1537	23.4	8.9	110	1052	24.8	6.1	116	*605	32.6	3.5	153	9153	24.1	53.0	113
	QUINTILE 3	13545	1289	19.7	9.5	118	661	15.6	4.9	93	**161	8.7	1.2	52	6692	17.6	49.4	106
	QUINTILE 4	15133	983	15.0	6.5	80	589	13.9	3.9	74	*225	12.1	1.5	65	6550	17.3	43.3	92
	QUINTILE 5	19250	1003	15.3	5.2	64	716	16.9	3.7	71	*418	22.5	2.2	95	6679	17.6	34.7	74
NEWSPAPERS	QUINTILE 1	12413	1428	21.8	11.5	142	833	19.6	6.7	128	*455	24.5	3.7	160	6161	16.2	49.6	106
	QUINTILE 2	24116	2117	32.3	8.8	108	1561	36.8	6.5	124	696	37.5	2.9	126	12140	32.0	50.3	108
	QUINTILE 3	11261	894	13.6	7.9	98	525	12.4	4.7	89	**279	15.0	2.5	108	5361	14.1	47.6	102
	QUINTILE 4	20255	1592	24.3	7.9	97	1056	24.9	5.2	100	*330	17.8	1.6	71	9487	25.0	46.8	100
	QUINTILE 5	12940	526	8.0	4.1	50	*269	6.3	2.1	40	**97	5.2	0.7	33	4772	12.6	36.9	79
OUTDOOR	QUINTILE 1	14852	1172	17.9	7.9	97	1031	24.3	6.9	132	*282	15.2	1.9	83	7683	20.3	51.7	110
	QUINTILE 2	15725	1368	20.9	8.7	107	787	18.5	5.0	96	*418	22.5	2.7	116	7704	20.3	49.0	105
	QUINTILE 3	16330	1379	21.0	8.4	104	724	17.1	4.4	85	*355	19.1	2.2	95	7596	20.0	46.5	99
	QUINTILE 4	16744	1414	21.6	8.4	104	996	23.5	5.9	114	*307	16.5	1.8	80	7677	20.2	45.8	98
	QUINTILE 5	17334	1224	18.7	7.1	87	705	16.6	4.1	78	*497	26.8	2.9	125	7260	19.1	41.9	89
RADIO-DRIVE TIME	QUINTILE 1	15911	1377	21.0	8.7	107	948	22.3	6.0	114	*419	22.6	2.6	115	7757	20.5	48.8	104
	QUINTILE 2	14837	1236	18.9	8.3	103	804	18.9	5.4	103	*324	17.4	2.2	95	7355	19.4	49.6	106
	QUINTILE 3	15339	1301	19.8	8.5	105	790	18.6	5.2	98	*459	24.7	3.0	131	7469	19.7	48.7	104
	QUINTILE 4	16723	1236	18.9	7.4	91	780	18.4	4.7	89	*285	15.3	1.7	74	7775	20.5	46.5	99
	QUINTILE 5	18176	1406	21.4	7.7	96	921	21.7	5.1	97	*371	20.0	2.0	89	7563	19.9	41.6	89
RADIO-MID-DAY	TERCILE 1	21020	1761	26.9	8.4	103	1191	28.1	5.7	108	710	38.2	3.4	147	10044	26.5	47.8	102
	TERCILE 2	21610	1813	27.7	8.4	104	1143	26.9	5.3	101	*369	19.9	1.7	74	10524	27.8	48.7	104
	TERCILE 3	38355	2982	45.5	7.8	96	1910	45.0	5.0	95	779	41.9	2.0	89	17352	45.8	45.2	97
RADIO-TOTAL	QUINTILE 1	15988	1262	19.2	7.9	98	966	22.8	6.0	115	*471	25.4	2.9	128	7777	20.5	48.6	104
	QUINTILE 2	15626	1344	20.5	8.6	106	715	16.9	4.6	87	*507	27.3	3.2	142	7215	19.0	46.2	99
	QUINTILE 3	16723	1589	24.2	9.5	117	919	21.7	5.5	105	*306	16.5	1.8	80	8507	22.4	50.9	109
	QUINTILE 4	16342	1123	17.1	6.9	85	826	19.5	5.1	96	**240	12.9	1.5	64	8010	21.1	49.0	105
	QUINTILE 5	16306	1238	18.9	7.6	94	818	19.3	5.0	96	*334	18.0	2.0	89	6411	16.9	39.3	84
TV-PRIME TIME	QUINTILE 1	15953	1396	21.3	8.8	108	914	21.5	5.7	109	*405	21.8	2.5	111	7344	19.4	46.0	98
	QUINTILE 2	16137	1442	22.0	8.9	110	811	19.1	5.0	96	*299	16.1	1.9	81	7479	19.7	46.3	99
	QUINTILE 3	16420	1175	17.9	7.2	88	888	20.9	5.4	103	*349	18.8	2.1	93	7860	20.7	47.9	102
	QUINTILE 4	16687	1346	20.5	8.1	100	898	21.2	5.4	103	*473	25.5	2.8	124	7918	20.9	47.5	101
	QUINTILE 5	15789	1198	18.3	7.6	94	732	17.3	4.6	88	*331	17.8	2.1	91	7319	19.3	46.4	99
TV-DAYTIME	TERCILE 1	27736	1910	29.1	6.9	85	1417	33.4	5.1	98	614	33.1	2.2	97	11673	30.8	42.1	90
	TERCILE 2	26489	1965	30.0	7.4	92	1262	29.7	4.8	91	578	31.1	2.2	95	12833	33.8	48.4	103
	TERCILE 3	26761	2682	40.9	10.0	124	1565	36.9	5.8	112	665	35.8	2.5	108	13413	35.4	50.1	107
TV-TOTAL	QUINTILE 1	16345	1238	18.9	7.6	94	832	19.6	5.1	97	*347	18.7	2.1	93	6935	18.3	42.4	91
	QUINTILE 2	16447	1307	19.9	7.9	98	798	18.8	4.9	93	*352	19.0	2.1	93	6987	18.4	42.5	91
	QUINTILE 3	15980	1360	20.7	8.5	105	952	22.4	6.0	114	*388	20.9	2.4	106	7800	20.6	48.8	104
	QUINTILE 4	15887	1175	17.9	7.4	91	856	20.2	5.4	103	*380	20.5	2.4	104	7967	21.0	50.1	107
	QUINTILE 5	16326	1476	22.5	9.0	112	806	19.0	4.9	94	*391	21.1	2.4	104	8232	21.7	50.4	108
MAGAZINES-NEWSPAPERS: DUAL		20721	2320	35.4	11.2	138	1630	38.4	7.9	150	798	43.0	3.9	168	11438	30.2	55.2	118
MAGAZINE IMPERATIVE		19186	1536	23.4	8.0	99	872	20.6	4.5	87	*298	16.0	1.6	68	10009	26.4	52.2	111
NEWSPAPER IMPERATIVE		21899	1692	25.8	7.7	95	1043	24.6	4.8	91	*460	24.8	2.1	92	9367	24.7	42.8	91
MAGAZINES-OUTDOOR: DUAL		15451	1396	21.3	9.0	112	1151	27.1	7.4	142	*530	28.5	3.4	150	8766	23.1	56.7	121
MAGAZINE IMPERATIVE		25953	2647	40.4	10.2	126	1499	35.3	5.8	110	645	34.7	2.5	108	13202	34.8	50.9	109
OUTDOOR IMPERATIVE		24400	1749	26.7	7.2	89	1029	24.3	4.2	80	*387	20.8	1.6	69	10480	27.6	43.0	92
MAGAZINES-RADIO: DUAL		18049	1700	25.9	9.4	116	998	23.5	5.5	106	612	33.0	3.4	148	9542	25.2	52.9	113
MAGAZINE IMPERATIVE		23571	2403	36.7	10.2	126	1607	37.9	6.8	130	532	28.6	2.3	98	12690	33.5	53.8	115
RADIO IMPERATIVE		23278	1613	24.6	6.9	86	1063	25.1	4.6	87	*454	24.4	2.0	85	9881	26.1	42.4	91
MAGAZINES-TELEVISION: DUAL		15459	1522	23.2	9.8	122	1039	24.5	6.7	128	*378	20.4	2.4	107	7821	20.6	50.6	108
MAGAZINE IMPERATIVE		25829	2598	39.6	10.1	124	1652	38.9	6.4	122	780	42.0	3.0	132	14440	38.1	55.9	119
TELEVISION IMPERATIVE		26039	1545	23.6	5.9	73	958	22.6	3.7	70	*475	25.6	1.8	80	9775	25.8	37.5	80
NEWSPAPERS-OUTDOOR: DUAL		16605	1751	26.7	10.5	130	1154	27.2	6.9	133	553	29.8	3.3	145	8756	23.1	52.7	113
NEWSPAPER IMPERATIVE		26834	2352	35.9	8.8	108	1554	36.6	5.8	111	831	44.7	3.1	135	12612	33.3	47.0	100
OUTDOOR IMPERATIVE		23346	1577	24.1	6.8	83	962	22.7	4.1	79	*301	16.2	1.3	56	10865	28.7	46.5	99
NEWSPAPERS-RADIO: DUAL		17133	1605	24.5	9.4	116	1103	26.0	6.4	123	632	34.0	3.7	161	8581	22.6	50.1	107
NEWSPAPER IMPERATIVE		25892	2438	37.2	9.4	116	1595	37.6	6.2	118	654	35.2	2.5	110	12842	33.9	49.6	106
RADIO IMPERATIVE		23167	1621	24.7	7.0	86	848	20.0	3.7	70	*424	22.8	1.8	80	10583	27.9	45.7	98
NEWSPAPERS-TELEVISION: DUAL		17159	1688	25.7	9.8	122	1130	26.6	6.6	126	*371	20.0	2.2	94	7614	20.1	44.4	95
NEWSPAPER IMPERATIVE		26214	2418	36.9	9.2	114	1577	37.2	6.0	115	906	48.8	3.5	151	13927	36.7	53.1	113
TELEVISION IMPERATIVE		23412	1515	23.1	6.5	80	848	20.0	3.6	69	*417	22.5	1.8	78	9800	25.8	41.9	89
OUTDOOR-RADIO: DUAL		15303	1230	18.8	8.0	99	776	18.3	5.1	97	*436	23.5	2.8	124	7978	21.0	52.1	111
OUTDOOR IMPERATIVE		24901	2068	31.5	8.3	103	1421	33.5	5.7	109	*471	25.4	1.9	82	12012	31.7	48.2	103
RADIO IMPERATIVE		26492	2396	36.5	9.0	112	1440	33.9	5.4	104	719	38.7	2.7	118	12093	31.9	45.6	97
OUTDOOR-TELEVISION: DUAL		14794	1285	19.6	8.7	107	804	18.9	5.4	104	*299	16.1	2.0	88	6764	17.8	45.7	98
OUTDOOR IMPERATIVE		25437	2154	32.9	8.5	105	1463	34.5	5.8	110	608	32.7	2.4	104	13350	35.2	52.5	112
TELEVISION IMPERATIVE		27877	2126	32.4	7.6	94	1345	31.7	4.8	92	673	36.2	2.4	105	11730	30.9	42.1	90
RADIO-TELEVISION: DUAL		15996	1439	21.9	9.0	111	948	22.3	5.9	113	*510	27.5	3.2	139	7252	19.1	45.3	97
RADIO IMPERATIVE		25478	2167	33.1	8.5	105	1301	30.7	5.1	97	675	36.3	2.6	116	12947	34.1	50.8	109
TELEVISION IMPERATIVE		26573	1923	29.3	7.2	89	1298	30.6	4.9	93	*379	20.4	1.4	62	11651	30.7	43.8	94

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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NATURAL CHEESE (CHEESE OTHER THAN AMERICAN) - KINDS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	BLUE CHEESE A '000	BLUE CHEESE B % DOWN	BLUE CHEESE C % ACROSS	BLUE CHEESE D INDX	BRICK A '000	BRICK B % DOWN	BRICK C % ACROSS	BRICK D INDX	CARAWAY A '000	CARAWAY B % DOWN	CARAWAY C % ACROSS	CARAWAY D INDX	CHEDDAR A '000	CHEDDAR B % DOWN	CHEDDAR C % ACROSS	CHEDDAR D INDX
TOTAL FEMALE HOMEMAKERS	80986	6556	100.0	8.1	100	4243	100.0	5.2	100	1857	100.0	2.3	100	37920	100.0	46.8	100
ATLANTIC MONTHLY	415	**54	0.8	13.0	161	**21	0.5	5.1	97	**14	0.8	3.4	147	210	0.6	50.6	108
BARRON'S	453	**127	1.9	28.0	346	**105	2.5	23.2	442	**42	2.3	9.3	404	*259	0.7	57.2	122
BETTER HOMES & GARDENS	16256	1493	22.8	9.2	113	1160	27.3	7.1	136	610	32.8	3.8	164	8549	22.5	52.6	112
BON APPETIT	2535	492	7.5	19.4	240	*209	4.9	8.2	157	**83	4.5	3.3	143	1611	4.2	63.6	136
BUSINESS WEEK	1278	**115	1.8	9.0	111	**102	2.4	8.0	152	**35	1.9	2.7	119	614	1.6	48.0	103
CAR AND DRIVER	378	**58	0.9	15.3	190	**54	1.3	14.3	273	**12	0.6	3.2	138	*155	0.4	41.0	88
CBS MAGAZINE NETWORK (GROSS)	1498	*101	1.5	6.7	83	*195	4.6	13.0	248	**20	1.1	1.3	58	941	2.5	62.8	134
CHANGING TIMES	1505	*184	2.8	12.2	151	**115	2.7	7.6	146	**72	3.9	4.8	209	845	2.2	56.1	120
COLONIAL HOMES	1231	*109	1.7	8.9	109	**67	1.6	5.4	104	**41	2.2	3.3	145	680	1.8	55.2	118
CONDE NAST MAG. PKG. (GROSS)	14146	1639	25.0	11.6	143	940	22.2	6.6	127	318	17.1	2.2	98	7938	20.9	56.1	120
CONSUMERS DIGEST	1323	**162	2.5	12.2	151	**71	1.7	5.4	102	**43	2.3	3.3	142	745	2.0	56.3	120
COSMOPOLITAN	7102	790	12.1	11.1	137	453	10.7	6.4	122	*187	10.1	2.6	115	3795	10.0	53.4	114
COUNTRY LIVING	2481	*252	3.8	10.2	125	*155	3.7	6.2	119	**106	5.7	4.3	186	1447	3.8	58.3	125
CUISINE	1472	*297	4.5	20.2	249	**148	3.5	10.1	192	**60	3.2	4.1	178	815	2.1	55.4	118
CYCLE WORLD	425	**4	0.1	0.9	12	**76	1.8	17.9	341	**0	0.0	0.0	0	*246	0.6	57.9	124
DCI:CREATIVE IDEAS FOR LIV	2510	*175	2.7	7.0	86	*162	3.8	6.5	123	**58	3.1	2.3	101	1357	3.6	54.1	115
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	721	11.0	10.8	133	313	7.4	4.7	89	**145	7.8	2.2	94	3748	9.9	56.0	120
DISCOVER	894	**117	1.8	13.1	162	**61	1.4	6.8	130	**10	0.5	1.1	49	599	1.6	67.0	143
EBONY	3507	174	2.7	5.0	61	**103	2.4	2.9	56	**41	2.2	1.2	51	1289	3.4	36.8	78
ESQUIRE	1083	**79	1.2	7.3	90	**66	1.6	6.1	116	**19	1.0	1.8	77	494	1.3	45.6	97
ESSENCE	1830	**62	0.9	3.4	42	**86	2.0	4.7	90	**18	1.0	1.0	43	707	1.9	38.6	83
FAMILY CIRCLE	15930	1513	23.1	9.5	117	1186	28.0	7.4	142	468	25.2	2.9	128	8381	22.1	52.6	112
THE FAMILY HANDYMAN	1126	**114	1.7	10.1	125	**146	3.4	13.0	247	**86	4.6	7.6	333	615	1.6	54.6	117
FAMILY WEEKLY	11468	751	11.5	6.5	81	672	15.8	5.9	112	273	14.7	2.4	104	5704	15.0	49.7	106
FIELD & STREAM	2234	*206	3.1	9.2	114	*171	4.0	7.7	146	**58	3.1	2.6	113	1169	3.1	52.3	112
FOOD & WINE	579	**70	1.1	12.1	149	**41	1.0	7.1	135	**37	2.0	6.4	279	290	0.8	50.1	107
FORBES	728	*176	2.7	24.2	299	**80	1.9	11.0	210	**31	1.7	4.3	186	397	1.0	54.5	116
FORTUNE	906	*162	2.5	17.9	221	**109	2.6	12.0	230	**21	1.1	2.3	101	489	1.3	54.0	115
GENTLEMEN'S QUARTERLY	791	**82	1.3	10.4	128	**75	1.8	9.5	181	**10	0.5	1.3	55	430	1.1	54.4	116
GLAMOUR	5265	670	10.2	12.7	157	352	8.3	6.7	128	*100	5.4	1.9	83	3071	8.1	58.3	125
GOLF DIGEST	636	**69	1.1	10.8	134	**36	0.8	5.7	108	**22	1.2	3.5	151	395	1.0	62.1	133
GOLF DIGEST/TENNIS (GROSS)	1186	*129	2.0	10.9	134	**77	1.8	6.5	124	**38	2.0	3.2	140	671	1.8	56.6	121
GOLF MAGAZINE	441	**84	1.3	19.0	235	**10	0.2	2.3	43	**1	0.1	0.2	10	*257	0.7	58.3	124
GOLF MAGAZINE/SKI (GROSS)	922	**155	2.4	16.8	208	**29	0.7	3.1	60	**2	0.1	0.2	9	514	1.4	55.7	119
GOOD HOUSEKEEPING	26487	1447	22.1	8.8	108	1200	28.3	7.3	139	440	23.7	2.7	116	8537	22.5	51.8	111
HARPER'S BAZAAR	2423	305	4.7	12.6	155	*196	4.6	8.1	154	**49	2.6	2.0	88	1331	3.5	54.9	117
HEALTH	1994	*167	2.5	8.4	103	**149	3.5	7.5	143	**25	1.3	1.3	55	1059	2.8	53.1	113
HEARST MAG CORP. BUY (GROSS)	44101	4330	66.0	9.8	121	3241	76.4	7.3	140	1324	71.3	3.0	131	23236	61.3	52.7	113
HEARST MAN POWER (GROSS)	1993	*183	2.8	9.2	113	*178	4.2	8.9	170	**99	5.3	5.0	217	1081	2.9	54.2	116
HEARST WOMAN POWER (GROSS)	31274	2887	44.0	9.2	114	2282	53.8	7.3	139	816	43.9	2.6	114	16318	43.0	52.2	111
HOUSE BEAUTIFUL	3623	412	6.3	11.4	140	265	6.2	7.3	140	*165	8.9	4.6	199	1783	4.7	49.2	105
INC.	283	**68	1.0	24.0	297	**69	1.6	24.4	465	**15	0.8	5.3	231	*205	0.5	72.4	155
JET	2928	*114	1.7	3.9	48	**96	2.3	3.3	63	**29	1.6	1.0	43	1043	2.8	35.6	76
LADIES' HOME JOURNAL	11918	1007	15.4	8.4	104	975	23.0	8.2	156	309	16.6	2.6	113	6224	16.4	52.2	112
LHJ FAMILY GRP COMBO(GROSS)	16764	1425	21.7	8.5	105	1388	32.7	8.3	158	402	21.6	2.4	105	8842	23.3	52.7	113
LIFE	4254	428	6.5	10.1	124	337	7.9	7.9	151	*109	5.9	2.6	112	2220	5.9	52.2	111
L.A. TIMES HOME MAGAZINE	1145	*159	2.4	13.9	172	**68	1.6	5.9	113	**7	0.4	0.6	27	693	1.8	60.5	129
MADEMOISELLE	2884	309	4.7	10.7	132	*193	4.5	6.7	128	**70	3.8	2.4	106	1622	4.3	56.2	120
MC CALL'S	13460	1064	16.2	7.9	98	774	18.2	5.8	110	360	19.4	2.7	117	6818	18.0	50.7	108
MC CALL'S/WRK MOTHER (GROSS)	14606	1128	17.2	7.7	95	861	20.3	5.9	113	367	19.8	2.5	110	7443	19.6	51.0	109
MECHANIX ILLUSTRATED	772	**84	1.3	10.9	134	**72	1.7	9.3	178	**55	3.0	7.1	311	403	1.1	52.2	111
METROPOLITAN HOME	967	*159	2.4	16.4	203	**113	2.7	11.7	223	**53	2.9	5.5	239	601	1.6	62.2	133
MONEY	1588	*208	3.2	13.1	162	*196	4.6	12.3	236	**51	2.7	3.2	140	881	2.3	55.5	118
MOTHER EARTH NEWS	1002	**110	1.7	11.0	136	*126	3.0	12.6	240	**17	0.9	1.7	74	537	1.4	53.6	114
MS.	825	**59	0.9	7.2	88	**73	1.7	8.8	169	**18	1.0	2.2	95	466	1.2	56.5	121
NATIONAL ENQUIRER	10336	808	12.3	7.8	97	449	10.6	4.3	83	*184	9.9	1.8	78	4601	12.1	44.5	95
NATIONAL GEOGRAPHIC	9597	1167	17.8	12.2	150	637	15.0	6.6	127	367	19.8	3.8	167	5501	14.5	57.3	122
NATIONAL SUNDAY MAGAZINE PKG	49558	4489	68.5	9.1	112	3119	73.5	6.3	120	1346	72.5	2.7	118	24649	65.0	49.7	106
NATURAL HISTORY	573	**63	1.0	11.0	136	**65	1.5	11.3	217	**9	0.5	1.6	68	295	0.8	51.5	110
NEW WOMAN	1699	*211	3.2	12.4	153	**92	2.2	5.4	103	**31	1.7	1.8	80	861	2.3	50.7	108
NEW YORK INCLUDING CUE	443	**76	1.2	17.2	212	**29	0.7	6.5	125	**9	0.5	2.0	89	212	0.6	47.9	102
THE NEW YORKER	1270	222	3.4	17.5	216	**92	2.2	7.2	138	**51	2.7	4.0	175	731	1.9	57.6	123
NEWSWEEK	6277	661	10.1	10.5	130	388	9.1	6.2	118	179	9.6	2.9	124	3692	9.7	58.8	126
THE N.Y. TIMES DAILY EDITION	1205	300	4.6	24.9	308	**36	0.8	3.0	57	**73	3.9	6.1	264	583	1.5	48.4	103
THE N.Y. TIMES MAGAZINE	2081	474	7.2	22.8	281	**102	2.4	4.9	94	**126	6.8	6.1	264	1092	2.9	52.5	112
OMNI	788	**110	1.7	14.0	172	**98	2.3	12.4	237	**18	1.0	2.3	100	441	1.2	56.0	120
ON CABLE	1158	**79	1.2	6.8	84	**103	2.4	8.9	170	**19	1.0	1.6	72	613	1.6	52.9	113
1001 HOME IDEAS	2852	*251	3.8	8.8	109	*264	6.2	9.3	177	**68	3.7	2.4	104	1559	4.1	54.7	117
ORGANIC GARDENING	1658	*234	3.6	14.1	174	*229	5.4	13.8	264	**18	1.0	1.1	47	913	2.4	55.1	118
OUTDOOR LIFE	896	**50	0.8	5.6	69	**59	1.4	6.6	126	**11	0.6	1.2	54	417	1.1	46.5	99
PARADE MAGAZINE	24275	2583	39.4	10.6	131	1684	39.7	6.9	132	811	43.7	3.3	146	11794	31.1	48.6	104

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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NATURAL CHEESE (CHEESE OTHER THAN AMERICAN) - KINDS
(FEMALE HOMEMAKERS)

D261
P-19

	TOTAL U.S. '000	BLUE CHEESE A '000	B % DOWN	C % ACROSS	D INDX	BRICK A '000	B % DOWN	C % ACROSS	D INDX	CARAWAY A '000	B % DOWN	C % ACROSS	D INDX	CHEDDAR A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	6556	100.0	8.1	100	4243	100.0	5.2	100	1857	100.0	2.3	100	37920	100.0	46.8	100
PARENTS	3845	*194	3.0	5.0	62	**235	5.5	6.1	117	**62	3.3	1.6	70	2237	5.9	58.2	124
PENTHOUSE	831	**74	1.1	8.9	110	**46	1.1	5.5	106	**35	1.9	4.2	184	359	0.9	43.2	92
PEOPLE	11645	1042	15.9	8.9	111	891	21.0	7.7	146	267	14.4	2.3	100	6102	16.1	52.4	112
PLAYBOY	2006	*187	2.9	9.3	115	*152	3.6	7.6	145	**60	3.2	3.0	130	1020	2.7	50.8	109
POPULAR HOT RODDING	297	**10	0.2	3.4	42	**16	0.4	5.4	103	**5	0.3	1.7	73	*146	0.4	49.2	105
POPULAR MECHANICS	1018	**119	1.8	11.7	144	**104	2.5	10.2	195	**75	4.0	7.4	321	546	1.4	53.6	115
POPULAR SCIENCE	878	**72	1.1	8.2	101	**83	2.0	9.5	180	**13	0.7	1.5	65	550	1.5	62.6	134
PREVENTION	3913	437	6.7	11.2	138	325	7.7	8.3	159	**136	7.3	3.5	152	1994	5.3	51.0	109
PSYCHOLOGY TODAY	1710	*226	3.4	13.2	163	*187	4.4	10.9	209	**32	1.7	1.9	82	1144	3.0	66.9	143
READER'S DIGEST	22204	2030	31.0	9.1	113	1361	32.1	6.1	117	551	29.7	2.5	108	11704	30.9	52.7	113
REDBOOK	7684	649	9.9	8.4	104	628	14.8	8.2	156	*188	10.1	2.4	107	3987	10.5	51.9	111
ROAD & TRACK	410	**55	0.8	13.4	166	**68	1.6	16.6	317	**12	0.6	2.9	128	*274	0.7	66.8	143
ROLLING STONE	969	*170	2.6	17.5	217	**85	2.0	8.8	167	**81	4.4	8.4	365	592	1.6	61.1	130
RUNNER'S WORLD	298	**51	0.8	17.1	211	**50	1.2	16.8	320	**4	0.2	1.3	59	*199	0.5	66.8	143
SATURDAY EVENING POST	1169	**103	1.6	8.8	109	*109	2.6	9.3	178	**41	2.2	3.5	153	635	1.7	54.3	116
SCIENCE 84	587	**104	1.6	17.7	219	**29	0.7	4.9	94	**39	2.1	6.6	290	405	1.1	69.0	147
SCIENCE DIGEST	482	**36	0.5	7.5	92	**40	0.9	8.3	158	**19	1.0	3.9	172	263	0.7	54.6	117
SCIENTIFIC AMERICAN	594	*144	2.2	24.2	299	**54	1.3	9.1	174	**44	2.4	7.4	323	361	1.0	60.8	130
SELF	2089	*208	3.2	10.0	123	**120	2.8	5.7	110	**35	1.9	1.7	73	1229	3.2	58.8	126
SEVENTEEN	2411	*312	4.8	12.9	160	**111	2.6	4.6	88	**21	1.1	0.9	38	1261	3.3	52.3	112
SKI	480	**71	1.1	14.8	183	**19	0.4	4.0	76	**2	0.1	0.4	18	*257	0.7	53.5	114
SMITHSONIAN	2760	502	7.7	18.2	225	*145	3.4	5.3	100	**48	2.6	1.7	76	1681	4.4	60.9	130
SOAP OPERA DIGEST	3013	*152	2.3	5.0	62	*159	3.7	5.3	101	**35	1.9	1.2	51	1295	3.4	43.0	92
SOUTHERN LIVING	4184	546	8.3	13.0	161	*151	3.6	3.6	69	**87	4.7	2.1	91	2392	6.3	57.2	122
SPORT	559	**51	0.8	9.1	113	**43	1.0	7.7	147	**10	0.5	1.8	78	*287	0.8	51.3	110
THE SPORTING NEWS	436	**54	0.8	12.4	153	**40	0.9	9.2	175	**50	2.7	11.5	500	*283	0.7	64.9	139
SPORTS AFIELD	493	**28	0.4	5.7	70	**34	0.8	6.9	132	**6	0.3	1.2	53	272	0.7	55.2	118
SPORTS ILLUSTRATED	2758	378	5.8	13.7	169	*158	3.7	5.7	109	**137	7.4	5.0	217	1688	4.5	61.2	131
STAR	7456	647	9.9	8.7	107	349	8.2	4.7	89	**103	5.5	1.4	60	3212	8.5	43.1	92
SUNDAY	24936	2427	37.0	9.7	120	1774	41.8	7.1	136	861	46.4	3.5	151	12523	33.0	50.2	107
SUNSET	2124	*282	4.3	13.3	164	**167	3.9	7.9	150	**60	3.2	2.8	123	1389	3.7	65.4	140
TV GUIDE	21661	1623	24.8	7.5	93	1084	25.5	5.0	96	484	26.1	2.2	97	10929	28.8	50.5	108
TENNIS	550	**59	0.9	10.7	133	**41	1.0	7.5	142	**16	0.9	2.9	127	*276	0.7	50.2	107
TIME	8880	1210	18.5	13.6	168	741	17.5	8.3	159	277	14.9	3.1	136	4894	12.9	55.1	118
TOWN & COUNTRY	917	*178	2.7	19.4	240	**97	2.3	10.6	202	**45	2.4	4.9	214	528	1.4	57.6	123
TRAVEL & LEISURE	972	*237	3.6	24.4	301	**109	2.6	11.2	214	**62	3.3	6.4	278	567	1.5	58.3	125
TRUE STORY	3356	*132	2.0	3.9	49	**111	2.6	3.3	63	**55	3.0	1.6	71	1348	3.6	40.2	86
U.S.NEWS & WORLD REPORT	3410	427	6.5	12.5	155	267	6.3	7.8	149	**95	5.1	2.8	121	1894	5.0	55.5	119
USA TODAY	1759	*233	3.6	13.2	164	*122	2.9	6.9	132	**44	2.4	2.5	109	955	2.5	54.3	116
US	1873	*153	2.3	8.2	101	*259	6.1	13.8	264	**69	3.7	3.7	161	974	2.6	52.0	111
VOGUE	3909	452	6.9	11.6	143	274	6.5	7.0	134	*113	6.1	2.9	126	2016	5.3	51.6	110
WALL STREET JOURNAL	1886	352	5.4	18.7	231	*191	4.5	10.1	193	**134	7.2	7.1	310	1099	2.9	58.3	124
WEIGHT WATCHERS	2120	*280	4.3	13.2	163	*177	4.2	8.3	159	**79	4.3	3.7	163	1129	3.0	53.3	114
WOMAN'S DAY	14172	1302	19.9	9.2	113	993	23.4	7.0	134	406	21.9	2.9	125	7419	19.6	52.3	112
WORKING MOTHER	1146	**65	1.0	5.7	70	**87	2.1	7.6	145	**7	0.4	0.6	27	625	1.6	54.5	116
WORKING WOMAN	1322	**117	1.8	8.9	109	**141	3.3	10.7	204	**19	1.0	1.4	63	702	1.9	53.1	113
WORLD TENNIS	*163	**8	0.1	4.9	61	**18	0.4	11.0	211	**0	0.0	0.0	0	**97	0.3	59.5	127
ZIFF-DAVIS MAG NETWK (GROSS)	2532	282	4.3	11.1	138	*217	5.1	8.6	164	**76	4.1	3.0	131	1273	3.4	50.3	107
BLAIR INSERTS	43657	4273	65.2	9.8	121	2742	64.6	6.3	120	1283	69.1	2.9	128	21820	57.5	50.0	107
DAILY NEWSPAPERS																	
READ ANY	51633	4591	70.0	8.9	110	2979	70.2	5.8	110	1466	78.9	2.8	124	25226	66.5	48.9	104
READ ONE	43463	3656	55.8	8.4	104	2455	57.9	5.6	108	1162	62.6	2.7	117	21051	55.5	48.4	103
READ TWO OR MORE	8170	935	14.3	11.4	141	525	12.4	6.4	123	304	16.4	3.7	162	4174	11.0	51.1	109
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	4890	74.6	9.3	115	3282	77.4	6.2	119	1455	78.4	2.8	120	26099	68.8	49.5	106
READ ONE	46126	3920	59.8	8.5	105	2676	63.1	5.8	111	1206	64.9	2.6	114	22708	59.9	49.2	105
READ TWO OR MORE	6552	971	14.8	14.8	183	606	14.3	9.2	177	*250	13.5	3.8	166	3391	8.9	51.8	111
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	25.75				31.23				28.06				29.33			
30 DAY REACH	71455	5908	90.1	8.3	102	3920	92.4	5.5	105	1499	80.7	2.1	91	34086	89.9	47.7	102
50 SHWG - 30 DAY AV FREQ	14.56	13.68				16.57				15.08				15.39			
30 DAY REACH	67742	5572	85.0	8.2	102	3695	87.1	5.5	104	1406	75.7	2.1	91	32559	85.9	48.1	103
25 SHWG - 30 DAY AV FREQ	7.94	7.29				8.96				7.88				8.37			
30 DAY REACH	62117	5216	79.6	8.4	104	3413	80.4	5.5	105	1348	72.6	2.2	95	29948	79.0	48.2	103
CABLE TV: HOME WIRED	32077	2914	44.4	9.1	112	2198	51.8	6.9	131	803	43.2	2.5	109	16496	43.5	51.4	110
HOME NOT WIRED	48909	3643	55.6	7.4	92	2046	48.2	4.2	80	1054	56.8	2.2	94	21424	56.5	43.8	94
HAVE PAY CABLE	15935	1659	25.3	10.4	129	1211	28.5	7.6	145	*389	20.9	2.4	106	8820	23.3	55.3	118

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NATURAL CHEESE (CHEESE OTHER THAN AMERICAN) - KINDS
(FEMALE HOMEMAKERS)

0262
P-19

	TOTAL U.S. '000	BLUE CHEESE A '000	BLUE CHEESE B % DOWN	BLUE CHEESE C % ACROSS	BLUE CHEESE D INDX	BRICK A '000	BRICK B % DOWN	BRICK C % ACROSS	BRICK D INDX	CARAWAY A '000	CARAWAY B % DOWN	CARAWAY C % ACROSS	CARAWAY D INDX	CHEDDAR A '000	CHEDDAR B % DOWN	CHEDDAR C % ACROSS	CHEDDAR D INDX
TOTAL FEMALE HOMEMAKERS	80986	6556	100.0	8.1	100	4243	100.0	5.2	100	1857	100.0	2.3	100	37920	100.0	46.8	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	3837	58.5	8.7	108	2356	55.5	5.4	102	1097	59.1	2.5	109	21953	57.9	50.0	107
10:00 AM - 3:00 PM	30659	2569	39.2	8.4	104	1753	41.3	5.7	109	793	42.7	2.6	113	14811	39.1	48.3	103
3:00 PM - 7:00 PM	31045	2594	39.6	8.4	103	1647	38.8	5.3	101	788	42.4	2.5	111	15719	41.5	50.6	108
7:00 PM - MIDNIGHT	15767	1248	19.0	7.9	98	740	17.4	4.7	90	358	19.3	2.3	99	7764	20.5	49.2	105
MIDNIGHT - 6:00 AM	9120	806	12.3	8.8	109	511	12.0	5.6	107	279	15.0	3.1	133	4638	12.2	50.9	109
6:00 AM - MIDNIGHT	58527	4875	74.4	8.3	103	3174	74.8	5.4	104	1388	74.7	2.4	103	28744	75.8	49.1	105
ENTIRE DAY	59311	4969	75.8	8.4	103	3196	75.3	5.4	103	1403	75.6	2.4	103	29127	76.8	49.1	105
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	1398	21.3	8.6	107	1070	25.2	6.6	126	469	25.3	2.9	126	8391	22.1	51.9	111
ALL NEWS	2256	315	4.8	14.0	172	**126	3.0	5.6	107	**78	4.2	3.5	151	1130	3.0	50.1	107
AOR/PROGRESSIVE	3874	352	5.4	9.1	112	*163	3.8	4.2	80	**97	5.2	2.5	109	2122	5.6	54.8	117
BEAUTIFUL MUSIC	5660	598	9.1	10.6	131	309	7.3	5.5	104	*172	9.3	3.0	133	2889	7.6	51.0	109
BLACK	2204	*135	2.1	6.1	76	**74	1.7	3.4	64	**52	2.8	2.4	103	823	2.2	37.3	80
CLASSICAL	1418	*190	2.9	13.4	166	**104	2.5	7.3	140	**53	2.9	3.7	163	838	2.2	59.1	126
CHR/ROCK	9538	757	11.5	7.9	98	527	12.4	5.5	105	*201	10.8	2.1	92	4999	13.2	52.4	112
COUNTRY	12648	942	14.4	7.4	92	592	14.0	4.7	89	351	18.9	2.8	121	6050	16.0	47.8	102
GOLDEN OLDIES	1191	**78	1.2	6.5	81	**24	0.6	2.0	38	**6	0.3	0.5	22	557	1.5	46.8	100
MOR/NOSTALGIA	4757	410	6.3	8.6	106	326	7.7	6.9	131	**61	3.3	1.3	56	2348	6.2	49.4	105
NEWS/TALK	3863	406	6.2	10.5	130	316	7.4	8.2	156	**99	5.3	2.6	112	1832	4.8	47.4	101
RELIGIOUS	3084	*254	3.9	8.2	102	*143	3.4	4.6	89	**40	2.2	1.3	57	1384	3.6	44.9	96
SOFT ROCK	521	**50	0.8	9.6	119	**36	0.8	6.9	132	**13	0.7	2.5	109	280	0.7	53.7	115
URBAN CONTEMPORARY	1585	*132	2.0	8.3	103	**28	0.7	1.8	34	**31	1.7	2.0	85	579	1.5	36.5	78
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	*192	2.9	5.9	73	*183	4.3	5.6	107	**68	3.7	2.1	91	1458	3.8	44.7	95
ABC DIRECTION	2316	*276	4.2	11.9	147	**58	1.4	2.5	48	**101	5.4	4.4	190	1193	3.1	51.5	110
ABC ENTERTAINMENT	4834	479	7.3	9.9	122	323	7.6	6.7	128	**139	7.5	2.9	125	2441	6.4	50.5	108
ABC FM	2202	**125	1.9	5.7	70	**63	1.5	2.9	55	**58	3.1	2.6	115	1055	2.8	47.9	102
ABC INFORMATION	5425	534	8.1	9.8	122	382	9.0	7.0	134	*131	7.1	2.4	105	2732	7.2	50.4	108
ABC ROCK	1677	*185	2.8	11.0	136	*141	3.3	8.4	160	**64	3.4	3.8	166	940	2.5	56.1	120
CBS	4430	448	6.8	10.1	125	244	5.8	5.5	105	*147	7.9	3.3	145	2266	6.0	51.2	109
MUTUAL	4992	503	7.7	10.1	124	*300	7.1	6.0	115	**131	7.1	2.6	114	2509	6.6	50.3	107
NBC	4679	500	7.6	10.7	132	466	11.0	10.0	190	*230	12.4	4.9	214	2266	6.0	48.4	103
RADIORADIO	1994	**113	1.7	5.7	70	**116	2.7	5.8	111	**24	1.3	1.2	52	892	2.4	44.7	96
RKO ONE	2298	*128	2.0	5.6	69	**66	1.6	2.9	55	**71	3.8	3.1	135	1192	3.1	51.9	111
RKO TWO	3311	344	5.2	10.4	128	*208	4.9	6.3	120	**95	5.1	2.9	125	1580	4.2	47.7	102
THE SOURCE	2114	*180	2.7	8.5	105	**30	0.7	1.4	27	**33	1.8	1.6	68	1057	2.8	50.0	107
NON-WIRED : BLAIR	8654	705	10.8	8.1	101	443	10.4	5.1	98	*206	11.1	2.4	104	4516	11.9	52.2	111
INTERNET	12025	1142	17.4	9.5	117	657	15.5	5.5	104	305	16.4	2.5	111	6209	16.4	51.6	110
KATZ RADIO GROUP	15359	1525	23.3	9.9	123	920	21.7	6.0	114	515	27.7	3.4	146	7860	20.7	51.2	109
SUPERNET	10628	905	13.8	8.5	105	684	16.1	6.4	123	*286	15.4	2.7	117	5106	13.5	48.0	103
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	756	11.5	8.7	108	404	9.5	4.7	89	182	9.8	2.1	92	3768	9.9	43.5	93
MKDAY 9:00 AM - 1:00 PM	12163	798	12.2	6.6	81	570	13.4	4.7	89	258	13.9	2.1	93	5039	13.3	41.4	88
MKDAY 1:00 PM - 4:30 PM	16150	1100	16.8	6.8	84	805	19.0	5.0	95	320	17.2	2.0	86	6790	17.9	42.0	90
MKDAY 4:30 PM - 7:30 PM	22463	1781	27.2	7.9	98	1142	26.9	5.1	97	476	25.6	2.1	92	9656	25.5	43.0	92
MKDAY 7:30 PM - 8:00 PM	31795	2575	39.3	8.1	100	1698	40.0	5.3	102	774	41.7	2.4	106	13942	36.8	43.8	94
MKDAY 11:00 PM - 11:30 PM	23977	1921	29.3	8.0	99	1637	38.6	6.8	130	608	32.7	2.5	111	11194	29.5	46.7	100
MKDAY 11:30 PM - 1:00 AM	7703	630	9.6	8.2	101	537	12.7	7.0	133	179	9.6	2.3	101	3535	9.3	45.9	98
M-SAT 8-11 PM+SUN 7-11 PM	33800	2834	43.2	8.4	104	1850	43.6	5.5	104	782	42.1	2.3	101	15741	41.5	46.6	99
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	549	8.4	8.4	104	387	9.1	5.9	113	*107	5.8	1.6	71	2883	7.6	44.1	94
ANOTHER WORLD N	4620	356	5.4	7.7	95	245	5.8	5.3	101	*77	4.1	1.7	73	1814	4.8	39.3	84
AS THE WORLD TURNS C	5614	274	4.2	4.9	60	191	4.5	3.4	65	*117	6.3	2.1	91	2244	5.9	40.0	85
CAPITOL C	3396	156	2.4	4.6	57	*98	2.3	2.9	55	**62	3.3	1.8	80	1366	3.6	40.2	86
CBS MORN. NEWS 1 C	1446	*81	1.2	5.6	69	**38	0.9	2.6	50	**21	1.1	1.5	63	569	1.5	39.3	84
CBS MORN. NEWS 2 C	1207	*53	0.8	4.4	54	**26	0.6	2.2	41	**21	1.1	1.7	76	495	1.3	41.0	88
DAYS OF OUR LIVES N	5877	531	8.1	9.0	112	315	7.4	5.4	102	*143	7.7	2.4	106	2550	6.7	43.4	93
FACTS OF LIFE - DAYTIME N	2290	129	2.0	5.6	70	*55	1.3	2.4	46	**18	1.0	0.8	34	838	2.2	36.6	78
FAMILY FEUD A	3023	191	2.9	6.3	78	115	2.7	3.8	73	*78	4.2	2.6	113	1206	3.2	39.9	85
GENERAL HOSPITAL A	6097	442	6.7	7.2	90	376	8.9	6.2	118	*117	6.3	1.9	84	2673	7.0	43.8	94
GOOD MORNING, AMERICA-730 A	3515	327	5.0	9.3	115	144	3.4	4.1	78	*75	4.0	2.1	93	1651	4.4	47.0	100
GOOD MORNING, AMERICA-830 A	2818	241	3.7	8.6	106	153	3.6	5.4	104	*67	3.6	2.4	104	1304	3.4	46.3	99
GUIDING LIGHT C	5339	220	3.4	4.1	51	180	4.2	3.4	64	*126	6.8	2.4	103	2160	5.7	40.5	86
ONE LIFE TO LIVE A	4478	255	3.9	5.7	70	202	4.8	4.5	86	*78	4.2	1.7	76	1935	5.1	43.2	92
PRESS YOUR LUCK C	2244	*102	1.6	4.5	56	*115	2.7	5.1	98	**40	2.2	1.8	78	946	2.5	42.2	90
PRICE IS RIGHT 1 C	4348	182	2.8	4.2	52	237	5.6	5.5	104	*75	4.0	1.7	75	1631	4.3	37.5	80
PRICE IS RIGHT 2 C	5014	214	3.3	4.3	53	272	6.4	5.4	104	*90	4.8	1.8	78	1857	4.9	37.0	79
RYAN'S HOPE A	3150	339	5.2	10.8	133	164	3.9	5.2	99	**86	4.6	2.7	119	1409	3.7	44.7	96
SALE OF THE CENTURY N	2695	184	2.8	6.8	84	*105	2.5	3.9	74	**50	2.7	1.9	81	890	2.3	33.0	71
SEARCH FOR TOMORROW N	2319	181	2.8	7.8	96	*164	3.9	7.1	135	**48	2.6	2.1	90	875	2.3	37.7	81
TODAY SHOW 1 N	2693	307	4.7	11.4	141	144	3.4	5.3	102	*64	3.4	2.4	104	1059	2.8	39.3	84
TODAY SHOW 2 N	2498	212	3.2	8.5	105	124	2.9	5.0	95	*57	3.1	2.3	100	909	2.4	36.4	78
$25,000 PYRAMID C	2753	149	2.3	5.4	67	169	4.0	6.1	117	**71	3.8	2.6	112	1049	2.8	38.1	81
WHEEL OF FORTUNE N	4388	353	5.4	8.0	99	209	4.9	4.8	91	*92	5.0	2.1	91	1855	4.9	42.3	90
YOUNG AND THE RESTLESS C	5695	296	4.5	5.2	64	225	5.3	4.0	75	*109	5.9	1.9	83	2217	5.8	38.9	83
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	*107	1.6	6.1	75	*92	2.2	5.2	100	**48	2.6	2.7	119	702	1.9	39.9	85
NBA PLAYOFF GAME -1 C	1136	*90	1.4	7.9	98	**38	0.9	3.3	64	**21	1.1	1.8	81	475	1.3	41.8	89
NBC MAJOR LEAGUE PRE-GAME N	953	**40	0.6	4.2	52	**48	1.1	5.0	96	**3	0.2	0.3	14	357	0.9	37.5	80
SPORTSWORLD - SUN N	1233	**44	0.7	3.6	44	**36	0.8	2.9	56	**12	0.6	1.0	42	583	1.5	47.3	101
SUNDAY MORNING C	1611	*141	2.2	8.8	108	**84	2.0	5.2	100	**53	2.9	3.3	143	739	1.9	45.9	98

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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NATURAL CHEESE (CHEESE OTHER THAN AMERICAN) - KINDS
(FEMALE HOMEMAKERS)

0263
P-19

		TOTAL U.S. '000	BLUE CHEESE A '000	B % DOWN	C % ACROSS	D INDX	BRICK A '000	B % DOWN	C % ACROSS	D INDX	CARAWAY A '000	B % DOWN	C % ACROSS	D INDX	CHEDDAR A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	6556	100.0	8.1	100	4243	100.0	5.2	100	1857	100.0	2.3	100	37920	100.0	46.8	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	2094	31.9	8.0	99	1386	32.7	5.3	102	582	31.3	2.2	97	10925	28.8	41.9	90
NETWORK AFFILIATES - LATE		20261	1675	25.5	8.3	102	1410	33.2	7.0	133	476	25.6	2.3	102	9292	24.5	45.9	98
INDEPENDENTS - LATE		2076	275	4.2	13.2	164	114	2.7	5.5	105	**79	4.3	3.8	166	995	2.6	47.9	102
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	796	12.1	7.6	96	415	9.8	4.0	76	*230	12.4	2.2	96	4947	13.0	47.3	101
ABC MONDAY NIGHT MOVIE	A	6412	513	7.8	8.0	99	344	8.1	5.4	102	*189	10.2	2.9	129	2895	7.6	45.1	96
ABC SUNDAY NIGHT MOVIE	A	12407	1000	15.3	8.1	100	744	17.5	6.0	114	298	16.0	2.4	105	5874	15.5	47.3	101
ABC WORLD NEWS TONIGHT	A	6176	413	6.3	6.7	83	247	5.8	4.0	76	154	8.3	2.5	109	2551	6.7	41.3	88
AFTERMASH	C	5863	492	7.5	8.4	104	*293	6.9	5.0	95	**144	7.8	2.5	107	2591	6.8	44.2	94
ALICE	C	9594	844	12.9	8.8	109	494	11.6	5.1	98	*260	14.0	2.7	118	4249	11.2	44.3	95
AMERICAN PARADE	C	6622	595	9.1	9.0	111	439	10.3	6.6	127	*199	10.7	3.0	131	2903	7.7	43.8	94
BENSON	A	10886	1044	15.9	9.6	118	641	15.1	5.9	112	284	15.3	2.6	114	4816	12.7	44.2	94
BLUE THUNDER	A	5036	441	6.7	8.8	108	345	8.1	6.9	131	**164	8.8	3.3	142	2508	6.6	49.8	106
CAGNEY & LACEY	C	9965	818	12.5	8.2	101	574	13.5	5.8	110	*191	10.3	1.9	84	4918	13.0	49.4	105
CBS EVENING NEWS-DEAN	C	3491	*296	4.5	8.5	105	*188	4.4	5.4	103	**61	3.3	1.7	76	1480	3.9	42.4	91
CBS EVENING NEWS-RATHER	C	7123	638	9.7	9.0	111	366	8.6	5.1	98	176	9.5	2.5	108	3077	8.1	43.2	92
CBS SAT. NEWS-SCHIEFFER	C	3621	272	4.1	7.5	93	126	3.0	3.5	66	*63	3.4	1.7	76	1430	3.8	39.5	84
CBS SATURDAY NIGHT MOVIE	C	5436	375	5.7	6.9	85	298	7.0	5.5	105	126	6.8	2.3	101	2617	6.9	48.1	103
CBS WEDNESDAY NIGHT MOVIE	C	6100	370	5.6	6.1	75	240	5.7	3.9	75	*99	5.3	1.6	71	2815	7.4	46.1	99
CHEERS	N	8889	1106	16.9	12.4	154	731	17.2	8.2	157	199	10.7	2.2	98	4650	12.3	52.3	112
DALLAS	C	22109	1929	29.4	8.7	108	1297	30.6	5.9	112	495	26.7	2.2	98	10072	26.6	45.6	97
DIFF'RENT STROKES	N	6940	477	7.3	6.9	85	282	6.6	4.1	78	**157	8.5	2.3	99	2830	7.5	40.8	87
DOUBLE TROUBLE	N	7223	550	8.4	7.6	94	433	10.2	6.0	114	*200	10.8	2.8	121	3307	8.7	45.8	98
DUCK FACTORY	N	5595	636	9.7	11.4	140	430	10.1	7.7	147	**100	5.4	1.8	78	2790	7.4	49.9	106
DUKES OF HAZZARD	C	5768	440	6.7	7.6	94	296	7.0	5.1	98	**95	5.1	1.6	72	2380	6.3	41.3	88
DYNASTY	A	20053	1635	24.9	8.2	101	909	21.4	4.5	87	421	22.7	2.1	92	9023	23.8	45.0	96
FACTS OF LIFE	N	8087	641	9.8	7.9	98	494	11.6	6.1	117	*198	10.7	2.4	107	3777	10.0	46.7	100
FALCON CREST	C	20046	1826	27.9	9.1	113	1036	24.4	5.2	99	472	25.4	2.4	103	8982	23.7	44.8	96
FALL GUY	A	9084	874	13.3	9.6	119	409	9.6	4.5	86	280	15.1	3.1	134	4170	11.0	45.9	98
FAMILY TIES	N	7964	745	11.4	9.4	116	411	9.7	5.2	99	*299	16.1	3.8	164	3566	9.4	44.8	96
FANTASY ISLAND	A	7687	668	10.2	8.7	107	368	8.7	4.8	91	*163	8.8	2.1	92	3249	8.6	42.3	90
FOULUPS,BLEEPS & BLUNDERS	A	8861	702	10.7	7.9	98	444	10.5	5.0	96	*112	6.0	1.3	55	4051	10.7	45.7	98
FOUR SEASONS	C	5095	476	7.3	9.3	115	*237	5.6	4.7	89	**129	6.9	2.5	110	2373	6.3	46.6	99
GIMME A BREAK	N	8838	792	12.1	9.0	111	459	10.8	5.2	99	*306	16.5	3.5	151	3624	9.6	41.0	88
HART TO HART	A	8978	656	10.0	7.3	90	485	11.4	5.4	103	*180	9.7	2.0	87	4198	11.1	46.8	100
HILL STREET BLUES	N	8590	994	15.2	11.6	143	514	12.1	6.0	114	*159	8.6	1.9	81	4494	11.9	52.3	112
HOTEL	A	14085	1150	17.5	8.2	101	866	20.4	6.1	117	317	17.1	2.3	98	6247	16.5	44.4	95
JEFFERSONS	C	9360	732	11.2	7.8	97	497	11.7	5.3	101	*196	10.6	2.1	91	4133	10.9	44.2	94
JENNIFER SLEPT HERE	N	5841	349	5.3	6.0	74	*267	6.3	4.6	87	*154	8.3	2.6	115	2597	6.8	44.5	95
KATE & ALLIE	C	9206	715	10.9	7.8	96	480	11.3	5.2	100	*234	12.6	2.5	111	4564	12.0	49.6	106
KNIGHT RIDER	N	7076	526	8.0	7.4	92	268	6.3	3.8	72	**117	6.3	1.7	72	3395	9.0	48.0	102
LOVE BOAT	A	12219	1099	16.8	9.0	111	633	14.9	5.2	99	242	13.0	2.0	86	5218	13.8	42.7	91
MAGNUM PI	C	11199	996	15.2	8.9	110	549	12.9	4.9	94	205	11.0	1.8	80	5355	14.1	47.8	102
MAMA'S FAMILY	N	6057	462	7.0	7.6	94	339	8.0	5.6	107	**173	9.3	2.9	125	2799	7.4	46.2	99
MASTER, THE	N	3598	334	5.1	9.3	115	*184	4.3	5.1	98	**53	2.9	1.5	64	1649	4.3	45.8	98
MATT HOUSTON	A	6344	567	8.6	8.9	110	432	10.2	6.8	130	*146	7.9	2.3	100	3219	8.5	50.7	108
NBC MONDAY NIGHT MOVIE	N	11994	849	12.9	7.1	87	542	12.8	4.5	86	279	15.0	2.3	101	5673	15.0	47.3	101
NBC NIGHTLY NEWS	N	5132	464	7.1	9.0	112	316	7.4	6.2	118	94	5.1	1.8	80	2130	5.6	41.5	89
NBC NIGHTLY NEWS-SAT	N	3375	259	4.0	7.7	95	*138	3.3	4.1	78	**79	4.3	2.3	102	1350	3.6	40.0	85
NBC NIGHTLY NEWS-SUN	N	3130	*214	3.3	6.8	84	*177	4.2	5.7	108	**86	4.6	2.7	120	1244	3.3	39.7	85
NBC SUNDAY NIGHT MOVIE	N	8284	678	10.3	8.2	101	435	10.3	5.3	100	*160	8.6	1.9	84	3932	10.4	47.5	101
NEWHART	C	9240	846	12.9	9.2	113	426	10.0	4.6	88	*265	14.3	2.9	125	4532	12.0	49.0	105
ONE DAY AT A TIME	C	7288	592	9.0	8.1	100	330	7.8	4.5	86	*117	6.3	1.6	70	3355	8.8	46.0	98
PEOPLE ARE FUNNY	N	4855	463	7.1	9.5	118	302	7.1	6.2	119	**157	8.5	3.2	141	2366	6.2	48.7	104
REAL PEOPLE	N	8869	600	9.2	6.8	84	414	9.8	4.7	89	*136	7.3	1.5	67	3823	10.1	43.1	92
REMINGTON STEELE	N	7743	487	7.4	6.3	78	410	9.7	5.3	101	*236	12.7	3.0	133	3639	9.6	47.0	100
RIPLEY'S BELIEVE IT - NOT	A	5345	461	7.0	8.6	107	281	6.6	5.3	100	**90	4.8	1.7	73	2769	7.3	51.8	111
RIPTIDE	N	6988	391	6.0	5.6	69	322	7.6	4.6	88	**108	5.8	1.5	67	3392	8.9	48.5	104
SCARECROW & MRS. KING	C	10002	869	13.3	8.7	107	436	10.3	4.4	83	*234	12.6	2.3	102	4599	12.1	46.0	98
SIMON & SIMON	C	10638	896	13.7	8.4	104	429	10.1	4.0	77	*207	11.1	1.9	85	4771	12.6	44.8	96
60 MINUTES	C	13293	1241	18.9	9.3	115	752	17.7	5.7	108	351	18.9	2.6	115	5948	15.7	44.7	96
ST. ELSEWHERE	N	7017	786	12.0	11.2	138	620	14.6	8.8	169	*222	12.0	3.2	138	3564	9.4	50.8	108
THREE'S COMPANY	A	10917	847	12.9	7.8	96	571	13.5	5.2	100	268	14.4	2.5	107	5014	13.2	45.9	98
T.J. HOOKER	A	9204	868	13.2	9.4	116	486	11.5	5.3	101	*194	10.4	2.1	92	4140	10.9	45.0	96
TONIGHT SHOW	N	2372	233	3.6	9.8	121	221	5.2	9.3	178	*52	2.8	2.2	96	1058	2.8	44.6	95
TRAPPER JOHN, M.D.	C	9846	820	12.5	8.3	103	513	12.1	5.2	99	*240	12.9	2.4	106	4325	11.4	43.9	94
TV BLOOPERS & PRAC. JOKES	N	9105	695	10.6	7.6	94	373	8.8	4.1	78	*174	9.4	1.9	83	4333	11.4	47.6	102
20/20	A	9387	799	12.2	8.5	105	609	14.4	6.5	124	*205	11.0	2.2	95	4431	11.7	47.2	101
WEBSTER	A	11067	993	15.1	9.0	111	662	15.6	6.0	114	*284	15.3	2.6	112	5000	13.2	45.2	96
WORLD NEWS - SUN	A	3062	*321	4.9	10.5	130	**136	3.2	4.4	85	**119	6.4	3.9	169	1465	3.9	47.8	102
YELLOW ROSE	N	4978	348	5.3	7.0	86	229	5.4	4.6	88	**100	5.4	2.0	88	2396	6.3	48.1	103
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	624	9.5	7.0	87	625	14.7	7.0	134	**76	4.1	0.9	37	4971	13.1	56.0	120
BASKETBALL - COLLEGE GAMES		4080	*304	4.6	7.5	92	**147	3.5	3.6	69	**111	6.0	2.7	119	2143	5.7	52.5	112
BASKETBALL - PRO GAMES		3607	*291	4.4	8.1	100	**188	4.4	5.2	99	**55	3.0	1.5	66	1954	5.2	54.2	116
BOWLING		3883	*333	5.1	8.6	106	*316	7.4	8.1	155	**163	8.8	4.2	183	2200	5.8	56.7	121
BOXING		3928	*307	4.7	7.8	97	**197	4.6	5.0	96	**79	4.3	2.0	88	1930	5.1	49.1	105
FOOTBALL - COLLEGE GAMES		6366	555	8.5	8.7	108	*299	7.0	4.7	90	**147	7.9	2.3	101	3575	9.4	56.2	120
FOOTBALL - PRO GAMES		11300	821	12.5	7.3	90	517	12.2	4.6	87	**159	8.6	1.4	61	6947	18.3	61.5	131
GOLF		3378	*396	6.0	11.7	145	**237	5.6	7.0	134	**156	8.4	4.6	201	2154	5.7	63.8	136
POST-SEASON COLL. FOOTBALL		4906	*286	4.4	5.8	72	*291	6.9	5.9	113	**117	6.3	2.4	104	2891	7.6	58.9	126
POST-SEASON PRO FOOTBALL		6120	428	6.5	7.0	86	*278	6.6	4.5	87	**86	4.6	1.4	61	3629	9.6	59.3	127
TENNIS		3033	*410	6.3	13.5	167	**183	4.3	6.0	115	**142	7.6	4.7	204	1858	4.9	61.3	131
WRESTLING - PROFESSIONAL		3344	**228	3.5	6.8	84	**93	2.2	2.8	53	**29	1.6	0.9	38	1724	4.5	51.6	110

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NATURAL CHEESE (CHEESE OTHER THAN AMERICAN) - KINDS
(FEMALE HOMEMAKERS)

0264
P-19

	TOTAL U.S. '000	COLBY A '000	COLBY B % DOWN	COLBY C % ACROSS	COLBY D INDX	CREAM CHEESE A '000	CREAM CHEESE B % DOWN	CREAM CHEESE C % ACROSS	CREAM CHEESE D INDX	EDAM A '000	EDAM B % DOWN	EDAM C % ACROSS	EDAM D INDX	FARMER'S CHEESE A '000	FARMER'S CHEESE B % DOWN	FARMER'S CHEESE C % ACROSS	FARMER'S CHEESE D INDX
TOTAL FEMALE HOMEMAKERS	80956	18410	100.0	22.7	100	23610	100.0	29.2	100	3516	100.0	4.3	100	2129	100.0	2.6	100
18 - 24	9282	1684	9.1	18.1	80	2100	8.9	22.6	78	**341	9.7	3.7	85	**248	11.6	2.7	102
25 - 34	19072	5571	30.3	29.2	128	6149	26.0	32.2	111	736	20.9	3.9	89	501	23.5	2.6	100
35 - 44	14591	3971	21.6	27.2	120	4716	20.0	32.3	111	665	18.9	4.6	105	*408	19.2	2.8	106
45 - 54	11345	2891	15.7	25.5	112	3591	15.2	31.7	109	797	22.7	7.0	162	*349	16.4	3.1	117
55 - 64	11635	2107	11.4	18.1	80	3604	15.3	31.0	106	*511	14.5	4.4	101	*377	17.7	3.2	123
65 OR OLDER	15061	2186	11.9	14.5	64	3450	14.6	22.9	79	466	13.3	3.1	71	*247	11.6	1.6	62
18 - 34	28354	7255	39.4	25.6	113	8250	34.9	29.1	100	1077	30.6	3.8	87	749	35.2	2.6	100
18 - 49	48339	12653	68.7	26.2	115	14918	63.2	30.9	106	2196	62.5	4.5	105	1366	64.2	2.8	107
25 - 54	45008	12433	67.5	27.6	122	14456	61.2	32.1	110	2199	62.5	4.9	113	1257	59.0	2.8	106
35 - 49	19985	5398	29.3	27.0	119	6669	28.2	33.4	114	1119	31.8	5.6	129	617	29.0	3.1	117
50 OR OLDER	32647	5757	31.3	17.6	78	8692	36.8	26.6	91	1320	37.5	4.0	93	763	35.8	2.3	89
GRADUATED COLLEGE	11155	3456	18.8	31.0	136	4483	19.0	40.2	138	1039	29.6	9.3	215	*480	22.5	4.3	164
ATTENDED COLLEGE	13682	3616	19.6	26.4	116	5029	21.3	36.8	126	913	26.0	6.7	154	*327	15.4	2.4	91
GRADUATED HIGH SCHOOL	33580	8354	45.4	24.7	108	9781	41.4	28.9	99	1168	33.2	3.4	79	910	42.7	2.7	102
DID NOT GRADUATE HIGH SCHOOL	22270	2984	16.2	13.4	59	4319	18.3	19.4	67	*397	11.3	1.8	41	*412	19.4	1.9	70
EMPLOYED	40304	10470	56.9	26.0	114	12656	53.6	31.4	108	2290	65.1	5.7	131	1126	52.9	2.8	106
EMPLOYED FULL-TIME	32850	8444	45.9	25.7	113	10219	43.3	31.1	107	1852	52.7	5.6	130	896	42.1	2.7	104
EMPLOYED PART-TIME	7456	2026	11.0	27.2	120	2438	10.3	32.7	112	*438	12.5	5.9	135	**230	10.8	3.1	117
NOT EMPLOYED	40680	7940	43.1	19.5	86	10954	46.4	26.9	92	1226	34.9	3.0	69	1003	47.1	2.5	94
PROFESSIONAL/MANAGER	10392	3064	16.6	29.5	130	3811	16.1	36.7	126	922	26.2	8.9	204	*251	11.8	2.4	92
TECH/CLERICAL/SALES	17574	4772	25.9	27.2	119	5836	24.7	33.2	114	998	28.4	5.7	131	629	29.5	3.6	136
PRECISION/CRAFT	985	*229	1.2	23.2	102	*279	1.2	28.3	97	**44	1.3	4.5	103	**37	1.7	3.8	143
OTHER EMPLOYED	11354	2405	13.1	21.2	93	2731	11.6	24.1	83	*326	9.3	2.9	66	**209	9.8	1.8	70
SINGLE	9863	1915	10.4	19.4	85	2559	10.8	25.9	89	530	15.1	5.4	124	*326	15.3	3.3	126
MARRIED	51375	13304	72.3	25.9	114	15892	67.3	30.9	106	2438	69.3	4.7	109	1422	66.8	2.8	105
DIVORCED/SEPARATED/WIDOWED	19748	3191	17.3	16.2	71	5160	21.9	26.1	90	547	15.6	2.8	64	381	17.9	1.9	73
PARENTS	32590	8567	46.5	26.3	116	10424	44.2	32.0	110	1142	32.5	3.5	81	904	42.5	2.8	106
WHITE	70416	17200	93.4	24.4	107	21646	91.7	30.7	105	3173	90.2	4.5	104	1877	88.2	2.7	101
BLACK	8778	1058	5.7	12.1	53	1416	6.0	16.1	55	*248	7.1	2.8	65	**180	8.5	2.1	78
OTHER	1791	**153	0.8	8.5	38	**548	2.3	30.6	105	**95	2.7	5.3	122	**72	3.4	4.0	153
NORTHEAST-CENSUS	17786	2351	12.8	13.2	58	6535	27.7	36.7	126	1079	30.7	6.1	140	616	28.9	3.5	132
NORTH CENTRAL	20741	8889	48.3	42.9	189	6587	27.9	31.8	109	530	15.1	2.6	59	448	21.0	2.2	82
SOUTH	27775	4161	22.6	15.0	66	5708	24.2	20.6	70	821	23.4	3.0	68	581	27.3	2.1	80
WEST	14683	3009	16.3	20.5	90	4781	20.2	32.6	112	1085	30.9	7.4	170	*483	22.7	3.3	125
NORTHEAST-MKTG.	17961	2201	12.0	12.3	54	6406	27.1	35.7	122	1204	34.2	6.7	154	699	32.8	3.9	148
EAST CENTRAL	11885	4147	22.5	34.9	153	3614	15.3	30.4	104	*239	6.8	2.0	46	*287	13.5	2.4	92
WEST CENTRAL	14090	6035	32.8	42.8	188	4453	18.9	31.6	108	*410	11.7	2.9	67	*264	12.4	1.9	71
SOUTH	24081	3640	19.8	15.1	66	4947	21.0	20.5	70	657	18.7	2.7	63	*488	22.9	2.0	77
PACIFIC	12969	2387	13.0	18.4	81	4190	17.7	32.3	111	1005	28.6	7.7	178	*392	18.4	3.0	115
COUNTY SIZE A	32439	7130	38.7	22.0	97	10089	42.7	31.1	107	1938	55.1	6.0	138	879	41.3	2.7	103
COUNTY SIZE B	24915	5698	31.0	22.9	101	7115	30.1	28.6	98	897	25.5	3.6	83	721	33.9	2.9	110
COUNTY SIZE C	12930	2726	14.8	21.1	93	3849	16.3	29.8	102	*468	13.3	3.6	83	*274	12.9	2.1	81
COUNTY SIZE D	10703	2857	15.5	26.7	117	2558	10.8	23.9	82	**213	6.1	2.0	46	*255	12.0	2.4	91
METRO CENTRAL CITY	24518	5003	27.2	20.4	90	6670	28.3	27.2	93	1161	33.0	4.7	109	673	31.6	2.7	104
METRO SUBURBAN	35919	8834	48.0	24.6	108	11748	49.8	32.7	112	1827	52.0	5.1	117	948	44.5	2.6	100
NON METRO	20549	4573	24.8	22.3	98	5192	22.0	25.3	87	*527	15.0	2.6	59	*508	23.9	2.5	94
TOP 5 ADI'S	18341	3463	18.8	18.9	83	6311	26.7	34.4	118	1235	35.1	6.7	155	509	23.9	2.8	106
TOP 10 ADI'S	25378	4912	26.7	19.4	85	8210	34.8	32.4	111	1643	46.7	6.5	149	740	34.8	2.9	111
TOP 20 ADI'S	36488	7673	41.7	21.0	93	11480	48.6	31.5	108	2045	58.2	5.6	129	1096	51.5	3.0	114
HSHLD INC. $50,000 OR MORE	6612	2337	12.7	35.3	155	2969	12.6	44.9	154	685	19.5	10.4	239	**169	7.9	2.6	97
$40,000 OR MORE	12659	3762	20.4	29.7	131	5370	22.7	42.4	146	1155	32.8	9.1	210	*423	19.9	3.3	127
$30,000 OR MORE	24698	7618	41.4	30.8	136	9786	41.4	39.6	136	1859	52.9	7.5	173	773	36.3	3.1	119
$25,000 OR MORE	32077	9579	52.0	29.9	131	12286	52.0	38.3	131	2167	61.6	6.8	156	1030	48.4	3.2	122
$20,000 - $24,999	9144	2295	12.5	25.1	110	3024	12.8	33.1	113	*394	11.2	4.3	99	**274	12.9	3.0	114
$15,000 - $19,999	8728	1771	9.6	20.3	89	2101	8.9	24.1	83	*261	7.4	3.0	69	**160	7.5	1.8	70
$10,000 - $14,999	12562	2229	12.1	17.7	78	2971	12.6	23.7	81	*330	9.4	2.6	61	*341	16.0	2.7	103
UNDER $10,000	18475	2536	13.8	13.7	60	3229	13.7	17.5	60	*363	10.3	2.0	45	*325	15.3	1.8	67
HOUSEHOLD OF 1 PERSON	11987	1738	9.4	14.5	64	2951	12.5	24.6	84	476	13.5	4.0	91	283	13.3	2.4	90
2 PEOPLE	26577	5856	31.8	22.0	97	6880	29.1	25.9	89	1289	36.7	4.9	112	659	31.0	2.5	94
3 OR 4 PEOPLE	30617	7669	41.7	25.0	110	9876	41.8	32.3	111	1291	36.7	4.2	97	832	39.1	2.7	103
5 OR MORE PEOPLE	11804	3147	17.1	26.7	117	3903	16.5	33.1	113	*459	13.1	3.9	90	**355	16.7	3.0	114
NO CHILD IN HSHLD	46165	9347	50.8	20.2	89	12675	53.7	27.5	94	2327	66.2	5.0	116	1121	52.7	2.4	92
CHILD(REN) UNDER 2 YRS	5325	1452	7.9	27.3	120	1446	6.1	27.2	93	**84	2.4	1.6	36	**179	8.4	3.4	128
2 - 5 YEARS	14221	3575	19.4	25.1	111	4286	18.2	30.1	103	*286	8.1	2.0	46	**273	12.8	1.9	73
6 - 11 YEARS	15117	3862	21.0	25.5	112	4591	19.4	30.4	104	*463	13.2	3.1	71	*399	18.7	2.6	100
12 - 17 YEARS	16611	4339	23.6	26.1	115	5525	23.4	33.3	114	660	18.8	4.0	92	*597	28.0	3.6	137
RESIDENCE OWNED	55884	13907	75.5	24.9	109	17823	75.5	31.9	109	2546	72.4	4.6	105	1521	71.4	2.7	104
VALUE: $50,000 OR MORE	31744	8554	46.5	26.9	119	11604	49.1	36.6	125	2024	57.6	6.4	147	998	46.9	3.1	120
VALUE: UNDER $50,000	24140	5354	29.1	22.2	98	6219	26.3	25.8	88	*521	14.8	2.2	50	*524	24.6	2.2	83

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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NATURAL CHEESE (CHEESE OTHER THAN AMERICAN) - KINDS
(FEMALE HOMEMAKERS)

		TOTAL U.S. '000	COLBY A '000	COLBY B % DOWN	COLBY C ACROSS %	COLBY D INDX	CREAM CHEESE A '000	CREAM CHEESE B % DOWN	CREAM CHEESE C ACROSS %	CREAM CHEESE D INDX	EDAM A '000	EDAM B % DOWN	EDAM C ACROSS %	EDAM D INDX	FARMER'S CHEESE A '000	FARMER'S CHEESE B % DOWN	FARMER'S CHEESE C ACROSS %	FARMER'S CHEESE D INDX
TOTAL FEMALE HOMEMAKERS		80986	18410	100.0	22.7	100	23610	100.0	29.2	100	3516	100.0	4.3	100	2129	100.0	2.6	100
MAGAZINES	QUINTILE 1	15799	4648	25.2	29.4	129	5984	25.3	37.9	130	1253	35.6	7.9	183	495	23.3	3.1	119
	QUINTILE 2	17259	4316	23.4	25.0	110	5738	24.3	33.2	114	746	21.2	4.3	100	*446	20.9	2.6	98
	QUINTILE 3	13545	3018	16.4	22.3	98	4039	17.1	29.8	102	592	16.8	4.4	101	*322	15.1	2.4	90
	QUINTILE 4	15133	3440	18.7	22.7	100	4124	17.5	27.3	93	*472	13.4	3.1	72	*368	17.3	2.4	93
	QUINTILE 5	19250	2989	16.2	15.5	68	3726	15.8	19.4	66	*454	12.9	2.4	54	*498	23.4	2.6	98
NEWSPAPERS	QUINTILE 1	12413	3032	16.5	24.4	107	4242	18.0	34.2	117	897	25.5	7.2	166	*390	18.3	3.1	120
	QUINTILE 2	24116	6292	34.2	26.1	115	8027	34.0	33.3	114	1125	32.0	4.7	107	680	31.9	2.8	107
	QUINTILE 3	11261	2906	15.8	25.8	114	3263	13.8	29.0	99	*483	13.7	4.3	99	*366	17.2	3.3	124
	QUINTILE 4	20255	4271	23.2	21.1	93	5712	24.2	28.2	97	737	21.0	3.6	84	*413	19.4	2.0	78
	QUINTILE 5	12940	1910	10.4	14.8	65	2367	10.0	18.3	63	*274	7.8	2.1	49	*280	13.2	2.2	82
OUTDOOR	QUINTILE 1	14852	3756	20.4	25.3	111	4857	20.6	32.7	112	819	23.3	5.5	127	*421	19.8	2.8	108
	QUINTILE 2	15725	3976	21.6	25.3	111	4647	19.7	29.6	101	719	20.4	4.6	105	*297	14.0	1.9	72
	QUINTILE 3	16330	3617	19.6	22.1	97	4825	20.4	29.5	101	864	24.6	5.3	122	*341	16.0	2.1	79
	QUINTILE 4	16744	3553	19.3	21.2	93	4674	19.8	27.9	96	540	15.4	3.2	74	*519	24.4	3.1	118
	QUINTILE 5	17334	3510	19.1	20.2	89	4608	19.5	26.6	91	574	16.3	3.3	76	*550	25.8	3.2	121
RADIO-DRIVE TIME	QUINTILE 1	15911	4102	22.3	25.8	113	5062	21.4	31.8	109	622	17.7	3.9	90	*387	18.2	2.4	93
	QUINTILE 2	14837	3851	20.9	26.0	114	4757	20.1	32.1	110	549	15.6	3.7	85	*383	18.0	2.6	98
	QUINTILE 3	15339	3383	18.4	22.1	97	4570	19.4	29.8	102	729	20.7	4.8	109	572	26.9	3.7	142
	QUINTILE 4	16723	3655	19.9	21.9	96	4535	19.2	27.1	93	629	17.9	3.8	87	*363	17.1	2.2	83
	QUINTILE 5	18176	3419	18.6	18.8	83	4686	19.8	25.8	88	986	28.0	5.4	125	*425	20.0	2.3	89
RADIO-MID-DAY	TERCILE 1	21020	5338	29.0	25.4	112	6584	27.9	31.3	107	935	26.6	4.4	102	551	25.9	2.6	100
	TERCILE 2	21610	5211	28.3	24.1	106	6432	27.2	29.8	102	943	26.8	4.4	101	661	31.0	3.1	116
	TERCILE 3	38355	7861	42.7	20.5	90	10595	44.9	27.6	95	1638	46.6	4.3	98	917	43.1	2.4	91
RADIO-TOTAL	QUINTILE 1	15988	4117	22.4	25.8	113	4855	20.6	30.4	104	563	16.0	3.5	81	*384	18.0	2.4	91
	QUINTILE 2	15626	3648	19.8	23.3	103	4952	21.0	31.7	109	779	22.2	5.0	115	*450	21.1	2.9	110
	QUINTILE 3	16723	4091	22.2	24.5	108	5234	22.2	31.3	107	711	20.2	4.3	98	*510	24.0	3.0	116
	QUINTILE 4	16342	3623	19.7	22.2	98	4598	19.5	28.1	97	795	22.6	4.9	112	479	22.5	2.9	111
	QUINTILE 5	16306	2932	15.9	18.0	79	3973	16.8	24.4	84	668	19.0	4.1	94	*306	14.4	1.9	71
TV-PRIME TIME	QUINTILE 1	15953	3529	19.2	22.1	97	4834	20.5	30.3	104	747	21.2	4.7	108	517	24.3	3.2	123
	QUINTILE 2	16137	3652	19.8	22.6	100	4524	19.2	28.0	96	732	20.8	4.5	104	*411	19.3	2.5	97
	QUINTILE 3	16420	3889	21.1	23.7	104	4945	20.9	30.1	103	778	22.1	4.7	109	*474	22.3	2.9	110
	QUINTILE 4	16687	3822	20.8	22.9	101	4815	20.4	28.9	99	721	20.5	4.3	100	*438	20.6	2.6	100
	QUINTILE 5	15789	3518	19.1	22.3	98	4493	19.0	28.5	98	539	15.3	3.4	79	*288	13.5	1.8	69
TV-DAYTIME	TERCILE 1	27736	5611	30.5	20.2	89	6952	29.4	25.1	86	838	23.8	3.0	70	734	34.5	2.6	101
	TERCILE 2	26489	6680	36.3	25.2	111	7933	33.6	29.9	103	1256	35.7	4.7	109	678	31.8	2.6	97
	TERCILE 3	26761	6119	33.2	22.9	101	8726	37.0	32.6	112	1422	40.4	5.3	122	717	33.7	2.7	102
TV-TOTAL	QUINTILE 1	16345	3361	18.3	20.6	90	4256	18.0	26.0	89	591	16.8	3.6	83	453	21.3	2.8	105
	QUINTILE 2	16447	3394	18.4	20.6	91	4769	20.2	29.0	99	712	20.3	4.3	100	*423	19.9	2.6	98
	QUINTILE 3	15980	3987	21.7	24.9	110	4467	18.9	28.0	96	712	20.3	4.5	103	*469	22.0	2.9	112
	QUINTILE 4	15887	4083	22.2	25.7	113	4964	21.0	31.2	107	858	24.4	5.4	124	*469	22.0	3.0	112
	QUINTILE 5	16326	3585	19.5	22.0	97	5154	21.8	31.6	108	643	18.3	3.9	91	*315	14.8	1.9	73
MAGAZINES-NEWSPAPERS: DUAL		20721	5816	31.6	28.1	123	7899	33.5	38.1	131	1387	39.4	6.7	154	688	32.3	3.3	126
MAGAZINE IMPERATIVE		19186	4594	25.0	23.9	105	5847	24.8	30.5	105	884	25.1	4.6	106	*395	18.6	2.1	78
NEWSPAPER IMPERATIVE		21899	4964	27.0	22.7	100	5914	25.0	27.0	93	849	24.1	3.9	89	600	28.2	2.7	104
MAGAZINES-OUTDOOR: DUAL		15451	4540	24.7	29.4	129	5685	24.1	36.8	126	1160	33.0	7.5	173	*312	14.7	2.0	77
MAGAZINE IMPERATIVE		25953	6349	34.5	24.5	108	8447	35.8	32.5	112	1214	34.5	4.7	108	820	38.5	3.2	120
OUTDOOR IMPERATIVE		24400	4980	27.1	20.4	90	6159	26.1	25.2	87	808	23.0	3.3	76	577	27.1	2.4	90
MAGAZINES-RADIO: DUAL		18049	4993	27.1	27.7	122	6390	27.1	35.4	121	848	24.1	4.7	108	*404	19.0	2.2	85
MAGAZINE IMPERATIVE		23571	5827	31.7	24.7	109	7914	33.5	33.6	115	1507	42.9	6.4	147	734	34.5	3.1	118
RADIO IMPERATIVE		23278	5047	27.4	21.7	95	6144	26.0	26.4	91	709	20.2	3.0	70	680	31.9	2.9	111
MAGAZINES-TELEVISION: DUAL		15459	3849	20.9	24.9	110	5091	21.6	32.9	113	833	23.7	5.4	124	511	24.0	3.3	126
MAGAZINE IMPERATIVE		25829	7012	38.1	27.1	119	9083	38.5	35.2	121	1520	43.2	5.9	136	620	29.1	2.4	91
TELEVISION IMPERATIVE		26039	4803	26.1	18.4	81	5974	25.3	22.9	79	756	21.5	2.9	67	591	27.8	2.3	86
NEWSPAPERS-OUTDOOR: DUAL		16605	4653	25.3	28.0	123	5792	24.5	34.9	120	1085	30.9	6.5	151	423	19.9	2.5	97
NEWSPAPER IMPERATIVE		26834	6394	34.7	23.8	105	8362	35.4	31.2	107	1170	33.3	4.4	100	924	43.4	3.4	131
OUTDOOR IMPERATIVE		23346	4925	26.8	21.1	93	6142	26.0	26.3	90	852	24.2	3.6	84	499	23.4	2.1	81
NEWSPAPERS-RADIO: DUAL		17133	4683	25.4	27.3	120	5771	24.4	33.7	116	910	25.9	5.3	122	571	26.8	3.3	127
NEWSPAPER IMPERATIVE		25892	6344	34.5	24.5	108	8319	35.2	32.1	110	1435	40.8	5.5	128	738	34.7	2.9	108
RADIO IMPERATIVE		23167	5101	27.7	22.0	97	6322	26.8	27.3	94	701	19.9	3.0	70	536	25.2	2.3	88
NEWSPAPERS-TELEVISION: DUAL		17159	4046	22.0	23.6	104	5486	23.2	32.0	110	934	26.6	5.4	125	485	22.8	2.8	108
NEWSPAPER IMPERATIVE		26214	7041	38.2	26.9	118	8753	37.1	33.4	115	1446	41.1	5.5	127	765	35.9	2.9	111
TELEVISION IMPERATIVE		23412	4448	24.2	19.0	84	5443	23.1	23.2	80	653	18.6	2.8	64	603	28.3	2.6	98
OUTDOOR-RADIO: DUAL		15303	3947	21.4	25.8	113	5110	21.6	33.4	115	759	21.6	5.0	114	*348	16.3	2.3	87
OUTDOOR IMPERATIVE		24901	5789	31.4	23.2	102	7170	30.4	28.8	99	1362	38.7	5.5	126	585	27.5	2.3	89
RADIO IMPERATIVE		26492	6147	33.4	23.2	102	7870	33.3	29.7	102	995	28.3	3.8	87	829	38.9	3.1	119
OUTDOOR-TELEVISION: DUAL		14794	3306	18.0	22.3	98	4323	18.3	29.2	100	661	18.8	4.5	103	*387	18.2	2.6	100
OUTDOOR IMPERATIVE		25437	6711	36.5	26.4	116	8278	35.1	32.5	112	1435	40.8	5.6	130	576	27.1	2.3	86
TELEVISION IMPERATIVE		27877	5764	31.3	20.7	91	7331	31.1	26.3	90	1068	30.4	3.8	88	850	39.9	3.0	116
RADIO-TELEVISION: DUAL		15996	3948	21.4	24.7	109	4751	20.1	29.7	102	653	18.6	4.1	94	520	24.4	3.3	124
RADIO IMPERATIVE		25478	6404	34.8	25.1	111	8309	35.2	32.6	112	1170	33.3	4.6	106	619	29.1	2.4	92
TELEVISION IMPERATIVE		26573	5268	28.6	19.8	87	6976	29.5	26.3	90	1070	30.4	4.0	93	683	32.1	2.6	98

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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NATURAL CHEESE (CHEESE OTHER THAN AMERICAN) - KINDS
(FEMALE HOMEMAKERS)

0266
P-19

	TOTAL U.S. '000	COLBY A '000	COLBY B % ACROSS DOWN	COLBY C %	COLBY D INDX	CREAM CHEESE A '000	CREAM CHEESE B % ACROSS DOWN	CREAM CHEESE C %	CREAM CHEESE D INDX	EDAM A '000	EDAM B % ACROSS DOWN	EDAM C %	EDAM D INDX	FARMER'S CHEESE A '000	FARMER'S CHEESE B % ACROSS DOWN	FARMER'S CHEESE C %	FARMER'S CHEESE D INDX
TOTAL FEMALE HOMEMAKERS	80986	18410	100.0	22.7	100	23610	100.0	29.2	100	3516	100.0	4.3	100	2129	100.0	2.6	100
ATLANTIC MONTHLY	415	**128	0.7	30.8	136	*155	0.7	37.3	128	**27	0.8	6.5	150	**10	0.5	2.4	92
BARRON'S	453	**146	0.8	32.2	142	*275	1.2	60.7	208	**107	3.0	23.6	544	**59	2.8	13.0	495
BETTER HOMES & GARDENS	16256	4772	25.9	29.4	129	6121	25.9	37.7	129	823	23.4	5.1	117	586	27.5	3.6	137
BON APPETIT	2535	837	4.5	33.0	145	1219	5.2	48.1	165	359	10.2	14.2	326	**117	5.5	4.6	176
BUSINESS WEEK	1278	319	1.7	25.0	110	412	1.7	32.2	111	**83	2.4	6.5	150	**21	1.0	1.6	63
CAR AND DRIVER	378	**50	0.3	13.2	58	**71	0.3	18.8	64	**35	1.0	9.3	213	**4	0.2	1.1	40
CBS MAGAZINE NETWORK (GROSS)	1498	421	2.3	28.1	124	536	2.3	35.8	123	**86	2.4	5.7	132	**54	2.5	3.6	137
CHANGING TIMES	1505	316	1.7	21.0	92	526	2.2	35.0	120	**69	2.0	4.6	106	**61	2.9	4.1	154
COLONIAL HOMES	1231	290	1.6	23.6	104	418	1.8	34.0	116	**55	1.6	4.5	103	**40	1.9	3.2	124
CONDE NAST MAG. PKG. (GROSS)	14146	3635	19.7	25.7	113	4850	20.5	34.3	118	937	26.6	6.6	153	324	15.2	2.3	87
CONSUMERS DIGEST	1323	267	1.5	20.2	89	526	2.2	39.8	136	**97	2.8	7.3	169	**39	1.8	2.9	112
COSMOPOLITAN	7102	2022	11.0	28.5	125	2280	9.7	32.1	110	498	14.2	7.0	162	*210	9.9	3.0	112
COUNTRY LIVING	2481	898	4.9	36.2	159	1021	4.3	41.2	141	*187	5.3	7.5	174	**65	3.1	2.6	100
CUISINE	1472	281	1.5	19.1	84	638	2.7	43.3	149	*183	5.2	12.4	286	**59	2.8	4.0	152
CYCLE WORLD	425	**171	0.9	40.2	177	**155	0.7	36.5	125	**2	0.1	0.5	11	**18	0.8	4.2	161
DCI:CREATIVE IDEAS FOR LIV	2510	728	4.0	29.0	128	970	4.1	38.6	133	**119	3.4	4.7	109	**50	2.3	2.0	76
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	1681	9.1	25.1	110	2298	9.7	34.3	118	313	8.9	4.7	108	**84	3.9	1.3	48
DISCOVER	894	253	1.4	28.3	124	386	1.6	43.2	148	*111	3.2	12.4	286	**30	1.4	3.4	128
EBONY	3507	523	2.8	14.9	66	819	3.5	23.4	80	*113	3.2	3.2	74	**86	4.0	2.5	93
ESQUIRE	1083	*236	1.3	21.8	96	236	1.0	21.8	75	**91	2.6	8.4	194	**17	0.8	1.6	60
ESSENCE	1830	323	1.8	17.7	78	361	1.5	19.7	68	**76	2.2	4.2	96	**23	1.1	1.3	48
FAMILY CIRCLE	15930	4386	23.8	27.5	121	5653	23.9	35.5	122	855	24.3	5.4	124	458	21.5	2.9	109
THE FAMILY HANDYMAN	1126	307	1.7	27.3	120	328	1.4	29.1	100	**32	0.9	2.8	65	**79	3.7	7.0	267
FAMILY WEEKLY	11468	2831	15.4	24.7	109	3437	14.6	30.0	103	480	13.7	4.2	96	295	13.9	2.6	98
FIELD & STREAM	2234	662	3.6	29.6	130	750	3.2	33.6	115	**83	2.4	3.7	86	**43	2.0	1.9	73
FOOD & WINE	579	**91	0.5	15.7	69	250	1.1	43.2	148	**61	1.7	10.5	243	**49	2.3	8.5	322
FORBES	728	*196	1.1	26.9	118	279	1.2	38.3	131	**109	3.1	15.0	345	**25	1.2	3.4	131
FORTUNE	906	*287	1.6	31.7	139	328	1.4	36.2	124	**91	2.6	10.0	231	**22	1.0	2.4	92
GENTLEMEN'S QUARTERLY	791	*188	1.0	23.8	105	*226	1.0	28.6	98	**75	2.1	9.5	218	**59	2.8	7.5	284
GLAMOUR	5265	1482	8.0	28.1	124	1813	7.7	34.4	118	344	9.8	6.5	150	*132	6.2	2.5	95
GOLF DIGEST	636	*219	1.2	34.4	151	*248	1.1	39,0	134	**61	1.7	9.6	221	**5	0.2	0.8	30
GOLF DIGEST/TENNIS (GROSS)	1186	375	2.0	31.6	139	385	1.6	32.5	111	**102	2.9	8.6	198	**21	1.0	1.8	67
GOLF MAGAZINE	441	**139	0.8	31.5	139	*214	0.9	48.5	166	**60	1.7	13.6	313	**11	0.5	2.5	95
GOLF MAGAZINE/SKI (GROSS)	922	241	1.3	26.1	115	309	1.3	33.5	115	**99	2.8	10.7	247	**19	0.9	2.1	78
GOOD HOUSEKEEPING	16487	4707	25.6	28.5	126	6003	25.4	36.4	125	858	24.4	5.2	120	481	22.6	2.9	111
HARPER'S BAZAAR	2423	532	2.9	22.0	97	845	3.6	34.9	120	*148	4.2	6.1	141	**42	2.0	1.7	66
HEALTH	1994	462	2.5	23.2	102	729	3.1	36.6	125	**118	3.4	5.9	136	**78	3.7	3.9	149
HEARST MAG CORP. BUY (GROSS)	44101	12760	69.3	28.9	127	15869	67.2	36.0	123	2561	72.8	5.8	134	1230	57.8	2.8	106
HEARST MAN POWER (GROSS)	1993	737	4.0	37.0	163	767	3.2	38.5	132	**84	2.4	4.2	97	**75	3.5	3.8	143
HEARST WOMAN POWER (GROSS)	31274	8990	48.8	28.7	126	11109	47.1	35.5	122	1763	50.1	5.6	130	883	41.5	2.8	107
HOUSE BEAUTIFUL	3623	927	5.0	25.6	113	1284	5.4	35.4	122	*234	6.7	6.5	149	**102	4.8	2.8	107
INC.	283	**90	0.5	31.8	140	**96	0.4	33.9	116	**52	1.5	18.4	423	**1	0.0	0.4	13
JET	2928	442	2.4	15.1	66	609	2.6	20.8	71	*108	3.1	3.7	85	**58	2.7	2.0	75
LADIES' HOME JOURNAL	11918	3331	18.1	27.9	123	4146	17.6	34.8	119	644	18.3	5.4	124	378	17.8	3.2	121
LHJ FAMILY GRP COMBO(GROSS)	16764	4614	25.1	27.5	121	5838	24.7	34.8	119	950	27.0	5.7	131	522	24.5	3.1	118
LIFE	4254	1038	5.6	24.4	107	1572	6.7	37.0	127	348	9.9	8.2	188	*160	7.5	3.8	143
L.A. TIMES HOME MAGAZINE	1145	*209	1.1	18.3	80	400	1.7	34.9	120	**152	4.3	13.3	306	**9	0.4	0.8	30
MADEMOISELLE	2884	689	3.7	23.9	105	989	4.2	34.3	118	*180	5.1	6.2	144	**46	2.2	1.6	61
MC CALL'S	13460	3912	21.2	29.1	128	4665	19.8	34.7	119	638	18.1	4.7	109	463	21.7	3.4	131
MC CALL'S/MRK MOTHER (GROSS)	14606	4261	23.1	29.2	128	5129	21.7	35.1	120	681	19.4	4.7	107	479	22.5	3.3	125
MECHANIX ILLUSTRATED	772	*196	1.1	25.4	112	271	1.1	35.1	120	**15	0.4	1.9	45	**34	1.6	4.4	168
METROPOLITAN HOME	967	*222	1.2	23.0	101	355	1.5	36.7	126	**132	3.8	13.7	314	**45	2.1	4.7	177
MONEY	1588	480	2.6	30.2	133	566	2.4	35.6	122	**130	3.7	8.2	189	**45	2.1	2.8	108
MOTHER EARTH NEWS	1002	437	2.4	43.6	192	445	1.9	44.4	152	**57	1.6	5.7	131	**37	1.7	3.7	140
MS.	825	228	1.2	27.6	122	328	1.4	39.8	136	**63	1.8	7.6	176	**24	1.1	2.9	111
NATIONAL ENQUIRER	10336	2288	12.4	22.1	97	2879	12.2	27.9	96	446	12.7	4.3	99	*229	10.8	2.2	84
NATIONAL GEOGRAPHIC	9597	2962	16.1	30.9	136	3496	14.8	36.4	125	702	20.0	7.3	168	324	15.2	3.4	128
NATIONAL SUNDAY MAGAZINE PKG	49558	12630	68.6	25.5	112	16265	68.9	32.8	113	2564	72.9	5.2	119	1369	64.3	2.8	105
NATURAL HISTORY	573	**152	0.8	26.5	117	*213	0.9	37.2	128	**32	0.9	5.6	129	**29	1.4	5.1	193
NEW WOMAN	1699	478	2.6	28.1	124	471	2.0	27.7	95	**116	3.3	6.8	157	**44	2.1	2.6	99
NEW YORK INCLUDING CUE	443	**60	0.3	13.5	60	*155	0.7	35.0	120	**46	1.3	10.4	239	**30	1.4	6.8	258
THE NEW YORKER	1270	260	1.4	20.5	90	529	2.2	41.7	143	*155	4.4	12.2	281	**57	2.7	4.5	171
NEWSWEEK	6277	1891	10.3	30.1	133	2337	9.9	37.2	128	374	10.6	6.0	137	*182	8.5	2.9	110
THE N.Y. TIMES DAILY EDITION	1205	*241	1.3	20.0	88	524	2.2	43.5	149	*217	6.2	18.0	415	**95	4.5	7.9	300
THE N.Y. TIMES MAGAZINE	2081	369	2.0	17.7	78	935	4.0	44.9	154	314	8.9	15.1	348	*151	7.1	7.3	276
OMNI	788	298	1.6	37.8	166	291	1.2	36.9	127	**103	2.9	13.1	301	**61	2.9	7.7	294
ON CABLE	1158	302	1.6	26.1	115	292	1.2	25.2	86	**32	0.9	2.8	64	**3	0.1	0.3	10
1001 HOME IDEAS	2852	821	4.5	28.8	127	963	4.1	33.8	116	*188	5.3	6.6	152	**66	3.1	2.3	88
ORGANIC GARDENING	1658	457	2.5	27.6	121	715	3.0	43.1	148	**147	4.2	8.9	204	**117	5.5	7.1	268
OUTDOOR LIFE	896	305	1.7	34.0	150	281	1.2	31.4	108	**7	0.2	0.8	18	**27	1.3	3.0	115
PARADE MAGAZINE	24275	5590	30.4	23.0	101	8192	34.7	33.7	116	1336	38.0	5.5	127	746	35.0	3.1	117

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NATURAL CHEESE (CHEESE OTHER THAN AMERICAN) - KINDS
(FEMALE HOMEMAKERS)

0267
P-19

	TOTAL U.S. '000	COLBY A '000	COLBY B % DOWN	COLBY C % ACROSS	COLBY D INDX	CREAM CHEESE A '000	CREAM CHEESE B % DOWN	CREAM CHEESE C % ACROSS	CREAM CHEESE D INDX	EDAM A '000	EDAM B % DOWN	EDAM C % ACROSS	EDAM D INDX	FARMER'S CHEESE A '000	FARMER'S CHEESE B % DOWN	FARMER'S CHEESE C % ACROSS	FARMER'S CHEESE D INDX
TOTAL FEMALE HOMEMAKERS	80986	18410	100.0	22.7	100	23610	100.0	29.2	100	3516	100.0	4.3	100	2129	100.0	2.6	100
PARENTS	3845	1233	6.7	32.1	141	1490	6.3	38.8	133	*123	3.5	3.2	74	**102	4.8	2.7	101
PENTHOUSE	831	*159	0.9	19.1	84	*231	1.0	27.8	95	**32	0.9	3.9	89	**2	0.1	0.2	9
PEOPLE	11645	3070	16.7	26.4	116	3934	16.7	33.8	116	639	18.2	5.5	126	334	15.7	2.9	109
PLAYBOY	2006	517	2.8	25.8	113	554	2.3	27.6	95	*136	3.9	6.8	156	**28	1.3	1.4	53
POPULAR HOT RODDING	297	**102	0.6	34.3	151	**75	0.3	25.3	87	**13	0.4	4.4	101	**4	0.2	1.3	51
POPULAR MECHANICS	1018	436	2.4	42.8	188	415	1.8	40.8	140	**51	1.5	5.0	115	**25	1.2	2.5	93
POPULAR SCIENCE	878	*169	0.9	19.2	85	*198	0.8	22.6	77	**30	0.9	3.4	79	**13	0.6	1.5	56
PREVENTION	3913	1133	6.2	29.0	127	1390	5.9	35.5	122	*248	7.1	6.3	146	*139	6.5	3.6	135
PSYCHOLOGY TODAY	1710	493	2.7	28.8	127	639	2.7	37.4	128	*156	4.4	9.1	210	**29	1.4	1.7	65
READER'S DIGEST	22204	5813	31.6	26.2	115	7468	31.6	33.6	115	1063	30.2	4.8	110	547	25.7	2.5	94
REDBOOK	7684	2262	12.3	29.4	129	2826	12.0	36.8	126	407	11.6	5.3	122	*192	9.0	2.5	95
ROAD & TRACK	410	**79	0.4	19.3	85	**152	0.6	37.1	127	**42	1.2	10.2	236	**13	0.6	3.2	121
ROLLING STONE	969	312	1.7	32.2	142	355	1.5	36.6	126	*81	2.3	8.4	193	**31	1.5	3.2	122
RUNNER'S WORLD	298	**85	0.5	28.5	125	**104	0.4	34.9	120	**8	0.2	2.7	62	**10	0.5	3.4	128
SATURDAY EVENING POST	1169	365	2.0	31.2	137	400	1.7	34.2	117	**93	2.6	8.0	183	**53	2.5	4.5	172
SCIENCE 84	587	*251	1.4	42.8	188	*231	1.0	39.4	135	**111	3.2	18.9	436	**22	1.0	3.7	143
SCIENCE DIGEST	482	*138	0.7	28.6	126	*184	0.8	38.2	131	**11	0.3	2.3	53	**33	1.6	6.8	260
SCIENTIFIC AMERICAN	594	*105	0.6	17.7	78	*178	0.8	30.0	103	**43	1.2	7.2	167	**32	1.5	5.4	205
SELF	2089	529	2.9	25.3	111	727	3.1	34.8	119	**110	3.1	5.3	121	**37	1.7	1.8	67
SEVENTEEN	2411	514	2.8	21.3	94	813	3.4	33.7	116	**121	3.4	5.0	116	**39	1.8	1.6	62
SKI	480	*102	0.6	21.3	93	**95	0.4	19.8	68	**38	1.1	7.9	182	**8	0.4	1.7	63
SMITHSONIAN	2760	614	3.3	22.2	98	1071	4.5	38.8	133	216	6.1	7.8	180	*139	6.5	5.0	192
SOAP OPERA DIGEST	3013	582	3.2	19.3	85	813	3.4	27.0	93	**104	3.0	3.5	80	**62	2.9	2.1	78
SOUTHERN LIVING	4184	953	5.2	22.8	100	1328	5.6	31.7	109	*194	5.5	4.6	107	**34	1.6	0.8	31
SPORT	559	**137	0.7	24.5	108	*173	0.7	30.9	106	**4	0.1	0.7	16	**15	0.7	2.7	102
THE SPORTING NEWS	436	**205	1.1	47.0	207	**185	0.8	42.4	146	**13	0.4	3.0	69	**7	0.3	1.6	61
SPORTS AFIELD	493	*163	0.9	33.1	145	*168	0.7	34.1	117	**21	0.6	4.3	98	**17	0.8	3.4	131
SPORTS ILLUSTRATED	2758	960	5.2	34.8	153	1054	4.5	38.2	131	*210	6.0	7.6	175	**64	3.0	2.3	88
STAR	7456	1590	8.6	21.3	94	2116	9.0	28.4	97	359	10.2	4.8	111	*211	9.9	2.8	108
SUNDAY	24936	6704	36.4	26.9	118	8553	36.2	34.3	118	1401	39.8	5.6	129	836	39.3	3.4	128
SUNSET	2124	416	2.3	19.6	86	897	3.8	42.2	145	*285	8.1	13.4	309	**103	4.8	4.8	184
TV GUIDE	21661	4809	26.1	22.2	98	6553	27.8	30.3	104	1006	28.6	4.6	107	508	23.9	2.3	89
TENNIS	550	*156	0.8	28.4	125	**137	0.6	24.9	85	**41	1.2	7.5	172	**16	0.8	2.9	111
TIME	8880	2422	13.2	27.3	120	3200	13.6	36.0	124	712	20.3	8.0	185	261	12.3	2.9	112
TOWN & COUNTRY	917	331	1.8	36.1	159	376	1.6	41.0	141	**89	2.5	9.7	224	**24	1.1	2.6	100
TRAVEL & LEISURE	972	249	1.4	25.6	113	417	1.8	42.9	147	**114	3.2	11.7	270	**32	1.5	3.3	125
TRUE STORY	3356	618	3.4	18.4	81	749	3.2	22.3	77	**30	0.9	0.9	21	**63	3.0	1.9	71
U.S.NEWS & WORLD REPORT	3410	922	5.0	27.0	119	1124	4.8	33.0	113	*193	5.5	5.7	130	**52	2.4	1.5	58
USA TODAY	1759	409	2.2	23.3	102	815	3.5	46.3	159	**85	2.4	4.8	111	**27	1.3	1.5	58
US	1873	573	3.1	30.6	135	670	2.8	35.8	123	**113	3.2	6.0	139	**53	2.5	2.8	108
VOGUE	3909	935	5.1	23.9	105	1322	5.6	33.8	116	304	8.6	7.8	179	*109	5.1	2.8	106
WALL STREET JOURNAL	1886	652	3.5	34.6	152	716	3.0	38.0	130	*130	3.7	6.9	159	**40	1.9	2.1	81
WEIGHT WATCHERS	2120	661	3.6	31.2	137	775	3.3	36.6	125	*172	4.9	8.1	187	*142	6.7	6.7	255
WOMAN'S DAY	14172	4173	22.7	29.4	130	5315	22.5	37.5	129	842	23.9	5.9	137	415	19.5	2.9	111
WORKING MOTHER	1146	349	1.9	30.5	134	465	2.0	40.6	139	**44	1.3	3.8	88	**16	0.8	1.4	53
WORKING WOMAN	1322	361	2.0	27.3	120	487	2.1	36.8	126	**86	2.4	6.5	150	**28	1.3	2.1	81
WORLD TENNIS	*163	**50	0.3	30.7	135	**30	0.1	18.4	63	**12	0.3	7.4	170	**6	0.3	3.7	140
ZIFF-DAVIS MAG NETWK (GROSS)	2532	759	4.1	30.0	132	727	3.1	28.7	98	*162	4.6	6.4	147	**57	2.7	2.3	86
BLAIR INSERTS	43657	11027	59.9	25.3	111	14586	61.8	33.4	115	2336	66.4	5.4	123	1236	58.1	2.8	108
DAILY NEWSPAPERS																	
READ ANY	51633	12628	68.6	24.5	108	16198	68.6	31.4	108	2439	69.4	4.7	109	1470	69.0	2.8	108
READ ONE	43463	10598	57.6	24.4	107	13454	57.0	31.0	106	1787	50.8	4.1	95	1113	52.3	2.6	97
READ TWO OR MORE	8170	2030	11.0	24.8	109	2744	11.6	33.6	115	652	18.5	8.0	184	357	16.8	4.4	166
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	13320	72.4	25.3	111	17177	72.8	32.6	112	2756	78.4	5.2	121	1491	70.0	2.8	108
READ ONE	46126	11584	62.9	25.1	110	14652	62.1	31.8	109	2160	61.4	4.7	108	1290	60.6	2.8	106
READ TWO OR MORE	6552	1737	9.4	26.5	117	2525	10.7	38.5	132	596	17.0	9.1	210	*201	9.4	3.1	117
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.83				28.68				31.05				25.75			
30 DAY REACH	71455	16418	89.2	23.0	101	21183	89.7	29.6	102	3274	93.1	4.6	106	1850	86.9	2.6	98
50 SHWG - 30 DAY AV FREQ	14.56	15.10				15.09				16.66				13.84			
30 DAY REACH	67742	15691	85.2	23.2	102	20169	85.4	29.8	102	3064	87.1	4.5	104	1722	80.9	2.5	97
25 SHWG - 30 DAY AV FREQ	7.94	8.12				8.15				8.81				7.52			
30 DAY REACH	62117	14587	79.2	23.5	103	18634	78.9	30.0	103	2904	82.6	4.7	108	1560	73.3	2.5	96
CABLE TV: HOME WIRED	32077	7850	42.6	24.5	108	10541	44.6	32.9	113	1681	47.8	5.2	121	802	37.7	2.5	95
HOME NOT WIRED	48909	10561	57.4	21.6	95	13070	55.4	26.7	92	1835	52.2	3.8	86	1327	62.3	2.7	103
HAVE PAY CABLE	15935	4493	24.4	28.2	124	5773	24.5	36.2	124	1099	31.3	6.9	159	*409	19.2	2.6	98

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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NATURAL CHEESE (CHEESE OTHER THAN AMERICAN) - KINDS
(FEMALE HOMEMAKERS)

0268
P-19

	TOTAL U.S. '000	COLBY A '000	COLBY B % DOWN	COLBY C % ACROSS	COLBY D INDX	CREAM CHEESE A '000	CREAM CHEESE B % DOWN	CREAM CHEESE C % ACROSS	CREAM CHEESE D INDX	EDAM A '000	EDAM B % DOWN	EDAM C % ACROSS	EDAM D INDX	FARMER'S CHEESE A '000	FARMER'S CHEESE B % DOWN	FARMER'S CHEESE C % ACROSS	FARMER'S CHEESE D INDX
TOTAL FEMALE HOMEMAKERS	80986	18410	100.0	22.7	100	23610	100.0	29.2	100	3516	100.0	4.3	100	2129	100.0	2.6	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	10756	58.4	24.5	108	13570	57.5	30.9	106	1808	51.4	4.1	95	1172	55.0	2.7	102
10:00 AM - 3:00 PM	30659	7720	41.9	25.2	111	9328	39.5	30.4	104	1343	38.2	4.4	101	805	37.8	2.6	100
3:00 PM - 7:00 PM	31045	7978	43.3	25.7	113	9685	41.0	31.2	107	1212	34.5	3.9	90	920	43.2	3.0	113
7:00 PM - MIDNIGHT	15767	4029	21.9	25.6	112	4852	20.6	30.8	106	594	16.9	3.8	87	360	16.9	2.3	87
MIDNIGHT - 6:00 AM	9120	2359	12.8	25.9	114	2975	12.6	32.6	112	508	14.4	5.6	128	241	11.3	2.6	101
6:00 AM - MIDNIGHT	58527	14287	77.6	24.4	107	17879	75.7	30.5	105	2473	70.3	4.2	97	1622	76.2	2.8	105
ENTIRE DAY	59311	14525	78.9	24.5	108	18139	76.8	30.6	105	2532	72.0	4.3	98	1641	77.1	2.8	105
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	4619	25.1	28.6	126	5222	22.1	32.3	111	730	20.8	4.5	104	443	20.8	2.7	104
ALL NEWS	2256	351	1.9	15.6	68	852	3.6	37.8	130	*161	4.6	7.1	164	**83	3.9	3.7	140
AOR/PROGRESSIVE	3874	935	5.1	24.1	106	1404	5.9	36.2	124	*204	5.8	5.3	121	*161	7.6	4.2	158
BEAUTIFUL MUSIC	5660	1482	8.0	26.2	115	1990	8.4	35.2	121	359	10.2	6.3	146	*202	9.5	3.6	136
BLACK	2204	332	1.8	15.1	66	383	1.6	17.4	60	**30	0.9	1.4	31	**56	2.6	2.5	97
CLASSICAL	1418	360	2.0	25.4	112	623	2.6	43.9	151	**137	3.9	9.7	223	**48	2.3	3.4	129
CHR/ROCK	9538	2457	13.3	25.8	113	2875	12.2	30.1	103	386	11.0	4.0	93	321	15.1	3.4	128
COUNTRY	12648	3139	17.1	24.8	109	3358	14.2	26.5	91	415	11.8	3.3	76	*236	11.1	1.9	71
GOLDEN OLDIES	1191	*267	1.5	22.4	99	312	1.3	26.2	90	**21	0.6	1.8	41	**19	0.9	1.6	61
MOR/NOSTALGIA	4757	1027	5.6	21.6	95	1541	6.5	32.4	111	*247	7.0	5.2	120	*145	6.8	3.0	116
NEWS/TALK	3863	904	4.9	23.4	103	1435	6.1	37.1	127	*229	6.5	5.9	137	*106	5.0	2.7	104
RELIGIOUS	3084	702	3.8	22.8	100	873	3.7	28.3	97	**152	4.3	4.9	114	**39	1.8	1.3	48
SOFT ROCK	521	*112	0.6	21.5	95	**157	0.7	30.1	103	**14	0.4	2.7	62	**16	0.8	3.1	117
URBAN CONTEMPORARY	1585	*191	1.0	12.1	53	389	1.6	24.5	84	**37	1.1	2.3	54	**54	2.5	3.4	130
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	797	4.3	24.4	108	869	3.7	26.6	91	**62	1.8	1.9	44	**102	4.8	3.1	119
ABC DIRECTION	2316	439	2.4	19.0	83	729	3.1	31.5	108	**73	2.1	3.2	73	**64	3.0	2.8	105
ABC ENTERTAINMENT	4834	1184	6.4	24.5	108	1547	6.6	32.0	110	*269	7.7	5.6	128	**77	3.6	1.6	61
ABC FM	2202	489	2.7	22.2	98	593	2.5	26.9	92	**48	1.4	2.2	50	**43	2.0	2.0	74
ABC INFORMATION	5425	1356	7.4	25.0	110	1796	7.6	33.1	114	265	7.5	4.9	113	*189	8.9	3.5	133
ABC ROCK	1677	515	2.8	30.7	135	740	3.1	44.1	151	**111	3.2	6.6	152	**74	3.5	4.4	168
CBS	4430	1201	6.5	27.1	119	1477	6.3	33.3	114	*163	4.6	3.7	85	**81	3.8	1.8	70
MUTUAL	4992	1278	6.9	25.6	113	1622	6.9	32.5	111	*238	6.8	4.8	110	*161	7.6	3.2	123
NBC	4679	1277	6.9	27.3	120	1622	6.9	34.7	119	*302	8.6	6.5	149	**80	3.8	1.7	65
RADIORADIO	1994	529	2.9	26.5	117	646	2.7	32.4	111	**42	1.2	2.1	49	**81	3.8	4.1	155
RKO ONE	2298	541	2.9	23.5	104	551	2.3	24.0	82	**51	1.5	2.2	51	**54	2.5	2.3	89
RKO TWO	3311	745	4.0	22.5	99	993	4.2	30.0	103	*106	3.0	3.2	74	**91	4.3	2.7	105
THE SOURCE	2114	489	2.7	23.1	102	682	2.9	32.3	111	**79	2.2	3.7	86	**97	4.6	4.6	175
NON-WIRED : BLAIR	8654	2245	12.2	25.9	114	2682	11.4	31.0	106	389	11.1	4.5	104	*238	11.2	2.8	105
INTERNET	12025	2846	15.5	23.7	104	3836	16.2	31.9	109	626	17.8	5.2	120	352	16.5	2.9	111
KATZ RADIO GROUP	15359	3678	20.0	23.9	105	5278	22.4	34.4	118	798	22.7	5.2	120	478	22.5	3.1	118
SUPERNET	10628	2567	13.9	24.2	106	3051	12.9	28.7	98	418	11.9	3.9	91	254	11.9	2.4	91
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	1760	9.6	20.3	89	2288	9.7	26.4	91	415	11.8	4.8	110	247	11.6	2.9	109
MKDAY 9:00 AM - 1:00 PM	12163	2535	13.8	20.8	92	3023	12.8	24.9	85	407	11.6	3.3	77	308	14.5	2.5	96
MKDAY 1:00 PM - 4:30 PM	16150	3453	18.8	21.4	94	4127	17.5	25.6	88	490	13.9	3.0	70	342	16.1	2.1	81
MKDAY 4:30 PM - 7:30 PM	22463	4660	25.3	20.7	91	6139	26.0	27.3	94	1012	28.8	4.5	104	597	28.0	2.7	101
MKDAY 7:30 PM - 8:00 PM	31795	6853	37.2	21.6	95	8900	37.7	28.0	96	1398	39.8	4.4	101	862	40.5	2.7	103
MKDAY 11:00 PM - 11:30 PM	23977	5764	31.3	24.0	106	7205	30.5	30.0	103	1055	30.0	4.4	101	670	31.5	2.8	106
MKDAY 11:30 PM - 1:00 AM	7703	1944	10.6	25.2	111	2187	9.3	28.4	97	280	8.0	3.6	84	228	10.7	3.0	113
M-SAT 8-11 PM+SUN 7-11 PM	33800	7688	41.8	22.7	100	9932	42.1	29.4	101	1559	44.3	4.6	106	977	45.9	2.9	110
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	1474	8.0	22.5	99	1906	8.1	29.2	100	291	8.3	4.5	103	156	7.3	2.4	91
ANOTHER WORLD N	4620	947	5.1	20.5	90	1070	4.5	23.2	79	*103	2.9	2.2	51	*77	3.6	1.7	63
AS THE WORLD TURNS C	5614	1178	6.4	21.0	92	1360	5.8	24.2	83	*73	2.1	1.3	30	*115	5.4	2.0	78
CAPITOL C	3396	671	3.6	19.8	87	832	3.5	24.5	84	**47	1.3	1.4	32	*70	3.3	2.1	78
CBS MORN. NEWS 1 C	1446	259	1.4	17.9	79	279	1.2	19.3	66	**42	1.2	2.9	67	**45	2.1	3.1	118
CBS MORN. NEWS 2 C	1207	208	1.1	17.2	76	322	1.4	26.7	92	**39	1.1	3.2	74	**22	1.0	1.8	69
DAYS OF OUR LIVES N	5877	1292	7.0	22.0	97	1446	6.1	24.6	84	207	5.9	3.5	81	*137	6.4	2.3	89
FACTS OF LIFE - DAYTIME N	2290	468	2.5	20.4	90	475	2.0	20.7	71	*39	1.1	1.7	39	*42	2.0	1.8	70
FAMILY FEUD A	3023	621	3.4	20.5	90	806	3.4	26.7	91	*112	3.2	3.7	85	**50	2.3	1.7	63
GENERAL HOSPITAL A	6097	1446	7.9	23.7	104	1657	7.0	27.2	93	227	6.5	3.7	86	107	5.0	1.8	67
GOOD MORNING, AMERICA-730 A	3515	810	4.4	23.0	101	922	3.9	26.2	90	172	4.9	4.9	113	*84	3.9	2.4	91
GOOD MORNING, AMERICA-830 A	2818	662	3.6	23.5	103	777	3.3	27.6	95	134	3.8	4.8	110	*82	3.9	2.9	111
GUIDING LIGHT C	5339	908	4.9	17.0	75	1305	5.5	24.4	84	*114	3.2	2.1	49	*116	5.4	2.2	83
ONE LIFE TO LIVE A	4478	1139	6.2	25.4	112	1124	4.8	25.1	86	156	4.4	3.5	80	*85	4.0	1.9	72
PRESS YOUR LUCK C	2244	511	2.8	22.8	100	569	2.4	25.4	87	*89	2.5	4.0	91	*52	2.4	2.3	88
PRICE IS RIGHT 1 C	4348	929	5.0	21.4	94	999	4.2	23.0	79	*96	2.7	2.2	51	*109	5.1	2.5	95
PRICE IS RIGHT 2 C	5014	1121	6.1	22.4	98	1207	5.1	24.1	83	*88	2.5	1.8	40	125	5.9	2.5	95
RYAN'S HOPE A	3150	731	4.0	23.2	102	911	3.9	28.9	99	*135	3.8	4.3	99	*86	4.0	2.7	104
SALE OF THE CENTURY N	2695	519	2.8	19.3	85	582	2.5	21.6	74	*61	1.7	2.3	52	*64	3.0	2.4	90
SEARCH FOR TOMORROW N	2319	377	2.0	16.3	72	502	2.1	21.6	74	*97	2.8	4.2	96	**71	3.3	3.1	116
TODAY SHOW 1 N	2693	464	2.5	17.2	76	717	3.0	26.6	91	148	4.2	5.5	127	**70	3.3	2.6	99
TODAY SHOW 2 N	2498	448	2.4	17.9	79	612	2.6	24.5	84	*97	2.8	3.9	89	**37	1.7	1.5	56
$25,000 PYRAMID C	2753	556	3.0	20.2	89	679	2.9	24.7	85	*121	3.4	4.4	101	*48	2.3	1.7	66
WHEEL OF FORTUNE N	4388	862	4.7	19.6	86	1129	4.8	25.7	88	101	2.9	2.3	53	*115	5.4	2.6	100
YOUNG AND THE RESTLESS C	5695	1144	6.2	20.1	88	1201	5.1	21.1	72	*95	2.7	1.7	38	*103	4.8	1.8	69
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	352	1.9	20.0	88	460	1.9	26.1	90	**45	1.3	2.6	59	**48	2.3	2.7	104
NBA PLAYOFF GAME -1 C	1136	259	1.4	22.8	100	325	1.4	28.6	98	**63	1.8	5.5	128	**44	2.1	3.9	147
NBC MAJOR LEAGUE PRE-GAME N	953	*217	1.2	22.8	100	*201	0.9	21.1	72	**16	0.5	1.7	39	**8	0.4	0.8	32
SPORTSWORLD - SUN N	1233	264	1.4	21.4	94	296	1.3	24.0	82	**37	1.1	3.0	69	**20	0.9	1.6	62
SUNDAY MORNING C	1611	301	1.6	18.7	82	470	2.0	29.2	100	**76	2.2	4.7	109	**50	2.3	3.1	118

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NATURAL CHEESE (CHEESE OTHER THAN AMERICAN) - KINDS
(FEMALE HOMEMAKERS)

0269
P-19

		TOTAL U.S.	COLBY A	COLBY B	COLBY C	COLBY D	CREAM CHEESE A	CREAM CHEESE B	CREAM CHEESE C	CREAM CHEESE D	EDAM A	EDAM B	EDAM C	EDAM D	FARMER'S CHEESE A	FARMER'S CHEESE B	FARMER'S CHEESE C	FARMER'S CHEESE D
				% ACROSS				% ACROSS				% ACROSS				% ACROSS		
		'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL FEMALE HOMEMAKERS		80986	18410	100.0	22.7	100	23610	100.0	29.2	100	3516	100.0	4.3	100	2129	100.0	2.6	100
MKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	5323	28.9	20.4	90	6828	28.9	26.2	90	1018	29.0	3.9	90	615	28.9	2.4	90
NETWORK AFFILIATES - LATE		20261	4865	26.4	24.0	106	6008	25.4	29.7	102	889	25.3	4.4	101	496	23.3	2.4	93
INDEPENDENTS - LATE		2076	384	2.1	18.5	81	786	3.3	37.9	130	145	4.1	7.0	161	123	5.8	5.9	225
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	2273	12.3	21.7	96	3051	12.9	29.2	100	447	12.7	4.3	98	216	10.1	2.1	79
ABC MONDAY NIGHT MOVIE	A	6412	1755	9.5	27.4	120	2032	8.6	31.7	109	282	8.0	4.4	101	160	7.5	2.5	95
ABC SUNDAY NIGHT MOVIE	A	12407	2836	15.4	22.9	101	3680	15.6	29.7	102	502	14.3	4.0	93	365	17.1	2.9	112
ABC WORLD NEWS TONIGHT	A	6176	1283	7.0	20.8	91	1636	6.9	26.5	91	198	5.6	3.2	74	147	6.9	2.4	91
AFTERMASH	C	5863	1292	7.0	22.0	97	1568	6.6	26.7	92	*264	7.5	4.5	104	*209	9.8	3.6	136
ALICE	C	9594	2106	11.4	22.0	97	2794	11.8	29.1	100	389	11.1	4.1	93	276	13.0	2.9	109
AMERICAN PARADE	C	6622	1383	7.5	20.9	92	1770	7.5	26.7	92	294	8.4	4.4	102	*221	10.4	3.3	127
BENSON	A	10886	2348	12.8	21.6	95	3029	12.8	27.8	95	505	14.4	4.6	107	305	14.3	2.8	107
BLUE THUNDER	A	5036	1183	6.4	23.5	103	1401	5.9	27.8	95	*254	7.2	5.0	116	*132	6.2	2.6	100
CAGNEY & LACEY	C	9965	2615	14.2	26.2	115	3121	13.2	31.3	107	480	13.7	4.8	111	268	12.6	2.7	102
CBS EVENING NEWS-DEAN	C	3491	685	3.7	19.6	86	958	4.1	27.4	94	*198	5.6	5.7	131	**113	5.3	3.2	123
CBS EVENING NEWS-RATHER	C	7123	1616	8.8	22.7	100	1996	8.5	28.0	96	288	8.2	4.0	93	161	7.6	2.3	86
CBS SAT. NEWS-SCHIEFFER	C	3621	670	3.6	18.5	81	870	3.7	24.0	82	173	4.9	4.8	110	*76	3.6	2.1	80
CBS SATURDAY NIGHT MOVIE	C	5436	1264	6.9	23.3	102	1667	7.1	30.7	105	210	6.0	3.9	89	128	6.0	2.4	90
CBS WEDNESDAY NIGHT MOVIE	C	6100	1412	7.7	23.1	102	1659	7.0	27.2	93	209	5.9	3.4	79	169	7.9	2.8	105
CHEERS	N	8889	2287	12.4	25.7	113	2966	12.6	33.4	114	492	14.0	5.5	127	301	14.1	3.4	129
DALLAS	C	22109	5050	27.4	22.8	100	6505	27.6	29.4	101	1041	29.6	4.7	108	687	32.3	3.1	118
DIFF'RENT STROKES	N	6940	1474	8.0	21.2	93	1845	7.8	26.6	91	*203	5.8	2.9	67	*167	7.8	2.4	92
DOUBLE TROUBLE	N	7223	1715	9.3	23.7	104	2043	8.7	28.3	97	281	8.0	3.9	90	*98	4.6	1.4	52
DUCK FACTORY	N	5595	1276	6.9	22.8	100	1764	7.5	31.5	108	*264	7.5	4.7	109	*136	6.4	2.4	92
DUKES OF HAZZARD	C	5768	1163	6.3	20.2	89	1423	6.0	24.7	85	*182	5.2	3.2	73	*114	5.4	2.0	75
DYNASTY	A	20053	4205	22.8	21.0	92	5469	23.2	27.3	94	889	25.3	4.4	102	533	25.0	2.7	101
FACTS OF LIFE	N	8087	1886	10.2	23.3	103	2225	9.4	27.5	94	339	9.6	4.2	97	*132	6.2	1.6	62
FALCON CREST	C	20046	4659	25.3	23.2	102	5656	24.0	28.2	97	972	27.6	4.8	112	568	26.7	2.8	108
FALL GUY	A	9084	2007	10.9	22.1	97	2546	10.8	28.0	96	421	12.0	4.6	107	195	9.2	2.1	82
FAMILY TIES	N	7964	1758	9.5	22.1	97	2443	10.3	30.7	105	270	7.7	3.4	78	*199	9.3	2.5	95
FANTASY ISLAND	A	7687	1483	8.1	19.3	85	2061	8.7	26.8	92	306	8.7	4.0	92	233	10.9	3.0	115
FOULUPS,BLEEPS & BLUNDERS	A	8861	2307	12.5	26.0	115	2556	10.8	28.8	99	308	8.8	3.5	80	*163	7.7	1.8	70
FOUR SEASONS	C	5095	1128	6.1	22.1	97	1454	6.2	28.5	98	*203	5.8	4.0	92	*193	9.1	3.8	144
GIMME A BREAK	N	8838	1594	8.7	18.0	79	2462	10.4	27.9	96	302	8.6	3.4	79	*205	9.6	2.3	88
HART TO HART	A	8978	2190	11.9	24.4	107	2518	10.7	28.0	96	404	11.5	4.5	104	*168	7.9	1.9	71
HILL STREET BLUES	N	8590	2170	11.8	25.3	111	2776	11.8	32.3	111	451	12.8	5.3	121	232	10.9	2.7	103
HOTEL	A	14085	3082	16.7	21.9	96	3868	16.4	27.5	94	641	18.2	4.6	105	373	17.5	2.6	101
JEFFERSONS	C	9360	1897	10.3	20.3	89	2652	11.2	28.3	97	366	10.4	3.9	90	236	11.1	2.5	96
JENNIFER SLEPT HERE	N	5841	1335	7.3	22.9	101	1569	6.6	26.9	92	*157	4.5	2.7	62	*197	9.3	3.4	128
KATE & ALLIE	C	9206	2150	11.7	23.4	103	2884	12.2	31.3	107	413	11.7	4.5	103	278	13.1	3.0	115
KNIGHT RIDER	N	7076	1720	9.3	24.3	107	1975	8.4	27.9	96	348	9.9	4.9	113	*240	11.3	3.4	129
LOVE BOAT	A	12219	2546	13.8	20.8	92	3190	13.5	26.1	90	589	16.8	4.8	111	379	17.8	3.1	118
MAGNUM PI	C	11199	2660	14.4	23.8	104	3111	13.2	27.8	95	531	15.1	4.7	109	351	16.5	3.1	119
MAMA'S FAMILY	N	6057	1322	7.2	21.8	96	1889	8.0	31.2	107	*191	5.4	3.2	73	*146	6.9	2.4	92
MASTER, THE	N	3598	728	4.0	20.2	89	1140	4.8	31.7	109	*150	4.3	4.2	96	**141	6.6	3.9	149
MATT HOUSTON	A	6344	1429	7.8	22.5	99	2046	8.7	32.3	111	*248	7.1	3.9	90	*195	9.2	3.1	117
NBC MONDAY NIGHT MOVIE	N	11994	2900	15.8	24.2	106	3383	14.3	28.2	97	450	12.8	3.8	86	297	14.0	2.5	94
NBC NIGHTLY NEWS	N	5132	931	5.1	18.1	80	1468	6.2	28.6	98	209	5.9	4.1	94	116	5.4	2.3	86
NBC NIGHTLY NEWS-SAT	N	3375	682	3.7	20.2	89	959	4.1	28.4	97	*147	4.2	4.4	100	**97	4.6	2.9	109
NBC NIGHTLY NEWS-SUN	N	3130	724	3.9	23.1	102	838	3.5	26.8	92	**131	3.7	4.2	96	**126	5.9	4.0	153
NBC SUNDAY NIGHT MOVIE	N	8284	1908	10.4	23.0	101	2388	10.1	28.8	99	*351	10.0	4.2	98	**186	8.7	2.2	85
NEWHART	C	9240	2138	11.6	23.1	102	2845	12.0	30.8	106	398	11.3	4.3	99	248	11.6	2.7	102
ONE DAY AT A TIME	C	7288	1702	9.2	23.4	103	2036	8.6	27.9	96	*236	6.7	3.2	75	*211	9.9	2.9	110
PEOPLE ARE FUNNY	N	4855	1113	6.0	22.9	101	1479	6.3	30.5	104	*139	4.0	2.9	66	**95	4.5	2.0	74
REAL PEOPLE	N	8869	1935	10.5	21.8	96	2468	10.5	27.8	95	330	9.4	3.7	86	184	8.6	2.1	79
REMINGTON STEELE	N	7743	1679	9.1	21.7	95	2321	9.8	30.0	103	299	8.5	3.9	89	*226	10.6	2.9	111
RIPLEY'S BELIEVE IT - NOT	A	5345	1462	7.9	27.4	120	1680	7.1	31.4	108	*238	6.8	4.5	103	*136	6.4	2.5	97
RIPTIDE	N	6988	1648	9.0	23.6	104	1991	8.4	28.5	98	355	10.1	5.1	117	*150	7.0	2.1	82
SCARECROW & MRS. KING	C	10002	2276	12.4	22.8	100	2815	11.9	28.1	97	505	14.4	5.0	116	322	15.1	3.2	122
SIMON & SIMON	C	10638	2428	13.2	22.8	100	2765	11.7	26.0	89	469	13.3	4.4	102	266	12.5	2.5	95
60 MINUTES	C	13293	2765	15.0	20.8	92	3723	15.8	28.0	96	661	18.8	5.0	115	426	20.0	3.2	122
ST. ELSEWHERE	N	7017	1634	8.9	23.3	102	2164	9.2	30.8	106	343	9.8	4.9	113	*135	6.3	1.9	73
THREE'S COMPANY	A	10917	2821	15.3	25.8	114	3067	13.0	28.1	96	453	12.9	4.1	96	276	13.0	2.5	96
T.J. HOOKER	A	9204	1988	10.8	21.6	95	2510	10.6	27.3	94	465	13.2	5.1	116	292	13.7	3.2	121
TONIGHT SHOW	N	2372	612	3.3	25.8	113	666	2.8	28.1	96	124	3.5	5.2	120	80	3.8	3.4	128
TRAPPER JOHN, M.D.	C	9846	2140	11.6	21.7	96	2727	11.6	27.7	95	416	11.8	4.2	97	271	12.7	2.8	105
TV BLOOPERS & PRAC. JOKES	N	9105	2123	11.5	23.3	103	2754	11.7	30.2	104	415	11.8	4.6	105	200	9.4	2.2	84
20/20	A	9387	2380	12.9	25.4	112	2888	12.2	30.8	106	475	13.5	5.1	117	239	11.2	2.5	97
WEBSTER	A	11067	2513	13.7	22.7	100	3158	13.4	28.5	98	500	14.2	4.5	104	288	13.5	2.6	99
WORLD NEWS - SUN	A	3062	703	3.8	23.0	101	993	4.2	32.4	111	**181	5.1	5.9	136	**105	4.9	3.4	130
YELLOW ROSE	N	4978	1211	6.6	24.3	107	1514	6.4	30.4	104	*198	5.6	4.0	92	*125	5.9	2.5	96
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	2352	12.8	26.5	117	3180	13.5	35.8	123	*472	13.4	5.3	122	**189	8.9	2.1	81
BASKETBALL - COLLEGE GAMES		4080	959	5.2	23.5	103	1272	5.4	31.2	107	**198	5.6	4.9	112	**42	2.0	1.0	39
BASKETBALL - PRO GAMES		3607	928	5.0	25.7	113	1271	5.4	35.2	121	**218	6.2	6.0	139	**102	4.8	2.8	108
BOWLING		3883	1098	6.0	28.3	124	1216	5.2	31.3	107	**103	2.9	2.7	61	**54	2.5	1.4	53
BOXING		3928	897	4.9	22.8	100	1150	4.9	29.3	100	**168	4.8	4.3	99	**52	2.4	1.3	50
FOOTBALL - COLLEGE GAMES		6366	1847	10.0	29.0	128	2393	10.1	37.6	129	*392	11.1	6.2	142	**88	4.1	1.4	53
FOOTBALL - PRO GAMES		11300	3475	18.9	30.8	135	3833	16.2	33.9	116	597	17.0	5.3	122	**258	12.1	2.3	87
GOLF		3378	805	4.4	23.8	105	1358	5.8	40.2	138	**167	4.7	4.9	114	**155	7.3	4.6	175
POST-SEASON COLL. FOOTBALL		4906	1427	7.8	29.1	128	1777	7.5	36.2	124	**194	5.5	4.0	91	**75	3.5	1.5	58
POST-SEASON PRO FOOTBALL		6120	1906	10.4	31.1	137	1991	8.4	32.5	112	*319	9.1	5.2	120	**115	5.4	1.9	71
TENNIS		3033	627	3.4	20.7	91	827	3.5	27.3	94	**152	4.3	5.0	115	**53	2.5	1.7	66
WRESTLING - PROFESSIONAL		3344	690	3.7	20.6	91	892	3.8	26.7	91	**118	3.4	3.5	81	**95	4.5	2.8	108

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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NATURAL CHEESE (CHEESE OTHER THAN AMERICAN) - KINDS
(FEMALE HOMEMAKERS)

0270
P-19

	TOTAL U.S. '000	GOUDA A '000	GOUDA B % DOWN	GOUDA C % ACROSS	GOUDA D INDX	MONTEREY JACK A '000	MONTEREY JACK B % DOWN	MONTEREY JACK C % ACROSS	MONTEREY JACK D INDX	MOZZARELLA A '000	MOZZARELLA B % DOWN	MOZZARELLA C % ACROSS	MOZZARELLA D INDX	MUENSTER A '000	MUENSTER B % DOWN	MUENSTER C % ACROSS	MUENSTER D INDX
TOTAL FEMALE HOMEMAKERS	80986	5253	100.0	6.5	100	16244	100.0	20.1	100	25095	100.0	31.0	100	8010	100.0	9.9	100
18 - 24	9282	*458	8.7	4.9	76	1697	10.4	18.3	91	2951	11.8	31.8	103	717	9.0	7.7	78
25 - 34	19072	1563	29.8	8.2	126	4642	28.6	24.3	121	7447	29.7	39.0	126	2187	27.3	11.5	116
35 - 44	14591	1020	19.4	7.0	108	3548	21.8	24.3	121	5654	22.5	38.7	125	1563	19.5	10.7	108
45 - 54	11345	980	18.7	8.6	133	2362	14.5	20.8	104	3650	14.5	32.2	104	1226	15.3	10.8	109
55 - 64	11635	770	14.7	6.6	102	1987	12.2	17.1	85	2913	11.6	25.0	81	1302	16.3	11.2	113
65 OR OLDER	15061	461	8.8	3.1	47	2008	12.4	13.3	66	2480	9.9	16.5	53	1016	12.7	6.7	68
18 - 34	28354	2021	38.5	7.1	110	6340	39.0	22.4	111	10398	41.4	36.7	118	2904	36.3	10.2	104
18 - 49	48339	3590	68.3	7.4	114	11111	68.4	23.0	115	17855	71.1	36.9	119	5080	63.4	10.5	106
25 - 54	45008	3563	67.8	7.9	122	10552	65.0	23.4	117	16751	66.8	37.2	120	4976	62.1	11.1	112
35 - 49	19985	1569	29.9	7.9	121	4772	29.4	23.9	119	7457	29.7	37.3	120	2176	27.2	10.9	110
50 OR OLDER	32647	1663	31.7	5.1	79	5133	31.6	15.7	78	7240	28.9	22.2	72	2930	36.6	9.0	91
GRADUATED COLLEGE	11155	1603	30.5	14.4	222	3739	23.0	33.5	167	4739	18.9	42.5	137	1986	24.8	17.8	180
ATTENDED COLLEGE	13682	1147	21.8	8.4	129	3987	24.5	29.1	145	5568	22.2	40.7	131	1694	21.1	12.4	125
GRADUATED HIGH SCHOOL	33880	1908	36.3	5.6	87	6202	38.2	18.3	91	11108	44.3	32.8	106	3172	39.6	9.4	95
DID NOT GRADUATE HIGH SCHOOL	22270	595	11.3	2.7	41	2315	14.3	10.4	52	3680	14.7	16.5	53	1159	14.5	5.2	53
EMPLOYED	40306	3656	69.6	9.1	140	9482	58.4	23.5	117	14509	57.8	36.0	116	4740	59.2	11.8	119
EMPLOYED FULL-TIME	32850	3102	59.1	9.4	146	7691	47.3	23.4	117	11469	45.7	34.9	113	3618	45.2	11.0	111
EMPLOYED PART-TIME	7456	554	10.5	7.4	115	1792	11.0	24.0	120	3040	12.1	40.8	132	1122	14.0	15.0	152
NOT EMPLOYED	40680	1597	30.4	3.9	61	6762	41.6	16.6	83	10586	42.2	26.0	84	3271	40.8	8.0	81
PROFESSIONAL/MANAGER	10392	1485	28.3	14.3	220	3202	19.7	30.8	154	4273	17.0	41.1	133	1611	20.1	15.5	157
TECH/CLERICAL/SALES	17574	1505	28.7	8.6	132	4462	27.5	25.4	127	6960	27.7	39.6	128	2232	27.9	12.7	128
PRECISION/CRAFT	985	**101	1.9	10.3	158	*250	1.5	25.4	127	*302	1.2	30.7	99	**150	1.9	15.2	154
OTHER EMPLOYED	11354	*565	10.8	5.0	77	1567	9.6	13.8	69	2974	11.9	26.2	85	748	9.3	6.6	67
SINGLE	9863	899	17.1	9.1	141	2016	12.4	20.4	102	2743	10.9	27.8	90	1107	13.8	11.2	113
MARRIED	51375	3583	68.2	7.0	108	11181	68.8	21.8	109	18282	72.9	35.6	115	5529	69.0	10.8	109
DIVORCED/SEPARATED/WIDOWED	19748	772	14.7	3.9	60	3048	18.8	15.4	77	4070	16.2	20.6	67	1375	17.2	7.0	70
PARENTS	32590	1905	36.3	5.8	90	7147	44.0	21.9	109	12397	49.4	38.0	123	3175	39.6	9.7	99
WHITE	70416	4890	93.1	6.9	107	15223	93.7	21.6	108	23273	92.7	33.1	107	7591	94.8	10.8	109
BLACK	8778	*235	4.5	2.7	41	507	3.1	5.8	29	1209	4.8	13.8	44	*351	4.4	4.0	40
OTHER	1791	**128	2.4	7.1	110	**514	3.2	28.7	143	*614	2.4	34.3	111	**69	0.9	3.9	39
NORTHEAST-CENSUS	17786	1611	30.7	9.1	140	2271	14.0	12.8	64	6529	26.0	36.7	118	3499	43.7	19.7	199
NORTH CENTRAL	20741	913	17.4	4.4	68	3930	24.2	18.9	94	7633	30.4	36.8	119	2001	25.0	9.6	98
SOUTH	27775	1646	31.3	5.9	91	3187	19.6	11.5	57	5950	23.7	21.4	69	1589	19.8	5.7	58
WEST	14683	1082	20.6	7.4	114	6856	42.2	46.7	233	4983	19.9	33.9	110	921	11.5	6.3	63
NORTHEAST-MKTG.	17961	1787	34.0	9.9	153	2194	13.5	12.2	61	6176	24.6	34.4	111	3424	42.7	19.1	193
EAST CENTRAL	11885	547	10.4	4.6	71	1858	11.4	15.6	78	4089	16.3	34.4	111	1336	16.7	11.2	114
WEST CENTRAL	14090	691	13.2	4.9	76	3050	18.8	21.6	108	5394	21.5	38.3	124	1189	14.8	8.4	85
SOUTH	24081	1288	24.5	5.3	82	2906	17.9	12.1	60	5139	20.5	21.3	69	1258	15.7	5.2	53
PACIFIC	12969	942	17.9	7.3	112	6236	38.4	48.1	240	4297	17.1	33.1	107	803	10.0	6.2	63
COUNTY SIZE A	32439	2615	49.8	8.1	124	7155	44.0	22.1	110	10421	41.5	32.1	104	4396	54.9	13.6	137
COUNTY SIZE B	24915	1346	25.6	5.4	83	4786	29.5	19.2	96	7597	30.3	30.5	98	1977	24.7	7.9	80
COUNTY SIZE C	12930	961	18.3	7.4	115	2936	18.1	22.7	113	4122	16.4	31.9	103	1208	15.1	9.3	94
COUNTY SIZE D	10703	*331	6.3	3.1	48	1367	8.4	12.8	64	2955	11.8	27.6	89	*429	5.4	4.0	41
METRO CENTRAL CITY	24518	1431	27.2	5.8	90	5164	31.8	21.1	105	6722	26.8	27.4	88	2611	32.6	10.6	108
METRO SUBURBAN	35919	2812	53.5	7.8	121	8103	49.9	22.6	112	12703	50.6	35.4	114	3984	49.7	11.1	112
NON METRO	20549	1010	19.2	4.9	76	2978	18.3	14.5	72	5669	22.6	27.6	89	1415	17.7	6.9	70
TOP 5 ADI'S	18341	1589	30.2	8.7	134	4552	28.0	24.8	124	6078	24.2	33.1	107	2757	34.4	15.0	152
TOP 10 ADI'S	25378	2041	38.9	8.0	124	5585	34.4	22.0	110	8043	32.1	31.7	102	3633	45.4	14.3	145
TOP 20 ADI'S	36488	2851	54.3	7.8	120	8118	50.0	22.2	111	11648	46.4	31.9	103	4682	58.5	12.8	130
HSHLD INC. $50,000 OR MORE	6612	1034	19.7	15.6	241	2434	15.0	36.8	184	3079	12.3	46.6	150	1426	17.8	21.6	218
$40,000 OR MORE	12659	1686	32.1	13.3	205	4189	25.8	33.1	165	5638	22.5	44.5	144	2227	27.8	17.6	178
$30,000 OR MORE	24698	2805	53.4	11.4	175	7094	43.7	28.7	143	10199	40.6	41.3	133	3815	47.6	15.4	156
$25,000 OR MORE	32077	3436	65.4	10.7	165	9131	56.2	28.5	142	13234	52.7	41.3	133	4646	58.0	14.5	146
$20,000 - $24,999	9144	*472	9.0	5.2	80	1920	11.8	21.0	105	3132	12.5	34.3	111	817	10.2	8.9	90
$15,000 - $19,999	8728	*357	6.8	4.1	63	1528	9.4	17.5	87	2696	10.7	30.9	100	712	8.9	8.2	82
$10,000 - $14,999	12562	573	10.9	4.6	70	1948	12.0	15.5	77	3249	12.9	25.9	83	811	10.1	6.5	65
UNDER $10,000	18475	*416	7.9	2.3	35	1718	10.6	9.3	46	2784	11.1	15.1	49	1025	12.8	5.5	56
HOUSEHOLD OF 1 PERSON	11987	624	11.9	5.2	80	1927	11.9	16.1	80	2091	8.3	17.4	56	1069	13.3	8.9	90
2 PEOPLE	26577	1887	35.9	7.1	109	5117	31.5	19.3	96	7147	28.5	26.9	87	2732	34.1	10.3	104
3 OR 4 PEOPLE	30617	2125	40.5	6.9	107	6725	41.4	22.0	110	11507	45.9	37.6	121	3184	39.8	10.4	105
5 OR MORE PEOPLE	11804	*617	11.7	5.2	81	2475	15.2	21.0	105	4349	17.3	36.8	119	1026	12.8	8.7	88
NO CHILD IN HSHLD	46165	3210	61.1	7.0	107	8715	53.7	18.9	94	11980	47.7	26.0	84	4704	58.7	10.2	103
CHILD(REN) UNDER 2 YRS	5325	**188	3.6	3.5	54	1162	7.2	21.8	109	1941	7.7	36.5	118	*421	5.3	7.9	80
2 - 5 YEARS	14221	562	10.7	4.0	61	2808	17.3	19.7	98	4962	19.8	34.9	113	1271	15.9	8.9	90
6 - 11 YEARS	15117	801	15.2	5.3	82	3178	19.6	21.0	105	5716	22.8	37.8	122	1319	16.5	8.7	88
12 - 17 YEARS	16611	1027	19.6	6.2	95	3849	23.7	23.2	116	6449	25.7	38.8	125	1555	19.4	9.4	95
RESIDENCE OWNED	55884	3969	75.6	7.1	109	11708	72.1	21.0	104	18735	74.7	33.5	108	5803	72.4	10.4	105
VALUE: $50,000 OR MORE	31744	2904	55.3	9.1	141	8531	52.5	26.9	134	12417	49.5	39.1	126	4177	52.1	13.2	133
VALUE: UNDER $50,000	24140	1065	20.3	4.4	68	3177	19.6	13.2	66	6318	25.2	26.2	84	1626	20.3	6.7	68

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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NATURAL CHEESE (CHEESE OTHER THAN AMERICAN) - KINDS
(FEMALE HOMEMAKERS)

0271
P-19

		TOTAL U.S. '000	GOUDA A '000	GOUDA B % DOWN	GOUDA C % ACROSS	GOUDA D INDX	MONTEREY JACK A '000	MONTEREY JACK B % DOWN	MONTEREY JACK C % ACROSS	MONTEREY JACK D INDX	MOZZARELLA A '000	MOZZARELLA B % DOWN	MOZZARELLA C % ACROSS	MOZZARELLA D INDX	MUENSTER A '000	MUENSTER B % DOWN	MUENSTER C % ACROSS	MUENSTER D INDX
TOTAL FEMALE HOMEMAKERS		80986	5253	100.0	6.5	100	16244	100.0	20.1	100	25095	100.0	31.0	100	8010	100.0	9.9	100
MAGAZINES	QUINTILE 1	15799	1737	33.1	11.0	170	4322	26.6	27.4	136	6262	25.0	39.6	128	2028	25.3	12.8	130
	QUINTILE 2	17259	1233	23.5	7.1	110	3991	24.6	23.1	115	6287	25.1	36.4	118	1982	24.7	11.5	116
	QUINTILE 3	13545	804	15.3	5.9	92	2843	17.5	21.0	105	4457	17.8	32.9	106	1540	19.2	11.4	115
	QUINTILE 4	15133	791	15.1	5.2	81	2610	16.1	17.2	86	4335	17.3	28.6	92	1233	15.4	8.1	82
	QUINTILE 5	19250	687	13.1	3.6	55	2479	15.3	12.9	64	3754	15.0	19.5	63	1227	15.3	6.4	64
NEWSPAPERS	QUINTILE 1	12413	1093	20.8	8.8	136	2787	17.2	22.5	112	4542	18.1	36.6	118	1887	23.6	15.2	154
	QUINTILE 2	24116	1697	32.3	7.0	108	5438	33.5	22.5	112	8183	32.6	33.9	110	2786	34.8	11.6	117
	QUINTILE 3	11261	798	15.2	7.1	109	2372	14.6	21.1	105	3429	13.7	30.5	98	992	12.4	8.8	89
	QUINTILE 4	20255	1161	22.1	5.7	88	3656	22.5	18.0	90	6472	25.8	32.0	103	1680	21.0	8.3	84
	QUINTILE 5	12940	*505	9.6	3.9	60	1993	12.3	15.4	77	2468	9.8	19.1	62	666	8.3	5.1	52
OUTDOOR	QUINTILE 1	14852	1376	26.2	9.3	143	3540	21.8	23.8	119	5474	21.8	36.9	119	1895	23.7	12.8	129
	QUINTILE 2	15725	1026	19.5	6.5	101	3063	18.9	19.5	97	4896	19.5	31.1	100	1739	21.7	11.1	112
	QUINTILE 3	16330	1107	21.1	6.8	105	3547	21.8	21.7	108	5069	20.2	31.0	100	1544	19.3	9.5	96
	QUINTILE 4	16744	806	15.3	4.8	74	3116	19.2	18.6	93	4843	19.3	28.9	93	1570	19.6	9.4	95
	QUINTILE 5	17334	938	17.9	5.4	83	2979	18.3	17.2	86	4813	19.2	27.8	90	1264	15.8	7.3	74
RADIO-DRIVE TIME	QUINTILE 1	15911	882	16.8	5.5	85	3280	20.2	20.6	103	5393	21.5	33.9	109	1647	20.6	10.4	105
	QUINTILE 2	14837	954	18.2	6.4	99	2976	18.3	20.1	100	5074	20.2	34.2	110	1305	16.3	8.8	89
	QUINTILE 3	15339	1197	22.8	7.8	120	3241	20.0	21.1	105	4612	18.4	30.1	97	1631	20.4	10.6	108
	QUINTILE 4	16723	1134	21.6	6.8	105	3087	19.0	18.5	92	5083	20.3	30.4	98	1831	22.9	10.9	111
	QUINTILE 5	18176	1088	20.7	6.0	92	3660	22.5	20.1	100	4934	19.7	27.1	88	1597	19.9	8.8	89
RADIO-MID-DAY	TERCILE 1	21020	1363	25.9	6.5	100	4106	25.3	19.5	97	7160	28.5	34.1	110	2077	25.9	9.9	100
	TERCILE 2	21610	1375	26.2	6.4	98	4453	27.4	20.6	103	7001	27.9	32.4	105	2378	29.7	11.0	111
	TERCILE 3	38355	2515	47.9	6.6	101	7685	47.3	20.0	100	10933	43.6	28.5	92	3555	44.4	9.3	94
RADIO-TOTAL	QUINTILE 1	15988	1000	19.0	6.3	96	3169	19.5	19.8	99	5258	21.0	32.9	106	1630	20.3	10.2	103
	QUINTILE 2	15626	1008	19.2	6.5	99	3169	19.5	20.3	101	5075	20.2	32.5	105	1424	17.8	9.1	92
	QUINTILE 3	16723	1206	23.0	7.2	111	3583	22.1	21.4	107	5832	23.2	34.9	113	1847	23.1	11.0	112
	QUINTILE 4	16342	1095	20.8	6.7	103	3495	21.5	21.4	107	5041	20.1	30.8	100	1748	21.8	10.7	108
	QUINTILE 5	16306	943	18.0	5.8	89	2828	17.4	17.3	86	3890	15.5	23.9	77	1361	17.0	8.3	84
TV-PRIME TIME	QUINTILE 1	15953	789	15.0	4.9	76	2673	16.5	16.8	84	4571	18.2	28.7	92	1677	20.9	10.5	106
	QUINTILE 2	16137	1067	20.3	6.6	102	3200	19.7	19.8	99	4973	19.8	30.8	99	1777	22.2	11.0	111
	QUINTILE 3	16420	1262	24.0	7.7	118	3740	23.0	22.8	114	5496	21.9	33.5	108	1453	18.1	8.8	89
	QUINTILE 4	16687	1185	22.6	7.1	109	3568	22.0	21.4	107	5250	20.9	31.5	102	1804	22.5	10.8	109
	QUINTILE 5	15789	950	18.1	6.0	93	3064	18.9	19.4	97	4805	19.1	30.4	98	1299	16.2	8.2	83
TV-DAYTIME	TERCILE 1	27736	1228	23.4	4.4	68	4467	27.5	16.1	80	7262	28.9	26.2	84	2386	29.8	8.6	87
	TERCILE 2	26489	1923	36.6	7.3	112	5340	32.9	20.2	101	9180	36.6	34.7	112	2606	32.5	9.8	99
	TERCILE 3	26761	2102	40.0	7.9	121	6438	39.6	24.1	120	8653	34.5	32.3	104	3018	37.7	11.3	114
TV-TOTAL	QUINTILE 1	16345	656	12.5	4.0	62	2589	15.9	15.8	79	3962	15.8	24.2	78	1570	19.6	9.6	97
	QUINTILE 2	16447	944	18.0	5.7	88	2627	16.2	16.0	80	4766	19.0	29.0	94	1307	16.3	7.9	80
	QUINTILE 3	15980	1272	24.2	8.0	123	3706	22.8	23.2	116	5229	20.8	32.7	106	1749	21.8	10.9	111
	QUINTILE 4	15887	1232	23.5	7.8	120	3600	22.2	22.7	113	5810	23.2	36.6	118	1705	21.3	10.7	109
	QUINTILE 5	16326	1149	21.9	7.0	109	3722	22.9	22.8	114	5328	21.2	32.6	105	1680	21.0	10.3	104
MAGAZINES-NEWSPAPERS: DUAL		20721	2067	39.3	10.0	154	5514	33.9	26.6	133	8144	32.5	39.3	127	2863	35.7	13.8	140
MAGAZINE IMPERATIVE		19186	1357	25.8	7.1	109	4253	26.2	22.2	111	6703	26.7	34.9	113	1762	22.0	9.2	93
NEWSPAPER IMPERATIVE		21899	1155	22.0	5.3	81	3902	24.0	17.8	89	6200	24.7	28.3	91	2297	28.7	10.5	106
MAGAZINES-OUTDOOR: DUAL		15451	1667	31.7	10.8	166	4137	25.5	26.8	133	6041	24.1	39.1	126	2100	26.2	13.6	137
MAGAZINE IMPERATIVE		25953	1771	33.7	6.8	105	5902	36.3	22.7	113	9087	36.2	35.0	113	2703	33.7	10.4	105
OUTDOOR IMPERATIVE		24400	1237	23.5	5.1	78	4194	25.8	17.2	86	6800	27.1	27.9	90	2277	28.4	9.3	94
MAGAZINES-RADIO: DUAL		18049	1307	24.9	7.2	112	4119	25.4	22.8	114	6729	26.8	37.3	120	1839	23.0	10.2	103
MAGAZINE IMPERATIVE		23571	2160	41.1	9.2	141	6019	37.1	25.5	127	8653	34.5	36.7	118	3118	38.9	13.2	134
RADIO IMPERATIVE		23278	1171	22.3	5.0	78	3908	24.1	16.8	84	6476	25.8	27.8	90	2107	26.3	9.1	92
MAGAZINES-TELEVISION: DUAL		15459	1020	19.4	6.6	102	3412	21.0	22.1	110	5054	20.1	32.7	106	1711	21.4	11.1	112
MAGAZINE IMPERATIVE		25829	2409	45.9	9.3	144	6923	42.6	26.8	134	10289	41.0	39.8	129	3303	41.2	12.8	129
TELEVISION IMPERATIVE		26039	1047	19.9	4.0	62	3484	21.4	13.4	67	6090	24.3	23.4	75	1920	24.0	7.4	75
NEWSPAPERS-OUTDOOR: DUAL		16605	1547	29.4	9.3	144	3887	23.9	23.4	117	6084	24.2	36.6	118	2319	29.0	14.0	141
NEWSPAPER IMPERATIVE		26834	1668	31.8	6.2	96	5696	35.1	21.2	106	8681	34.6	32.4	104	2931	36.6	10.9	110
OUTDOOR IMPERATIVE		23346	1390	26.5	6.0	92	4579	28.2	19.6	98	6936	27.6	29.7	96	1924	24.0	8.2	83
NEWSPAPERS-RADIO: DUAL		17133	1325	25.2	7.7	119	3774	23.2	22.0	110	5852	23.3	34.2	110	1985	24.8	11.6	117
NEWSPAPER IMPERATIVE		25892	1974	37.6	7.6	118	5856	36.1	22.6	113	8835	35.2	34.1	110	3357	41.9	13.0	131
RADIO IMPERATIVE		23167	1188	22.6	5.1	79	4273	26.3	18.4	92	7153	28.5	30.9	100	1726	21.5	7.5	75
NEWSPAPERS-TELEVISION: DUAL		17159	1183	22.5	6.9	106	3119	19.2	18.2	91	5249	20.9	30.6	99	2035	25.4	11.9	120
NEWSPAPER IMPERATIVE		26214	2179	41.5	8.3	128	6642	40.9	25.3	126	9714	38.7	37.1	120	3308	41.3	12.6	128
TELEVISION IMPERATIVE		23412	1028	19.6	4.4	68	3703	22.8	15.8	79	5752	22.9	24.6	79	1468	18.3	6.3	63
OUTDOOR-RADIO: DUAL		15303	1113	21.2	7.3	112	3421	21.1	22.4	111	5551	22.1	36.3	117	1779	22.2	11.6	118
OUTDOOR IMPERATIVE		24901	1957	37.3	7.9	121	5165	31.8	20.7	103	7773	31.0	31.2	101	2733	34.1	11.0	111
RADIO IMPERATIVE		26492	1540	29.3	5.8	90	5231	32.2	19.7	98	8296	33.1	31.3	101	2356	29.4	8.9	90
OUTDOOR-TELEVISION: DUAL		14794	874	16.6	5.9	91	2978	18.3	20.1	100	4476	17.8	30.3	98	1633	20.4	11.0	112
OUTDOOR IMPERATIVE		25437	2204	42.0	8.7	134	6079	37.4	23.9	119	9152	36.5	36.0	116	3063	38.2	12.0	122
TELEVISION IMPERATIVE		27877	1405	26.7	5.0	78	4596	28.3	16.5	82	7390	29.4	26.5	86	2164	27.0	7.8	78
RADIO-TELEVISION: DUAL		15996	798	15.2	5.0	77	2824	17.4	17.7	88	4556	18.2	28.5	92	1506	18.8	9.4	95
RADIO IMPERATIVE		25478	1989	37.9	7.8	120	5913	36.4	23.2	116	9489	37.8	37.2	120	2776	34.7	10.9	110
TELEVISION IMPERATIVE		26573	1546	29.4	5.8	90	4733	29.1	17.8	89	7405	29.5	27.9	90	2435	30.4	9.2	93

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NATURAL CHEESE (CHEESE OTHER THAN AMERICAN) - KINDS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	GOUDA A '000	GOUDA B % DOWN	GOUDA C % ACROSS	GOUDA D INDX	MONTEREY JACK A '000	MONTEREY JACK B % DOWN	MONTEREY JACK C % ACROSS	MONTEREY JACK D INDX	MOZZARELLA A '000	MOZZARELLA B % DOWN	MOZZARELLA C % ACROSS	MOZZARELLA D INDX	MUENSTER A '000	MUENSTER B % DOWN	MUENSTER C % ACROSS	MUENSTER D INDX
TOTAL FEMALE HOMEMAKERS	80986	5253	100.0	6.5	100	16244	100.0	20.1	100	25095	100.0	31.0	100	8010	100.0	9.9	100
ATLANTIC MONTHLY	415	**48	0.9	11.6	178	**85	0.5	20.5	102	*120	0.5	28.9	93	**79	1.0	19.0	192
BARRON'S	453	**139	2.6	30.7	473	**132	0.8	29.1	145	**174	0.7	38.4	124	**53	0.7	11.7	118
BETTER HOMES & GARDENS	16256	1468	27.9	9.0	139	3971	24.4	24.4	122	6313	25.2	38.8	125	1968	24.6	12.1	122
BON APPETIT	2535	530	10.1	20.9	322	986	6.1	38.9	194	1168	4.7	46.1	149	484	6.0	19.1	193
BUSINESS WEEK	1278	*135	2.6	10.6	163	307	1.9	24.0	120	423	1.7	33.1	107	*107	1.3	8.4	85
CAR AND DRIVER	378	**87	1.7	23.0	355	**90	0.6	23.8	119	**161	0.6	42.6	137	**86	1.1	22.8	230
CBS MAGAZINE NETWORK (GROSS)	1498	**119	2.3	7.9	122	529	3.3	35.3	176	654	2.6	43.7	141	*256	3.2	17.1	173
CHANGING TIMES	1505	*99	1.9	6.6	101	296	1.8	19.7	98	532	2.1	35.3	114	*156	1.9	10.4	105
COLONIAL HOMES	1231	**119	2.3	9.7	149	281	1.7	22.8	114	515	2.1	41.8	135	*119	1.5	9.7	98
CONDE NAST MAG. PKG. (GROSS)	14146	1339	25.5	9.5	146	3397	20.9	24.0	120	5353	21.3	37.8	122	1764	22.0	12.5	126
CONSUMERS DIGEST	1323	**84	1.6	6.3	98	358	2.2	27.1	135	527	2.1	39.8	129	*146	1.8	11.0	112
COSMOPOLITAN	7102	600	11.4	8.4	130	1645	10.1	23.2	115	2600	10.4	36.6	118	812	10.1	11.4	116
COUNTRY LIVING	2481	290	5.5	11.7	180	691	4.3	27.9	139	1091	4.3	44.0	142	368	4.6	14.8	150
CUISINE	1472	*224	4.3	15.2	235	556	3.4	37.8	188	615	2.5	41.8	135	236	2.9	16.0	162
CYCLE WORLD	425	**19	0.4	4.5	69	**135	0.8	31.8	158	*187	0.7	44.0	142	**84	1.0	19.8	200
DCI:CREATIVE IDEAS FOR LIV	2510	*222	4.2	8.8	136	564	3.5	22.5	112	1010	4.0	40.2	130	*219	2.7	8.7	88
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	663	12.6	9.9	153	1403	8.6	21.0	104	2448	9.8	36.6	118	595	7.4	8.9	90
DISCOVER	894	*203	3.9	22.7	350	229	1.4	25.6	128	329	1.3	36.8	119	*94	1.2	10.5	106
EBONY	3507	*136	2.6	3.9	60	274	1.7	7.8	39	618	2.5	17.6	57	*149	1.9	4.2	43
ESQUIRE	1083	**110	2.1	10.2	157	*205	1.3	18.9	94	289	1.2	26.7	86	**65	0.8	6.0	61
ESSENCE	1830	**55	1.0	3.0	46	*147	0.9	8.0	40	310	1.2	16.9	55	*85	1.1	4.6	47
FAMILY CIRCLE	15930	1192	22.7	7.5	115	3771	23.2	23.7	118	6155	24.5	38.6	125	1953	24.4	12.3	124
THE FAMILY HANDYMAN	1126	**64	1.2	5.7	88	*233	1.4	20.7	103	387	1.5	34.4	111	*155	1.9	13.8	139
FAMILY WEEKLY	11468	572	10.9	5.0	77	2678	16.5	23.4	116	3825	15.2	33.4	108	899	11.2	7.8	79
FIELD & STREAM	2234	**137	2.6	6.1	95	458	2.8	20.5	102	846	3.4	37.9	122	*218	2.7	9.8	99
FOOD & WINE	579	**56	1.1	9.7	149	*174	1.1	30.1	150	*157	0.6	27.1	88	*120	1.5	20.7	210
FORBES	728	*177	3.4	24.3	375	*215	1.3	29.5	147	*287	1.1	39.4	127	**93	1.2	12.8	129
FORTUNE	906	*147	2.8	16.2	250	*268	1.6	29.6	147	357	1.4	39.4	127	**111	1.4	12.3	124
GENTLEMEN'S QUARTERLY	791	**90	1.7	11.4	175	*167	1.0	21.1	105	303	1.2	38.3	124	**65	0.8	8.2	83
GLAMOUR	5265	547	10.4	10.4	160	1289	7.9	24.5	122	2003	8.0	38.0	123	577	7.2	11.0	111
GOLF DIGEST	636	**78	1.5	12.3	189	*187	1.2	29.4	147	*261	1.0	41.0	132	**99	1.2	15.6	157
GOLF DIGEST/TENNIS (GROSS)	1186	**105	2.0	8.9	136	333	2.0	28.1	140	452	1.8	38.1	123	*212	2.6	17.9	181
GOLF MAGAZINE	441	**71	1.4	16.1	248	**115	0.7	26.1	130	*175	0.7	39.7	128	**96	1.2	21.8	220
GOLF MAGAZINE/SKI (GROSS)	922	**93	1.8	10.1	156	*237	1.5	25.7	128	355	1.4	38.5	124	*141	1.8	15.3	155
GOOD HOUSEKEEPING	16487	1272	24.2	7.7	119	3790	23.3	23.0	115	6478	25.8	39.3	127	1930	24.1	11.7	118
HARPER'S BAZAAR	2423	*214	4.1	8.8	136	595	3.7	24.6	122	955	3.8	39.4	127	323	4.0	13.3	135
HEALTH	1994	**103	2.0	5.2	80	416	2.6	20.9	104	608	2.4	30.5	98	*215	2.7	10.8	109
HEARST MAG CORP. BUY (GROSS)	44101	3530	67.2	8.0	123	10448	64.3	23.7	118	17205	68.6	39.0	126	5380	67.2	12.2	123
HEARST MAN POWER (GROSS)	1993	*137	2.6	6.9	106	390	2.4	19.6	98	775	3.1	38.9	125	*213	2.7	10.7	108
HEARST WOMAN POWER (GROSS)	31274	2347	44.7	7.5	116	7368	45.4	23.6	117	12085	48.2	38.6	125	3665	45.8	11.7	118
HOUSE BEAUTIFUL	3623	281	5.3	7.8	120	882	5.4	24.3	121	1327	5.3	36.6	118	486	6.1	13.4	136
INC.	283	**85	1.6	30.0	463	**122	0.8	43.1	215	**109	0.4	38.5	124	**26	0.3	9.2	93
JET	2928	**74	1.4	2.5	39	188	1.2	6.4	32	467	1.9	15.9	51	*111	1.4	3.8	38
LADIES' HOME JOURNAL	11918	965	18.4	8.1	125	2871	17.7	24.1	120	4327	17.2	36.3	117	1360	17.0	11.4	115
LHJ FAMILY GRP COMBO(GROSS)	16764	1285	24.5	7.7	118	3922	24.1	23.4	117	5987	23.9	35.7	115	1837	22.9	11.0	111
LIFE	4254	425	8.1	10.0	154	962	5.9	22.6	113	1357	5.4	31.9	103	586	7.3	13.8	139
L.A. TIMES HOME MAGAZINE	1145	**164	3.1	14.3	221	600	3.7	52.4	261	475	1.9	41.5	134	*101	1.3	8.8	89
MADEMOISELLE	2884	275	5.2	9.5	147	609	3.7	21.1	105	1100	4.4	38.1	123	391	4.9	13.6	137
MC CALL'S	13460	1083	20.6	8.0	124	3011	18.5	22.4	112	5142	20.5	38.2	123	1400	17.5	10.4	105
MC CALL'S/WRK MOTHER (GROSS)	14606	1202	22.9	8.2	127	3301	20.3	22.6	113	5615	22.4	38.4	124	1559	19.5	10.7	108
MECHANIX ILLUSTRATED	772	**82	1.6	10.6	164	**173	1.1	22.4	112	*271	1.1	35.1	113	**133	1.7	17.2	174
METROPOLITAN HOME	967	*111	2.1	11.5	177	263	1.6	27.2	136	306	1.2	31.6	102	*132	1.6	13.7	138
MONEY	1588	*264	5.0	16.6	256	382	2.4	24.1	120	547	2.2	34.4	111	*236	2.9	14.9	150
MOTHER EARTH NEWS	1002	**114	2.2	11.4	175	344	2.1	34.3	171	500	2.0	49.9	161	*104	1.3	10.4	105
MS.	825	*127	2.4	15.4	237	257	1.6	31.2	155	308	1.2	37.3	120	*114	1.4	13.8	140
NATIONAL ENQUIRER	10336	445	8.5	4.3	66	1911	11.8	18.5	92	2791	11.1	27.0	87	664	8.3	6.4	65
NATIONAL GEOGRAPHIC	9597	1153	21.9	12.0	185	3029	18.6	31.6	157	3915	15.6	40.8	132	1442	18.0	15.0	152
NATIONAL SUNDAY MAGAZINE PKG	49558	3611	68.7	7.3	112	10962	67.5	22.1	110	17196	68.5	34.7	112	5574	69.6	11.2	114
NATURAL HISTORY	573	**87	1.7	15.2	234	*203	1.2	35.4	177	*197	0.8	34.4	111	*133	1.7	23.2	235
NEW WOMAN	1699	*159	3.0	9.4	144	364	2.2	21.4	107	571	2.3	33.6	108	*184	2.3	10.8	109
NEW YORK INCLUDING CUE	443	**67	1.3	15.1	233	**63	0.4	14.2	71	*109	0.4	24.6	79	*86	1.1	19.4	196
THE NEW YORKER	1270	245	4.7	19.3	297	327	2.0	25.7	128	457	1.8	36.0	116	266	3.3	20.9	212
NEWSWEEK	6277	734	14.0	11.7	180	1687	10.4	26.9	134	2509	10.0	40.0	129	889	11.1	14.2	143
THE N.Y. TIMES DAILY EDITION	1205	215	4.1	17.8	275	269	1.7	22.3	111	383	1.5	31.8	103	357	4.5	29.6	300
THE N.Y. TIMES MAGAZINE	2081	356	6.8	17.1	264	407	2.5	19.6	98	662	2.6	31.8	103	675	8.4	32.4	328
OMNI	788	*175	3.3	22.2	342	286	1.8	36.3	181	344	1.4	43.7	141	*85	1.1	10.8	109
ON CABLE	1158	**56	1.1	4.8	75	*203	1.2	17.5	87	387	1.5	33.4	108	**65	0.8	5.6	57
1001 HOME IDEAS	2852	*216	4.1	7.6	117	635	3.9	22.3	111	1052	4.2	36.9	119	263	3.3	9.2	93
ORGANIC GARDENING	1658	*209	4.0	12.6	194	389	2.4	23.5	117	679	2.7	41.0	132	*191	2.4	11.5	116
OUTDOOR LIFE	896	**33	0.6	3.7	57	*163	1.0	18.2	91	360	1.4	40.2	130	**89	1.1	9.9	100
PARADE MAGAZINE	24275	1920	36.6	7.9	122	5055	31.1	20.8	104	8524	34.0	35.1	113	2915	36.4	12.0	121

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NATURAL CHEESE (CHEESE OTHER THAN AMERICAN) - KINDS
(FEMALE HOMEMAKERS)

0273
P-19

	TOTAL U.S. '000	GOUDA A '000	GOUDA B % DOWN	GOUDA C % ACROSS	GOUDA D INDX	MONTEREY JACK A '000	MONTEREY JACK B % DOWN	MONTEREY JACK C % ACROSS	MONTEREY JACK D INDX	MOZZARELLA A '000	MOZZARELLA B % DOWN	MOZZARELLA C % ACROSS	MOZZARELLA D INDX	MUENSTER A '000	MUENSTER B % DOWN	MUENSTER C % ACROSS	MUENSTER D INDX
TOTAL FEMALE HOMEMAKERS	80986	5253	100.0	6.5	100	16244	100.0	20.1	100	25095	100.0	31.0	100	8010	100.0	9.9	100
PARENTS	3845	*206	3.9	5.4	83	897	5.5	23.3	116	1571	6.3	40.9	132	384	4.8	10.0	101
PENTHOUSE	831	**43	0.8	5.2	80	*166	1.0	20.0	100	*248	1.0	29.8	96	**100	1.2	12.0	122
PEOPLE	11645	928	17.7	8.0	123	3010	18.5	25.8	129	4425	17.6	38.0	123	1290	16.1	11.1	112
PLAYBOY	2006	*213	4.1	10.6	164	475	2.9	23.7	118	727	2.9	36.2	117	*115	1.4	5.7	58
POPULAR HOT RODDING	297	**13	0.2	4.4	67	**50	0.3	16.8	84	**95	0.4	32.0	103	**40	0.5	13.5	136
POPULAR MECHANICS	1018	**71	1.4	7.0	108	*201	1.2	19.7	98	410	1.6	40.3	130	**117	1.5	11.5	116
POPULAR SCIENCE	878	**82	1.6	9.3	144	*223	1.4	25.4	127	311	1.2	35.4	114	**134	1.7	15.3	154
PREVENTION	3913	311	5.9	7.9	123	978	6.0	25.0	125	1403	5.6	35.9	116	464	5.8	11.9	120
PSYCHOLOGY TODAY	1710	*209	4.0	12.2	188	442	2.7	25.8	129	680	2.7	39.8	128	278	3.5	16.3	164
READER'S DIGEST	22204	1376	26.2	6.2	96	5277	32.5	23.8	118	7994	31.9	36.0	116	2440	30.5	11.0	111
REDBOOK	7684	475	9.0	6.2	95	1933	11.9	25.2	125	3007	12.0	39.1	126	923	11.5	12.0	121
ROAD & TRACK	410	**60	1.1	14.6	226	**172	1.1	42.0	209	*221	0.9	53.9	174	**114	1.4	27.8	281
ROLLING STONE	969	*158	3.0	16.3	251	311	1.9	32.1	160	377	1.5	38.9	126	*175	2.2	18.1	183
RUNNER'S WORLD	298	**29	0.6	9.7	150	**125	0.8	41.9	209	*161	0.6	54.0	174	**50	0.6	16.8	170
SATURDAY EVENING POST	1169	*142	2.7	12.1	187	332	2.0	28.4	142	382	1.5	32.7	105	*166	2.1	14.2	144
SCIENCE 84	587	*203	3.9	34.6	533	299	1.8	50.9	254	248	1.0	42.2	136	**72	0.9	12.3	124
SCIENCE DIGEST	482	**61	1.2	12.7	195	*87	0.5	18.0	90	*177	0.7	36.7	119	**71	0.9	14.7	149
SCIENTIFIC AMERICAN	594	**113	2.2	19.0	293	*205	1.3	34.5	172	*194	0.8	32.7	105	**89	1.1	15.0	151
SELF	2089	**143	2.7	6.8	106	590	3.6	28.2	141	822	3.3	39.3	127	*165	2.1	7.9	80
SEVENTEEN	2411	*120	2.3	5.0	77	499	3.1	20.7	103	949	3.8	39.4	127	*251	3.1	10.4	105
SKI	480	**23	0.4	4.8	74	**122	0.8	25.4	127	*180	0.7	37.5	121	**45	0.6	9.4	95
SMITHSONIAN	2760	429	8.2	15.5	240	867	5.3	31.4	157	1038	4.1	37.6	121	435	5.4	15.8	159
SOAP OPERA DIGEST	3013	*167	3.2	5.5	85	385	2.4	12.8	64	914	3.6	30.3	98	*191	2.4	6.3	64
SOUTHERN LIVING	4184	441	8.4	10.5	162	839	5.2	20.1	100	1438	5.7	34.4	111	375	4.7	9.0	91
SPORT	559	**5	0.1	0.9	14	**70	0.4	12.5	62	*213	0.8	38.1	123	**25	0.3	4.5	45
THE SPORTING NEWS	436	**57	1.1	13.1	202	**112	0.7	25.7	128	**170	0.7	39.0	126	**56	0.7	12.8	130
SPORTS AFIELD	493	**4	0.1	0.8	13	*102	0.6	20.7	103	*188	0.7	38.1	123	**25	0.3	5.1	51
SPORTS ILLUSTRATED	2758	*313	6.0	11.3	175	683	4.2	24.8	123	1160	4.6	42.1	136	415	5.2	15.0	152
STAR	7456	445	8.5	6.0	92	1202	7.4	16.1	80	2124	8.5	28.5	92	614	7.7	8.2	83
SUNDAY	24936	1905	36.3	7.6	118	5515	34.0	22.1	110	8797	35.1	35.3	114	3532	44.1	14.2	143
SUNSET	2124	*279	5.3	13.1	203	1171	7.2	55.1	275	914	3.6	43.0	139	*200	2.5	9.4	95
TV GUIDE	21661	1391	26.5	6.4	99	4333	26.7	20.0	100	6828	27.2	31.5	102	1846	23.0	8.5	86
TENNIS	550	**27	0.5	4.9	76	*146	0.9	26.5	132	*191	0.8	34.7	112	**114	1.4	20.7	210
TIME	8880	1076	20.5	12.1	187	2470	15.2	27.8	139	3585	14.3	40.4	130	1344	16.8	15.1	153
TOWN & COUNTRY	917	*142	2.7	15.5	239	202	1.2	22.0	110	395	1.6	43.1	139	*160	2.0	17.4	176
TRAVEL & LEISURE	972	*135	2.6	13.9	214	260	1.6	26.7	133	349	1.4	35.9	116	*151	1.9	15.5	157
TRUE STORY	3356	**117	2.2	3.5	54	356	2.2	10.6	53	853	3.4	25.4	82	*193	2.4	5.8	58
U.S.NEWS & WORLD REPORT	3410	335	6.4	9.8	151	961	5.9	28.2	141	1062	4.2	31.1	101	432	5.4	12.7	128
USA TODAY	1759	*219	4.2	12.5	192	486	3.0	27.6	138	766	3.1	43.5	141	281	3.5	16.0	162
US	1873	*189	3.6	10.1	156	593	3.7	31.7	158	794	3.2	42.4	137	*157	2.0	8.4	85
VOGUE	3909	374	7.1	9.6	148	909	5.6	23.3	116	1428	5.7	36.5	118	632	7.9	16.2	163
WALL STREET JOURNAL	1886	322	6.1	17.1	263	591	3.6	31.3	156	844	3.4	44.8	144	345	4.3	18.3	185
WEIGHT WATCHERS	2120	*208	4.0	9.8	151	483	3.0	22.8	114	887	3.5	41.8	135	*235	2.9	11.1	112
WOMAN'S DAY	14172	1087	20.7	7.7	118	3326	20.5	23.5	117	5441	21.7	38.4	124	1852	23.1	13.1	132
WORKING MOTHER	1146	**119	2.3	10.4	160	*290	1.8	25.3	126	473	1.9	41.3	133	*159	2.0	13.9	140
WORKING WOMAN	1322	*148	2.8	11.2	173	388	2.4	29.3	146	597	2.4	45.2	146	*127	1.6	9.6	97
WORLD TENNIS	*163	**2	0.0	1.2	19	**45	0.3	27.6	138	**56	0.2	34.4	111	**9	0.1	5.5	56
ZIFF-DAVIS MAG NETWK (GROSS)	2532	308	5.9	12.2	188	634	3.9	25.0	125	987	3.9	39.0	126	343	4.3	13.5	137
BLAIR INSERTS	43657	3402	64.8	7.8	120	9565	58.9	21.9	109	15185	60.5	34.8	112	5307	66.3	12.2	123
DAILY NEWSPAPERS																	
READ ANY	51633	3655	69.6	7.1	109	10925	67.3	21.2	105	17034	67.9	33.0	106	5750	71.8	11.1	113
READ ONE	43463	2872	54.7	6.6	102	8948	55.1	20.6	103	14099	56.2	32.4	105	4523	56.5	10.4	105
READ TWO OR MORE	8170	783	14.9	9.6	148	1977	12.2	24.2	121	2935	11.7	35.9	116	1227	15.3	15.0	152
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	3871	73.7	7.3	113	11479	70.7	21.8	109	18052	71.9	34.3	111	6191	77.3	11.8	119
READ ONE	46126	3225	61.4	7.0	108	9902	61.0	21.5	107	15493	61.7	33.6	108	5064	63.2	11.0	111
READ TWO OR MORE	6552	646	12.3	9.9	152	1576	9.7	24.1	120	2559	10.2	39.1	126	1127	14.1	17.2	174
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	33.27				30.31				30.08				31.42			
30 DAY REACH	71455	4783	91.1	6.7	103	14640	90.1	20.5	102	22629	90.2	31.7	102	7413	92.5	10.4	105
50 SHWG - 30 DAY AV FREQ	14.56	17.63				15.88				15.85				16.49			
30 DAY REACH	67742	4532	86.3	6.7	103	14030	86.4	20.7	103	21529	85.8	31.8	103	7085	88.5	10.5	106
25 SHWG - 30 DAY AV FREQ	7.94	9.35				8.51				8.61				8.88			
30 DAY REACH	62117	4284	81.6	6.9	106	13077	80.5	21.1	105	19805	78.9	31.9	103	6587	82.2	10.6	107
CABLE TV: HOME WIRED	32077	2465	46.9	7.7	118	7467	46.0	23.3	116	11594	46.2	36.1	117	3556	44.4	11.1	112
HOME NOT WIRED	48909	2788	53.1	5.7	88	8777	54.0	17.9	89	13501	53.8	27.6	89	4455	55.6	9.1	92
HAVE PAY CABLE	15935	1427	27.2	9.0	138	4218	26.0	26.5	132	6594	26.3	41.4	134	2083	26.0	13.1	132

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NATURAL CHEESE (CHEESE OTHER THAN AMERICAN) - KINDS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	GOUDA A '000	GOUDA B % DOWN	GOUDA C % ACROSS	GOUDA D INDX	MONTEREY JACK A '000	MONTEREY JACK B % DOWN	MONTEREY JACK C % ACROSS	MONTEREY JACK D INDX	MOZZARELLA A '000	MOZZARELLA B % DOWN	MOZZARELLA C % ACROSS	MOZZARELLA D INDX	MUENSTER A '000	MUENSTER B % DOWN	MUENSTER C % ACROSS	MUENSTER D INDX
TOTAL FEMALE HOMEMAKERS	80986	5253	100.0	6.5	100	16244	100.0	20.1	100	25095	100.0	31.0	100	8010	100.0	9.9	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	2998	57.1	6.8	105	9249	56.9	21.1	105	14514	57.8	33.0	107	4494	56.1	10.2	103
10:00 AM - 3:00 PM	30659	1878	35.8	6.1	94	6265	38.6	20.4	102	10257	40.9	33.5	108	3165	39.5	10.3	104
3:00 PM - 7:00 PM	31045	2062	39.3	6.6	102	6736	41.5	21.7	108	10557	42.1	34.0	110	3235	40.4	10.4	105
7:00 PM - MIDNIGHT	15767	1066	20.3	6.8	104	3235	19.9	20.5	102	5129	20.4	32.5	105	1561	19.5	9.9	100
MIDNIGHT - 6:00 AM	9120	705	13.4	7.7	119	2230	13.7	24.5	122	3068	12.2	33.6	109	911	11.4	10.0	101
6:00 AM - MIDNIGHT	58527	3940	75.0	6.7	104	12265	75.5	21.0	104	19387	77.3	33.1	107	6039	75.4	10.3	104
ENTIRE DAY	59311	4023	76.6	6.8	105	12485	76.9	21.1	105	19648	78.3	33.1	107	6145	76.7	10.4	105
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	1103	21.0	6.8	105	3597	22.1	22.2	111	5551	22.1	34.3	111	1781	22.2	11.0	111
ALL NEWS	2256	222	4.2	9.8	152	529	3.3	23.4	117	693	2.8	30.7	99	497	6.2	22.0	223
AOR/PROGRESSIVE	3874	435	8.3	11.2	173	1200	7.4	31.0	154	1570	6.3	40.5	131	486	6.1	12.5	127
BEAUTIFUL MUSIC	5660	531	10.1	9.4	145	1325	8.2	23.4	117	2031	8.1	35.9	116	791	9.9	14.0	141
BLACK	2204	**42	0.8	1.9	29	*266	1.6	12.1	60	413	1.6	18.7	60	*100	1.2	4.5	46
CLASSICAL	1418	*133	2.5	9.4	145	458	2.8	32.3	161	553	2.2	39.0	126	*274	3.4	19.3	195
CHR/ROCK	9538	730	13.9	7.7	118	2185	13.5	22.9	114	3729	14.9	39.1	126	1140	14.2	12.0	121
COUNTRY	12648	698	13.3	5.5	85	2312	14.2	18.3	91	4026	16.0	31.8	103	885	11.0	7.0	71
GOLDEN OLDIES	1191	**59	1.1	5.0	76	*267	1.6	22.4	112	314	1.3	26.4	85	**69	0.9	5.8	59
MOR/NOSTALGIA	4757	347	6.6	7.3	112	1020	6.3	21.4	107	1650	6.6	34.7	112	457	5.7	9.6	97
NEWS/TALK	3863	295	5.6	7.6	118	956	5.9	24.7	123	1389	5.5	36.0	116	470	5.9	12.2	123
RELIGIOUS	3084	*155	3.0	5.0	77	490	3.0	15.9	79	835	3.3	27.1	87	*238	3.0	7.7	78
SOFT ROCK	521	**24	0.5	4.6	71	**115	0.7	22.1	110	*172	0.7	33.0	107	**34	0.4	6.5	66
URBAN CONTEMPORARY	1585	**84	1.6	5.3	82	*137	0.8	8.6	43	331	1.3	20.9	67	*164	2.0	10.3	105
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	*227	4.3	7.0	107	486	3.0	14.9	74	1140	4.5	35.0	113	336	4.2	10.3	104
ABC DIRECTION	2316	*155	3.0	6.7	103	397	2.4	17.1	85	893	3.6	38.6	124	316	3.9	13.6	138
ABC ENTERTAINMENT	4834	373	7.1	7.7	119	890	5.5	18.4	92	1553	6.2	32.1	104	484	6.0	10.0	101
ABC FM	2202	**81	1.5	3.7	57	433	2.7	19.7	98	696	2.8	31.6	102	*173	2.2	7.9	79
ABC INFORMATION	5425	414	7.9	7.6	118	1277	7.9	23.5	117	1960	7.8	36.1	117	520	6.5	9.6	97
ABC ROCK	1677	*285	5.4	17.0	262	511	3.1	30.5	152	758	3.0	45.2	146	*218	2.7	13.0	131
CBS	4430	276	5.3	6.2	96	967	6.0	21.8	109	1360	5.4	30.7	99	471	5.9	10.6	107
MUTUAL	4992	388	7.4	7.8	120	990	6.1	19.8	99	1738	6.9	34.8	112	488	6.1	9.8	99
NBC	4679	345	6.6	7.4	114	952	5.9	20.3	101	1735	6.9	37.1	120	583	7.3	12.5	126
RADIORADIO	1994	**109	2.1	5.5	84	348	2.1	17.5	87	695	2.8	34.9	112	*184	2.3	9.2	93
RKO ONE	2298	**80	1.5	3.5	54	438	2.7	19.1	95	626	2.5	27.2	88	*186	2.3	8.1	82
RKO TWO	3311	245	4.7	7.4	114	383	2.4	11.6	58	1017	4.1	30.7	99	398	5.0	12.0	122
THE SOURCE	2114	*204	3.9	9.6	149	485	3.0	22.9	114	822	3.3	38.9	125	*252	3.1	11.9	121
NON-WIRED : BLAIR	8654	706	13.4	8.2	126	1953	12.0	22.6	113	3081	12.3	35.6	115	805	10.0	9.3	94
INTERNET	12025	863	16.4	7.2	111	2776	17.1	23.1	115	4213	16.8	35.0	113	1252	15.6	10.4	105
KATZ RADIO GROUP	15359	1308	24.9	8.5	131	3530	21.7	23.0	115	5248	20.9	34.2	110	1935	24.2	12.6	127
SUPERNET	10628	702	13.4	6.6	102	2229	13.7	21.0	105	3474	13.8	32.7	105	1056	13.2	9.9	100
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	543	10.3	6.3	97	1650	10.2	19.1	95	2315	9.2	26.7	86	678	8.5	7.8	79
MKDAY 9:00 AM - 1:00 PM	12163	523	10.0	4.3	66	2002	12.3	16.5	82	3153	12.6	25.9	84	923	11.5	7.6	77
MKDAY 1:00 PM - 4:30 PM	16150	755	14.4	4.7	72	2526	15.6	15.6	78	4323	17.2	26.8	86	1395	17.4	8.6	87
MKDAY 4:30 PM - 7:30 PM	22463	1371	26.1	6.1	94	4010	24.7	17.9	89	5985	23.8	26.6	86	2069	25.8	9.2	93
MKDAY 7:30 PM - 8:00 PM	31795	1999	38.1	6.3	97	5549	34.2	17.5	87	8890	35.4	28.0	90	3198	39.9	10.1	102
MKDAY 11:00 PM - 11:30 PM	23977	1406	26.8	5.9	90	4463	27.5	18.6	93	7489	29.8	31.2	101	2380	29.7	9.9	100
MKDAY 11:30 PM - 1:00 AM	7703	435	8.3	5.6	87	1375	8.5	17.9	89	2501	10.0	32.5	105	756	9.4	9.8	99
M-SAT 8-11 PM+SUN 7-11 PM	33800	2131	40.6	6.3	97	6579	40.5	19.5	97	10368	41.3	30.7	99	3523	44.0	10.4	105
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	428	8.1	6.5	101	1224	7.5	18.7	93	1904	7.6	29.1	94	678	8.5	10.4	105
ANOTHER WORLD N	4620	257	4.9	5.6	86	562	3.5	12.2	61	1189	4.7	25.7	83	372	4.6	8.1	81
AS THE WORLD TURNS C	5614	203	3.9	3.6	56	920	5.7	16.4	82	1317	5.2	23.5	76	366	4.6	6.5	66
CAPITOL C	3396	123	2.3	3.6	56	490	3.0	14.4	72	811	3.2	23.9	77	264	3.3	7.8	79
CBS MORN. NEWS 1 C	1446	*46	0.9	3.2	49	232	1.4	16.0	80	290	1.2	20.1	65	*75	0.9	5.2	52
CBS MORN. NEWS 2 C	1207	*44	0.8	3.6	56	202	1.2	16.7	83	234	0.9	19.4	63	*70	0.9	5.8	59
DAYS OF OUR LIVES N	5877	312	5.9	5.3	82	967	6.0	16.5	82	1685	6.7	28.7	93	605	7.6	10.3	104
FACTS OF LIFE - DAYTIME N	2290	*39	0.7	1.7	26	243	1.5	10.6	53	483	1.9	21.1	68	148	1.8	6.5	65
FAMILY FEUD A	3023	*138	2.6	4.6	70	553	3.4	18.3	91	706	2.8	23.4	75	229	2.9	7.6	77
GENERAL HOSPITAL A	6097	279	5.3	4.6	71	910	5.6	14.9	74	1838	7.3	30.1	97	583	7.3	9.6	97
GOOD MORNING, AMERICA-730 A	3515	263	5.0	7.5	115	775	4.8	22.0	110	1021	4.1	29.0	94	288	3.6	8.2	83
GOOD MORNING, AMERICA-830 A	2818	153	2.9	5.4	84	600	3.7	21.3	106	821	3.3	29.1	94	252	3.1	8.9	90
GUIDING LIGHT C	5339	217	4.1	4.1	63	858	5.3	16.1	80	1325	5.3	24.8	80	365	4.6	6.8	69
ONE LIFE TO LIVE A	4478	177	3.4	4.0	61	691	4.3	15.4	77	1217	4.8	27.2	88	342	4.3	7.6	77
PRESS YOUR LUCK C	2244	*73	1.4	3.3	50	397	2.4	17.7	88	582	2.3	25.9	84	159	2.0	7.1	72
PRICE IS RIGHT 1 C	4348	149	2.8	3.4	53	543	3.3	12.5	62	950	3.8	21.8	71	286	3.6	6.6	67
PRICE IS RIGHT 2 C	5014	170	3.2	3.4	52	652	4.0	13.0	65	1181	4.7	23.6	76	318	4.0	6.3	64
RYAN'S HOPE A	3150	183	3.5	5.8	90	462	2.8	14.7	73	948	3.8	30.1	97	390	4.9	12.4	125
SALE OF THE CENTURY N	2695	*65	1.2	2.4	37	350	2.2	13.0	65	563	2.2	20.9	67	197	2.5	7.3	74
SEARCH FOR TOMORROW N	2319	*215	4.1	9.3	143	327	2.0	14.1	70	637	2.5	27.5	89	206	2.6	8.9	90
TODAY SHOW 1 N	2693	187	3.6	6.9	107	457	2.8	17.0	85	689	2.7	25.6	83	267	3.3	9.9	100
TODAY SHOW 2 N	2498	118	2.2	4.7	73	378	2.3	15.1	75	633	2.5	25.3	82	223	2.8	8.9	90
$25,000 PYRAMID C	2753	*90	1.7	3.3	50	373	2.3	13.5	68	661	2.6	24.0	77	185	2.3	6.7	68
WHEEL OF FORTUNE N	4388	142	2.7	3.2	50	685	4.2	15.6	78	1026	4.1	23.4	75	254	3.2	5.8	59
YOUNG AND THE RESTLESS C	5695	201	3.8	3.5	54	765	4.7	13.4	67	1298	5.2	22.8	74	329	4.1	5.8	58
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	**62	1.2	3.5	54	259	1.6	14.7	73	391	1.6	22.2	72	135	1.7	7.7	78
NBA PLAYOFF GAME -1 C	1136	**40	0.8	3.5	54	151	0.9	13.3	66	294	1.2	25.9	84	*93	1.2	8.2	83
NBC MAJOR LEAGUE PRE-GAME N	953	**26	0.5	2.7	42	**145	0.9	15.2	76	*136	0.5	14.3	46	**42	0.5	4.4	45
SPORTSWORLD - SUN N	1233	**49	0.9	4.0	61	209	1.3	17.0	85	312	1.2	25.3	82	*95	1.2	7.7	78
SUNDAY MORNING C	1611	*147	2.8	9.1	141	396	2.4	24.6	123	393	1.6	24.4	79	*131	1.6	8.1	82

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NATURAL CHEESE (CHEESE OTHER THAN AMERICAN) - KINDS
(FEMALE HOMEMAKERS)

0275
P-19

		TOTAL U.S.	GOUDA A	GOUDA B % DOWN	GOUDA C % ACROSS	GOUDA D INDX	MONTEREY JACK A	MONTEREY JACK B % DOWN	MONTEREY JACK C % ACROSS	MONTEREY JACK D INDX	MOZZARELLA A	MOZZARELLA B % DOWN	MOZZARELLA C % ACROSS	MOZZARELLA D INDX	MUENSTER A	MUENSTER B % DOWN	MUENSTER C % ACROSS	MUENSTER D INDX
		'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL FEMALE HOMEMAKERS		80986	5253	100.0	6.5	100	16244	100.0	20.1	100	25095	100.0	31.0	100	8010	100.0	9.9	100
MKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	1526	29.1	5.9	90	4375	26.9	16.8	84	6715	26.8	25.8	83	2318	28.9	8.9	90
NETWORK AFFILIATES - LATE		20261	1136	21.6	5.6	86	3850	23.7	19.0	95	6264	25.0	30.9	100	2012	25.1	9.9	100
INDEPENDENTS - LATE		2076	190	3.6	9.2	141	469	2.9	22.6	113	725	2.9	34.9	113	317	4.0	15.3	154
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	578	11.0	5.5	85	1658	10.2	15.9	79	3131	12.5	30.0	97	941	11.7	9.0	91
ABC MONDAY NIGHT MOVIE	A	6412	470	8.9	7.3	113	1423	8.8	22.2	111	2000	8.0	31.2	101	726	9.1	11.3	114
ABC SUNDAY NIGHT MOVIE	A	12407	741	14.1	6.0	92	2630	16.2	21.2	106	3949	15.7	31.8	103	1450	18.1	11.7	118
ABC WORLD NEWS TONIGHT	A	6176	348	6.6	5.6	87	1034	6.4	16.7	83	1568	6.2	25.4	82	526	6.6	8.5	86
AFTERMASH	C	5863	*275	5.2	4.7	72	1331	8.2	22.7	113	1610	6.4	27.5	89	549	6.9	9.4	95
ALICE	C	9594	464	8.8	4.8	75	1798	11.1	18.7	93	2794	11.1	29.1	94	876	10.9	9.1	92
AMERICAN PARADE	C	6622	393	7.5	5.9	91	1157	7.1	17.5	87	1833	7.3	27.7	89	559	7.0	8.4	85
BENSON	A	10886	722	13.7	6.6	102	2145	13.2	19.7	98	3260	13.0	29.9	97	1070	13.4	9.8	99
BLUE THUNDER	A	5036	304	5.8	6.0	93	988	6.1	19.6	98	1440	5.7	28.6	92	481	6.0	9.6	97
CAGNEY & LACEY	C	9965	616	11.7	6.2	95	1904	11.7	19.1	95	3313	13.2	33.2	107	1105	13.8	11.1	112
CBS EVENING NEWS-DEAN	C	3491	*229	4.4	6.6	101	775	4.8	22.2	111	809	3.2	23.2	75	380	4.7	10.9	110
CBS EVENING NEWS-RATHER	C	7123	474	9.0	6.7	103	1330	8.2	18.7	93	1862	7.4	26.1	84	661	8.3	9.3	94
CBS SAT. NEWS-SCHIEFFER	C	3621	197	3.8	5.4	84	802	4.9	22.1	110	720	2.9	19.9	64	303	3.8	8.4	85
CBS SATURDAY NIGHT MOVIE	C	5436	343	6.5	6.3	97	1090	6.7	20.1	100	1751	7.0	32.2	104	507	6.3	9.3	94
CBS WEDNESDAY NIGHT MOVIE	C	6100	285	5.4	4.7	72	1156	7.1	19.0	94	1852	7.4	30.4	98	549	6.9	9.0	91
CHEERS	N	8889	766	14.6	8.6	133	2204	13.6	24.8	124	3373	13.4	37.9	122	1173	14.6	13.2	133
DALLAS	C	22109	1398	26.6	6.3	97	4685	28.8	21.2	106	6997	27.9	31.6	102	2252	28.1	10.2	103
DIFF'RENT STROKES	N	6940	316	6.0	4.6	70	1100	6.8	15.9	79	1764	7.0	25.4	82	450	5.6	6.5	66
DOUBLE TROUBLE	N	7223	393	7.5	5.4	84	1468	9.0	20.3	101	2103	8.4	29.1	94	631	7.9	8.7	88
DUCK FACTORY	N	5595	427	8.1	7.6	118	1229	7.6	22.0	110	1973	7.9	35.3	114	685	8.6	12.2	124
DUKES OF HAZZARD	C	5768	239	4.5	4.1	64	923	5.7	16.0	80	1425	5.7	24.7	80	419	5.2	7.3	73
DYNASTY	A	20053	1312	25.0	6.5	101	3703	22.8	18.5	92	5932	23.6	29.6	95	2123	26.5	10.6	107
FACTS OF LIFE	N	8087	368	7.0	4.6	70	1749	10.8	21.6	108	2321	9.2	28.7	93	518	6.5	6.4	65
FALCON CREST	C	20046	1388	26.4	6.9	107	4065	25.0	20.3	101	6280	25.0	31.3	101	2208	27.6	11.0	111
FALL GUY	A	9084	590	11.2	6.5	100	1595	9.8	17.6	88	2528	10.1	27.8	90	949	11.8	10.4	106
FAMILY TIES	N	7964	580	11.0	7.3	112	1374	8.5	17.3	86	2711	10.8	34.0	110	730	9.1	9.2	93
FANTASY ISLAND	A	7687	407	7.7	5.3	82	1254	7.7	16.3	81	2130	8.5	27.7	89	792	9.9	10.3	104
FOULUPS,BLEEPS & BLUNDERS	A	8861	536	10.2	6.0	93	1753	10.8	19.8	99	2753	11.0	31.1	100	837	10.4	9.4	96
FOUR SEASONS	C	5095	*229	4.4	4.5	69	1179	7.3	23.1	115	1573	6.3	30.9	100	523	6.5	10.3	104
GIMME A BREAK	N	8838	535	10.2	6.1	93	1324	8.2	15.0	75	2585	10.3	29.2	94	758	9.5	8.6	87
HART TO HART	A	8978	492	9.4	5.5	84	1756	10.8	19.6	98	2466	9.8	27.5	89	908	11.3	10.1	102
HILL STREET BLUES	N	8590	645	12.3	7.5	116	1952	12.0	22.7	113	3115	12.4	36.3	117	1043	13.0	12.1	123
HOTEL	A	14085	843	16.0	6.0	92	2608	16.1	18.5	92	4288	17.1	30.4	98	1655	20.7	11.8	119
JEFFERSONS	C	9360	404	7.7	4.3	67	1721	10.6	18.4	92	2519	10.0	26.9	87	802	10.0	8.6	87
JENNIFER SLEPT HERE	N	5841	*221	4.2	3.8	58	944	5.8	16.2	81	1655	6.6	28.3	91	423	5.3	7.2	73
KATE & ALLIE	C	9206	545	10.4	5.9	91	1871	11.5	20.3	101	2906	11.6	31.6	102	907	11.3	9.9	100
KNIGHT RIDER	N	7076	450	8.6	6.4	98	1353	8.3	19.1	95	2177	8.7	30.8	99	524	6.5	7.4	75
LOVE BOAT	A	12219	633	12.1	5.2	80	2105	13.0	17.2	86	3107	12.4	25.4	82	1212	15.1	9.9	100
MAGNUM PI	C	11199	812	15.5	7.3	112	2082	12.8	18.6	93	3243	12.9	29.0	93	1065	13.3	9.5	96
MAMA'S FAMILY	N	6057	343	6.5	5.7	87	1043	6.4	17.2	86	1806	7.2	29.8	96	482	6.0	8.0	80
MASTER, THE	N	3598	301	5.7	8.4	129	640	3.9	17.8	89	1129	4.5	31.4	101	358	4.5	9.9	101
MATT HOUSTON	A	6344	412	7.8	6.5	100	1227	7.6	19.3	96	2062	8.2	32.5	105	650	8.1	10.2	104
NBC MONDAY NIGHT MOVIE	N	11994	754	14.4	6.3	97	2226	13.7	18.6	93	3884	15.5	32.4	105	980	12.2	8.2	83
NBC NIGHTLY NEWS	N	5132	340	6.5	6.6	102	849	5.2	16.5	82	1392	5.5	27.1	88	570	7.1	11.1	112
NBC NIGHTLY NEWS-SAT	N	3375	*128	2.4	3.8	58	559	3.4	16.6	83	889	3.5	26.3	85	425	5.3	12.6	127
NBC NIGHTLY NEWS-SUN	N	3130	*155	3.0	5.0	76	569	3.5	18.2	91	801	3.2	25.6	83	370	4.6	11.8	120
NBC SUNDAY NIGHT MOVIE	N	8284	538	10.2	6.5	100	1392	8.6	16.8	84	2917	11.6	35.2	114	740	9.2	8.9	90
NEWHART	C	9240	453	8.6	4.9	76	1706	10.5	18.5	92	3087	12.3	33.4	108	936	11.7	10.1	102
ONE DAY AT A TIME	C	7288	290	5.5	4.0	61	1301	8.0	17.9	89	2339	9.3	32.1	104	568	7.1	7.8	79
PEOPLE ARE FUNNY	N	4855	*240	4.6	4.9	76	902	5.6	18.6	93	1452	5.8	29.9	97	386	4.8	8.0	80
REAL PEOPLE	N	8869	434	8.3	4.9	75	1654	10.2	18.6	93	2328	9.3	26.2	85	751	9.4	8.5	86
REMINGTON STEELE	N	7743	432	8.2	5.6	86	1338	8.2	17.3	86	2451	9.8	31.7	102	804	10.0	10.4	105
RIPLEY'S BELIEVE IT - NOT	A	5345	387	7.4	7.2	112	1275	7.8	23.9	119	1836	7.3	34.3	111	503	6.3	9.4	95
RIPTIDE	N	6988	443	8.4	6.3	98	1289	7.9	18.4	92	2190	8.7	31.3	101	669	8.4	9.6	97
SCARECROW & MRS. KING	C	10002	677	12.9	6.8	104	1843	11.3	18.4	92	2841	11.3	28.4	92	796	9.9	8.0	80
SIMON & SIMON	C	10638	582	11.1	5.5	84	1745	10.7	16.4	82	3093	12.3	29.1	94	981	12.2	9.2	93
60 MINUTES	C	13293	820	15.6	6.2	95	2778	17.1	20.9	104	3484	13.9	26.2	85	1379	17.2	10.4	105
ST. ELSEWHERE	N	7017	529	10.1	7.5	116	1550	9.5	22.1	110	2484	9.9	35.4	114	650	8.1	9.3	94
THREE'S COMPANY	A	10917	522	9.9	4.8	74	2230	13.7	20.4	102	3358	13.4	30.8	99	1027	12.8	9.4	95
T.J. HOOKER	A	9204	663	12.6	7.2	111	1717	10.6	18.7	93	2460	9.8	26.7	86	925	11.5	10.0	102
TONIGHT SHOW	N	2372	161	3.1	6.8	105	522	3.2	22.0	110	877	3.5	37.0	119	253	3.2	10.7	108
TRAPPER JOHN, M.D.	C	9846	598	11.4	6.1	94	1597	9.8	16.2	81	2765	11.0	28.1	91	969	12.1	9.8	100
TV BLOOPERS & PRAC. JOKES	N	9105	556	10.6	6.1	94	1803	11.1	19.8	99	2820	11.2	31.0	100	876	10.9	9.6	97
20/20	A	9387	655	12.5	7.0	108	1978	12.2	21.1	105	3110	12.4	33.1	107	955	11.9	10.2	103
WEBSTER	A	11067	724	13.8	6.5	101	2195	13.5	19.8	99	3274	13.0	29.6	95	1069	13.3	9.7	98
WORLD NEWS - SUN	A	3062	*254	4.8	8.3	128	649	4.0	21.2	106	968	3.9	31.6	102	287	3.6	9.4	95
YELLOW ROSE	N	4978	231	4.4	4.6	72	928	5.7	18.6	93	1500	6.0	30.1	97	507	6.3	10.2	103
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	500	9.5	5.6	87	2257	13.9	25.4	127	3362	13.4	37.9	122	967	12.1	10.9	110
BASKETBALL - COLLEGE GAMES		4080	**164	3.1	4.0	62	838	5.2	20.5	102	1337	5.3	32.8	106	**326	4.1	8.0	81
BASKETBALL - PRO GAMES		3607	**132	2.5	3.7	56	859	5.3	23.8	119	1169	4.7	32.4	105	*435	5.4	12.1	122
BOWLING		3883	**136	2.6	3.5	54	873	5.4	22.5	112	1137	4.5	29.3	94	*312	3.9	8.0	81
BOXING		3928	**234	4.5	6.0	92	646	4.0	16.4	82	1288	5.1	32.8	106	*226	2.8	5.8	58
FOOTBALL - COLLEGE GAMES		6366	*525	10.0	8.2	127	1436	8.8	22.6	112	2357	9.4	37.0	119	937	11.7	14.7	149
FOOTBALL - PRO GAMES		11300	866	16.5	7.7	118	2923	18.0	25.9	129	4548	18.1	40.2	130	1430	17.9	12.7	128
GOLF		3378	*318	6.1	9.4	145	1121	6.9	33.2	165	1283	5.1	38.0	123	*443	5.5	13.1	133
POST-SEASON COLL. FOOTBALL		4906	*390	7.4	7.9	123	1062	6.5	21.6	108	1805	7.2	36.8	119	593	7.4	12.1	122
POST-SEASON PRO FOOTBALL		6120	*380	7.2	6.2	96	1750	10.8	28.6	143	2685	10.7	43.9	142	827	10.3	13.5	137
TENNIS		3033	*297	5.7	9.8	151	942	5.8	31.1	155	1147	4.6	37.8	122	*402	5.0	13.3	134
WRESTLING - PROFESSIONAL		3344	**220	4.2	6.6	101	*349	2.1	10.4	52	924	3.7	27.6	89	**199	2.5	6.0	60

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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NATURAL CHEESE (CHEESE OTHER THAN AMERICAN) - KINDS
(FEMALE HOMEMAKERS)

0276
P-19

	TOTAL U.S. '000	PARMESAN A '000	PARMESAN B % DOWN	PARMESAN C % ACROSS	PARMESAN D INDX	RICOTTA A '000	RICOTTA B % DOWN	RICOTTA C % ACROSS	RICOTTA D INDX	SWISS A '000	SWISS B % DOWN	SWISS C % ACROSS	SWISS D INDX	OTHER A '000	OTHER B % DOWN	OTHER C % ACROSS	OTHER D INDX
TOTAL FEMALE HOMEMAKERS	80986	21221	100.0	26.2	100	9394	100.0	11.6	100	24782	100.0	30.6	100	6656	100.0	8.2	100
18 - 24	9282	1828	8.6	19.7	75	777	8.3	8.4	72	2431	9.8	26.2	86	698	10.5	7.5	91
25 - 34	19072	6159	29.0	32.3	123	2967	31.6	15.6	134	6542	26.4	34.3	112	2027	30.5	10.6	129
35 - 44	14591	4344	20.5	29.8	114	2190	23.3	15.0	129	4700	19.0	32.2	105	1409	21.2	9.7	117
45 - 54	11345	3301	15.6	29.1	111	1432	15.2	12.6	109	3870	15.6	34.1	111	1017	15.3	9.0	109
55 - 64	11635	3077	14.5	26.4	101	1188	12.6	10.2	88	3821	15.4	32.8	107	711	10.7	6.1	74
65 OR OLDER	15061	2513	11.8	16.7	64	841	9.0	5.6	48	3418	13.8	22.7	74	795	11.9	5.3	64
18 - 34	28354	7987	37.6	28.2	108	3744	39.9	13.2	114	8973	36.2	31.6	103	2724	40.9	9.6	117
18 - 49	48339	14006	66.0	29.0	111	6672	71.0	13.8	119	15525	62.6	32.1	105	4706	70.7	9.7	118
25 - 54	45008	13804	65.0	30.7	117	6590	70.2	14.6	126	15112	61.0	33.6	110	4452	66.9	9.9	120
35 - 49	19985	6019	28.4	30.1	115	2928	31.2	14.7	126	6552	26.4	32.8	107	1981	29.8	9.9	121
50 OR OLDER	32647	7215	34.0	22.1	84	2723	29.0	8.3	72	9257	37.4	28.4	93	1950	29.3	6.0	73
GRADUATED COLLEGE	11155	4473	21.1	40.1	153	1832	19.5	16.4	142	5019	20.3	45.0	147	1399	21.0	12.5	153
ATTENDED COLLEGE	13682	4738	22.3	34.6	132	2252	24.0	16.5	142	5384	21.7	39.4	129	1426	21.4	10.4	127
GRADUATED HIGH SCHOOL	33880	8732	41.1	25.8	98	4139	44.1	12.2	105	10213	41.2	30.1	99	2471	37.1	7.3	89
DID NOT GRADUATE HIGH SCHOOL	22270	3278	15.4	14.7	56	1172	12.5	5.3	45	4166	16.8	18.7	61	1360	20.4	6.1	74
EMPLOYED	40306	11970	56.4	29.7	113	5444	58.0	13.5	116	13560	54.7	33.6	110	3846	57.8	9.5	116
EMPLOYED FULL-TIME	32850	9616	45.3	29.3	112	4286	45.6	13.0	112	11016	44.5	33.5	110	3218	48.3	9.8	119
EMPLOYED PART-TIME	7456	2354	11.1	31.6	120	1158	12.3	15.5	134	2545	10.3	34.1	112	629	9.5	8.4	103
NOT EMPLOYED	40680	9251	43.6	22.7	87	3951	42.1	9.7	84	11221	45.3	27.6	90	2810	42.2	6.9	84
PROFESSIONAL/MANAGER	10392	3942	18.6	37.9	145	1588	16.9	15.3	132	4396	17.7	42.3	138	1156	17.4	11.1	135
TECH/CLERICAL/SALES	17574	5548	26.1	31.6	120	2759	29.4	15.7	135	6406	25.8	36.5	119	1655	24.9	9.4	115
PRECISION/CRAFT	985	*297	1.4	30.2	115	**125	1.3	12.7	109	*374	1.5	38.0	124	**91	1.4	9.2	112
OTHER EMPLOYED	11354	2184	10.3	19.2	73	972	10.3	8.6	74	2384	9.6	21.0	69	945	14.2	8.3	101
SINGLE	9863	2321	10.9	23.5	90	1095	11.7	11.1	96	3101	12.5	31.4	103	791	11.9	8.0	98
MARRIED	51375	15059	71.0	29.3	112	6786	72.2	13.2	114	16810	67.8	32.7	107	4489	67.4	8.7	106
DIVORCED/SEPARATED/WIDOWED	19748	3841	18.1	19.5	74	1514	16.1	7.7	66	4870	19.7	24.7	81	1376	20.7	7.0	85
PARENTS	32590	9880	46.6	30.3	116	4506	48.0	13.8	119	10048	40.5	30.8	101	2951	44.3	9.1	110
WHITE	70416	19740	93.0	28.0	107	8927	95.0	12.7	109	22960	92.6	32.6	107	6077	91.3	8.6	105
BLACK	8778	957	4.5	10.9	42	*308	3.3	3.5	30	1292	5.2	14.7	48	451	6.8	5.1	63
OTHER	1791	**524	2.5	29.3	112	**160	1.7	8.9	77	*530	2.1	29.6	97	**128	1.9	7.1	87
NORTHEAST-CENSUS	17786	6294	29.7	35.4	135	4259	45.3	23.9	206	6823	27.5	38.4	125	1926	28.9	10.8	132
NORTH CENTRAL	20741	5570	26.2	26.9	102	1692	18.0	8.2	70	6686	27.0	32.2	105	1764	26.5	8.5	103
SOUTH	27775	4925	23.2	17.7	68	1636	17.4	5.9	51	5763	23.3	20.7	68	1435	21.6	5.2	63
WEST	14683	4431	20.9	30.2	115	1808	19.2	12.3	106	5510	22.2	37.5	123	1531	23.0	10.4	127
NORTHEAST-MKTG.	17961	5970	28.1	33.2	127	4180	44.5	23.3	201	6651	26.8	37.0	121	1844	27.7	10.3	125
EAST CENTRAL	11885	3468	16.3	29.2	111	1105	11.8	9.3	80	4146	16.7	34.9	114	987	14.8	8.3	101
WEST CENTRAL	14090	3690	17.4	26.2	100	1238	13.2	8.8	76	4374	17.6	31.0	101	1101	16.5	7.8	95
SOUTH	24081	4207	19.8	17.5	67	1274	13.6	5.3	46	4882	19.7	20.3	66	1292	19.4	5.4	65
PACIFIC	12969	3886	18.3	30.0	114	1598	17.0	12.3	106	4729	19.1	36.5	119	1432	21.5	11.0	134
COUNTY SIZE A	32439	9134	43.0	28.2	107	4629	49.3	14.3	123	11546	46.6	35.6	116	2931	44.0	9.0	110
COUNTY SIZE B	24915	6495	30.6	26.1	99	2738	29.1	11.0	95	7007	28.3	28.1	92	2063	31.0	8.3	101
COUNTY SIZE C	12930	3611	17.0	27.9	107	1627	17.3	12.6	108	4137	16.7	32.0	105	1138	17.1	8.8	107
COUNTY SIZE D	10703	1980	9.3	18.5	71	*401	4.3	3.7	32	2092	8.4	19.5	64	523	7.9	4.9	59
METRO CENTRAL CITY	24518	6083	28.7	24.8	95	2596	27.6	10.6	91	7351	29.7	30.0	98	1960	29.4	8.0	97
METRO SUBURBAN	35919	10723	50.5	29.9	114	5104	54.3	14.2	123	12731	51.4	35.4	116	3375	50.7	9.4	114
NON METRO	20549	4415	20.8	21.5	82	1694	18.0	8.2	71	4700	19.0	22.9	75	1321	19.8	6.4	78
TOP 5 ADI'S	18341	5628	26.5	30.7	117	3303	35.2	18.0	155	6832	27.6	37.2	122	1866	28.0	10.2	124
TOP 10 ADI'S	25378	7223	34.0	28.5	109	4119	43.8	16.2	140	8690	35.1	34.2	112	2368	35.6	9.3	114
TOP 20 ADI'S	36488	10335	48.7	28.3	108	5175	55.1	14.2	122	12817	51.7	35.1	115	3522	52.9	9.7	117
HSHLD INC. $50,000 OR MORE	6612	2895	13.6	43.8	167	1454	15.5	22.0	190	3148	12.7	47.6	156	761	11.4	11.5	140
$40,000 OR MORE	12659	5148	24.3	40.7	155	2580	27.5	20.4	176	5748	23.2	45.4	148	1640	24.6	13.0	158
$30,000 OR MORE	24698	9200	43.4	37.2	142	4550	48.4	18.4	159	10176	41.1	41.2	135	2952	44.4	12.0	145
$25,000 OR MORE	32077	11698	55.1	36.5	139	5840	62.2	18.2	157	12953	52.3	40.4	132	3593	54.0	11.2	136
$20,000 - $24,999	9144	2357	11.1	25.8	98	1076	11.5	11.8	101	2833	11.4	31.0	101	711	10.7	7.8	95
$15,000 - $19,999	8728	1938	9.1	22.2	85	849	9.0	9.7	84	2364	9.5	27.1	89	551	8.3	6.3	77
$10,000 - $14,999	12562	2690	12.7	21.4	82	837	8.9	6.7	57	3342	13.5	26.6	87	733	11.0	5.8	71
UNDER $10,000	18475	2537	12.0	13.7	52	794	8.5	4.3	37	3290	13.3	17.8	58	1068	16.0	5.8	70
HOUSEHOLD OF 1 PERSON	11987	2268	10.7	18.9	72	741	7.9	6.2	53	2921	11.8	24.4	80	783	11.8	6.5	79
2 PEOPLE	26577	6023	28.4	22.7	86	2617	27.9	9.8	85	8289	33.4	31.2	102	2203	33.1	8.3	101
3 OR 4 PEOPLE	30617	9325	43.9	30.5	116	4304	45.8	14.1	121	10079	40.7	32.9	108	2527	38.0	8.3	100
5 OR MORE PEOPLE	11804	3605	17.0	30.5	117	1732	18.4	14.7	126	3493	14.1	29.6	97	1143	17.2	9.7	118
NO CHILD IN HSHLD	46165	10771	50.8	23.3	89	4662	49.6	10.1	87	14239	57.5	30.8	101	3476	52.2	7.5	92
CHILD(REN) UNDER 2 YRS	5325	1317	6.2	24.7	94	*573	6.1	10.8	93	1416	5.7	26.6	87	*397	6.0	7.5	91
2 - 5 YEARS	14221	3862	18.2	27.2	104	1875	20.0	13.2	114	3781	15.3	26.6	87	1246	18.7	8.8	107
6 - 11 YEARS	15117	4564	21.5	30.2	115	2278	24.2	15.1	130	4184	16.9	27.7	90	1564	23.5	10.3	126
12 - 17 YEARS	16611	5371	25.3	32.3	123	2289	24.4	13.8	119	5555	22.4	33.4	109	1539	23.1	9.3	113
RESIDENCE OWNED	55884	15909	75.0	28.5	109	7028	74.8	12.6	108	18006	72.7	32.2	105	4685	70.4	8.4	102
VALUE: $50,000 OR MORE	31744	10717	50.5	33.8	129	5019	53.4	15.8	136	12199	49.2	38.4	126	3271	49.1	10.3	125
VALUE: UNDER $50,000	24140	5192	24.5	21.5	82	2009	21.4	8.3	72	5808	23.4	24.1	79	1415	21.3	5.9	71

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NATURAL CHEESE (CHEESE OTHER THAN AMERICAN) - KINDS
(FEMALE HOMEMAKERS)

0277
P-19

		TOTAL U.S. '000	PARMESAN A '000	PARMESAN B % DOWN	PARMESAN C % ACROSS	PARMESAN D INDX	RICOTTA A '000	RICOTTA B % DOWN	RICOTTA C % ACROSS	RICOTTA D INDX	SWISS A '000	SWISS B % DOWN	SWISS C % ACROSS	SWISS D INDX	OTHER A '000	OTHER B % DOWN	OTHER C % ACROSS	OTHER D INDX
TOTAL FEMALE HOMEMAKERS		80986	21221	100.0	26.2	100	9394	100.0	11.6	100	24782	100.0	30.6	100	6656	100.0	8.2	100
MAGAZINES	QUINTILE 1	15799	5551	26.2	35.1	134	2674	28.5	16.9	146	6024	24.3	38.1	125	1703	25.6	10.8	131
	QUINTILE 2	17259	5544	26.1	32.1	123	2534	27.0	14.7	127	6308	25.5	36.5	119	1632	24.5	9.5	115
	QUINTILE 3	13545	3633	17.1	26.8	102	1615	17.2	11.9	103	4171	16.8	30.8	101	1138	17.1	8.4	102
	QUINTILE 4	15133	3439	16.2	22.7	87	1364	14.5	9.0	78	4345	17.5	28.7	94	955	14.3	6.3	77
	QUINTILE 5	19250	3053	14.4	15.9	61	1208	12.9	6.3	54	3934	15.9	20.4	67	1229	18.5	6.4	78
NEWSPAPERS	QUINTILE 1	12413	4081	19.2	32.9	125	2148	22.9	17.3	149	4773	19.3	38.5	126	1447	21.7	11.7	142
	QUINTILE 2	24116	6884	32.4	28.5	109	3219	34.3	13.3	115	8405	33.9	34.9	114	1721	25.9	7.1	87
	QUINTILE 3	11261	2979	14.0	26.5	101	1217	13.0	10.8	93	3517	14.2	31.2	102	966	14.5	8.6	104
	QUINTILE 4	20255	5081	23.9	25.1	96	2108	22.4	10.4	90	5795	23.4	28.6	93	1878	28.2	9.3	113
	QUINTILE 5	12940	2196	10.3	17.0	65	703	7.5	5.4	47	2291	9.2	17.7	58	644	9.7	5.0	61
OUTDOOR	QUINTILE 1	14852	4341	20.5	29.2	112	2212	23.5	14.9	128	5348	21.6	36.0	118	1268	19.1	8.5	104
	QUINTILE 2	15725	4260	20.1	27.1	103	1771	18.9	11.3	97	5052	20.4	32.1	105	1377	20.7	8.8	107
	QUINTILE 3	16330	4586	21.6	28.1	107	2235	23.8	13.7	118	4918	19.8	30.1	98	1322	19.9	8.1	99
	QUINTILE 4	16744	4192	19.8	25.0	96	1587	16.9	9.5	82	4800	19.4	28.7	94	1357	20.4	8.1	99
	QUINTILE 5	17334	3842	18.1	22.2	85	1589	16.9	9.2	79	4664	18.8	26.9	88	1333	20.0	7.7	94
RADIO-DRIVE TIME	QUINTILE 1	15911	4410	20.8	27.7	106	2196	23.4	13.8	119	5203	21.0	32.7	107	1204	18.1	7.6	92
	QUINTILE 2	14837	4300	20.3	29.0	111	1969	21.0	13.3	114	4778	19.3	32.2	105	1273	19.1	8.6	104
	QUINTILE 3	15339	4128	19.5	26.9	103	1632	17.4	10.6	92	4714	19.0	30.7	100	1564	23.5	10.2	124
	QUINTILE 4	16723	4304	20.3	25.7	98	1924	20.5	11.5	99	4868	19.6	29.1	95	1322	19.9	7.9	96
	QUINTILE 5	18176	4079	19.2	22.4	86	1674	17.8	9.2	79	5219	21.1	28.7	94	1293	19.4	7.1	87
RADIO-MID-DAY	TERCILE 1	21020	5858	27.6	27.9	106	2818	30.0	13.4	116	6659	26.9	31.7	104	1967	29.6	9.4	114
	TERCILE 2	21610	5813	27.4	26.9	103	2507	26.7	11.6	100	6953	28.1	32.2	105	1844	27.7	8.5	104
	TERCILE 3	38355	9550	45.0	24.9	95	4070	43.3	10.6	91	11170	45.1	29.1	95	2844	42.7	7.4	90
RADIO-TOTAL	QUINTILE 1	15988	4218	19.9	26.4	101	1944	20.7	12.2	105	5050	20.4	31.6	103	1304	19.6	8.2	99
	QUINTILE 2	15626	4441	20.9	28.4	108	2279	24.3	14.6	126	4918	19.8	31.5	103	1458	21.9	9.3	114
	QUINTILE 3	16723	5152	24.3	30.8	118	2103	22.4	12.6	108	5455	22.0	32.6	107	1631	24.5	9.8	119
	QUINTILE 4	16342	3900	18.4	23.9	91	1592	16.9	9.7	84	5071	20.5	31.0	101	1193	17.9	7.3	89
	QUINTILE 5	16306	3510	16.5	21.5	82	1477	15.7	9.1	78	4288	17.3	26.3	86	1070	16.1	6.6	80
TV-PRIME TIME	QUINTILE 1	15953	4037	19.0	25.3	97	1812	19.3	11.4	98	4625	18.7	29.0	95	1200	18.0	7.5	92
	QUINTILE 2	16137	4241	20.0	26.3	100	2177	23.2	13.5	116	5141	20.7	31.9	104	1283	19.3	8.0	97
	QUINTILE 3	16420	4814	22.7	29.3	112	1966	20.9	12.0	103	5231	21.1	31.9	104	1380	20.7	8.4	102
	QUINTILE 4	16687	4408	20.8	26.4	101	1908	20.3	11.4	99	5112	20.6	30.6	100	1505	22.6	9.0	110
	QUINTILE 5	15789	3722	17.5	23.6	90	1532	16.3	9.7	84	4673	18.9	29.6	97	1287	19.3	8.2	99
TV-DAYTIME	TERCILE 1	27736	6239	29.4	22.5	86	2736	29.1	9.9	85	7392	29.8	26.7	87	1932	29.0	7.0	85
	TERCILE 2	26489	7251	34.2	27.4	104	3076	32.7	11.6	100	8193	33.1	30.9	101	2046	30.7	7.7	94
	TERCILE 3	26761	7731	36.4	28.9	110	3582	38.1	13.4	115	9197	37.1	34.4	112	2679	40.2	10.0	122
TV-TOTAL	QUINTILE 1	16345	3597	17.0	22.0	84	1605	17.1	9.8	85	4095	16.5	25.1	82	1001	15.0	6.1	75
	QUINTILE 2	16447	4117	19.4	25.0	96	1849	19.7	11.2	97	5176	20.9	31.5	103	1244	18.7	7.6	92
	QUINTILE 3	15980	4366	20.6	27.3	104	1839	19.6	11.5	99	4937	19.9	30.9	101	1424	21.4	8.9	108
	QUINTILE 4	15887	4756	22.4	29.9	114	2210	23.5	13.9	120	5165	20.8	32.5	106	1479	22.2	9.3	113
	QUINTILE 5	16326	4385	20.7	26.9	103	1891	20.1	11.6	100	5409	21.8	33.1	108	1509	22.7	9.2	112
MAGAZINES-NEWSPAPERS: DUAL		20721	7312	34.5	35.3	135	3627	38.6	17.5	151	8448	34.1	40.8	133	2142	32.2	10.3	126
MAGAZINE IMPERATIVE		19186	5656	26.7	29.5	113	2375	25.3	12.4	107	5955	24.0	31.0	101	1861	28.0	9.7	118
NEWSPAPER IMPERATIVE		21899	5104	24.1	23.3	89	2371	25.2	10.8	93	6437	26.0	29.4	96	1467	22.0	6.7	82
MAGAZINES-OUTDOOR: DUAL		15451	5153	24.3	33.4	127	2436	25.9	15.8	136	6186	25.0	40.0	131	1580	23.7	10.2	124
MAGAZINE IMPERATIVE		25953	7941	37.4	30.6	117	3645	38.8	14.0	121	8487	34.2	32.7	107	2382	35.8	9.2	112
OUTDOOR IMPERATIVE		24400	5435	25.6	22.3	85	2386	25.4	9.8	84	6555	26.5	26.9	88	1657	24.9	6.8	83
MAGAZINES-RADIO: DUAL		18049	5928	27.9	32.8	125	2804	29.8	15.5	134	6368	25.7	35.3	115	1832	27.5	10.2	124
MAGAZINE IMPERATIVE		23571	7409	34.9	31.4	120	3395	36.1	14.4	124	8554	34.5	36.3	119	2218	33.3	9.4	114
RADIO IMPERATIVE		23278	5119	24.1	22.0	84	2265	24.1	9.7	84	6324	25.5	27.2	89	1741	26.2	7.5	91
MAGAZINES-TELEVISION: DUAL		15459	4622	21.8	29.9	114	2188	23.3	14.2	122	5141	20.7	33.3	109	1233	18.5	8.0	97
MAGAZINE IMPERATIVE		25829	8854	41.7	34.3	131	4091	43.5	15.8	137	9931	40.1	38.4	126	2781	41.8	10.8	131
TELEVISION IMPERATIVE		26039	4977	23.5	19.1	73	2030	21.6	7.8	67	6268	25.3	24.1	79	1632	24.5	6.3	76
NEWSPAPERS-OUTDOOR: DUAL		16605	5357	25.2	32.3	123	2704	28.8	16.3	140	6515	26.3	39.2	128	1477	22.2	8.9	108
NEWSPAPER IMPERATIVE		26834	7405	34.9	27.6	105	3366	35.8	12.5	108	8659	34.9	32.3	105	2324	34.9	8.7	105
OUTDOOR IMPERATIVE		23346	5759	27.1	24.7	94	2319	24.7	9.9	86	6266	25.3	26.8	88	1828	27.5	7.8	95
NEWSPAPERS-RADIO: DUAL		17133	5037	23.7	29.4	112	2593	27.6	15.1	130	6066	24.5	35.4	116	1674	25.2	9.8	119
NEWSPAPER IMPERATIVE		25892	7558	35.6	29.2	111	3412	36.3	13.2	114	9050	36.5	35.0	114	2012	30.2	7.8	95
RADIO IMPERATIVE		23167	5917	27.9	25.5	97	2368	25.2	10.2	88	6365	25.7	27.5	90	1959	29.4	8.5	103
NEWSPAPERS-TELEVISION: DUAL		17159	4740	22.3	27.6	105	2331	24.8	13.6	117	5539	22.4	32.3	105	1337	20.1	7.8	95
NEWSPAPER IMPERATIVE		26214	8068	38.0	30.8	117	3809	40.5	14.5	125	9886	39.9	37.7	123	2485	37.3	9.5	115
TELEVISION IMPERATIVE		23412	4828	22.8	20.6	79	1793	19.1	7.7	66	5699	23.0	24.3	80	1670	25.1	7.1	87
OUTDOOR-RADIO: DUAL		15303	4388	20.7	28.7	109	2264	24.1	14.8	128	5409	21.8	35.3	116	1471	22.1	9.6	117
OUTDOOR IMPERATIVE		24901	6659	31.4	26.7	102	2797	29.8	11.2	97	7881	31.8	31.6	103	1902	28.6	7.6	93
RADIO IMPERATIVE		26492	7276	34.3	27.5	105	3236	34.4	12.2	105	7848	31.7	29.6	97	2279	34.2	8.6	105
OUTDOOR-TELEVISION: DUAL		14794	3790	17.9	25.6	98	1901	20.2	12.8	111	4509	18.2	30.5	100	1190	17.9	8.0	98
OUTDOOR IMPERATIVE		25437	7648	36.0	30.1	115	3409	36.3	13.4	116	8963	36.2	35.2	115	2397	36.0	9.4	115
TELEVISION IMPERATIVE		27877	6547	30.9	23.5	90	2586	27.5	9.3	80	7617	30.7	27.3	89	1939	29.1	7.0	85
RADIO-TELEVISION: DUAL		15996	4326	20.4	27.0	103	1923	20.5	12.0	104	4694	18.9	29.3	96	1450	21.8	9.1	110
RADIO IMPERATIVE		25478	7680	36.2	30.1	115	3529	37.6	13.9	119	8506	34.3	33.4	109	2352	35.3	9.2	112
TELEVISION IMPERATIVE		26573	6175	29.1	23.2	89	2554	27.2	9.6	83	7721	31.2	29.1	95	1700	25.5	6.4	78

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NATURAL CHEESE (CHEESE OTHER THAN AMERICAN) - KINDS
(FEMALE HOMEMAKERS)

0278
P-19

	TOTAL U.S. '000	PARMESAN A '000	PARMESAN B % DOWN	PARMESAN C % ACROSS	PARMESAN D INDX	RICOTTA A '000	RICOTTA B % DOWN	RICOTTA C % ACROSS	RICOTTA D INDX	SWISS A '000	SWISS B % DOWN	SWISS C % ACROSS	SWISS D INDX	OTHER A '000	OTHER B % DOWN	OTHER C % ACROSS	OTHER D INDX
TOTAL FEMALE HOMEMAKERS	80986	21221	100.0	26.2	100	9394	100.0	11.6	100	24782	100.0	30.6	100	6656	100.0	8.2	100
ATLANTIC MONTHLY	415	*108	0.5	26.0	99	**67	0.7	16.1	139	*137	0.6	33.0	108	**59	0.9	14.2	173
BARRON'S	453	*225	1.1	49.7	190	**86	0.9	19.0	164	*296	1.2	65.3	214	**52	0.8	11.5	140
BETTER HOMES & GARDENS	16256	5440	25.6	33.5	128	2534	27.0	15.6	134	5830	23.5	35.9	117	1590	23.9	9.8	119
BON APPETIT	2535	1214	5.7	47.9	183	573	6.1	22.6	195	1253	5.1	49.4	162	510	7.7	20.1	245
BUSINESS WEEK	1278	395	1.9	30.9	118	*228	2.4	17.8	154	453	1.8	35.4	116	*135	2.0	10.6	129
CAR AND DRIVER	378	**141	0.7	37.3	142	**97	1.0	25.7	221	*177	0.7	46.8	153	**72	1.1	19.0	232
CBS MAGAZINE NETWORK (GROSS)	1498	562	2.6	37.5	143	*243	2.6	16.2	140	721	2.9	48.1	157	*175	2.6	11.7	142
CHANGING TIMES	1505	421	2.0	28.0	107	*225	2.4	15.0	129	513	2.1	34.1	111	*155	2.3	10.3	125
COLONIAL HOMES	1231	472	2.2	38.3	146	*194	2.1	15.8	136	496	2.0	40.3	132	*122	1.8	9.9	121
CONDE NAST MAG. PKG. (GROSS)	14146	4760	22.4	33.6	128	2422	25.8	17.1	148	4981	20.1	35.2	115	1669	25.1	11.8	144
CONSUMERS DIGEST	1323	406	1.9	30.7	117	*240	2.6	18.1	156	487	2.0	36.8	120	**142	2.1	10.7	131
COSMOPOLITAN	7102	2347	11.1	33.0	126	1066	11.3	15.0	129	2585	10.4	36.4	119	859	12.9	12.1	147
COUNTRY LIVING	2481	975	4.6	39.3	150	446	4.7	18.0	155	1006	4.1	40.5	133	306	4.6	12.3	150
CUISINE	1472	638	3.0	43.3	165	331	3.5	22.5	194	642	2.6	43.6	143	296	4.4	20.1	245
CYCLE WORLD	425	**146	0.7	34.4	131	**49	0.5	11.5	99	**185	0.7	43.5	142	**35	0.5	8.2	100
DCI:CREATIVE IDEAS FOR LIV	2510	858	4.0	34.2	130	341	3.6	13.6	117	785	3.2	31.3	102	*143	2.1	5.7	69
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	2151	10.1	32.1	123	742	7.9	11.1	96	2059	8.3	30.8	101	489	7.3	7.3	89
DISCOVER	894	316	1.5	35.3	135	**88	0.9	9.8	85	359	1.4	40.2	131	*79	1.2	8.8	108
EBONY	3507	519	2.4	14.8	56	*139	1.5	4.0	34	644	2.6	18.4	60	*153	2.3	4.4	53
ESQUIRE	1083	250	1.2	23.1	88	**122	1.3	11.3	97	255	1.0	23.5	77	**86	1.3	7.9	97
ESSENCE	1830	271	1.3	14.8	57	*93	1.0	5.1	44	356	1.4	19.5	64	**106	1.6	5.8	70
FAMILY CIRCLE	15930	5431	25.6	34.1	130	2388	25.4	15.0	129	5581	22.5	35.0	114	1375	20.7	8.6	105
THE FAMILY HANDYMAN	1126	409	1.9	36.3	139	*189	2.0	16.8	145	431	1.7	38.3	125	**96	1.4	8.5	104
FAMILY WEEKLY	11468	2990	14.1	26.1	100	1421	15.1	12.4	107	3571	14.4	31.1	102	1215	18.3	10.6	129
FIELD & STREAM	2234	695	3.3	31.1	119	*243	2.6	10.9	94	834	3.4	37.3	122	*181	2.7	8.1	99
FOOD & WINE	579	*128	0.6	22.1	84	**71	0.8	12.3	106	*231	0.9	39.9	130	**69	1.0	11.9	145
FORBES	728	329	1.6	45.2	172	*166	1.8	22.8	197	324	1.3	44.5	145	*115	1.7	15.8	192
FORTUNE	906	413	1.9	45.6	174	*190	2.0	21.0	181	396	1.6	43.7	143	*137	2.1	15.1	184
GENTLEMEN'S QUARTERLY	791	239	1.1	30.2	115	**93	1.0	11.8	101	250	1.0	31.6	103	**132	2.0	16.7	203
GLAMOUR	5265	1820	8.6	34.6	132	879	9.4	16.7	144	1845	7.4	35.0	115	586	8.8	11.1	135
GOLF DIGEST	636	*266	1.3	41.8	160	**28	0.3	4.4	38	307	1.2	48.3	158	**67	1.0	10.5	128
GOLF DIGEST/TENNIS (GROSS)	1186	420	2.0	35.4	135	**125	1.3	10.5	91	491	2.0	41.4	135	*136	2.0	11.5	140
GOLF MAGAZINE	441	*200	0.9	45.4	173	**84	0.9	19.0	164	*215	0.9	48.8	159	**84	1.3	19.0	232
GOLF MAGAZINE/SKI (GROSS)	922	343	1.6	37.2	142	*188	2.0	20.4	176	380	1.5	41.2	135	**125	1.9	13.6	165
GOOD HOUSEKEEPING	16487	5582	26.3	33.9	129	2504	26.7	15.2	131	5918	23.9	35.9	117	1368	20.6	8.3	101
HARPER'S BAZAAR	2423	857	4.0	35.4	135	482	5.1	19.9	171	857	3.5	35.4	116	342	5.1	14.1	172
HEALTH	1994	587	2.8	29.4	112	*279	3.0	14.0	121	735	3.0	36.9	120	*215	3.2	10.8	131
HEARST MAG CORP. BUY (GROSS)	44101	15123	71.3	34.3	131	6971	74.2	15.8	136	15959	64.4	36.2	118	4320	64.9	9.8	119
HEARST MAN POWER (GROSS)	1993	738	3.5	37.0	141	308	3.3	15.5	133	744	3.0	37.3	122	*206	3.1	10.3	126
HEARST WOMAN POWER (GROSS)	31274	10446	49.2	33.4	127	4736	50.4	15.1	131	11157	45.0	35.7	117	2886	43.4	9.2	112
HOUSE BEAUTIFUL	3623	1189	5.6	32.8	125	594	6.3	16.4	141	1273	5.1	35.1	115	307	4.6	8.5	103
INC.	283	*121	0.6	42.8	163	**76	0.8	26.9	232	*121	0.5	42.8	140	**22	0.3	7.8	95
JET	2928	380	1.8	13.0	50	*132	1.4	4.5	39	534	2.2	18.2	60	*157	2.4	5.4	65
LADIES' HOME JOURNAL	11918	3828	18.0	32.1	123	1629	17.3	13.7	118	4282	17.3	35.9	117	1145	17.2	9.6	117
LHJ FAMILY GRP COMBO(GROSS)	16764	5337	25.1	31.8	121	2407	25.6	14.4	124	5987	24.2	35.7	117	1578	23.7	9.4	115
LIFE	4254	1330	6.3	31.3	119	656	7.0	15.4	133	1547	6.2	36.4	119	413	6.2	9.7	118
L.A. TIMES HOME MAGAZINE	1145	481	2.3	42.0	160	*206	2.2	18.0	155	492	2.0	43.0	140	*131	2.0	11.4	139
MADEMOISELLE	2884	991	4.7	34.4	131	513	5.5	17.8	153	1061	4.3	36.8	120	268	4.0	9.3	113
MC CALL'S	13460	4153	19.6	30.9	118	1817	19.3	13.5	116	4694	18.9	34.9	114	1087	16.3	8.1	98
MC CALL'S/WRK MOTHER (GROSS)	14606	4568	21.5	31.3	119	1981	21.1	13.6	117	5056	20.4	34.6	113	1187	17.8	8.1	99
MECHANIX ILLUSTRATED	772	*264	1.2	34.2	131	**136	1.4	17.6	152	*299	1.2	38.7	127	**49	0.7	6.3	77
METROPOLITAN HOME	967	318	1.5	32.9	126	*177	1.9	18.3	158	390	1.6	40.3	132	*171	2.6	17.7	215
MONEY	1588	610	2.9	38.4	147	*246	2.6	15.5	134	644	2.6	40.6	133	*166	2.5	10.5	127
MOTHER EARTH NEWS	1002	370	1.7	36.9	141	*179	1.9	17.9	154	330	1.3	32.9	108	**169	2.5	16.9	205
MS.	825	271	1.3	32.8	125	*137	1.5	16.6	143	331	1.3	40.1	131	**78	1.2	9.5	115
NATIONAL ENQUIRER	10336	2467	11.6	23.9	91	1082	11.5	10.5	90	2807	11.3	27.2	89	645	9.7	6.2	76
NATIONAL GEOGRAPHIC	9597	3499	16.5	36.5	139	1617	17.2	16.8	145	3920	15.8	40.8	133	902	13.6	9.4	114
NATIONAL SUNDAY MAGAZINE PKG	49558	14555	68.6	29.4	112	6793	72.3	13.7	118	17138	69.2	34.6	113	4356	65.4	8.8	107
NATURAL HISTORY	573	*227	1.1	39.6	151	**98	1.0	17.1	147	*192	0.8	33.5	110	**71	1.1	12.4	151
NEW WOMAN	1699	504	2.4	29.7	113	*229	2.4	13.5	116	588	2.4	34.6	113	*170	2.6	10.0	122
NEW YORK INCLUDING CUE	443	*145	0.7	32.7	125	*90	1.0	20.3	175	192	0.8	43.3	142	*88	1.3	19.9	242
THE NEW YORKER	1270	557	2.6	43.9	167	281	3.0	22.1	191	500	2.0	39.4	129	286	4.3	22.5	274
NEWSWEEK	6277	2334	11.0	37.2	142	1019	10.8	16.2	140	2376	9.6	37.9	124	615	9.2	9.8	119
THE N.Y. TIMES DAILY EDITION	1205	399	1.9	33.1	126	279	3.0	23.2	200	645	2.6	53.5	175	226	3.4	18.8	228
THE N.Y. TIMES MAGAZINE	2081	830	3.9	39.9	152	595	6.3	28.6	246	1039	4.2	49.9	163	413	6.2	19.8	241
OMNI	788	265	1.2	33.6	128	*144	1.5	18.3	158	328	1.3	41.6	136	*119	1.8	15.1	184
ON CABLE	1158	*275	1.3	23.7	91	**166	1.8	14.3	124	324	1.3	28.0	91	**58	0.9	5.0	61
1001 HOME IDEAS	2852	922	4.3	32.3	123	499	5.3	17.5	151	970	3.9	34.0	111	*219	3.3	7.7	93
ORGANIC GARDENING	1658	601	2.8	36.2	138	*294	3.1	17.7	153	615	2.5	37.1	121	*177	2.7	10.7	130
OUTDOOR LIFE	896	*208	1.0	23.2	89	*100	1.1	11.2	96	309	1.2	34.5	113	**62	0.9	6.9	84
PARADE MAGAZINE	24275	7241	34.1	29.8	114	3633	38.7	15.0	129	8578	34.6	35.3	115	2056	30.9	8.5	103

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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NATURAL CHEESE (CHEESE OTHER THAN AMERICAN) - KINDS
(FEMALE HOMEMAKERS)

0279
P-19

	TOTAL U.S. '000	PARMESAN A '000	PARMESAN B % DOWN	PARMESAN C % ACROSS	PARMESAN D INDX	RICOTTA A '000	RICOTTA B % DOWN	RICOTTA C % ACROSS	RICOTTA D INDX	SWISS A '000	SWISS B % DOWN	SWISS C % ACROSS	SWISS D INDX	OTHER A '000	OTHER B % DOWN	OTHER C % ACROSS	OTHER D INDX
TOTAL FEMALE HOMEMAKERS	80986	21221	100.0	26.2	100	9394	100.0	11.6	100	24782	100.0	30.6	100	6656	100.0	8.2	100
PARENTS	3845	1205	5.7	31.3	120	620	6.6	16.1	139	1438	5.8	37.4	122	313	4.7	8.1	99
PENTHOUSE	831	*215	1.0	25.9	99	**67	0.7	8.1	70	*223	0.9	26.8	88	**71	1.1	8.5	104
PEOPLE	11645	3847	18.1	33.0	126	1805	19.2	15.5	134	4340	17.5	37.3	122	1110	16.7	9.5	116
PLAYBOY	2006	599	2.8	29.9	114	300	3.2	15.0	129	754	3.0	37.6	123	*187	2.8	9.3	113
POPULAR HOT RODDING	297	**53	0.2	17.8	68	**29	0.3	9.8	84	**54	0.2	18.2	59	**15	0.2	5.1	61
POPULAR MECHANICS	1018	457	2.2	44.9	171	**194	2.1	19.1	164	412	1.7	40.5	132	**117	1.8	11.5	140
POPULAR SCIENCE	878	*371	1.7	42.3	161	**168	1.8	19.1	165	398	1.6	45.3	148	**101	1.5	11.5	140
PREVENTION	3913	1379	6.5	35.2	134	592	6.3	15.1	130	1668	6.7	42.6	139	348	5.2	8.9	108
PSYCHOLOGY TODAY	1710	585	2.8	34.2	131	314	3.3	18.4	158	681	2.7	39.8	130	233	3.5	13.6	166
READER'S DIGEST	22204	6881	32.4	31.0	118	2994	31.9	13.5	116	7631	30.8	34.4	112	1759	26.4	7.9	96
REDBOOK	7684	2517	11.9	32.8	125	1166	12.4	15.2	131	2655	10.7	34.6	113	659	9.9	8.6	104
ROAD & TRACK	410	*184	0.9	44.9	171	**95	1.0	23.2	200	*234	0.9	57.1	187	**49	0.7	12.0	145
ROLLING STONE	969	401	1.9	41.4	158	*207	2.2	21.4	184	447	1.8	46.1	151	*112	1.7	11.6	141
RUNNER'S WORLD	298	*158	0.7	53.0	202	**35	0.4	11.7	101	*173	0.7	58.1	190	**36	0.5	12.1	147
SATURDAY EVENING POST	1169	422	2.0	36.1	138	*114	1.2	9.8	84	463	1.9	39.6	129	**85	1.3	7.3	88
SCIENCE 84	587	*263	1.2	44.8	171	**86	0.9	14.7	126	248	1.0	42.2	138	**87	1.3	14.8	180
SCIENCE DIGEST	482	*156	0.7	32.4	124	**33	0.4	6.8	59	*158	0.6	32.8	107	**49	0.7	10.2	124
SCIENTIFIC AMERICAN	594	309	1.5	52.0	199	*111	1.2	18.7	161	224	0.9	37.7	123	**101	1.5	17.0	207
SELF	2089	586	2.8	28.1	107	288	3.1	13.8	119	762	3.1	36.5	119	*227	3.4	10.9	132
SEVENTEEN	2411	739	3.5	30.7	117	330	3.5	13.7	118	853	3.4	35.4	116	*175	2.6	7.3	88
SKI	480	*144	0.7	30.0	114	**104	1.1	21.7	187	*164	0.7	34.2	112	**41	0.6	8.5	104
SMITHSONIAN	2760	1106	5.2	40.1	153	463	4.9	16.8	145	1037	4.2	37.6	123	369	5.5	13.4	163
SOAP OPERA DIGEST	3013	656	3.1	21.8	83	282	3.0	9.4	81	907	3.7	30.1	98	*208	3.1	6.9	84
SOUTHERN LIVING	4184	1293	6.1	30.9	118	401	4.3	9.6	83	1275	5.1	30.5	100	346	5.2	8.3	101
SPORT	559	*191	0.9	34.2	130	**98	1.0	17.5	151	*170	0.7	30.4	99	**18	0.3	3.2	39
THE SPORTING NEWS	436	**150	0.7	34.4	131	**84	0.9	19.3	166	**169	0.7	38.8	127	**30	0.5	6.9	84
SPORTS AFIELD	493	*125	0.6	25.4	97	**81	0.9	16.4	142	*174	0.7	35.3	115	**40	0.6	8.1	99
SPORTS ILLUSTRATED	2758	1014	4.8	36.8	140	578	6.2	21.0	181	1179	4.8	42.7	140	350	5.3	12.7	154
STAR	7456	1800	8.5	24.1	92	850	9.0	11.4	98	2193	8.8	29.4	96	446	6.7	6.0	73
SUNDAY	24936	7794	36.7	31.3	119	3656	38.9	14.7	126	9290	37.5	37.3	122	2194	33.0	8.8	107
SUNSET	2124	878	4.1	41.3	158	415	4.4	19.5	168	992	4.0	46.7	153	*296	4.4	13.9	170
TV GUIDE	21661	5988	28.2	27.6	105	2749	29.3	12.7	109	6647	26.8	30.7	100	1644	24.7	7.6	92
TENNIS	550	*154	0.7	28.0	107	**98	1.0	17.8	154	*184	0.7	33.5	109	**70	1.1	12.7	155
TIME	8880	3303	15.6	37.2	142	1543	16.4	17.4	150	3543	14.3	39.9	130	1090	16.4	12.3	149
TOWN & COUNTRY	917	356	1.7	38.8	148	*168	1.8	18.3	158	369	1.5	40.2	132	*145	2.2	15.8	192
TRAVEL & LEISURE	972	418	2.0	43.0	164	*182	1.9	18.7	161	444	1.8	45.7	149	*111	1.7	11.4	139
TRUE STORY	3356	659	3.1	19.6	75	*257	2.7	7.7	66	707	2.9	21.1	69	*231	3.5	6.9	84
U.S.NEWS & WORLD REPORT	3410	1152	5.4	33.8	129	440	4.7	12.9	111	1431	5.8	42.0	137	372	5.6	10.9	133
USA TODAY	1759	726	3.4	41.3	158	311	3.3	17.7	152	749	3.0	42.6	139	*215	3.2	12.2	149
US	1873	680	3.2	36.3	139	408	4.3	21.8	188	758	3.1	40.5	132	*164	2.5	8.8	107
VOGUE	3909	1363	6.4	34.9	133	742	7.9	19.0	164	1313	5.3	33.6	110	588	8.8	15.0	183
WALL STREET JOURNAL	1886	699	3.3	37.1	141	356	3.8	18.9	163	922	3.7	48.9	160	302	4.5	16.0	195
WEIGHT WATCHERS	2120	943	4.4	44.5	170	359	3.8	16.9	146	778	3.1	36.7	120	*223	3.4	10.5	128
WOMAN'S DAY	14172	4786	22.6	33.8	129	2070	22.0	14.6	126	5295	21.4	37.4	122	1283	19.3	9.1	110
WORKING MOTHER	1146	415	2.0	36.2	138	*164	1.7	14.3	123	362	1.5	31.6	103	**100	1.5	8.7	106
WORKING WOMAN	1322	486	2.3	36.8	140	*214	2.3	16.2	140	487	2.0	36.8	120	**99	1.5	7.5	91
WORLD TENNIS	*163	**38	0.2	23.3	89	**24	0.3	14.7	127	**66	0.3	40.5	132	**37	0.6	22.7	276
ZIFF-DAVIS MAG NETWK (GROSS)	2532	873	4.1	34.5	132	438	4.7	17.3	149	969	3.9	38.3	125	263	4.0	10.4	126
BLAIR INSERTS	43657	13133	61.9	30.1	115	6296	67.0	14.4	124	15588	62.9	35.7	117	3867	58.1	8.9	108
DAILY NEWSPAPERS																	
READ ANY	51633	14430	68.0	27.9	107	6644	70.7	12.9	111	17348	70.0	33.6	110	4296	64.5	8.3	101
READ ONE	43463	11740	55.3	27.0	103	5374	57.2	12.4	107	14279	57.6	32.9	107	3321	49.9	7.6	93
READ TWO OR MORE	8170	2690	12.7	32.9	126	1270	13.5	15.5	134	3069	12.4	37.6	123	975	14.6	11.9	145
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	15301	72.1	29.0	111	7323	78.0	13.9	120	18214	73.5	34.6	113	4706	70.7	8.9	109
READ ONE	46126	12748	60.1	27.6	105	6106	65.0	13.2	114	15413	62.2	33.4	109	3772	56.7	8.2	99
READ TWO OR MORE	6552	2553	12.0	39.0	149	1217	13.0	18.6	160	2801	11.3	42.8	140	933	14.0	14.2	173
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	29.17				31.84				30.79				28.57			
30 DAY REACH	71455	19147	90.2	26.8	102	8548	91.0	12.0	103	22222	89.7	31.1	102	5992	90.0	8.4	102
50 SHWG - 30 DAY AV FREQ	14.56	15.28				16.67				16.20				15.32			
30 DAY REACH	67742	18328	86.4	27.1	103	8194	87.2	12.1	104	21206	85.6	31.3	102	5609	84.3	8.3	101
25 SHWG - 30 DAY AV FREQ	7.94	8.24				8.94				8.69				8.24			
30 DAY REACH	62117	16962	79.9	27.3	104	7628	81.2	12.3	106	19776	79.8	31.8	104	5192	78.0	8.4	102
CABLE TV: HOME WIRED	32077	9433	44.5	29.4	112	4514	48.1	14.1	121	10482	42.3	32.7	107	2983	44.8	9.3	113
HOME NOT WIRED	48909	11788	55.5	24.1	92	4880	51.9	10.0	86	14300	57.7	29.2	96	3673	55.2	7.5	91
HAVE PAY CABLE	15935	5442	25.6	34.2	130	2596	27.6	16.3	140	5877	23.7	36.9	121	1494	22.4	9.4	114

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NATURAL CHEESE (CHEESE OTHER THAN AMERICAN) - KINDS
(FEMALE HOMEMAKERS)

0280
P-19

	TOTAL U.S. '000	PARMESAN A '000	PARMESAN B % DOWN	PARMESAN C % ACROSS	PARMESAN D INDX	RICOTTA A '000	RICOTTA B % DOWN	RICOTTA C % ACROSS	RICOTTA D INDX	SWISS A '000	SWISS B % DOWN	SWISS C % ACROSS	SWISS D INDX	OTHER A '000	OTHER B % DOWN	OTHER C % ACROSS	OTHER D INDX
TOTAL FEMALE HOMEMAKERS	80986	21221	100.0	26.2	100	9394	100.0	11.6	100	24782	100.0	30.6	100	6656	100.0	8.2	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	12365	58.3	28.2	107	5638	60.0	12.8	111	14108	56.9	32.1	105	3745	56.3	8.5	104
10:00 AM - 3:00 PM	30659	8423	39.7	27.5	105	3912	41.6	12.8	110	9760	39.4	31.8	104	2820	42.4	9.2	112
3:00 PM - 7:00 PM	31045	8682	40.9	28.0	107	4095	43.6	13.2	114	10014	40.4	32.3	105	2592	38.9	8.3	102
7:00 PM - MIDNIGHT	15767	4241	20.0	26.9	103	1952	20.8	12.4	107	5025	20.3	31.9	104	1368	20.6	8.7	106
MIDNIGHT - 6:00 AM	9120	2593	12.2	28.4	109	1181	12.6	12.9	112	3068	12.4	33.6	110	801	12.0	8.8	107
6:00 AM - MIDNIGHT	58527	16329	76.9	27.9	106	7361	78.4	12.6	108	18730	75.6	32.0	105	5156	77.5	8.8	107
ENTIRE DAY	59311	16530	77.9	27.9	106	7486	79.7	12.6	109	18984	76.6	32.0	105	5259	79.0	8.9	108
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	4838	22.8	29.9	114	2178	23.2	13.5	116	5681	22.9	35.1	115	1446	21.7	8.9	109
ALL NEWS	2256	702	3.3	31.1	119	482	5.1	21.4	184	949	3.8	42.1	137	*194	2.9	8.6	105
AOR/PROGRESSIVE	3874	1247	5.9	32.2	123	631	6.7	16.3	140	1479	6.0	38.2	125	486	7.3	12.5	153
BEAUTIFUL MUSIC	5660	1912	9.0	33.8	129	757	8.1	13.4	115	2142	8.6	37.8	124	441	6.6	7.8	95
BLACK	2204	310	1.5	14.1	54	**92	1.0	4.2	36	600	2.4	27.2	89	*181	2.7	8.2	100
CLASSICAL	1418	399	1.9	28.1	107	254	2.7	17.9	154	624	2.5	44.0	144	*230	3.5	16.2	197
CHR/ROCK	9538	2879	13.6	30.2	115	1543	16.4	16.2	139	3044	12.3	31.9	104	921	13.8	9.7	117
COUNTRY	12648	3204	15.1	25.3	97	1173	12.5	9.3	80	3477	14.0	27.5	90	904	13.6	7.1	87
GOLDEN OLDIES	1191	317	1.5	26.6	102	**98	1.0	8.2	71	304	1.2	25.5	83	**71	1.1	6.0	73
MOR/NOSTALGIA	4757	1350	6.4	28.4	108	600	6.4	12.6	109	1496	6.0	31.4	103	386	5.8	8.1	99
NEWS/TALK	3863	1195	5.6	30.9	118	733	7.8	19.0	164	1584	6.4	41.0	134	371	5.6	9.6	117
RELIGIOUS	3084	641	3.0	20.8	79	*306	3.3	9.9	86	886	3.6	28.7	94	*178	2.7	5.8	70
SOFT ROCK	521	*174	0.8	33.4	127	**103	1.1	19.8	170	*151	0.6	29.0	95	**64	1.0	12.3	149
URBAN CONTEMPORARY	1585	297	1.4	18.7	72	*169	1.8	10.7	92	389	1.6	24.5	80	*91	1.4	5.7	70
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	901	4.2	27.6	105	482	5.1	14.8	127	931	3.8	28.5	93	*304	4.6	9.3	113
ABC DIRECTION	2316	809	3.8	34.9	133	332	3.5	14.3	124	847	3.4	36.6	120	*229	3.4	9.9	120
ABC ENTERTAINMENT	4834	1329	6.3	27.5	105	838	8.9	17.3	149	1641	6.6	33.9	111	312	4.7	6.5	79
ABC FM	2202	527	2.5	23.9	91	*123	1.3	5.6	48	689	2.8	31.3	102	*136	2.0	6.2	75
ABC INFORMATION	5425	1706	8.0	31.4	120	709	7.5	13.1	113	1895	7.6	34.9	114	478	7.2	8.8	107
ABC ROCK	1677	621	2.9	37.0	141	398	4.2	23.7	205	757	3.1	45.1	148	*160	2.4	9.5	116
CBS	4430	1124	5.3	25.4	97	628	6.7	14.2	122	1625	6.6	36.7	120	389	5.8	8.8	107
MUTUAL	4992	1535	7.2	30.7	117	607	6.5	12.2	105	1920	7.7	38.5	126	435	6.5	8.7	106
NBC	4679	1501	7.1	32.1	122	780	8.3	16.7	144	1739	7.0	37.2	121	377	5.7	8.1	98
RADIORADIO	1994	522	2.5	26.2	100	*248	2.6	12.4	107	587	2.4	29.4	96	*228	3.4	11.4	139
RKO ONE	2298	480	2.3	20.9	80	242	2.6	10.5	91	647	2.6	28.2	92	*219	3.3	9.5	116
RKO TWO	3311	852	4.0	25.7	98	468	5.0	14.1	122	1117	4.5	33.7	110	298	4.5	9.0	110
THE SOURCE	2114	536	2.5	25.4	97	*279	3.0	13.2	114	742	3.0	35.1	115	*204	3.1	9.6	117
NON-WIRED : BLAIR	8654	2507	11.8	29.0	111	1021	10.9	11.8	102	2699	10.9	31.2	102	862	13.0	10.0	121
INTERNET	12025	3598	17.0	29.9	114	1883	20.0	15.7	135	4101	16.5	34.1	111	1249	18.8	10.4	126
KATZ RADIO GROUP	15359	4594	21.6	29.9	114	2404	25.6	15.7	135	5667	22.9	36.9	121	1301	19.5	8.5	103
SUPERNET	10628	2959	13.9	27.8	106	1228	13.1	11.6	100	3408	13.8	32.1	105	928	13.9	8.7	106
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	2128	10.0	24.6	94	869	9.3	10.0	87	2492	10.1	28.8	94	640	9.6	7.4	90
MKDAY 9:00 AM - 1:00 PM	12163	2750	13.0	22.6	86	1239	13.2	10.2	88	3254	13.1	26.8	87	812	12.2	6.7	81
MKDAY 1:00 PM - 4:30 PM	16150	3596	16.9	22.3	85	1568	16.7	9.7	84	4297	17.3	26.6	87	1069	16.1	6.6	81
MKDAY 4:30 PM - 7:30 PM	22463	5300	25.0	23.6	90	2305	24.5	10.3	88	6398	25.8	28.5	93	1638	24.6	7.3	89
MKDAY 7:30 PM - 8:00 PM	31795	7838	36.9	24.7	94	3411	36.3	10.7	92	9289	37.5	29.2	95	2436	36.6	7.7	93
MKDAY 11:00 PM - 11:30 PM	23977	6306	29.7	26.3	100	2643	28.1	11.0	95	7289	29.4	30.4	99	1855	27.9	7.7	94
MKDAY 11:30 PM - 1:00 AM	7703	1999	9.4	26.0	99	858	9.1	11.1	96	2304	9.3	29.9	98	597	9.0	7.8	94
M-SAT 8-11 PM+SUN 7-11 PM	33800	8973	42.3	26.5	101	4049	43.1	12.0	103	10358	41.8	30.6	100	2688	40.4	8.0	97
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	1660	7.8	25.4	97	743	7.9	11.4	98	1876	7.6	28.7	94	513	7.7	7.8	95
ANOTHER WORLD N	4620	1033	4.9	22.4	85	376	4.0	8.1	70	1193	4.8	25.8	84	286	4.3	6.2	75
AS THE WORLD TURNS C	5614	982	4.6	17.5	67	412	4.4	7.3	63	1399	5.6	24.9	81	278	4.2	5.0	60
CAPITOL C	3396	600	2.8	17.7	67	263	2.8	7.7	67	839	3.4	24.7	81	195	2.9	5.7	70
CBS MORN. NEWS 1 C	1446	279	1.3	19.3	74	*97	1.0	6.7	58	339	1.4	23.4	77	*48	0.7	3.3	40
CBS MORN. NEWS 2 C	1207	258	1.2	21.4	82	*91	1.0	7.5	65	315	1.3	26.1	85	*51	0.8	4.2	51
DAYS OF OUR LIVES N	5877	1439	6.8	24.5	93	601	6.4	10.2	88	1652	6.7	28.1	92	432	6.5	7.4	89
FACTS OF LIFE - DAYTIME N	2290	518	2.4	22.6	86	200	2.1	8.7	75	487	2.0	21.3	69	112	1.7	4.9	60
FAMILY FEUD A	3023	697	3.3	23.1	88	328	3.5	10.9	94	773	3.1	25.6	84	224	3.4	7.4	90
GENERAL HOSPITAL A	6097	1513	7.1	24.8	95	650	6.9	10.7	92	1745	7.0	28.6	94	453	6.8	7.4	90
GOOD MORNING, AMERICA-730 A	3515	857	4.0	24.4	93	395	4.2	11.2	97	1168	4.7	33.2	109	213	3.2	6.1	74
GOOD MORNING, AMERICA-830 A	2818	748	3.5	26.5	101	340	3.6	12.1	104	912	3.7	32.4	106	174	2.6	6.2	75
GUIDING LIGHT C	5339	1039	4.9	19.5	74	492	5.2	9.2	79	1417	5.7	26.5	87	331	5.0	6.2	75
ONE LIFE TO LIVE A	4478	1000	4.7	22.3	85	427	4.5	9.5	82	1077	4.3	24.1	79	340	5.1	7.6	92
PRESS YOUR LUCK C	2244	536	2.5	23.9	91	243	2.6	10.8	93	626	2.5	27.9	91	142	2.1	6.3	77
PRICE IS RIGHT 1 C	4348	801	3.8	18.4	70	345	3.7	7.9	68	1033	4.2	23.8	78	216	3.2	5.0	60
PRICE IS RIGHT 2 C	5014	974	4.6	19.4	74	412	4.4	8.2	71	1268	5.1	25.3	83	272	4.1	5.4	66
RYAN'S HOPE A	3150	832	3.9	26.4	101	452	4.8	14.3	124	904	3.6	28.7	94	295	4.4	9.4	114
SALE OF THE CENTURY N	2695	539	2.5	20.0	76	238	2.5	8.8	76	558	2.3	20.7	68	175	2.6	6.5	79
SEARCH FOR TOMORROW N	2319	523	2.5	22.6	86	255	2.7	11.0	95	513	2.1	22.1	72	*116	1.7	5.0	61
TODAY SHOW 1 N	2693	751	3.5	27.9	106	259	2.8	9.6	83	777	3.1	28.9	94	201	3.0	7.5	91
TODAY SHOW 2 N	2498	637	3.0	25.5	97	280	3.0	11.2	97	718	2.9	28.7	94	171	2.6	6.8	83
$25,000 PYRAMID C	2753	603	2.8	21.9	84	307	3.3	11.2	96	801	3.2	29.1	95	166	2.5	6.0	73
WHEEL OF FORTUNE N	4388	960	4.5	21.9	83	361	3.8	8.2	71	1178	4.8	26.8	88	306	4.6	7.0	85
YOUNG AND THE RESTLESS C	5695	985	4.6	17.3	66	425	4.5	7.5	64	1354	5.5	23.8	78	314	4.7	5.5	67
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	298	1.4	16.9	65	194	2.1	11.0	95	510	2.1	29.0	95	*100	1.5	5.7	69
NBA PLAYOFF GAME -1 C	1136	201	0.9	17.7	68	*84	0.9	7.4	64	360	1.5	31.7	104	*122	1.8	10.7	131
NBC MAJOR LEAGUE PRE-GAME N	953	*164	0.8	17.2	66	**116	1.2	12.2	105	*207	0.8	21.7	71	**51	0.8	5.4	65
SPORTSWORLD - SUN N	1233	260	1.2	21.1	80	**117	1.2	9.5	82	280	1.1	22.7	74	**52	0.8	4.2	51
SUNDAY MORNING C	1611	413	1.9	25.6	98	*190	2.0	11.8	102	529	2.1	32.8	107	*107	1.6	6.6	81

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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NATURAL CHEESE (CHEESE OTHER THAN AMERICAN) - KINDS
(FEMALE HOMEMAKERS)

0281
P-19

		TOTAL U.S. '000	PARMESAN A '000	PARMESAN B % DOWN	PARMESAN C % ACROSS	PARMESAN D INDX	RICOTTA A '000	RICOTTA B % DOWN	RICOTTA C % ACROSS	RICOTTA D INDX	SWISS A '000	SWISS B % DOWN	SWISS C % ACROSS	SWISS D INDX	OTHER A '000	OTHER B % DOWN	OTHER C % ACROSS	OTHER D INDX
TOTAL FEMALE HOMEMAKERS		80986	21221	100.0	26.2	100	9394	100.0	11.6	100	24782	100.0	30.6	100	6656	100.0	8.2	100
MKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	5907	27.8	22.7	86	2450	26.1	9.4	81	7224	29.2	27.7	91	1796	27.0	6.9	84
NETWORK AFFILIATES - LATE		20261	5351	25.2	26.4	101	2139	22.8	10.6	91	6112	24.7	30.2	99	1578	23.7	7.8	95
INDEPENDENTS - LATE		2076	667	3.1	32.1	123	352	3.7	17.0	146	751	3.0	36.2	118	235	3.5	11.3	138
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	2551	12.0	24.4	93	1138	12.1	10.9	94	3055	12.3	29.2	96	768	11.5	7.3	89
ABC MONDAY NIGHT MOVIE	A	6412	1787	8.4	27.9	106	787	8.4	12.3	106	2025	8.2	31.6	103	445	6.7	6.9	84
ABC SUNDAY NIGHT MOVIE	A	12407	3491	16.5	28.1	107	1500	16.0	12.1	104	3930	15.9	31.7	104	1034	15.5	8.3	101
ABC WORLD NEWS TONIGHT	A	6176	1287	6.1	20.8	80	546	5.8	8.8	76	1562	6.3	25.3	83	431	6.5	7.0	85
AFTERMASH	C	5863	1461	6.9	24.9	95	566	6.0	9.7	83	1691	6.8	28.8	94	359	5.4	6.1	75
ALICE	C	9594	2510	11.8	26.2	100	1168	12.4	12.2	105	2868	11.6	29.9	98	695	10.4	7.2	88
AMERICAN PARADE	C	6622	1604	7.6	24.2	92	649	6.9	9.8	84	1901	7.7	28.7	94	526	7.9	7.9	97
BENSON	A	10886	2782	13.1	25.6	98	1235	13.1	11.3	98	3429	13.8	31.5	103	801	12.0	7.4	90
BLUE THUNDER	A	5036	1205	5.7	23.9	91	456	4.9	9.1	78	1293	5.2	25.7	84	479	7.2	9.5	116
CAGNEY & LACEY	C	9965	2832	13.3	28.4	108	1236	13.2	12.4	107	3291	13.3	33.0	108	807	12.1	8.1	99
CBS EVENING NEWS-DEAN	C	3491	804	3.8	23.0	88	350	3.7	10.0	86	1037	4.2	29.7	97	299	4.5	8.6	104
CBS EVENING NEWS-RATHER	C	7123	1705	8.0	23.9	91	630	6.7	8.8	76	2157	8.7	30.3	99	502	7.5	7.0	86
CBS SAT. NEWS-SCHIEFFER	C	3621	723	3.4	20.0	76	286	3.0	7.9	68	949	3.8	26.2	86	267	4.0	7.4	90
CBS SATURDAY NIGHT MOVIE	C	5436	1410	6.6	25.9	99	579	6.2	10.7	92	1576	6.4	29.0	95	367	5.5	6.8	82
CBS WEDNESDAY NIGHT MOVIE	C	6100	1606	7.6	26.3	100	591	6.3	9.7	84	1852	7.5	30.4	99	392	5.9	6.4	78
CHEERS	N	8889	3057	14.4	34.4	131	1388	14.8	15.6	135	3217	13.0	36.2	118	793	11.9	8.9	109
DALLAS	C	22109	6156	29.0	27.8	106	2695	28.7	12.2	105	6768	27.3	30.6	100	1688	25.4	7.6	93
DIFF'RENT STROKES	N	6940	1632	7.7	23.5	90	776	8.3	11.2	96	1864	7.5	26.9	88	394	5.9	5.7	69
DOUBLE TROUBLE	N	7223	1840	8.7	25.5	97	742	7.9	10.3	89	2132	8.6	29.5	96	502	7.5	7.0	85
DUCK FACTORY	N	5595	1808	8.5	32.3	123	760	8.1	13.6	117	1964	7.9	35.1	115	499	7.5	8.9	109
DUKES OF HAZZARD	C	5768	1221	5.8	21.2	81	406	4.3	7.0	61	1327	5.4	23.0	75	403	6.1	7.0	85
DYNASTY	A	20053	5173	24.4	25.8	98	2465	26.2	12.3	106	6036	24.4	30.1	98	1414	21.2	7.1	86
FACTS OF LIFE	N	8087	1908	9.0	23.6	90	800	8.5	9.9	85	2385	9.6	29.5	96	678	10.2	8.4	102
FALCON CREST	C	20046	5437	25.6	27.1	104	2430	25.9	12.1	105	6049	24.4	30.2	99	1461	22.0	7.3	89
FALL GUY	A	9084	2165	10.2	23.8	91	954	10.2	10.5	91	2588	10.4	28.5	93	808	12.1	8.9	108
FAMILY TIES	N	7964	2367	11.2	29.7	113	956	10.2	12.0	103	2565	10.4	32.2	105	566	8.5	7.1	86
FANTASY ISLAND	A	7687	1783	8.4	23.2	89	792	8.4	10.3	89	2188	8.8	28.5	93	667	10.0	8.7	106
FOULUPS,BLEEPS & BLUNDERS	A	8861	2486	11.7	28.1	107	1117	11.9	12.6	109	2645	10.7	29.8	98	619	9.3	7.0	85
FOUR SEASONS	C	5095	1343	6.3	26.4	101	550	5.9	10.8	93	1537	6.2	30.2	99	314	4.7	6.2	75
GIMME A BREAK	N	8838	2255	10.6	25.5	97	943	10.0	10.7	92	2593	10.5	29.3	96	566	8.5	6.4	78
HART TO HART	A	8978	2222	10.5	24.7	94	990	10.5	11.0	95	2629	10.6	29.3	96	587	8.8	6.5	80
HILL STREET BLUES	N	8590	2510	11.8	29.2	112	1251	13.3	14.6	126	3129	12.6	36.4	119	805	12.1	9.4	114
HOTEL	A	14085	3712	17.5	26.4	101	1763	18.8	12.5	108	4094	16.5	29.1	95	1032	15.5	7.3	89
JEFFERSONS	C	9360	2288	10.8	24.4	93	1043	11.1	11.1	96	2653	10.7	28.3	93	622	9.3	6.6	81
JENNIFER SLEPT HERE	N	5841	1515	7.1	25.9	99	684	7.3	11.7	101	1638	6.6	28.0	92	374	5.6	6.4	78
KATE & ALLIE	C	9206	2580	12.2	28.0	107	917	9.8	10.0	86	2914	11.8	31.7	103	759	11.4	8.2	100
KNIGHT RIDER	N	7076	2001	9.4	28.3	108	766	8.2	10.8	93	2030	8.2	28.7	94	636	9.6	9.0	109
LOVE BOAT	A	12219	2912	13.7	23.8	91	1222	13.0	10.0	86	3513	14.2	28.8	94	917	13.8	7.5	91
MAGNUM PI	C	11199	2690	12.7	24.0	92	1220	13.0	10.9	94	3467	14.0	31.0	101	886	13.3	7.9	96
MAMA'S FAMILY	N	6057	1625	7.7	26.8	102	800	8.5	13.2	114	1749	7.1	28.9	94	487	7.3	8.0	98
MASTER, THE	N	3598	986	4.6	27.4	105	367	3.9	10.2	88	1075	4.3	29.9	98	339	5.1	9.4	115
MATT HOUSTON	A	6344	1751	8.3	27.6	105	755	8.0	11.9	103	1951	7.9	30.8	101	543	8.2	8.6	104
NBC MONDAY NIGHT MOVIE	N	11994	3291	15.5	27.4	105	1384	14.7	11.5	99	3443	13.9	28.7	94	980	14.7	8.2	99
NBC NIGHTLY NEWS	N	5132	1357	6.4	26.4	101	563	6.0	11.0	95	1411	5.7	27.5	90	343	5.2	6.7	81
NBC NIGHTLY NEWS-SAT	N	3375	815	3.8	24.1	92	297	3.2	8.8	76	897	3.6	26.6	87	244	3.7	7.2	88
NBC NIGHTLY NEWS-SUN	N	3130	745	3.5	23.8	91	273	2.9	8.7	75	916	3.7	29.3	96	*278	4.2	8.9	108
NBC SUNDAY NIGHT MOVIE	N	8284	2437	11.5	29.4	112	966	10.3	11.7	101	2616	10.6	31.6	103	708	10.6	8.5	104
NEWHART	C	9240	2651	12.5	28.7	109	1199	12.8	13.0	112	2916	11.8	31.6	103	781	11.7	8.5	103
ONE DAY AT A TIME	C	7288	1884	8.9	25.9	99	826	8.8	11.3	98	2062	8.3	28.3	92	557	8.4	7.6	93
PEOPLE ARE FUNNY	N	4855	1325	6.2	27.3	104	641	6.8	13.2	114	1355	5.5	27.9	91	349	5.2	7.2	87
REAL PEOPLE	N	8869	2108	9.9	23.8	91	796	8.5	9.0	77	2490	10.0	28.1	92	526	7.9	5.9	72
REMINGTON STEELE	N	7743	1889	8.9	24.4	93	853	9.1	11.0	95	2323	9.4	30.0	98	689	10.4	8.9	108
RIPLEY'S BELIEVE IT - NOT	A	5345	1588	7.5	29.7	113	729	7.8	13.6	118	1607	6.5	30.1	98	432	6.5	8.1	98
RIPTIDE	N	6988	1846	8.7	26.4	101	844	9.0	12.1	104	2021	8.2	28.9	95	602	9.0	8.6	105
SCARECROW & MRS. KING	C	10002	2526	11.9	25.3	96	845	9.0	8.4	73	2981	12.0	29.8	97	779	11.7	7.8	95
SIMON & SIMON	C	10638	2438	11.5	22.9	87	991	10.5	9.3	80	3202	12.9	30.1	98	694	10.4	6.5	79
60 MINUTES	C	13293	3316	15.6	24.9	95	1400	14.9	10.5	91	4043	16.3	30.4	99	980	14.7	7.4	90
ST. ELSEWHERE	N	7017	1971	9.3	28.1	107	969	10.3	13.8	119	2333	9.4	33.2	109	713	10.7	10.2	124
THREE'S COMPANY	A	10917	2726	12.8	25.0	95	1249	13.3	11.4	99	3322	13.4	30.4	99	795	11.9	7.3	89
T.J. HOOKER	A	9204	2140	10.1	23.3	89	1032	11.0	11.2	97	2809	11.3	30.5	100	757	11.4	8.2	100
TONIGHT SHOW	N	2372	780	3.7	32.9	125	303	3.2	12.8	110	783	3.2	33.0	108	228	3.4	9.6	117
TRAPPER JOHN, M.D.	C	9846	2453	11.6	24.9	95	1139	12.1	11.6	100	2764	11.2	28.1	92	698	10.5	7.1	86
TV BLOOPERS & PRAC. JOKES	N	9105	2542	12.0	27.9	107	1143	12.2	12.6	108	2691	10.9	29.6	97	659	9.9	7.2	88
20/20	A	9387	2733	12.9	29.1	111	1106	11.8	11.8	102	2878	11.6	30.7	100	697	10.5	7.4	90
WEBSTER	A	11067	2901	13.7	26.2	100	1273	13.6	11.5	99	3388	13.7	30.6	100	847	12.7	7.7	93
WORLD NEWS - SUN	A	3062	827	3.9	27.0	103	437	4.7	14.3	123	972	3.9	31.7	104	*251	3.8	8.2	100
YELLOW ROSE	N	4978	1277	6.0	25.7	98	557	5.9	11.2	96	1423	5.7	28.6	93	386	5.8	7.8	94
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	2597	12.2	29.3	112	1164	12.4	13.1	113	2967	12.0	33.4	109	564	8.5	6.4	77
BASKETBALL - COLLEGE GAMES		4080	1156	5.4	28.3	108	*413	4.4	10.1	87	1419	5.7	34.8	114	*344	5.2	8.4	103
BASKETBALL - PRO GAMES		3607	952	4.5	26.4	101	*417	4.4	11.6	100	1206	4.9	33.4	109	*271	4.1	7.5	91
BOWLING		3883	1154	5.4	29.7	113	*471	5.0	12.1	105	1320	5.3	34.0	111	*286	4.3	7.4	90
BOXING		3928	1034	4.9	26.3	100	*415	4.4	10.6	91	1170	4.7	29.8	97	*321	4.8	8.2	99
FOOTBALL - COLLEGE GAMES		6366	1912	9.0	30.0	115	702	7.5	11.0	95	2413	9.7	37.9	124	490	7.4	7.7	94
FOOTBALL - PRO GAMES		11300	3731	17.6	33.0	126	1540	16.4	13.6	117	4367	17.6	38.6	126	829	12.5	7.3	89
GOLF		3378	1144	5.4	33.9	129	639	6.8	18.9	163	1576	6.4	46.7	152	**216	3.2	6.4	78
POST-SEASON COLL. FOOTBALL		4906	1381	6.5	28.1	107	*461	4.9	9.4	81	1676	6.8	34.2	112	*283	4.3	5.8	70
POST-SEASON PRO FOOTBALL		6120	2094	9.9	34.2	131	747	8.0	12.2	105	2656	10.7	43.4	142	524	7.9	8.6	104
TENNIS		3033	971	4.6	32.0	122	*453	4.8	14.9	129	1247	5.0	41.1	134	*293	4.4	9.7	118
WRESTLING - PROFESSIONAL		3344	897	4.2	26.8	102	*433	4.6	12.9	112	740	3.0	22.1	72	*269	4.0	8.0	98

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		'000	%	UNWEIGHTED
6A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE IT?	YES	23724	29.3	2612
	NO	57262	70.7	6823

	ALL		SOLE		PRIMARY		SECONDARY		
	'000	%	'000	%	'000	%	'000	%	UNWEIGHTED
IF YES									
6B. WHAT TYPES ARE USED BY YOUR HOUSEHOLD?									
AEROSOL	2720	3.4	1206	1.5	852	1.1	663	.8	306
CROCK	4231	5.2	1913	2.4	1455	1.8	863	1.1	493
TUB/CUP	8158	10.1	5266	6.5	2240	2.8	652	.8	919
JAR	11046	13.6	7678	9.5	2479	3.1	890	1.1	1164
BALL/LOG	3357	4.1	1094	1.4	1118	1.4	1146	1.4	373
TUBE/LINK	1872	2.3	758	.9	515	.6	599	.7	208
DO NOT KNOW	168	.2							21

		'000	%	UNWEIGHTED
6C. ABOUT HOW MANY POUNDS OR EQUIVALENT OF SPREAD CHEESE WERE USED BY YOUR ENTIRE HOUSEHOLD IN THE LAST 30 DAYS?				
2 LBS. (32 OZ.) OR MORE	H	627	.8	72
1 LB. (16 OZ.)	H	2157	2.7	220
3/4 LB. (12 OZ.)	H	1113	1.4	138
1/2 LB. (8 OZ.)	H	4187	5.2	452
1/4 LB. (4 OZ.) OR LESS	M	9104	11.2	1022
NONE	L	6537	8.1	708

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SPREAD CHEESE: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0284
P-19

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS 1/2 LB. OR MORE A '000	HEAVY USERS 1/2 LB. OR MORE B % DOWN	HEAVY USERS 1/2 LB. OR MORE C % ACROSS	HEAVY USERS 1/2 LB. OR MORE D INDX	MEDIUM USERS 1/4 LB. A '000	MEDIUM USERS 1/4 LB. B % DOWN	MEDIUM USERS 1/4 LB. C % ACROSS	MEDIUM USERS 1/4 LB. D INDX	LIGHT USERS NONE A '000	LIGHT USERS NONE B % DOWN	LIGHT USERS NONE C % ACROSS	LIGHT USERS NONE D INDX
TOTAL FEMALE HOMEMAKERS	80986	23724	100.0	29.3	100	8083	100.0	10.0	100	9104	100.0	11.2	100	6537	100.0	8.1	100
18 - 24	9282	2137	9.0	23.0	79	642	7.9	6.9	69	921	10.1	9.9	88	575	8.8	6.2	77
25 - 34	19072	5803	24.5	30.4	104	1972	24.4	10.3	104	1930	21.2	10.1	90	1901	29.1	10.0	123
35 - 44	14591	5302	22.3	36.3	124	2093	25.9	14.3	144	1772	19.5	12.1	108	1437	22.0	9.8	122
45 - 54	11345	3396	14.3	29.9	102	1191	14.7	10.5	105	1212	13.3	10.7	95	992	15.2	8.7	108
55 - 64	11635	3728	15.7	32.0	109	1110	13.7	9.5	96	1650	18.1	14.2	126	969	14.8	8.3	103
65 OR OLDER	15061	3359	14.2	22.3	76	1075	13.3	7.1	72	1619	17.8	10.7	96	664	10.2	4.4	55
18 - 34	28354	7940	33.5	28.0	96	2614	32.3	9.2	92	2850	31.3	10.1	89	2475	37.9	8.7	108
18 - 49	48339	15019	63.3	31.1	106	5317	65.8	11.0	110	5225	57.4	10.8	96	4478	68.5	9.3	115
25 - 54	45008	14500	61.1	32.2	110	5257	65.0	11.7	117	4914	54.0	10.9	97	4330	66.2	9.6	119
35 - 49	19985	7079	29.8	35.4	121	2703	33.4	13.5	136	2374	26.1	11.9	106	2002	30.6	10.0	124
50 OR OLDER	32647	8705	36.7	26.7	91	2767	34.2	8.5	85	3879	42.6	11.9	106	2060	31.5	6.3	78
GRADUATED COLLEGE	11155	3685	15.5	33.0	113	1260	15.6	11.3	113	1359	14.9	12.2	108	1066	16.3	9.6	118
ATTENDED COLLEGE	13682	4611	19.4	33.7	115	1436	17.8	10.5	105	1795	19.7	13.1	117	1380	21.1	10.1	125
GRADUATED HIGH SCHOOL	33880	10706	45.1	31.6	108	3555	44.0	10.5	105	4209	46.2	12.4	111	2942	45.0	8.7	108
DID NOT GRADUATE HIGH SCHOOL	22270	4722	19.9	21.2	72	1833	22.7	8.2	82	1741	19.1	7.8	70	1149	17.6	5.2	64
EMPLOYED	40306	13305	56.1	33.0	113	4470	55.3	11.1	111	5082	55.8	12.6	112	3754	57.4	9.3	115
EMPLOYED FULL-TIME	32850	10554	44.5	32.1	110	3411	42.2	10.4	104	4057	44.6	12.4	110	3087	47.2	9.4	116
EMPLOYED PART-TIME	7456	2752	11.6	36.9	126	1059	13.1	14.2	142	1025	11.3	13.7	122	668	10.2	9.0	111
NOT EMPLOYED	40680	10419	43.9	25.6	87	3614	44.7	8.9	89	4022	44.2	9.9	88	2783	42.6	6.8	85
PROFESSIONAL/MANAGER	10392	3478	14.7	33.5	114	1172	14.5	11.3	113	1345	14.8	12.9	115	961	14.7	9.2	115
TECH/CLERICAL/SALES	17574	6450	27.2	36.7	125	2084	25.8	11.9	119	2435	26.7	13.9	123	1932	29.6	11.0	136
PRECISION/CRAFT	985	*286	1.2	29.0	99	**81	1.0	8.2	82	**81	0.9	8.2	73	**124	1.9	12.6	156
OTHER EMPLOYED	11354	3091	13.0	27.2	93	1133	14.0	10.0	100	1221	13.4	10.8	96	738	11.3	6.5	81
SINGLE	9863	2758	11.6	28.0	95	848	10.5	8.6	86	1002	11.0	10.2	90	908	13.9	9.2	114
MARRIED	51375	15989	67.4	31.1	106	5697	70.5	11.1	111	5933	65.2	11.5	103	4359	66.7	8.5	105
DIVORCED/SEPARATED/WIDOWED	19748	4978	21.0	25.2	86	1539	19.0	7.8	78	2168	23.8	11.0	98	1271	19.4	6.4	80
PARENTS	32590	10362	43.7	31.8	109	4153	51.4	12.7	128	3162	34.7	9.7	86	3048	46.6	9.4	116
WHITE	70416	21278	89.7	30.2	103	7105	87.9	10.1	101	8336	91.6	11.8	105	5836	89.3	8.3	103
BLACK	8778	2033	8.6	23.2	79	853	10.6	9.7	97	655	7.2	7.5	66	526	8.0	6.0	74
OTHER	1791	**413	1.7	23.1	79	**125	1.5	7.0	70	**113	1.2	6.3	56	**175	2.7	9.8	121
NORTHEAST-CENSUS	17786	5163	21.8	29.0	99	1978	24.5	11.1	111	1807	19.8	10.2	90	1377	21.1	7.7	96
NORTH CENTRAL	20741	7206	30.4	34.7	119	2340	28.9	11.3	113	2921	32.1	14.1	125	1946	29.8	9.4	116
SOUTH	27775	6965	29.4	25.1	86	2376	29.4	8.6	86	2765	30.4	10.0	89	1824	27.9	6.6	81
WEST	14683	4391	18.5	29.9	102	1389	17.2	9.5	95	1611	17.7	11.0	98	1391	21.3	9.5	117
NORTHEAST-MKTG.	17961	5411	22.8	30.1	103	2186	27.0	12.2	122	1875	20.6	10.4	93	1350	20.7	7.5	93
EAST CENTRAL	11885	3653	15.4	30.7	105	1232	15.2	10.4	104	1390	15.3	11.7	104	1032	15.8	8.7	108
WEST CENTRAL	14090	4963	20.9	35.2	120	1523	18.8	10.8	108	2000	22.0	14.2	126	1439	22.0	10.2	127
SOUTH	24081	5744	24.2	23.9	81	1875	23.2	7.8	78	2371	26.0	9.8	88	1498	22.9	6.2	77
PACIFIC	12969	3953	16.7	30.5	104	1267	15.7	9.8	98	1467	16.1	11.3	101	1219	18.6	9.4	116
COUNTY SIZE A	32439	10221	43.1	31.5	108	3693	45.7	11.4	114	3865	42.5	11.9	106	2662	40.7	8.2	102
COUNTY SIZE B	24915	6686	28.2	26.8	92	2175	26.9	8.7	87	2616	28.7	10.5	93	1895	29.0	7.6	94
COUNTY SIZE C	12930	3938	16.6	30.5	104	1224	15.1	9.5	95	1457	16.0	11.3	100	1258	19.2	9.7	121
COUNTY SIZE D	10703	2879	12.1	26.9	92	992	12.3	9.3	93	1165	12.8	10.9	97	723	11.1	6.8	84
METRO CENTRAL CITY	24518	6434	27.1	26.2	90	2053	25.4	8.4	84	2716	29.8	11.1	99	1665	25.5	6.8	84
METRO SUBURBAN	35919	11529	48.6	32.1	110	4033	49.9	11.2	112	4372	48.0	12.2	108	3123	47.8	8.7	108
NON METRO	20549	5762	24.3	28.0	96	1997	24.7	9.7	97	2015	22.1	9.8	87	1749	26.8	8.5	105
TOP 5 ADI'S	18341	6006	25.3	32.7	112	2125	26.3	11.6	116	2231	24.5	12.2	108	1649	25.2	9.0	111
TOP 10 ADI'S	25378	7946	33.5	31.3	107	2894	35.8	11.4	114	2980	32.7	11.7	104	2072	31.7	8.2	101
TOP 20 ADI'S	36488	10914	46.0	29.9	102	3849	47.6	10.5	106	4189	46.0	11.5	102	2876	44.0	7.9	98
HSHLD INC. $50,000 OR MORE	6612	2718	11.5	41.1	140	964	11.9	14.6	146	1036	11.4	15.7	139	*718	11.0	10.9	135
$40,000 OR MORE	12659	4809	20.3	38.0	130	1651	20.4	13.0	131	1919	21.1	15.2	135	1240	19.0	9.8	121
$30,000 OR MORE	24698	9157	38.6	37.1	127	3316	41.0	13.4	135	3474	38.2	14.1	125	2367	36.2	9.6	119
$25,000 OR MORE	32077	11839	49.9	36.9	126	4172	51.6	13.0	130	4430	48.7	13.8	123	3236	49.5	10.1	125
$20,000 - $24,999	9144	2720	11.5	29.7	102	907	11.2	9.9	99	1048	11.5	11.5	102	765	11.7	8.4	104
$15,000 - $19,999	8728	2034	8.6	23.3	80	604	7.5	6.9	69	815	9.0	9.3	83	616	9.4	7.1	87
$10,000 - $14,999	12562	3567	15.0	28.4	97	1030	12.7	8.2	82	1449	15.9	11.5	103	1089	16.7	8.7	107
UNDER $10,000	18475	3565	15.0	19.3	66	1370	16.9	7.4	74	1362	15.0	7.4	66	833	12.7	4.5	56
HOUSEHOLD OF 1 PERSON	11987	2639	11.1	22.0	75	629	7.8	5.2	53	1341	14.7	11.2	100	669	10.2	5.6	69
2 PEOPLE	26577	7305	30.8	27.5	94	1968	24.3	7.4	74	3205	35.2	12.1	107	2132	32.6	8.0	99
3 OR 4 PEOPLE	30617	9798	41.3	32.0	109	3839	47.5	12.5	126	3190	35.0	10.4	93	2768	42.3	9.0	112
5 OR MORE PEOPLE	11804	3982	16.8	33.7	115	1647	20.4	14.0	140	1368	15.0	11.6	103	968	14.8	8.2	102
NO CHILD IN HSHLD	46165	12817	54.0	27.8	95	3738	46.2	8.1	81	5675	62.3	12.3	109	3405	52.1	7.4	91
CHILD(REN) UNDER 2 YRS	5325	1132	4.8	21.3	73	*398	4.9	7.5	75	*354	3.9	6.6	59	*381	5.8	7.2	89
2 - 5 YEARS	14221	3665	15.4	25.8	88	1538	19.0	10.8	108	1017	11.2	7.2	64	1111	17.0	7.8	97
6 - 11 YEARS	15117	4911	20.7	32.5	111	1976	24.4	13.1	131	1583	17.4	10.5	93	1352	20.7	8.9	111
12 - 17 YEARS	16611	5718	24.1	34.4	118	2426	30.0	14.6	146	1766	19.4	10.6	95	1526	23.3	9.2	114
RESIDENCE OWNED	55884	17629	74.3	31.5	108	6107	75.6	10.9	109	6609	72.6	11.8	105	4913	75.2	8.8	109
VALUE: $50,000 OR MORE	31744	10934	46.1	34.4	118	3969	49.1	12.5	125	4069	44.7	12.8	114	2895	44.3	9.1	113
VALUE: UNDER $50,000	24140	6695	28.2	27.7	95	2137	26.4	8.9	89	2540	27.9	10.5	94	2018	30.9	8.4	104

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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SPREAD CHEESE: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0285
P-19

		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS 1/2 LB. OR MORE A '000	HEAVY USERS 1/2 LB. OR MORE B % DOWN	HEAVY USERS 1/2 LB. OR MORE C % ACROSS	HEAVY USERS 1/2 LB. OR MORE D INDX	MEDIUM USERS 1/4 LB. A '000	MEDIUM USERS 1/4 LB. B % DOWN	MEDIUM USERS 1/4 LB. C % ACROSS	MEDIUM USERS 1/4 LB. D INDX	LIGHT USERS NONE A '000	LIGHT USERS NONE B % DOWN	LIGHT USERS NONE C % ACROSS	LIGHT USERS NONE D INDX
TOTAL FEMALE HOMEMAKERS		80986	23724	100.0	29.3	100	8083	100.0	10.0	100	9104	100.0	11.2	100	6537	100.0	8.1	100
MAGAZINES	QUINTILE 1	15799	5739	24.2	36.3	124	1799	22.3	11.4	114	2182	24.0	13.8	123	1758	26.9	11.1	138
	QUINTILE 2	17259	5730	24.2	33.2	113	1960	24.2	11.4	114	2292	25.2	13.3	118	1478	22.6	8.6	106
	QUINTILE 3	13545	4001	16.9	29.5	101	1329	16.4	9.8	98	1487	16.3	11.0	98	1185	18.1	8.7	108
	QUINTILE 4	15133	4091	17.2	27.0	92	1426	17.6	9.4	94	1525	16.8	10.1	90	1140	17.4	7.5	93
	QUINTILE 5	19250	4164	17.6	21.6	74	1569	19.4	8.2	82	1617	17.8	8.4	75	978	15.0	5.1	63
NEWSPAPERS	QUINTILE 1	12413	4481	18.9	36.1	123	1638	20.3	13.2	132	1804	19.8	14.5	129	1040	15.9	8.4	104
	QUINTILE 2	24116	7436	31.3	30.8	105	2524	31.2	10.5	105	2882	31.7	12.0	106	2030	31.1	8.4	104
	QUINTILE 3	11261	3312	14.0	29.4	100	1136	14.1	10.1	101	1166	12.8	10.4	92	1009	15.4	9.0	111
	QUINTILE 4	20255	5516	23.3	27.2	93	1908	23.6	9.4	94	2164	23.8	10.7	95	1445	22.1	7.1	88
	QUINTILE 5	12940	2980	12.6	23.0	79	878	10.9	6.8	68	1088	12.0	8.4	75	1014	15.5	7.8	97
OUTDOOR	QUINTILE 1	14852	4715	19.9	31.7	108	1469	18.2	9.9	99	1743	19.1	11.7	104	1503	23.0	10.1	125
	QUINTILE 2	15725	4707	19.8	29.9	102	1545	19.1	9.8	98	1929	21.2	12.3	109	1233	18.9	7.8	97
	QUINTILE 3	16330	4531	19.1	27.7	95	1550	19.2	9.5	95	1757	19.3	10.8	96	1225	18.7	7.5	93
	QUINTILE 4	16744	5088	21.4	30.4	104	1868	23.1	11.2	112	1999	22.0	11.9	106	1222	18.7	7.3	90
	QUINTILE 5	17334	4683	19.7	27.0	92	1652	20.4	9.5	95	1676	18.4	9.7	86	1356	20.7	7.8	97
RADIO-DRIVE TIME	QUINTILE 1	15911	5095	21.5	32.0	109	1591	19.7	10.0	100	1962	21.6	12.3	110	1541	23.6	9.7	120
	QUINTILE 2	14837	4489	18.9	30.3	103	1544	19.1	10.4	104	1675	18.4	11.3	100	1271	19.4	8.6	106
	QUINTILE 3	15339	4474	18.9	29.2	100	1510	18.7	9.8	99	1537	16.9	10.0	89	1427	21.8	9.3	115
	QUINTILE 4	16723	4701	19.8	28.1	96	1711	21.2	10.2	103	1934	21.2	11.6	103	1056	16.2	6.3	78
	QUINTILE 5	18176	4964	20.9	27.3	93	1728	21.4	9.5	95	1995	21.9	11.0	98	1242	19.0	6.8	85
RADIO-MID-DAY	TERCILE 1	21020	6585	27.8	31.3	107	2308	28.6	11.0	110	2563	28.2	12.2	108	1714	26.2	8.2	101
	TERCILE 2	21610	6496	27.4	30.1	103	2140	26.5	9.9	99	2581	28.4	11.9	106	1775	27.2	8.2	102
	TERCILE 3	38355	10644	44.9	27.8	95	3635	45.0	9.5	95	3960	43.5	10.3	92	3048	46.6	7.9	98
RADIO-TOTAL	QUINTILE 1	15988	5045	21.3	31.6	108	1699	21.0	10.6	106	1937	21.3	12.1	108	1409	21.6	8.8	109
	QUINTILE 2	15626	4655	19.6	29.8	102	1563	19.3	10.0	100	1761	19.3	11.3	100	1331	20.4	8.5	106
	QUINTILE 3	16723	5345	22.5	32.0	109	1784	22.1	10.7	107	2110	23.2	12.6	112	1450	22.2	8.7	107
	QUINTILE 4	16342	4588	19.3	28.1	96	1522	18.8	9.3	93	1751	19.2	10.7	95	1315	20.1	8.0	100
	QUINTILE 5	16306	4092	17.2	25.1	86	1515	18.7	9.3	93	1544	17.0	9.5	84	1033	15.8	6.3	78
TV-PRIME TIME	QUINTILE 1	15953	4757	20.1	29.8	102	1642	20.3	10.3	103	1900	20.9	11.9	106	1215	18.6	7.6	94
	QUINTILE 2	16137	4787	20.2	29.7	101	1654	20.5	10.2	103	1817	20.0	11.3	100	1316	20.1	8.2	101
	QUINTILE 3	16420	4711	19.9	28.7	98	1403	17.4	8.5	86	1895	20.8	11.5	103	1412	21.6	8.6	107
	QUINTILE 4	16687	4779	20.1	28.6	98	1740	21.5	10.4	104	1843	20.2	11.0	98	1197	18.3	7.2	89
	QUINTILE 5	15789	4690	19.8	29.7	101	1644	20.3	10.4	104	1649	18.1	10.4	93	1397	21.4	8.8	110
TV-DAYTIME	TERCILE 1	27736	7547	31.8	27.2	93	2576	31.9	9.3	93	2859	31.4	10.3	92	2112	32.3	7.6	94
	TERCILE 2	26489	7814	32.9	29.5	101	2624	32.5	9.9	99	3233	35.5	12.2	109	1957	29.9	7.4	92
	TERCILE 3	26761	8363	35.3	31.3	107	2883	35.7	10.8	108	3012	33.1	11.3	100	2468	37.8	9.2	114
TV-TOTAL	QUINTILE 1	16345	4614	19.4	28.2	96	1625	20.1	9.9	100	1834	20.1	11.2	100	1155	17.7	7.1	88
	QUINTILE 2	16447	4796	20.2	29.2	100	1655	20.5	10.1	101	1771	19.5	10.8	96	1370	21.0	8.3	103
	QUINTILE 3	15980	4443	18.7	27.8	95	1515	18.7	9.5	95	1749	19.2	10.9	97	1179	18.0	7.4	91
	QUINTILE 4	15887	4712	19.9	29.7	101	1679	20.8	10.6	106	1785	19.6	11.2	100	1248	19.1	7.9	97
	QUINTILE 5	16326	5160	21.8	31.6	108	1609	19.9	9.9	99	1965	21.6	12.0	107	1586	24.3	9.7	120
MAGAZINES-NEWSPAPERS: DUAL		20721	7327	30.9	35.4	121	2342	29.0	11.3	113	3064	33.7	14.8	132	1921	29.4	9.3	115
MAGAZINE IMPERATIVE		19186	5990	25.2	31.2	107	2023	25.0	10.5	106	2117	23.3	11.0	98	1850	28.3	9.6	119
NEWSPAPER IMPERATIVE		21899	6202	26.1	28.3	97	2361	29.2	10.8	108	2231	24.5	10.2	91	1609	24.6	7.3	91
MAGAZINES-OUTDOOR: DUAL		15451	5405	22.8	35.0	119	1834	22.7	11.9	119	2076	22.8	13.4	120	1495	22.9	9.7	120
MAGAZINE IMPERATIVE		25953	8523	35.9	32.8	112	2773	34.3	10.7	107	3390	37.2	13.1	116	2360	36.1	9.1	113
OUTDOOR IMPERATIVE		24400	6225	26.2	25.5	87	1931	23.9	7.9	79	2426	26.6	9.9	88	1869	28.6	7.7	95
MAGAZINES-RADIO: DUAL		18049	6207	26.2	34.4	117	2066	25.6	11.4	115	2218	24.4	12.3	109	1924	29.4	10.7	132
MAGAZINE IMPERATIVE		23571	7774	32.8	33.0	113	2593	32.1	11.0	110	3151	34.6	13.4	119	2030	31.1	8.6	107
RADIO IMPERATIVE		23278	6212	26.2	26.7	91	2100	26.0	9.0	90	2462	27.0	10.6	94	1650	25.2	7.1	88
MAGAZINES-TELEVISION: DUAL		15459	5265	22.2	34.1	116	1778	22.0	11.5	115	2040	22.4	13.2	117	1447	22.1	9.4	116
MAGAZINE IMPERATIVE		25829	8672	36.6	33.6	115	2756	34.1	10.7	107	3352	36.8	13.0	115	2565	39.2	9.9	123
TELEVISION IMPERATIVE		26039	6259	26.4	24.0	82	2232	27.6	8.6	86	2366	26.0	9.1	81	1661	25.4	6.4	79
NEWSPAPERS-OUTDOOR: DUAL		16605	5552	23.4	33.4	114	1880	23.3	11.3	113	2173	23.9	13.1	116	1499	22.9	9.0	112
NEWSPAPER IMPERATIVE		26834	8323	35.1	31.0	106	3033	37.5	11.3	113	3208	35.2	12.0	106	2082	31.8	7.8	96
OUTDOOR IMPERATIVE		23346	6388	26.9	27.4	93	1969	24.4	8.4	85	2422	26.6	10.4	92	1997	30.5	8.6	106
NEWSPAPERS-RADIO: DUAL		17133	5538	23.3	32.3	110	1935	23.9	11.3	113	2168	23.8	12.7	113	1435	22.0	8.4	104
NEWSPAPER IMPERATIVE		25892	8194	34.5	31.6	108	2863	35.4	11.1	111	3132	34.4	12.1	108	2200	33.7	8.5	105
RADIO IMPERATIVE		23167	6683	28.2	28.8	98	2184	27.0	9.4	94	2461	27.0	10.6	94	2037	31.2	8.8	109
NEWSPAPERS-TELEVISION: DUAL		17159	5482	23.1	31.9	109	1942	24.0	11.3	113	2214	24.3	12.9	115	1326	20.3	7.7	96
NEWSPAPER IMPERATIVE		26214	8511	35.9	32.5	111	2921	36.1	11.1	112	3227	35.4	12.3	110	2362	36.1	9.0	112
TELEVISION IMPERATIVE		23412	5931	25.0	25.3	86	2016	24.9	8.6	86	2205	24.2	9.4	84	1710	26.2	7.3	90
OUTDOOR-RADIO: DUAL		15303	4823	20.3	31.5	108	1542	19.1	10.1	101	1847	20.3	12.1	107	1434	21.9	9.4	116
OUTDOOR IMPERATIVE		24901	7265	30.6	29.2	100	2454	30.4	9.9	99	2790	30.6	11.2	100	2022	30.9	8.1	101
RADIO IMPERATIVE		26492	8162	34.4	30.8	105	2906	36.0	11.0	110	3159	34.7	11.9	106	2098	32.1	7.9	98
OUTDOOR-TELEVISION: DUAL		14794	4112	17.3	27.8	95	1377	17.0	9.3	93	1678	18.4	11.3	101	1057	16.2	7.1	89
OUTDOOR IMPERATIVE		25437	7962	33.6	31.3	107	2575	31.9	10.1	101	3031	33.3	11.9	106	2356	36.0	9.3	115
TELEVISION IMPERATIVE		27877	7955	33.5	28.5	97	2841	35.1	10.2	102	2957	32.5	10.6	94	2158	33.0	7.7	96
RADIO-TELEVISION: DUAL		15996	4809	20.3	30.1	103	1867	23.1	11.7	117	1789	19.7	11.2	99	1153	17.6	7.2	89
RADIO IMPERATIVE		25478	7998	33.7	31.4	107	2450	30.3	9.6	96	3078	33.8	12.1	107	2470	37.8	9.7	120
TELEVISION IMPERATIVE		26573	7269	30.6	27.4	93	2374	29.4	8.9	90	2812	30.9	10.6	94	2083	31.9	7.8	97

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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SPREAD CHEESE: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0286
P-19

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS 1/2 LB. OR MORE A '000	HEAVY USERS 1/2 LB. OR MORE B % DOWN	HEAVY USERS 1/2 LB. OR MORE C % ACROSS	HEAVY USERS 1/2 LB. OR MORE D INDX	MEDIUM USERS 1/4 LB. A '000	MEDIUM USERS 1/4 LB. B % DOWN	MEDIUM USERS 1/4 LB. C % ACROSS	MEDIUM USERS 1/4 LB. D INDX	LIGHT USERS NONE A '000	LIGHT USERS NONE B % DOWN	LIGHT USERS NONE C % ACROSS	LIGHT USERS NONE D INDX
TOTAL FEMALE HOMEMAKERS	80986	23724	100.0	29.3	100	8083	100.0	10.0	100	9104	100.0	11.2	100	6537	100.0	8.1	100
ATLANTIC MONTHLY	415	**117	0.5	28.2	96	**24	0.3	5.8	58	**50	0.5	12.0	107	**43	0.7	10.4	128
BARRON'S	453	**155	0.7	34.2	117	**45	0.6	9.9	100	**21	0.2	4.6	41	**89	1.4	19.6	243
BETTER HOMES & GARDENS	16256	5991	25.3	36.9	126	2070	25.6	12.7	128	2109	23.2	13.0	115	1811	27.7	11.1	138
BON APPETIT	2535	1055	4.4	41.6	142	300	3.7	11.8	119	513	5.6	20.2	180	*243	3.7	9.6	119
BUSINESS WEEK	1278	432	1.8	33.8	115	**86	1.1	6.7	67	*138	1.5	10.8	96	*207	3.2	16.2	201
CAR AND DRIVER	378	**162	0.7	42.9	146	**32	0.4	8.5	85	**94	1.0	24.9	221	**36	0.6	9.5	118
CBS MAGAZINE NETWORK (GROSS)	1498	639	2.7	42.7	146	*140	1.7	9.3	94	*339	3.7	22.6	201	*160	2.4	10.7	132
CHANGING TIMES	1505	456	1.9	30.3	103	*109	1.3	7.2	73	*174	1.9	11.6	103	*173	2.6	11.5	142
COLONIAL HOMES	1231	356	1.5	28.9	99	*115	1.4	9.3	94	**96	1.1	7.8	69	**145	2.2	11.8	146
CONDE NAST MAG. PKG. (GROSS)	14146	4801	20.2	33.9	116	1378	17.0	9.7	98	1789	19.7	12.6	113	1634	25.0	11.6	143
CONSUMERS DIGEST	1323	513	2.2	38.8	132	*145	1.8	11.0	110	**204	2.2	15.4	137	*164	2.5	12.4	154
COSMOPOLITAN	7102	2270	9.6	32.0	109	731	9.0	10.3	103	885	9.7	12.5	111	655	10.0	9.2	114
COUNTRY LIVING	2481	1003	4.2	40.4	138	376	4.7	15.2	152	394	4.3	15.9	141	*234	3.6	9.4	117
CUISINE	1472	582	2.5	39.5	135	*163	2.0	11.1	111	*269	3.0	18.3	163	*149	2.3	10.1	125
CYCLE WORLD	425	*220	0.9	51.8	177	**70	0.9	16.5	165	**101	1.1	23.8	211	**49	0.7	11.5	143
DCI:CREATIVE IDEAS FOR LIV	2510	970	4.1	38.6	132	357	4.4	14.2	143	*301	3.3	12.0	107	312	4.8	12.4	154
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	2416	10.2	36.1	123	825	10.2	12.3	123	868	9.5	13.0	115	723	11.1	10.8	134
DISCOVER	894	*231	1.0	25.8	88	**58	0.7	6.5	65	**80	0.9	8.9	80	**93	1.4	10.4	129
EBONY	3507	902	3.8	25.7	88	339	4.2	9.7	97	327	3.6	9.3	83	236	3.6	6.7	83
ESQUIRE	1083	324	1.4	29.9	102	*161	2.0	14.9	149	**69	0.8	6.4	57	**93	1.4	8.6	106
ESSENCE	1830	455	1.9	24.9	85	*159	2.0	8.7	87	*114	1.3	6.2	55	*181	2.8	9.9	123
FAMILY CIRCLE	15930	5783	24.4	36.3	124	1945	24.1	12.2	122	2214	24.3	13.9	124	1623	24.8	10.2	126
THE FAMILY HANDYMAN	1126	382	1.6	33.9	116	*148	1.8	13.1	132	**56	0.6	5.0	44	*178	2.7	15.8	196
FAMILY WEEKLY	11468	3296	13.9	28.7	98	1034	12.8	9.0	90	1307	14.4	11.4	101	955	14.6	8.3	103
FIELD & STREAM	2234	784	3.3	35.1	120	*280	3.5	12.5	126	*322	3.5	14.4	128	*182	2.8	8.1	101
FOOD & WINE	579	*175	0.7	30.2	103	**26	0.3	4.5	45	**62	0.7	10.7	95	**88	1.3	15.2	188
FORBES	728	*215	0.9	29.5	101	**38	0.5	5.2	52	**55	0.6	7.6	67	**122	1.9	16.8	208
FORTUNE	906	*239	1.0	26.4	90	**56	0.7	6.2	62	**29	0.3	3.2	28	**155	2.4	17.1	212
GENTLEMEN'S QUARTERLY	791	*213	0.9	26.9	92	**80	1.0	10.1	101	**67	0.7	8.5	75	**66	1.0	8.3	103
GLAMOUR	5265	1873	7.9	35.6	121	501	6.2	9.5	95	750	8.2	14.2	127	622	9.5	11.8	146
GOLF DIGEST	636	*270	1.1	42.5	145	**114	1.4	17.9	180	**88	1.0	13.8	123	**68	1.0	10.7	132
GOLF DIGEST/TENNIS (GROSS)	1186	377	1.6	31.8	109	*154	1.9	13.0	130	*130	1.4	11.0	98	**93	1.4	7.8	97
GOLF MAGAZINE	441	*165	0.7	37.4	128	**33	0.4	7.5	75	**88	1.0	20.0	178	**44	0.7	10.0	124
GOLF MAGAZINE/SKI (GROSS)	922	335	1.4	36.3	124	**89	1.1	9.7	97	**148	1.6	16.1	143	**99	1.5	10.7	133
GOOD HOUSEKEEPING	16487	5789	24.4	35.1	120	1966	24.3	11.9	119	2237	24.6	13.6	121	1586	24.3	9.6	119
HARPER'S BAZAAR	2423	837	3.5	34.5	118	*254	3.1	10.5	105	305	3.4	12.6	112	*277	4.2	11.4	142
HEALTH	1994	551	2.3	27.6	94	*177	2.2	8.9	89	*134	1.5	6.7	60	*239	3.7	12.0	148
HEARST MAG CORP. BUY (GROSS)	44101	15182	64.0	34.4	118	4993	61.8	11.3	113	5757	63.2	13.1	116	4431	67.8	10.0	124
HEARST MAN POWER (GROSS)	1993	729	3.1	36.6	125	*165	2.0	8.3	83	276	3.0	13.8	123	*288	4.4	14.5	179
HEARST WOMAN POWER (GROSS)	31274	10639	44.8	34.0	116	3550	43.9	11.4	114	4083	44.8	13.1	116	3006	46.0	9.6	119
HOUSE BEAUTIFUL	3623	1265	5.3	34.9	119	442	5.5	12.2	122	424	4.7	11.7	104	399	6.1	11.0	136
INC.	283	**99	0.4	35.0	119	**13	0.2	4.6	46	**40	0.4	14.1	126	**47	0.7	16.6	206
JET	2928	714	3.0	24.4	83	305	3.8	10.4	104	*218	2.4	7.4	66	*190	2.9	6.5	80
LADIES' HOME JOURNAL	11918	4033	17.0	33.8	116	1381	17.1	11.6	116	1484	16.3	12.5	111	1169	17.9	9.8	122
LHJ FAMILY GRP COMBO(GROSS)	16764	5484	23.1	32.7	112	1848	22.9	11.0	110	1904	20.9	11.4	101	1732	26.5	10.3	128
LIFE	4254	1349	5.7	31.7	108	470	5.8	11.0	111	511	5.6	12.0	107	368	5.6	8.7	107
L.A. TIMES HOME MAGAZINE	1145	376	1.6	32.8	112	**91	1.1	7.9	80	*213	2.3	18.6	165	**72	1.1	6.3	78
MADEMOISELLE	2884	1005	4.2	34.8	119	*242	3.0	8.4	84	405	4.4	14.0	125	359	5.5	12.4	154
MC CALL'S	13460	4612	19.4	34.3	117	1598	19.8	11.9	119	1703	18.7	12.7	113	1311	20.1	9.7	121
MC CALL'S/WRK MOTHER (GROSS)	14606	4963	20.9	34.0	116	1731	21.4	11.9	119	1846	20.3	12.6	112	1385	21.2	9.5	117
MECHANIX ILLUSTRATED	772	*212	0.9	27.5	94	**49	0.6	6.3	64	**79	0.9	10.2	91	**85	1.3	11.0	136
METROPOLITAN HOME	967	291	1.2	30.1	103	**85	1.1	8.8	88	*112	1.2	11.6	103	**94	1.4	9.7	120
MONEY	1588	526	2.2	33.1	113	*136	1.7	8.6	86	*181	2.0	11.4	101	*209	3.2	13.2	163
MOTHER EARTH NEWS	1002	386	1.6	38.5	132	**105	1.3	10.5	105	*160	1.8	16.0	142	**121	1.9	12.1	150
MS.	825	253	1.1	30.7	105	*117	1.4	14.2	142	**64	0.7	7.8	69	**72	1.1	8.7	108
NATIONAL ENQUIRER	10336	3047	12.8	29.5	101	961	11.9	9.3	93	1244	13.7	12.0	107	842	12.9	8.1	101
NATIONAL GEOGRAPHIC	9597	3245	13.7	33.8	115	998	12.3	10.4	104	1204	13.2	12.5	112	1043	16.0	10.9	135
NATIONAL SUNDAY MAGAZINE PKG	49558	15838	66.8	32.0	109	5602	69.3	11.3	113	6007	66.0	12.1	108	4229	64.7	8.5	106
NATURAL HISTORY	573	*152	0.6	26.5	91	**30	0.4	5.2	52	**92	1.0	16.1	143	**29	0.4	5.1	63
NEW WOMAN	1699	432	1.8	25.4	87	*133	1.6	7.8	78	*170	1.9	10.0	89	**129	2.0	7.6	94
NEW YORK INCLUDING CUE	443	*134	0.6	30.2	103	**33	0.4	7.4	75	**54	0.6	12.2	108	**47	0.7	10.6	131
THE NEW YORKER	1270	344	1.5	27.1	92	*107	1.3	8.4	84	*132	1.4	10.4	92	**105	1.6	8.3	102
NEWSWEEK	6277	2137	9.0	34.0	116	672	8.3	10.7	107	769	8.4	12.3	109	696	10.6	11.1	137
THE N.Y. TIMES DAILY EDITION	1205	349	1.5	29.0	99	**127	1.6	10.5	106	**109	1.2	9.0	80	**114	1.7	9.5	117
THE N.Y. TIMES MAGAZINE	2081	624	2.6	30.0	102	*154	1.9	7.4	74	*242	2.7	11.6	103	*228	3.5	11.0	136
OMNI	788	237	1.0	30.1	103	**59	0.7	7.5	75	**87	1.0	11.0	98	**91	1.4	11.5	143
ON CABLE	1158	378	1.6	32.6	111	**93	1.2	8.0	80	**162	1.8	14.0	124	**123	1.9	10.6	132
1001 HOME IDEAS	2852	900	3.8	31.6	108	290	3.6	10.2	102	285	3.1	10.0	89	324	5.0	11.4	141
ORGANIC GARDENING	1658	557	2.3	33.6	115	*224	2.8	13.5	135	*203	2.2	12.2	109	**130	2.0	7.8	97
OUTDOOR LIFE	896	331	1.4	36.9	126	**105	1.3	11.7	117	*148	1.6	16.5	147	**78	1.2	8.7	108
PARADE MAGAZINE	24275	7840	33.0	32.3	110	2841	35.1	11.7	117	2924	32.1	12.0	107	2075	31.7	8.5	106

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SPREAD CHEESE: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0287
P-19

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS 1/2 LB. OR MORE A '000	HEAVY USERS 1/2 LB. OR MORE B % DOWN	HEAVY USERS 1/2 LB. OR MORE C % ACROSS	HEAVY USERS 1/2 LB. OR MORE D INDX	MEDIUM USERS 1/4 LB. A '000	MEDIUM USERS 1/4 LB. B % DOWN	MEDIUM USERS 1/4 LB. C % ACROSS	MEDIUM USERS 1/4 LB. D INDX	LIGHT USERS NONE A '000	LIGHT USERS NONE B % DOWN	LIGHT USERS NONE C % ACROSS	LIGHT USERS NONE D INDX
TOTAL FEMALE HOMEMAKERS	80986	23724	100.0	29.3	100	8083	100.0	10.0	100	9104	100.0	11.2	100	6537	100.0	8.1	100
PARENTS	3845	1300	5.5	33.8	115	583	7.2	15.2	152	363	4.0	9.4	84	354	5.4	9.2	114
PENTHOUSE	831	*162	0.7	19.5	67	**65	0.8	7.8	78	**47	0.5	5.7	50	**50	0.8	6.0	75
PEOPLE	11645	3990	16.8	34.3	117	1273	15.7	10.9	110	1512	16.6	13.0	116	1205	18.4	10.3	128
PLAYBOY	2006	573	2.4	28.6	98	*141	1.7	7.0	70	*171	1.9	8.5	76	*260	4.0	13.0	161
POPULAR HOT RODDING	297	**77	0.3	25.9	89	**23	0.3	7.7	78	**37	0.4	12.5	111	**16	0.2	5.4	67
POPULAR MECHANICS	1018	390	1.6	38.3	131	**76	0.9	7.5	75	**120	1.3	11.8	105	**194	3.0	19.1	236
POPULAR SCIENCE	878	*253	1.1	28.8	98	**75	0.9	8.5	86	**117	1.3	13.3	119	**61	0.9	6.9	86
PREVENTION	3913	1158	4.9	29.6	101	348	4.3	8.9	89	389	4.3	9.9	88	421	6.4	10.8	133
PSYCHOLOGY TODAY	1710	574	2.4	33.6	115	*159	2.0	9.3	93	*274	3.0	16.0	143	*141	2.2	8.2	102
READER'S DIGEST	22204	7536	31.8	33.9	116	2412	29.8	10.9	109	3040	33.4	13.7	122	2085	31.9	9.4	116
REDBOOK	7684	2580	10.9	33.6	115	854	10.6	11.1	111	961	10.6	12.5	111	765	11.7	10.0	123
ROAD & TRACK	410	*159	0.7	38.8	132	**33	0.4	8.0	81	**83	0.9	20.2	180	**43	0.7	10.5	130
ROLLING STONE	969	365	1.5	37.7	129	**142	1.8	14.7	147	*157	1.7	16.2	144	**66	1.0	6.8	84
RUNNER'S WORLD	298	**63	0.3	21.1	72	**22	0.3	7.4	74	**12	0.1	4.0	36	**29	0.4	9.7	121
SATURDAY EVENING POST	1169	387	1.6	33.1	113	*123	1.5	10.5	105	*158	1.7	13.5	120	*106	1.6	9.1	112
SCIENCE 84	587	*219	0.9	37.3	127	**100	1.2	17.0	171	**51	0.6	8.7	77	**68	1.0	11.6	144
SCIENCE DIGEST	482	*180	0.8	37.3	127	**70	0.9	14.5	146	**78	0.9	16.2	144	**32	0.5	6.6	82
SCIENTIFIC AMERICAN	594	*150	0.6	25.3	86	**83	1.0	14.0	140	**34	0.4	5.7	51	**33	0.5	5.6	69
SELF	2089	649	2.7	31.1	106	*182	2.3	8.7	87	*138	1.5	6.6	59	328	5.0	15.7	195
SEVENTEEN	2411	888	3.7	36.8	126	*288	3.6	11.9	120	*304	3.3	12.6	112	*295	4.5	12.2	152
SKI	480	*170	0.7	35.4	121	**56	0.7	11.7	117	**59	0.6	12.3	109	**55	0.8	11.5	142
SMITHSONIAN	2760	1030	4.3	37.3	127	337	4.2	12.2	122	383	4.2	13.9	123	310	4.7	11.2	139
SOAP OPERA DIGEST	3013	879	3.7	29.2	100	382	4.7	12.7	127	*263	2.9	8.7	78	*233	3.6	7.7	96
SOUTHERN LIVING	4184	1447	6.1	34.6	118	468	5.8	11.2	112	568	6.2	13.6	121	411	6.3	9.8	122
SPORT	559	*183	0.8	32.7	112	**74	0.9	13.2	133	**50	0.5	8.9	80	**59	0.9	10.6	131
THE SPORTING NEWS	436	*215	0.9	49.3	168	**113	1.4	25.9	260	**84	0.9	19.3	171	**18	0.3	4.1	51
SPORTS AFIELD	493	*159	0.7	32.3	110	**19	0.2	3.9	39	**77	0.8	15.6	139	**62	0.9	12.6	156
SPORTS ILLUSTRATED	2758	1084	4.6	39.3	134	366	4.5	13.3	133	395	4.3	14.3	127	324	5.0	11.7	146
STAR	7456	2243	9.5	30.1	103	683	8.4	9.2	92	991	10.9	13.3	118	569	8.7	7.6	95
SUNDAY	24936	8361	35.2	33.5	114	2958	36.6	11.9	119	3281	36.0	13.2	117	2122	32.5	8.5	105
SUNSET	2124	806	3.4	37.9	130	*200	2.5	9.4	94	*269	3.0	12.7	113	*337	5.2	15.9	197
TV GUIDE	21661	6765	28.5	31.2	107	2342	29.0	10.8	108	2625	28.8	12.1	108	1798	27.5	8.3	103
TENNIS	550	*107	0.5	19.5	66	**40	0.5	7.3	73	**43	0.5	7.8	70	**24	0.4	4.4	54
TIME	8880	3037	12.8	34.2	117	1096	13.6	12.3	124	1115	12.2	12.6	112	826	12.6	9.3	115
TOWN & COUNTRY	917	282	1.2	30.8	105	**62	0.8	6.8	68	*155	1.7	16.9	150	**65	1.0	7.1	88
TRAVEL & LEISURE	972	340	1.4	35.0	119	**93	1.2	9.6	96	*117	1.3	12.0	107	**130	2.0	13.4	166
TRUE STORY	3356	992	4.2	29.6	101	353	4.4	10.5	105	235	2.6	7.0	62	403	6.2	12.0	149
U.S.NEWS & WORLD REPORT	3410	1098	4.6	32.2	110	315	3.9	9.2	93	402	4.4	11.8	105	380	5.8	11.1	138
USA TODAY	1759	535	2.3	30.4	104	*182	2.3	10.3	104	*168	1.8	9.6	85	*184	2.8	10.5	130
US	1873	681	2.9	36.4	124	*232	2.9	12.4	124	*194	2.1	10.4	92	*256	3.9	13.7	169
VOGUE	3909	1274	5.4	32.6	111	453	5.6	11.6	116	497	5.5	12.7	113	324	5.0	8.3	103
WALL STREET JOURNAL	1886	702	3.0	37.2	127	*211	2.6	11.2	112	*207	2.3	11.0	98	*284	4.3	15.1	187
WEIGHT WATCHERS	2120	672	2.8	31.7	108	*225	2.8	10.6	106	*257	2.8	12.1	108	*189	2.9	8.9	110
WOMAN'S DAY	14172	5317	22.4	37.5	128	1855	22.9	13.1	131	2028	22.3	14.3	127	1434	21.9	10.1	125
WORKING MOTHER	1146	351	1.5	30.6	105	**134	1.7	11.7	117	**143	1.6	12.5	111	**74	1.1	6.5	80
WORKING WOMAN	1322	380	1.6	28.7	98	**79	1.0	6.0	60	*136	1.5	10.3	92	*165	2.5	12.5	155
WORLD TENNIS	*163	**44	0.2	27.0	92	**5	0.1	3.1	31	**6	0.1	3.7	33	**34	0.5	20.9	258
ZIFF-DAVIS MAG NETWK (GROSS)	2532	790	3.3	31.2	107	*239	3.0	9.4	95	352	3.9	13.9	124	*200	3.1	7.9	98
BLAIR INSERTS	43657	14250	60.1	32.6	111	5088	62.9	11.7	117	5363	58.9	12.3	109	3798	58.1	8.7	108
DAILY NEWSPAPERS																	
READ ANY	51633	15934	67.2	30.9	105	5496	68.0	10.6	107	6226	68.4	12.1	107	4212	64.4	8.2	101
READ ONE	43463	12978	54.7	29.9	102	4464	55.2	10.3	103	5036	55.3	11.6	103	3478	53.2	8.0	99
READ TWO OR MORE	8170	2957	12.5	36.2	124	1031	12.8	12.6	126	1191	13.1	14.6	130	735	11.2	9.0	111
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	16753	70.6	31.8	109	5913	73.2	11.2	112	6446	70.8	12.2	109	4395	67.2	8.3	103
READ ONE	46126	14228	60.0	30.8	105	4983	61.6	10.8	108	5500	60.4	11.9	106	3745	57.3	8.1	101
READ TWO OR MORE	6552	2525	10.6	38.5	132	929	11.5	14.2	142	946	10.4	14.4	128	650	9.9	9.9	123
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.34				26.90				28.10				30.39			
30 DAY REACH	71455	21172	89.2	29.6	101	6996	86.6	9.8	98	8271	90.9	11.6	103	5905	90.3	8.3	102
50 SHWG - 30 DAY AV FREQ	14.56	14.83				14.01				14.72				15.98			
30 DAY REACH	67742	20257	85.4	29.9	102	6741	83.4	10.0	100	7901	86.8	11.7	104	5616	85.9	8.3	103
25 SHWG - 30 DAY AV FREQ	7.94	8.05				7.50				8.00				8.79			
30 DAY REACH	62117	18637	78.6	30.0	102	6288	77.8	10.1	101	7264	79.8	11.7	104	5085	77.8	8.2	101
CABLE TV: HOME WIRED	32077	9947	41.9	31.0	106	3399	42.1	10.6	106	3733	41.0	11.6	104	2816	43.1	8.8	109
HOME NOT WIRED	48909	13777	58.1	28.2	96	4685	58.0	9.6	96	5371	59.0	11.0	98	3722	56.9	7.6	94
HAVE PAY CABLE	15935	5541	23.4	34.8	119	1951	24.1	12.2	123	2030	22.3	12.7	113	1560	23.9	9.8	121

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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SPREAD CHEESE: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0288
P-19

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS 1/2 LB. OR MORE A '000	HEAVY USERS 1/2 LB. OR MORE B % DOWN	HEAVY USERS 1/2 LB. OR MORE C % ACROSS	HEAVY USERS 1/2 LB. OR MORE D INDX	MEDIUM USERS 1/4 LB. A '000	MEDIUM USERS 1/4 LB. B % DOWN	MEDIUM USERS 1/4 LB. C % ACROSS	MEDIUM USERS 1/4 LB. D INDX	LIGHT USERS NONE A '000	LIGHT USERS NONE B % DOWN	LIGHT USERS NONE C % ACROSS	LIGHT USERS NONE D INDX
TOTAL FEMALE HOMEMAKERS	80986	23724	100.0	29.3	100	8083	100.0	10.0	100	9104	100.0	11.2	100	6537	100.0	8.1	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	13497	56.9	30.7	105	4456	55.1	10.1	102	5062	55.6	11.5	103	3979	60.9	9.1	112
10:00 AM - 3:00 PM	30659	9457	39.9	30.8	105	3223	39.9	10.5	105	3678	40.4	12.0	107	2555	39.1	8.3	103
3:00 PM - 7:00 PM	31045	9538	40.2	30.7	105	3021	37.4	9.7	97	3680	40.4	11.9	105	2837	43.4	9.1	113
7:00 PM - MIDNIGHT	15767	4805	20.3	30.5	104	1536	19.0	9.7	98	1941	21.3	12.3	110	1328	20.3	8.4	104
MIDNIGHT - 6:00 AM	9120	2925	12.3	32.1	109	995	12.3	10.9	109	1276	14.0	14.0	124	654	10.0	7.2	89
6:00 AM - MIDNIGHT	58527	17912	75.5	30.6	104	6050	74.8	10.3	104	6824	75.0	11.7	104	5039	77.1	8.6	107
ENTIRE DAY	59311	18171	76.6	30.6	105	6129	75.8	10.3	104	6961	76.5	11.7	104	5081	77.7	8.6	106
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	5229	22.0	32.3	110	1736	21.5	10.7	108	1983	21.8	12.3	109	1510	23.1	9.3	116
ALL NEWS	2256	751	3.2	33.3	114	247	3.1	10.9	110	333	3.7	14.8	131	*171	2.6	7.6	94
AOR/PROGRESSIVE	3874	1138	4.8	29.4	100	368	4.6	9.5	95	495	5.4	12.8	114	275	4.2	7.1	88
BEAUTIFUL MUSIC	5660	1949	8.2	34.4	118	585	7.2	10.3	104	793	8.7	14.0	125	570	8.7	10.1	125
BLACK	2204	537	2.3	24.4	83	*219	2.7	9.9	100	*141	1.5	6.4	57	*177	2.7	8.0	99
CLASSICAL	1418	434	1.8	30.6	104	**111	1.4	7.8	78	*170	1.9	12.0	107	*152	2.3	10.7	133
CHR/ROCK	9538	2891	12.2	30.3	103	1021	12.6	10.7	107	948	10.4	9.9	88	922	14.1	9.7	120
COUNTRY	12648	4107	17.3	32.5	111	1403	17.4	11.1	111	1466	16.1	11.6	103	1238	18.9	9.8	121
GOLDEN OLDIES	1191	335	1.4	28.1	96	**45	0.6	3.8	38	**72	0.8	6.0	54	*218	3.3	18.3	227
MOR/NOSTALGIA	4757	1462	6.2	30.7	105	429	5.3	9.0	90	632	6.9	13.3	118	401	6.1	8.4	104
NEWS/TALK	3863	1269	5.3	32.9	112	409	5.1	10.6	106	584	6.4	15.1	134	276	4.2	7.1	89
RELIGIOUS	3084	814	3.4	26.4	90	*243	3.0	7.9	79	356	3.9	11.5	103	*215	3.3	7.0	86
SOFT ROCK	521	*168	0.7	32.2	110	**34	0.4	6.5	65	**37	0.4	7.1	63	**96	1.5	18.4	228
URBAN CONTEMPORARY	1585	395	1.7	24.9	85	*177	2.2	11.2	112	**129	1.4	8.1	72	**89	1.4	5.6	70
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	1080	4.6	33.1	113	441	5.5	13.5	135	389	4.3	11.9	106	*250	3.8	7.7	95
ABC DIRECTION	2316	749	3.2	32.3	110	244	3.0	10.5	106	211	2.3	9.1	81	*294	4.5	12.7	157
ABC ENTERTAINMENT	4834	1600	6.7	33.1	113	533	6.6	11.0	110	589	6.5	12.2	108	478	7.3	9.9	123
ABC FM	2202	584	2.5	26.5	91	*188	2.3	8.5	86	*197	2.2	8.9	80	*199	3.0	9.0	112
ABC INFORMATION	5425	1772	7.5	32.7	112	475	5.9	8.8	88	716	7.9	13.2	117	581	8.9	10.7	133
ABC ROCK	1677	546	2.3	32.6	111	*173	2.1	10.3	103	*247	2.7	14.7	131	**126	1.9	7.5	93
CBS	4430	1418	6.0	32.0	109	413	5.1	9.3	93	667	7.3	15.1	134	338	5.2	7.6	95
MUTUAL	4992	1884	7.9	37.7	129	702	8.7	14.1	141	770	8.5	15.4	137	412	6.3	8.3	102
NBC	4679	1618	6.8	34.6	118	600	7.4	12.8	128	590	6.5	12.6	112	428	6.5	9.1	113
RADIORADIO	1994	478	2.0	24.0	82	*173	2.1	8.7	87	*156	1.7	7.8	70	*149	2.3	7.5	93
RKO ONE	2298	612	2.6	26.6	91	*233	2.9	10.1	102	*198	2.2	8.6	77	*181	2.8	7.9	98
RKO TWO	3311	1013	4.3	30.6	104	322	4.0	9.7	97	366	4.0	11.1	98	325	5.0	9.8	122
THE SOURCE	2114	560	2.4	26.5	90	*189	2.3	8.9	90	*197	2.2	9.3	83	*174	2.7	8.2	102
NON-WIRED : BLAIR	8654	2859	12.1	33.0	113	974	12.0	11.3	113	981	10.8	11.3	101	904	13.8	10.4	129
INTERNET	12025	3867	16.3	32.2	110	1278	15.8	10.6	106	1290	14.2	10.7	95	1299	19.9	10.8	134
KATZ RADIO GROUP	15359	5165	21.8	33.6	115	1695	21.0	11.0	111	2067	22.7	13.5	120	1403	21.5	9.1	113
SUPERNET	10628	3192	13.5	30.0	103	995	12.3	9.4	94	1369	15.0	12.9	115	827	12.7	7.8	96
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	2352	9.9	27.2	93	777	9.6	9.0	90	887	9.7	10.2	91	688	10.5	7.9	98
WKDAY 9:00 AM - 1:00 PM	12163	3302	13.9	27.1	93	1185	14.7	9.7	98	1270	13.9	10.4	93	847	13.0	7.0	86
WKDAY 1:00 PM - 4:30 PM	16150	4453	18.8	27.6	94	1574	19.5	9.7	98	1721	18.9	10.7	95	1158	17.7	7.2	89
WKDAY 4:30 PM - 7:30 PM	22463	6222	26.2	27.7	95	2151	26.6	9.6	96	2479	27.2	11.0	98	1592	24.4	7.1	88
WKDAY 7:30 PM - 8:00 PM	31795	9155	38.6	28.8	98	3209	39.7	10.1	101	3611	39.7	11.4	101	2335	35.7	7.3	91
WKDAY 11:00 PM - 11:30 PM	23977	7490	31.6	31.2	107	2367	29.3	9.9	99	2968	32.6	12.4	110	2155	33.0	9.0	111
WKDAY 11:30 PM - 1:00 AM	7703	2456	10.4	31.9	109	802	9.9	10.4	104	886	9.7	11.5	102	768	11.7	10.0	124
M-SAT 8-11 PM+SUN 7-11 PM	33800	9973	42.0	29.5	101	3384	41.9	10.0	100	3905	42.9	11.6	103	2684	41.1	7.9	98
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	1732	7.3	26.5	90	649	8.0	9.9	99	535	5.9	8.2	73	548	8.4	8.4	104
ANOTHER WORLD N	4620	1365	5.8	29.5	101	521	6.4	11.3	113	458	5.0	9.9	88	386	5.9	8.4	104
AS THE WORLD TURNS C	5614	1499	6.3	26.7	91	407	5.0	7.2	73	734	8.1	13.1	116	357	5.5	6.4	79
CAPITOL C	3396	951	4.0	28.0	96	301	3.7	8.9	89	441	4.8	13.0	116	210	3.2	6.2	77
CBS MORN. NEWS 1 C	1446	267	1.1	18.5	63	*86	1.1	5.9	60	113	1.2	7.8	70	*68	1.0	4.7	58
CBS MORN. NEWS 2 C	1207	216	0.9	17.9	61	*65	0.8	5.4	54	95	1.0	7.9	70	*55	0.8	4.6	56
DAYS OF OUR LIVES N	5877	1579	6.7	26.9	92	597	7.4	10.2	102	581	6.4	9.9	88	400	6.1	6.8	84
FACTS OF LIFE - DAYTIME N	2290	551	2.3	24.1	82	206	2.5	9.0	90	197	2.2	8.6	77	148	2.3	6.5	80
FAMILY FEUD A	3023	925	3.9	30.6	104	344	4.3	11.4	114	369	4.1	12.2	109	212	3.2	7.0	87
GENERAL HOSPITAL A	6097	1687	7.1	27.7	94	576	7.1	9.4	95	648	7.1	10.6	95	463	7.1	7.6	94
GOOD MORNING, AMERICA-730 A	3515	1027	4.3	29.2	100	358	4.4	10.2	102	441	4.8	12.5	112	228	3.5	6.5	80
GOOD MORNING, AMERICA-830 A	2818	859	3.6	30.5	104	336	4.2	11.9	119	302	3.3	10.7	95	221	3.4	7.8	97
GUIDING LIGHT C	5339	1452	6.1	27.2	93	458	5.7	8.6	86	633	7.0	11.9	105	362	5.5	6.8	84
ONE LIFE TO LIVE A	4478	1176	5.0	26.3	90	441	5.5	9.8	99	474	5.2	10.6	94	262	4.0	5.9	72
PRESS YOUR LUCK C	2244	695	2.9	31.0	106	280	3.5	12.5	125	220	2.4	9.8	87	195	3.0	8.7	108
PRICE IS RIGHT 1 C	4348	1147	4.8	26.4	90	423	5.2	9.7	97	431	4.7	9.9	88	292	4.5	6.7	83
PRICE IS RIGHT 2 C	5014	1383	5.8	27.6	94	513	6.3	10.2	103	568	6.2	11.3	101	302	4.6	6.0	75
RYAN'S HOPE A	3150	824	3.5	26.2	89	411	5.1	13.0	131	231	2.5	7.3	65	182	2.8	5.8	72
SALE OF THE CENTURY N	2695	717	3.0	26.6	91	356	4.4	13.2	132	208	2.3	7.7	69	153	2.3	5.7	70
SEARCH FOR TOMORROW N	2319	610	2.6	26.3	90	148	1.8	6.4	64	340	3.7	14.7	130	*122	1.9	5.3	65
TODAY SHOW 1 N	2693	841	3.5	31.2	107	239	3.0	8.9	89	301	3.3	11.2	99	301	4.6	11.2	138
TODAY SHOW 2 N	2498	731	3.1	29.3	100	212	2.6	8.5	85	307	3.4	12.3	109	213	3.3	8.5	106
$25,000 PYRAMID C	2753	850	3.6	30.9	105	363	4.5	13.2	132	329	3.6	12.0	106	157	2.4	5.7	71
WHEEL OF FORTUNE N	4388	1280	5.4	29.2	100	480	5.9	10.9	110	458	5.0	10.4	93	342	5.2	7.8	97
YOUNG AND THE RESTLESS C	5695	1389	5.9	24.4	83	435	5.4	7.6	77	589	6.5	10.3	92	365	5.6	6.4	79
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	536	2.3	30.5	104	213	2.6	12.1	121	241	2.6	13.7	122	*82	1.3	4.7	58
NBA PLAYOFF GAME -1 C	1136	404	1.7	35.6	121	*199	2.5	17.5	176	*158	1.7	13.9	124	*47	0.7	4.1	51
NBC MAJOR LEAGUE PRE-GAME N	953	*225	0.9	23.6	81	**61	0.8	6.4	64	**98	1.1	10.3	91	**66	1.0	6.9	86
SPORTSWORLD - SUN N	1233	394	1.7	32.0	109	*115	1.4	9.3	93	*176	1.9	14.3	127	**102	1.6	8.3	102
SUNDAY MORNING C	1611	428	1.8	26.6	91	*117	1.4	7.3	73	*120	1.3	7.4	66	*190	2.9	11.8	146

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SPREAD CHEESE: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0289
P-19

		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS 1/2 LB. OR MORE A '000	HEAVY USERS 1/2 LB. OR MORE B % DOWN	HEAVY USERS 1/2 LB. OR MORE C % ACROSS	HEAVY USERS 1/2 LB. OR MORE D INDX	MEDIUM USERS 1/4 LB. A '000	MEDIUM USERS 1/4 LB. B % DOWN	MEDIUM USERS 1/4 LB. C % ACROSS	MEDIUM USERS 1/4 LB. D INDX	LIGHT USERS NONE A '000	LIGHT USERS NONE B % DOWN	LIGHT USERS NONE C % ACROSS	LIGHT USERS NONE D INDX
TOTAL FEMALE HOMEMAKERS		80986	23724	100.0	29.3	100	8083	100.0	10.0	100	9104	100.0	11.2	100	6537	100.0	8.1	100
MKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	7108	30.0	27.3	93	2311	28.6	8.9	89	2982	32.8	11.4	102	1816	27.8	7.0	86
NETWORK AFFILIATES - LATE		20261	6230	26.3	30.7	105	1897	23.5	9.4	94	2520	27.7	12.4	111	1814	27.7	9.0	111
INDEPENDENTS - LATE		2076	628	2.6	30.3	103	193	2.4	9.3	93	260	2.9	12.5	111	175	2.7	8.4	104
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	3206	13.5	30.7	105	1084	13.4	10.4	104	1147	12.6	11.0	98	976	14.9	9.3	116
ABC MONDAY NIGHT MOVIE	A	6412	1927	8.1	30.1	103	716	8.9	11.2	112	665	7.3	10.4	92	547	8.4	8.5	106
ABC SUNDAY NIGHT MOVIE	A	12407	3690	15.6	29.7	102	1303	16.1	10.5	105	1406	15.4	11.3	101	981	15.0	7.9	98
ABC WORLD NEWS TONIGHT	A	6176	1491	6.3	24.1	82	557	6.9	9.0	90	586	6.4	9.5	84	349	5.3	5.7	70
AFTERMASH	C	5863	1765	7.4	30.1	103	637	7.9	10.9	109	625	6.9	10.7	95	502	7.7	8.6	106
ALICE	C	9594	2837	12.0	29.6	101	889	11.0	9.3	93	1056	11.6	11.0	98	893	13.7	9.3	115
AMERICAN PARADE	C	6622	1768	7.5	26.7	91	511	6.3	7.7	77	796	8.7	12.0	107	462	7.1	7.0	86
BENSON	A	10886	3115	13.1	28.6	98	1101	13.6	10.1	101	1254	13.8	11.5	102	760	11.6	7.0	86
BLUE THUNDER	A	5036	1498	6.3	29.7	102	585	7.2	11.6	116	648	7.1	12.9	114	264	4.0	5.2	65
CAGNEY & LACEY	C	9965	3006	12.7	30.2	103	1038	12.8	10.4	104	1146	12.6	11.5	102	822	12.6	8.2	102
CBS EVENING NEWS-DEAN	C	3491	983	4.1	28.2	96	343	4.2	9.8	98	495	5.4	14.2	126	*145	2.2	4.2	51
CBS EVENING NEWS-RATHER	C	7123	2197	9.3	30.8	105	672	8.3	9.4	95	911	10.0	12.8	114	615	9.4	8.6	107
CBS SAT. NEWS-SCHIEFFER	C	3621	1022	4.3	28.2	96	345	4.3	9.5	95	433	4.8	12.0	106	244	3.7	6.7	83
CBS SATURDAY NIGHT MOVIE	C	5436	1506	6.3	27.7	95	549	6.8	10.1	101	594	6.5	10.9	97	363	5.6	6.7	83
CBS WEDNESDAY NIGHT MOVIE	C	6100	1741	7.3	28.5	97	576	7.1	9.4	95	701	7.7	11.5	102	464	7.1	7.6	94
CHEERS	N	8889	2939	12.4	33.1	113	1120	13.9	12.6	126	999	11.0	11.2	100	819	12.5	9.2	114
DALLAS	C	22109	6547	27.6	29.6	101	2036	25.2	9.2	92	2518	27.7	11.4	101	1993	30.5	9.0	112
DIFF'RENT STROKES	N	6940	1979	8.3	28.5	97	772	9.6	11.1	111	745	8.2	10.7	95	461	7.1	6.6	82
DOUBLE TROUBLE	N	7223	2223	9.4	30.8	105	946	11.7	13.1	131	674	7.4	9.3	83	603	9.2	8.3	103
DUCK FACTORY	N	5595	1726	7.3	30.8	105	654	8.1	11.7	117	562	6.2	10.0	89	511	7.8	9.1	113
DUKES OF HAZZARD	C	5768	1583	6.7	27.4	94	500	6.2	8.7	87	654	7.2	11.3	101	429	6.6	7.4	92
DYNASTY	A	20053	5602	23.6	27.9	95	1922	23.8	9.6	96	2204	24.2	11.0	98	1476	22.6	7.4	91
FACTS OF LIFE	N	8087	2577	10.9	31.9	109	1104	13.7	13.7	137	925	10.2	11.4	102	549	8.4	6.8	84
FALCON CREST	C	20046	5854	24.7	29.2	100	1885	23.3	9.4	94	2274	25.0	11.3	101	1695	25.9	8.5	105
FALL GUY	A	9084	2501	10.5	27.5	94	851	10.5	9.4	94	918	10.1	10.1	90	732	11.2	8.1	100
FAMILY TIES	N	7964	2421	10.2	30.4	104	1032	12.8	13.0	130	770	8.5	9.7	86	619	9.5	7.8	96
FANTASY ISLAND	A	7687	2110	8.9	27.4	94	660	8.2	8.6	86	850	9.3	11.1	98	600	9.2	7.8	97
FOULUPS,BLEEPS & BLUNDERS	A	8861	2565	10.8	28.9	99	939	11.6	10.6	106	1117	12.3	12.6	112	510	7.8	5.8	71
FOUR SEASONS	C	5095	1557	6.6	30.6	104	590	7.3	11.6	116	490	5.4	9.6	86	477	7.3	9.4	116
GIMME A BREAK	N	8838	2584	10.9	29.2	100	1042	12.9	11.8	118	819	9.0	9.3	82	724	11.1	8.2	101
HART TO HART	A	8978	2621	11.0	29.2	100	826	10.2	9.2	92	1084	11.9	12.1	107	712	10.9	7.9	98
HILL STREET BLUES	N	8590	2748	11.6	32.0	109	1002	12.4	11.7	117	1030	11.3	12.0	107	715	10.9	8.3	103
HOTEL	A	14085	3915	16.5	27.8	95	1301	16.1	9.2	93	1549	17.0	11.0	98	1065	16.3	7.6	94
JEFFERSONS	C	9360	2773	11.7	29.6	101	878	10.9	9.4	94	1041	11.4	11.1	99	854	13.1	9.1	113
JENNIFER SLEPT HERE	N	5841	1667	7.0	28.5	97	573	7.1	9.8	98	631	6.9	10.8	96	463	7.1	7.9	98
KATE & ALLIE	C	9206	2831	11.9	30.8	105	1135	14.0	12.3	124	1016	11.2	11.0	98	681	10.4	7.4	92
KNIGHT RIDER	N	7076	2103	8.9	29.7	101	643	8.0	9.1	91	834	9.2	11.8	105	626	9.6	8.8	110
LOVE BOAT	A	12219	3400	14.3	27.8	95	1051	13.0	8.6	86	1457	16.0	11.9	106	892	13.6	7.3	90
MAGNUM PI	C	11199	3242	13.7	28.9	99	872	10.8	7.8	78	1352	14.9	12.1	107	1018	15.6	9.1	113
MAMA'S FAMILY	N	6057	1652	7.0	27.3	93	576	7.1	9.5	95	674	7.4	11.1	99	402	6.1	6.6	82
MASTER, THE	N	3598	1055	4.4	29.3	100	306	3.8	8.5	85	503	5.5	14.0	124	*245	3.7	6.8	84
MATT HOUSTON	A	6344	2070	8.7	32.6	111	623	7.7	9.8	98	848	9.3	13.4	119	599	9.2	9.4	117
NBC MONDAY NIGHT MOVIE	N	11994	3573	15.1	29.8	102	1163	14.4	9.7	97	1393	15.3	11.6	103	1016	15.5	8.5	105
NBC NIGHTLY NEWS	N	5132	1435	6.0	28.0	95	533	6.6	10.4	104	524	5.8	10.2	91	378	5.8	7.4	91
NBC NIGHTLY NEWS-SAT	N	3375	930	3.9	27.6	94	287	3.6	8.5	85	412	4.5	12.2	109	*231	3.5	6.8	85
NBC NIGHTLY NEWS-SUN	N	3130	919	3.9	29.4	100	357	4.4	11.4	114	340	3.7	10.9	97	*223	3.4	7.1	88
NBC SUNDAY NIGHT MOVIE	N	8284	2523	10.6	30.5	104	784	9.7	9.5	95	935	10.3	11.3	100	803	12.3	9.7	120
NEWHART	C	9240	2831	11.9	30.6	105	1109	13.7	12.0	120	1073	11.8	11.6	103	649	9.9	7.0	87
ONE DAY AT A TIME	C	7288	2041	8.6	28.0	96	733	9.1	10.1	101	722	7.9	9.9	88	585	8.9	8.0	99
PEOPLE ARE FUNNY	N	4855	1365	5.8	28.1	96	494	6.1	10.2	102	603	6.6	12.4	110	269	4.1	5.5	69
REAL PEOPLE	N	8869	2608	11.0	29.4	100	922	11.4	10.4	104	1054	11.6	11.9	106	633	9.7	7.1	88
REMINGTON STEELE	N	7743	2300	9.7	29.7	101	860	10.6	11.1	111	887	9.7	11.5	102	553	8.5	7.1	88
RIPLEY'S BELIEVE IT - NOT	A	5345	1592	6.7	29.8	102	540	6.7	10.1	101	553	6.1	10.3	92	499	7.6	9.3	116
RIPTIDE	N	6988	2291	9.7	32.8	112	768	9.5	11.0	110	890	9.8	12.7	113	632	9.7	9.0	112
SCARECROW & MRS. KING	C	10002	2834	11.9	28.3	97	895	11.1	8.9	90	1175	12.9	11.7	105	764	11.7	7.6	95
SIMON & SIMON	C	10638	3101	13.1	29.2	100	1034	12.8	9.7	97	1191	13.1	11.2	100	877	13.4	8.2	102
60 MINUTES	C	13293	3765	15.9	28.3	97	1306	16.2	9.8	98	1499	16.5	11.3	100	959	14.7	7.2	89
ST. ELSEWHERE	N	7017	2333	9.8	33.2	113	973	12.0	13.9	139	725	8.0	10.3	92	635	9.7	9.0	112
THREE'S COMPANY	A	10917	3337	14.1	30.6	104	1140	14.1	10.4	105	1388	15.2	12.7	113	809	12.4	7.4	92
T.J. HOOKER	A	9204	2505	10.6	27.2	93	663	8.2	7.2	72	1104	12.1	12.0	107	738	11.3	8.0	99
TONIGHT SHOW	N	2372	837	3.5	35.3	120	283	3.5	11.9	120	337	3.7	14.2	126	218	3.3	9.2	114
TRAPPER JOHN, M.D.	C	9846	2794	11.8	28.4	97	804	9.9	8.2	82	1227	13.5	12.5	111	763	11.7	7.7	96
TV BLOOPERS & PRAC. JOKES	N	9105	2715	11.4	29.8	102	951	11.8	10.4	105	995	10.9	10.9	97	769	11.8	8.4	105
20/20	A	9387	2801	11.8	29.8	102	891	11.0	9.5	95	1198	13.2	12.8	114	713	10.9	7.6	94
WEBSTER	A	11067	3192	13.5	28.8	98	1070	13.2	9.7	97	1370	15.0	12.4	110	752	11.5	6.8	84
WORLD NEWS - SUN	A	3062	947	4.0	30.9	106	267	3.3	8.7	87	411	4.5	13.4	119	*270	4.1	8.8	109
YELLOW ROSE	N	4978	1418	6.0	28.5	97	393	4.9	7.9	79	556	6.1	11.2	99	469	7.2	9.4	117
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	3175	13.4	35.8	122	1255	15.5	14.1	142	1161	12.8	13.1	116	759	11.6	8.5	106
BASKETBALL - COLLEGE GAMES		4080	1433	6.0	35.1	120	*493	6.1	12.1	121	684	7.5	16.8	149	*257	3.9	6.3	78
BASKETBALL - PRO GAMES		3607	1224	5.2	33.9	116	*491	6.1	13.6	136	*473	5.2	13.1	117	**260	4.0	7.2	89
BOWLING		3883	1377	5.8	35.5	121	*474	5.9	12.2	122	530	5.8	13.6	121	*373	5.7	9.6	119
BOXING		3928	1364	5.7	34.7	119	*507	6.3	12.9	129	*521	5.7	13.3	118	*336	5.1	8.6	106
FOOTBALL - COLLEGE GAMES		6366	2382	10.0	37.4	128	809	10.0	12.7	127	942	10.3	14.8	132	631	9.7	9.9	123
FOOTBALL - PRO GAMES		11300	4069	17.2	36.0	123	1418	17.5	12.5	126	1574	17.3	13.9	124	1078	16.5	9.5	118
GOLF		3378	1413	6.0	41.8	143	*576	7.1	17.1	171	594	6.5	17.6	156	**244	3.7	7.2	89
POST-SEASON COLL. FOOTBALL		4906	1742	7.3	35.5	121	612	7.6	12.5	125	763	8.4	15.6	138	*368	5.6	7.5	93
POST-SEASON PRO FOOTBALL		6120	2113	8.9	34.5	118	812	10.0	13.3	133	922	10.1	15.1	134	*380	5.8	6.2	77
TENNIS		3033	1060	4.5	34.9	119	*510	6.3	16.8	168	*337	3.7	11.1	99	**213	3.3	7.0	87
WRESTLING - PROFESSIONAL		3344	990	4.2	29.6	101	*366	4.5	10.9	110	*328	3.6	9.8	87	*296	4.5	8.9	110

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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SPREAD CHEESE - TYPES
(FEMALE HOMEMAKERS)

0290
P-19

	TOTAL U.S. '000	AEROSOL A '000	AEROSOL B % DOWN	AEROSOL C % ACROSS	AEROSOL D INDX	CROCK A '000	CROCK B % DOWN	CROCK C % ACROSS	CROCK D INDX	TUB/CUP A '000	TUB/CUP B % DOWN	TUB/CUP C % ACROSS	TUB/CUP D INDX	JAR A '000	JAR B % DOWN	JAR C % ACROSS	JAR D INDX
TOTAL FEMALE HOMEMAKERS	80986	2720	100.0	3.4	100	4231	100.0	5.2	100	8158	100.0	10.1	100	11046	100.0	13.6	100
18 - 24	9282	*248	9.1	2.7	80	*352	8.3	3.8	73	810	9.9	8.7	87	831	7.5	9.0	66
25 - 34	19072	805	29.6	4.2	126	795	18.8	4.2	80	2064	25.3	10.8	107	2424	21.9	12.7	93
35 - 44	14591	716	26.3	4.9	146	1273	30.1	8.7	167	1606	19.7	11.0	109	2617	23.7	17.9	131
45 - 54	11345	*436	16.0	3.8	114	691	16.3	6.1	117	1153	14.1	10.2	101	1701	15.4	15.0	110
55 - 64	11635	*266	9.8	2.3	68	720	17.0	6.2	118	1444	17.7	12.4	123	1758	15.9	15.1	111
65 OR OLDER	15061	**250	9.2	1.7	49	400	9.5	2.7	51	1081	13.3	7.2	71	1716	15.5	11.4	84
18 - 34	28354	1053	38.7	3.7	111	1147	27.1	4.0	77	2874	35.2	10.1	101	3254	29.5	11.5	84
18 - 49	48339	2061	75.8	4.3	127	2758	65.2	5.7	109	5092	62.4	10.5	105	6748	61.1	14.0	102
25 - 54	45008	1957	71.9	4.3	129	2760	65.2	6.1	117	4823	59.1	10.7	106	6742	61.0	15.0	110
35 - 49	19985	1008	37.1	5.0	150	1612	38.1	8.1	154	2218	27.2	11.1	110	3493	31.6	17.5	128
50 OR OLDER	32647	659	24.2	2.0	60	1473	34.8	4.5	86	3066	37.6	9.4	93	4299	38.9	13.2	97
GRADUATED COLLEGE	11155	*360	13.2	3.2	96	807	19.1	7.2	138	1660	20.3	14.9	148	1393	12.6	12.5	92
ATTENDED COLLEGE	13682	567	20.8	4.1	123	936	22.1	6.8	131	1599	19.6	11.7	116	2121	19.2	15.5	114
GRADUATED HIGH SCHOOL	33880	1315	48.3	3.9	116	2119	50.1	6.3	120	3287	40.3	9.7	96	5113	46.3	15.1	111
DID NOT GRADUATE HIGH SCHOOL	22270	*478	17.6	2.1	64	*369	8.7	1.7	32	1612	19.8	7.2	72	2419	21.9	10.9	80
EMPLOYED	40306	1648	60.6	4.1	122	2594	61.3	6.4	123	4668	57.2	11.6	115	5713	51.7	14.2	104
EMPLOYED FULL-TIME	32850	1276	46.9	3.9	116	1996	47.2	6.1	116	3645	44.7	11.1	110	4456	40.3	13.6	99
EMPLOYED PART-TIME	7456	*371	13.6	5.0	148	*598	14.1	8.0	154	1023	12.5	13.7	136	1257	11.4	16.9	124
NOT EMPLOYED	40680	1072	39.4	2.6	78	1637	38.7	4.0	77	3490	42.8	8.6	85	5333	48.3	13.1	96
PROFESSIONAL/MANAGER	10392	*379	13.9	3.6	109	671	15.9	6.5	124	1456	17.8	14.0	139	1398	12.7	13.5	99
TECH/CLERICAL/SALES	17574	812	29.9	4.6	138	1356	32.0	7.7	148	2086	25.6	11.9	118	2721	24.6	15.5	114
PRECISION/CRAFT	985	**35	1.3	3.6	106	**49	1.2	5.0	95	**91	1.1	9.2	92	**170	1.5	17.3	127
OTHER EMPLOYED	11354	*422	15.5	3.7	111	*519	12.3	4.6	87	1035	12.7	9.1	90	1425	12.9	12.6	92
SINGLE	9863	*216	7.9	2.2	65	469	11.1	4.8	91	1232	15.1	12.5	124	907	8.2	9.2	67
MARRIED	51375	2017	74.2	3.9	117	2960	70.0	5.8	110	5607	68.7	10.9	108	7722	69.9	15.0	110
DIVORCED/SEPARATED/WIDOWED	19748	487	17.9	2.5	73	803	19.0	4.1	78	1318	16.2	6.7	66	2417	21.9	12.2	90
PARENTS	32590	1457	53.6	4.5	133	1689	39.9	5.2	99	3256	39.9	10.0	99	5259	47.6	16.1	118
WHITE	70416	2290	84.2	3.3	97	4070	96.2	5.8	111	7401	90.7	10.5	104	9903	89.7	14.1	103
BLACK	8778	*337	12.4	3.8	114	**132	3.1	1.5	29	621	7.6	7.1	70	900	8.1	10.3	75
OTHER	1791	**94	3.5	5.2	156	**29	0.7	1.6	31	**136	1.7	7.6	75	**243	2.2	13.6	99
NORTHEAST-CENSUS	17786	*513	18.9	2.9	86	1296	30.6	7.3	139	2350	28.8	13.2	131	1565	14.2	8.8	65
NORTH CENTRAL	20741	696	25.6	3.4	100	1327	31.4	6.4	122	2355	28.9	11.4	113	4098	37.1	19.8	145
SOUTH	27775	962	35.4	3.5	103	980	23.2	3.5	68	2285	28.0	8.2	82	2985	27.0	10.7	79
WEST	14683	550	20.2	3.7	112	*628	14.8	4.3	82	1168	14.3	8.0	79	2399	21.7	16.3	120
NORTHEAST-MKTG.	17961	555	20.4	3.1	92	1423	33.6	7.9	152	2482	30.4	13.8	137	1585	14.3	8.8	65
EAST CENTRAL	11885	*374	13.8	3.1	94	707	16.7	5.9	114	1150	14.1	9.7	96	1850	16.7	15.6	114
WEST CENTRAL	14090	516	19.0	3.7	109	790	18.7	5.6	107	1588	19.5	11.3	112	2929	26.5	20.8	152
SOUTH	24081	836	30.7	3.5	103	720	17.0	3.0	57	1852	22.7	7.7	76	2493	22.6	10.4	76
PACIFIC	12969	*440	16.2	3.4	101	*591	14.0	4.6	87	1086	13.3	8.4	83	2190	19.8	16.9	124
COUNTY SIZE A	32439	1135	41.7	3.5	104	2135	50.5	6.6	126	3877	47.5	12.0	119	4230	38.3	13.0	96
COUNTY SIZE B	24915	695	25.6	2.8	83	1270	30.0	5.1	98	2009	24.6	8.1	80	3276	29.7	13.1	96
COUNTY SIZE C	12930	*481	17.7	3.7	111	*488	11.5	3.8	72	1547	19.0	12.0	119	1763	16.0	13.6	100
COUNTY SIZE D	10703	*409	15.0	3.8	114	*338	8.0	3.2	60	725	8.9	6.8	67	1777	16.1	16.6	122
METRO CENTRAL CITY	24518	667	24.5	2.7	81	1108	26.2	4.5	87	2155	26.4	8.8	87	3052	27.6	12.4	91
METRO SUBURBAN	35919	1362	50.1	3.8	113	2392	56.5	6.7	127	4342	53.2	12.1	120	4698	42.5	13.1	96
NON METRO	20549	692	25.4	3.4	100	731	17.3	3.6	68	1660	20.3	8.1	80	3297	29.8	16.0	118
TOP 5 ADI'S	18341	606	22.3	3.3	98	1273	30.1	6.9	133	2377	29.1	13.0	129	2429	22.0	13.2	97
TOP 10 ADI'S	25378	815	30.0	3.2	96	1813	42.9	7.1	137	3188	39.1	12.6	125	2975	26.9	11.7	86
TOP 20 ADI'S	36488	1160	42.6	3.2	95	2267	53.6	6.2	119	4159	51.0	11.4	113	4374	39.6	12.0	88
HSHLD INC. $50,000 OR MORE	6612	*334	12.3	5.1	150	834	19.7	12.6	241	1011	12.4	15.3	152	1173	10.6	17.7	130
$40,000 OR MORE	12659	*503	18.5	4.0	118	1383	32.7	10.9	209	1889	23.2	14.9	148	2172	19.7	17.2	126
$30,000 OR MORE	24698	1031	37.9	4.2	124	2299	54.3	9.3	178	3398	41.7	13.8	137	4054	36.7	16.4	120
$25,000 OR MORE	32077	1291	47.5	4.0	120	2709	64.0	8.4	162	4378	53.7	13.6	135	5289	47.9	16.5	121
$20,000 - $24,999	9144	*527	19.4	5.8	172	*422	10.0	4.6	88	990	12.1	10.8	107	1188	10.8	13.0	95
$15,000 - $19,999	8728	*219	8.1	2.5	75	417	9.9	4.8	91	699	8.6	8.0	80	953	8.6	10.9	80
$10,000 - $14,999	12562	*378	13.9	3.0	90	*340	8.0	2.7	52	1057	13.0	8.4	84	1692	15.3	13.5	99
UNDER $10,000	18475	*306	11.3	1.7	49	*343	8.1	1.9	36	1033	12.7	5.6	56	1923	17.4	10.4	76
HOUSEHOLD OF 1 PERSON	11987	*176	6.5	1.5	44	416	9.8	3.5	66	1065	13.1	8.9	88	1109	10.0	9.3	68
2 PEOPLE	26577	756	27.8	2.8	85	1255	29.7	4.7	90	2673	32.8	10.1	100	3196	28.9	12.0	88
3 OR 4 PEOPLE	30617	1278	47.0	4.2	124	1711	40.4	5.6	107	3370	41.3	11.0	109	4684	42.4	15.3	112
5 OR MORE PEOPLE	11804	*510	18.8	4.3	129	850	20.1	7.2	138	1050	12.9	8.9	88	2057	18.6	17.4	128
NO CHILD IN HSHLD	46165	1234	45.4	2.7	80	2474	58.5	5.4	103	4714	57.8	10.2	101	5469	49.5	11.8	87
CHILD(REN) UNDER 2 YRS	5325	**162	6.0	3.0	91	**124	2.9	2.3	45	*439	5.4	8.2	82	*540	4.9	10.1	74
2 - 5 YEARS	14221	601	22.1	4.2	126	*468	11.1	3.3	63	1117	13.7	7.9	78	1786	16.2	12.6	92
6 - 11 YEARS	15117	666	24.5	4.4	131	791	18.7	5.2	100	1452	17.8	9.6	95	2452	22.2	16.2	119
12 - 17 YEARS	16611	708	26.0	4.3	127	1026	24.2	6.2	118	1708	20.9	10.3	102	3077	27.9	18.5	136
RESIDENCE OWNED	55884	1961	72.1	3.5	104	3408	80.5	6.1	117	6037	74.0	10.8	107	8370	75.8	15.0	110
VALUE: $50,000 OR MORE	31744	1124	41.3	3.5	105	2444	57.8	7.7	147	4012	49.2	12.6	125	4965	44.9	15.6	115
VALUE: UNDER $50,000	24140	837	30.8	3.5	103	964	22.8	4.0	76	2026	24.8	8.4	83	3405	30.8	14.1	103

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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SPREAD CHEESE - TYPES
(FEMALE HOMEMAKERS)

0291
P-19

		TOTAL U.S. '000	AEROSOL A '000	AEROSOL B % DOWN	AEROSOL C % ACROSS	AEROSOL D INDX	CROCK A '000	CROCK B % DOWN	CROCK C % ACROSS	CROCK D INDX	TUB/CUP A '000	TUB/CUP B % DOWN	TUB/CUP C % ACROSS	TUB/CUP D INDX	JAR A '000	JAR B % DOWN	JAR C % ACROSS	JAR D INDX
TOTAL FEMALE HOMEMAKERS		80986	2720	100.0	3.4	100	4231	100.0	5.2	100	8158	100.0	10.1	100	11046	100.0	13.6	100
MAGAZINES	QUINTILE 1	15799	707	26.0	4.5	133	1187	28.1	7.5	144	2035	24.9	12.9	128	2567	23.2	16.2	119
	QUINTILE 2	17259	681	25.0	3.9	117	1212	28.6	7.0	134	1971	24.2	11.4	113	2793	25.3	16.2	119
	QUINTILE 3	13545	*380	14.0	2.8	84	572	13.5	4.2	81	1507	18.5	11.1	110	1892	17.1	14.0	102
	QUINTILE 4	15133	*474	17.4	3.1	93	609	14.4	4.0	77	1404	17.2	9.3	92	1699	15.4	11.2	82
	QUINTILE 5	19250	*478	17.6	2.5	74	*651	15.4	3.4	65	1241	15.2	6.4	64	2096	19.0	10.9	80
NEWSPAPERS	QUINTILE 1	12413	*411	15.1	3.3	99	1254	29.6	10.1	193	1743	21.4	14.0	139	1740	15.8	14.0	103
	QUINTILE 2	24116	748	27.5	3.1	92	1387	32.8	5.8	110	2482	30.4	10.3	102	3540	32.0	14.7	108
	QUINTILE 3	11261	*466	17.1	4.1	123	459	10.8	4.1	78	1074	13.2	9.5	95	1671	15.1	14.8	109
	QUINTILE 4	20255	726	26.7	3.6	107	815	19.3	4.0	77	2177	26.7	10.7	107	2520	22.8	12.4	91
	QUINTILE 5	12940	*369	13.6	2.9	85	*317	7.5	2.4	47	682	8.4	5.3	52	1575	14.3	12.2	89
OUTDOOR	QUINTILE 1	14852	*427	15.7	2.9	86	948	22.4	6.4	122	1625	19.9	10.9	109	2045	18.5	13.8	101
	QUINTILE 2	15725	486	17.9	3.1	92	773	18.3	4.9	94	1672	20.5	10.6	106	2263	20.5	14.4	106
	QUINTILE 3	16330	658	24.2	4.0	120	851	20.1	5.2	100	1613	19.8	9.9	98	2101	19.0	12.9	94
	QUINTILE 4	16744	577	21.2	3.4	103	845	20.0	5.0	97	1714	21.0	10.2	102	2268	20.5	13.5	99
	QUINTILE 5	17334	*573	21.1	3.3	98	815	19.3	4.7	90	1534	18.8	8.8	88	2371	21.5	13.7	100
RADIO-DRIVE TIME	QUINTILE 1	15911	*534	19.6	3.4	100	1002	23.7	6.3	121	1743	21.4	11.0	109	2332	21.1	14.7	107
	QUINTILE 2	14837	592	21.8	4.0	119	823	19.5	5.5	106	1327	16.3	8.9	89	2212	20.0	14.9	109
	QUINTILE 3	15339	546	20.1	3.6	106	724	17.1	4.7	90	1573	19.3	10.3	102	1918	17.4	12.5	92
	QUINTILE 4	16723	*509	18.7	3.0	91	894	21.1	5.3	102	1719	21.1	10.3	102	2124	19.2	12.7	93
	QUINTILE 5	18176	*539	19.8	3.0	88	788	18.6	4.3	83	1795	22.0	9.9	98	2461	22.3	13.5	99
RADIO-MID-DAY	TERCILE 1	21020	673	24.7	3.2	95	1241	29.3	5.9	113	2244	27.5	10.7	106	3102	28.1	14.8	108
	TERCILE 2	21610	811	29.8	3.8	112	1119	26.4	5.2	99	2186	26.8	10.1	100	3108	28.1	14.4	105
	TERCILE 3	38355	1236	45.4	3.2	96	1871	44.2	4.9	93	3728	45.7	9.7	96	4836	43.8	12.6	92
RADIO-TOTAL	QUINTILE 1	15988	*477	17.5	3.0	89	931	22.0	5.8	111	1616	19.8	10.1	100	2276	20.6	14.2	104
	QUINTILE 2	15626	594	21.8	3.8	113	779	18.4	5.0	95	1763	21.6	11.3	112	2204	20.0	14.1	103
	QUINTILE 3	16723	772	28.4	4.6	137	997	23.6	6.0	114	1730	21.2	10.3	103	2613	23.7	15.6	115
	QUINTILE 4	16342	*461	16.9	2.8	84	870	20.6	5.3	102	1600	19.6	9.8	97	2008	18.2	12.3	90
	QUINTILE 5	16306	*416	15.3	2.6	76	654	15.5	4.0	77	1449	17.8	8.9	88	1944	17.6	11.9	87
TV-PRIME TIME	QUINTILE 1	15953	*498	18.3	3.1	93	627	14.8	3.9	75	1931	23.7	12.1	120	2231	20.2	14.0	103
	QUINTILE 2	16137	*604	22.2	3.7	111	955	22.6	5.9	113	1548	19.0	9.6	95	2192	19.8	13.6	100
	QUINTILE 3	16420	554	20.4	3.4	100	952	22.5	5.8	111	1356	16.6	8.3	82	2285	20.7	13.9	102
	QUINTILE 4	16687	*447	16.4	2.7	80	969	22.9	5.8	111	1696	20.8	10.2	101	2144	19.4	12.8	94
	QUINTILE 5	15789	618	22.7	3.9	117	729	17.2	4.6	88	1627	19.9	10.3	102	2195	19.9	13.9	102
TV-DAYTIME	TERCILE 1	27736	939	34.5	3.4	101	1028	24.3	3.7	71	2432	29.8	8.8	87	3786	34.3	13.7	100
	TERCILE 2	26489	906	33.3	3.4	102	1512	35.7	5.7	109	2756	33.8	10.4	103	3640	33.0	13.7	101
	TERCILE 3	26761	874	32.1	3.3	97	1691	40.0	6.3	121	2970	36.4	11.1	110	3620	32.8	13.5	99
TV-TOTAL	QUINTILE 1	16345	*451	16.6	2.8	82	546	12.9	3.3	64	1608	19.7	9.8	98	2418	21.9	14.8	108
	QUINTILE 2	16447	640	23.5	3.9	116	872	20.6	5.3	101	1568	19.2	9.5	95	2332	21.1	14.2	104
	QUINTILE 3	15980	551	20.3	3.4	103	794	18.8	5.0	95	1552	19.0	9.7	96	2174	19.7	13.6	100
	QUINTILE 4	15887	*459	16.9	2.9	86	1084	25.6	6.8	131	1539	18.9	9.7	96	1894	17.1	11.9	87
	QUINTILE 5	16326	619	22.8	3.8	113	935	22.1	5.7	110	1890	23.2	11.6	115	2228	20.2	13.6	100
MAGAZINES-NEWSPAPERS: DUAL		20721	745	27.4	3.6	107	1669	39.4	8.1	154	2549	31.2	12.3	122	3281	29.7	15.8	116
MAGAZINE IMPERATIVE		19186	908	33.4	4.7	141	889	21.0	4.6	89	2151	26.4	11.2	111	2921	26.4	15.2	112
NEWSPAPER IMPERATIVE		21899	589	21.7	2.7	80	1186	28.0	5.4	104	2226	27.3	10.2	101	2751	24.9	12.6	92
MAGAZINES-OUTDOOR: DUAL		15451	576	21.2	3.7	111	992	23.4	6.4	123	1906	23.4	12.3	122	2505	22.7	16.2	119
MAGAZINE IMPERATIVE		25953	1026	37.7	4.0	118	1726	40.8	6.7	127	3023	37.1	11.6	116	4053	36.7	15.6	114
OUTDOOR IMPERATIVE		24400	624	22.9	2.6	76	981	23.2	4.0	77	2152	26.4	8.8	88	2827	25.6	11.6	85
MAGAZINES-RADIO: DUAL		18049	785	28.9	4.3	129	1314	31.1	7.3	139	2251	27.6	12.5	124	2739	24.8	15.2	111
MAGAZINE IMPERATIVE		23571	863	31.7	3.7	109	1500	35.5	6.4	122	2679	32.8	11.4	113	3764	34.1	16.0	117
RADIO IMPERATIVE		23278	604	22.2	2.6	77	890	21.0	3.8	73	2097	25.7	9.0	89	2939	26.6	12.6	93
MAGAZINES-TELEVISION: DUAL		15459	547	20.1	3.5	105	905	21.4	5.9	112	1856	22.8	12.0	119	2716	24.6	17.6	129
MAGAZINE IMPERATIVE		25829	1033	38.0	4.0	119	1865	44.1	7.2	138	3122	38.3	12.1	120	3743	33.9	14.5	106
TELEVISION IMPERATIVE		26039	799	29.4	3.1	91	770	18.2	3.0	57	1990	24.4	7.6	76	3079	27.9	11.8	87
NEWSPAPERS-OUTDOOR: DUAL		16605	548	20.1	3.3	98	1105	26.1	6.7	127	1916	23.5	11.5	115	2554	23.1	15.4	113
NEWSPAPER IMPERATIVE		26834	894	32.9	3.3	99	1784	42.2	6.6	127	2973	36.4	11.1	110	3707	33.6	13.8	101
OUTDOOR IMPERATIVE		23346	842	31.0	3.6	107	922	21.8	3.9	76	2239	27.4	9.6	95	2981	27.0	12.8	94
NEWSPAPERS-RADIO: DUAL		17133	*531	19.5	3.1	92	1234	29.2	7.2	138	1946	23.9	11.4	113	2431	22.0	14.2	104
NEWSPAPER IMPERATIVE		25892	835	30.7	3.2	96	1671	39.5	6.5	124	2833	34.7	10.9	109	3768	34.1	14.6	107
RADIO IMPERATIVE		23167	939	34.5	4.1	121	811	19.2	3.5	67	2243	27.5	9.7	96	3332	30.2	14.4	105
NEWSPAPERS-TELEVISION: DUAL		17159	526	19.3	3.1	91	1080	25.5	6.3	120	1867	22.9	10.9	108	2651	24.0	15.4	113
NEWSPAPER IMPERATIVE		26214	923	33.9	3.5	105	1872	44.2	7.1	137	3004	36.8	11.5	114	3610	32.7	13.8	101
TELEVISION IMPERATIVE		23412	862	31.7	3.7	110	610	14.4	2.6	50	2006	24.6	8.6	85	3092	28.0	13.2	97
OUTDOOR-RADIO: DUAL		15303	569	20.9	3.7	111	872	20.6	5.7	109	1631	20.0	10.7	106	2418	21.9	15.8	116
OUTDOOR IMPERATIVE		24901	723	26.6	2.9	86	1357	32.1	5.4	104	2587	31.7	10.4	103	3256	29.5	13.1	96
RADIO IMPERATIVE		26492	1025	37.7	3.9	115	1445	34.2	5.5	104	2850	34.9	10.8	107	3761	34.0	14.2	104
OUTDOOR-TELEVISION: DUAL		14794	*433	15.9	2.9	87	645	15.2	4.4	83	1332	16.3	9.0	89	2050	18.6	13.9	102
OUTDOOR IMPERATIVE		25437	842	31.0	3.3	99	1637	38.7	6.4	123	2892	35.4	11.4	113	3412	30.9	13.4	98
TELEVISION IMPERATIVE		27877	993	36.5	3.6	106	1237	29.2	4.4	85	2670	32.7	9.6	95	3978	36.0	14.3	105
RADIO-TELEVISION: DUAL		15996	*493	18.1	3.1	92	702	16.6	4.4	84	1729	21.2	10.8	107	2371	21.5	14.8	109
RADIO IMPERATIVE		25478	1053	38.7	4.1	123	1660	39.2	6.5	125	2619	32.1	10.3	102	3580	32.4	14.1	103
TELEVISION IMPERATIVE		26573	889	32.7	3.3	100	1148	27.1	4.3	83	2446	30.0	9.2	91	3708	33.6	14.0	102

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SPREAD CHEESE - TYPES
(FEMALE HOMEMAKERS)

0292
P-19

	TOTAL U.S. '000	AEROSOL A '000	AEROSOL B % DOWN	AEROSOL C % ACROSS	AEROSOL D INDX	CROCK A '000	CROCK B % DOWN	CROCK C % ACROSS	CROCK D INDX	TUB/CUP A '000	TUB/CUP B % DOWN	TUB/CUP C % ACROSS	TUB/CUP D INDX	JAR A '000	JAR B % DOWN	JAR C % ACROSS	JAR D INDX
TOTAL FEMALE HOMEMAKERS	80986	2720	100.0	3.4	100	4231	100.0	5.2	100	8158	100.0	10.1	100	11046	100.0	13.6	100
ATLANTIC MONTHLY	415	**13	0.5	3.1	93	**25	0.6	6.0	115	**47	0.6	11.3	112	**47	0.4	11.3	83
BARRON'S	453	**5	0.2	1.1	33	**19	0.4	4.2	80	**53	0.6	11.7	116	**87	0.8	19.2	141
BETTER HOMES & GARDENS	16256	541	19.9	3.3	99	1195	28.2	7.4	141	2030	24.9	12.5	124	2874	26.0	17.7	130
BON APPETIT	2535	**67	2.5	2.6	79	284	6.7	11.2	214	425	5.2	16.8	166	468	4.2	18.5	135
BUSINESS WEEK	1278	**32	1.2	2.5	75	**87	2.1	6.8	130	**173	2.1	13.5	134	*223	2.0	17.4	128
CAR AND DRIVER	378	**13	0.5	3.4	102	**8	0.2	2.1	41	**48	0.6	12.7	126	**93	0.8	24.6	180
CBS MAGAZINE NETWORK (GROSS)	1498	**75	2.8	5.0	149	**137	3.2	9.1	175	*256	3.1	17.1	170	*191	1.7	12.8	93
CHANGING TIMES	1505	**60	2.2	4.0	119	*127	3.0	8.4	162	*168	2.1	11.2	111	*188	1.7	12.5	92
COLONIAL HOMES	1231	**59	2.2	4.8	143	**69	1.6	5.6	107	**87	1.1	7.1	70	*147	1.3	11.9	88
CONDE NAST MAG. PKG. (GROSS)	14146	606	22.3	4.3	128	1059	25.0	7.5	143	1744	21.4	12.3	122	1814	16.4	12.8	94
CONSUMERS DIGEST	1323	**74	2.7	5.6	167	**140	3.3	10.6	203	**106	1.3	8.0	80	*224	2.0	16.9	124
COSMOPOLITAN	7102	234	8.6	3.3	98	371	8.8	5.2	100	829	10.2	11.7	116	938	8.5	13.2	97
COUNTRY LIVING	2481	**109	4.0	4.4	131	*158	3.7	6.4	122	370	4.5	14.9	148	436	3.9	17.6	129
CUISINE	1472	**64	2.4	4.3	129	*157	3.7	10.7	204	**118	1.4	8.0	80	*314	2.8	21.3	156
CYCLE WORLD	425	**30	1.1	7.1	210	**79	1.9	18.6	356	**87	1.1	20.5	203	**73	0.7	17.2	126
DCI:CREATIVE IDEAS FOR LIV	2510	*150	5.5	6.0	178	*149	3.5	5.9	114	*217	2.7	8.6	86	530	4.8	21.1	155
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	378	13.9	5.6	168	437	10.3	6.5	125	773	9.5	11.5	115	1157	10.5	17.3	127
DISCOVER	894	**65	2.4	7.3	216	**31	0.7	3.5	66	**96	1.2	10.7	107	**63	0.6	7.0	52
EBONY	3507	*104	3.8	3.0	88	*99	2.3	2.8	54	227	2.8	6.5	64	416	3.8	11.9	87
ESQUIRE	1083	**40	1.5	3.7	110	**24	0.6	2.2	42	**84	1.0	7.8	77	*207	1.9	19.1	140
ESSENCE	1830	**100	3.7	5.5	163	**43	1.0	2.3	45	**90	1.1	4.9	49	*214	1.9	11.7	86
FAMILY CIRCLE	15930	650	23.9	4.1	121	1210	28.6	7.6	145	2076	25.4	13.0	129	2704	24.5	17.0	124
THE FAMILY HANDYMAN	1126	**58	2.1	5.2	153	*179	4.2	15.9	304	**124	1.5	11.0	109	*168	1.5	14.9	109
FAMILY WEEKLY	11468	364	13.4	3.2	95	674	15.9	5.9	112	994	12.2	8.7	86	1580	14.3	13.8	101
FIELD & STREAM	2234	**40	1.5	1.8	53	*156	3.7	7.0	134	*245	3.0	11.0	109	370	3.3	16.6	121
FOOD & WINE	579	**24	0.9	4.1	123	**37	0.9	6.4	122	**39	0.5	6.7	67	**61	0.6	10.5	77
FORBES	728	**21	0.8	2.9	86	**66	1.6	9.1	174	**71	0.9	9.8	97	**104	0.9	14.3	105
FORTUNE	906	**17	0.6	1.9	56	**58	1.4	6.4	123	**98	1.2	10.8	107	**98	0.9	10.8	79
GENTLEMEN'S QUARTERLY	791	**49	1.8	6.2	184	**25	0.6	3.2	60	**70	0.9	8.8	88	**89	0.8	11.3	82
GLAMOUR	5265	*238	8.8	4.5	135	396	9.4	7.5	144	738	9.0	14.0	139	696	6.3	13.2	97
GOLF DIGEST	636	**17	0.6	2.7	80	**33	0.8	5.2	99	**85	1.0	13.4	133	**130	1.2	20.4	150
GOLF DIGEST/TENNIS (GROSS)	1186	**27	1.0	2.3	68	**68	1.6	5.7	110	**131	1.6	11.0	110	*166	1.5	14.0	103
GOLF MAGAZINE	441	**16	0.6	3.6	108	**21	0.5	4.8	91	**53	0.6	12.0	119	**83	0.8	18.8	138
GOLF MAGAZINE/SKI (GROSS)	922	**27	1.0	2.9	87	**62	1.5	6.7	129	**117	1.4	12.7	126	*175	1.6	19.0	139
GOOD HOUSEKEEPING	16487	584	21.5	3.5	105	1055	24.9	6.4	122	2153	26.4	13.1	130	2803	25.4	17.0	125
HARPER'S BAZAAR	2423	**109	4.0	4.5	134	*163	3.9	6.7	129	*260	3.2	10.7	107	358	3.2	14.8	108
HEALTH	1994	**78	2.9	3.9	116	**110	2.6	5.5	106	*104	1.3	5.2	52	336	3.0	16.9	124
HEARST MAG CORP. BUY (GROSS)	44101	1634	60.1	3.7	110	2863	67.7	6.5	124	5442	66.7	12.3	123	6890	62.4	15.6	115
HEARST MAN POWER (GROSS)	1993	**61	2.2	3.1	91	*182	4.3	9.1	175	*261	3.2	13.1	130	365	3.3	18.3	134
HEARST WOMAN POWER (GROSS)	31274	1101	40.5	3.5	105	1907	45.1	6.1	117	3925	48.1	12.6	125	4913	44.5	15.7	115
HOUSE BEAUTIFUL	3623	*159	5.8	4.4	131	295	7.0	8.1	156	434	5.3	12.0	119	527	4.8	14.5	107
INC.	283	**13	0.5	4.6	137	**11	0.3	3.9	74	**27	0.3	9.5	95	**54	0.5	19.1	140
JET	2928	*133	4.9	4.5	135	**39	0.9	1.3	25	*177	2.2	6.0	60	323	2.9	11.0	81
LADIES' HOME JOURNAL	11918	471	17.3	4.0	118	660	15.6	5.5	106	1477	18.1	12.4	123	1866	16.9	15.7	115
LHJ FAMILY GRP COMBO(GROSS)	16764	716	26.3	4.3	127	944	22.3	5.6	108	1878	23.0	11.2	111	2629	23.8	15.7	115
LIFE	4254	*206	7.6	4.8	144	359	8.5	8.4	162	504	6.2	11.8	118	517	4.7	12.2	89
L.A. TIMES HOME MAGAZINE	1145	**64	2.4	5.6	166	**80	1.9	7.0	134	*149	1.8	13.0	129	*160	1.4	14.0	102
MADEMOISELLE	2884	**145	5.3	5.0	150	*232	5.5	8.0	154	*280	3.4	9.7	96	406	3.7	14.1	103
MC CALL'S	13460	507	18.6	3.8	112	725	17.1	5.4	103	1679	20.6	12.5	124	2293	20.8	17.0	125
MC CALL'S/WRK MOTHER (GROSS)	14606	588	21.6	4.0	120	823	19.5	5.6	108	1783	21.9	12.2	121	2452	22.2	16.8	123
MECHANIX ILLUSTRATED	772	**23	0.8	3.0	89	**79	1.9	10.2	196	**93	1.1	12.0	120	**95	0.9	12.3	90
METROPOLITAN HOME	967	**35	1.3	3.6	108	**55	1.3	5.7	109	*118	1.4	12.2	121	**110	1.0	11.4	83
MONEY	1588	**28	1.0	1.8	52	**123	2.9	7.7	148	*209	2.6	13.2	131	*191	1.7	12.0	88
MOTHER EARTH NEWS	1002	**86	3.2	8.6	256	**55	1.3	5.5	105	**83	1.0	8.3	82	*199	1.8	19.9	146
MS.	825	**40	1.5	4.8	144	**46	1.1	5.6	107	**83	1.0	10.1	100	**91	0.8	11.0	81
NATIONAL ENQUIRER	10336	354	13.0	3.4	102	440	10.4	4.3	81	890	10.9	8.6	85	1534	13.9	14.8	109
NATIONAL GEOGRAPHIC	9597	301	11.1	3.1	93	797	18.8	8.3	159	1165	14.3	12.1	121	1493	13.5	15.6	114
NATIONAL SUNDAY MAGAZINE PKG	49558	1699	62.5	3.4	102	3204	75.7	6.5	124	5545	68.0	11.2	111	7247	65.6	14.6	107
NATURAL HISTORY	573	**4	0.1	0.7	21	**56	1.3	9.8	187	**74	0.9	12.9	128	**47	0.4	8.2	60
NEW WOMAN	1699	**66	2.4	3.9	116	*145	3.4	8.5	163	*177	2.2	10.4	103	*132	1.2	7.8	57
NEW YORK INCLUDING CUE	443	**15	0.6	3.4	101	**40	0.9	9.0	173	**35	0.4	7.9	78	**38	0.3	8.6	63
THE NEW YORKER	1270	**25	0.9	2.0	59	*91	2.2	7.2	137	*159	1.9	12.5	124	**100	0.9	7.9	58
NEWSWEEK	6277	267	9.8	4.3	127	536	12.7	8.5	163	696	8.5	11.1	110	886	8.0	14.1	103
THE N.Y. TIMES DAILY EDITION	1205	**11	0.4	0.9	27	*110	2.6	9.1	175	*193	2.4	16.0	159	**75	0.7	6.2	46
THE N.Y. TIMES MAGAZINE	2081	**17	0.6	0.8	24	*187	4.4	9.0	172	391	4.8	18.8	187	*161	1.5	7.7	57
OMNI	788	**51	1.9	6.5	193	**36	0.9	4.6	87	**83	1.0	10.5	105	**118	1.1	15.0	110
ON CABLE	1158	**12	0.4	1.0	31	**98	2.3	8.5	162	**75	0.9	6.5	64	*225	2.0	19.4	142
1001 HOME IDEAS	2852	*167	6.1	5.9	174	*175	4.1	6.1	117	297	3.6	10.4	103	427	3.9	15.0	110
ORGANIC GARDENING	1658	**64	2.4	3.9	115	*135	3.2	8.1	156	*172	2.1	10.4	103	276	2.5	16.6	122
OUTDOOR LIFE	896	**38	1.4	4.2	126	**82	1.9	9.2	175	**68	0.8	7.6	75	*175	1.6	19.5	143
PARADE MAGAZINE	24275	814	29.9	3.4	100	1470	34.7	6.1	116	2846	34.9	11.7	116	3536	32.0	14.6	107

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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SPREAD CHEESE - TYPES
(FEMALE HOMEMAKERS)

0293
P-19

	TOTAL U.S. '000	AEROSOL A '000	AEROSOL B % DOWN	AEROSOL C % ACROSS	AEROSOL D INDX	CROCK A '000	CROCK B % DOWN	CROCK C % ACROSS	CROCK D INDX	TUB/CUP A '000	TUB/CUP B % DOWN	TUB/CUP C % ACROSS	TUB/CUP D INDX	JAR A '000	JAR B % DOWN	JAR C % ACROSS	JAR D INDX
TOTAL FEMALE HOMEMAKERS	80986	2720	100.0	3.4	100	4231	100.0	5.2	100	8158	100.0	10.1	100	11046	100.0	13.6	100
PARENTS	3845	*195	7.2	5.1	151	290	6.9	7.5	144	404	5.0	10.5	104	550	5.0	14.3	105
PENTHOUSE	831	**23	0.8	2.8	82	**38	0.9	4.6	88	**71	0.9	8.5	85	**74	0.7	8.9	65
PEOPLE	11645	488	17.9	4.2	125	874	20.7	7.5	144	1350	16.5	11.6	115	1734	15.7	14.9	109
PLAYBOY	2006	**97	3.6	4.8	144	*137	3.2	6.8	131	*118	1.4	5.9	58	*243	2.2	12.1	89
POPULAR HOT RODDING	297	**4	0.1	1.3	40	**22	0.5	7.4	142	**37	0.5	12.5	124	**28	0.3	9.4	69
POPULAR MECHANICS	1018	**14	0.5	1.4	41	**119	2.8	11.7	224	**136	1.7	13.4	133	*219	2.0	21.5	158
POPULAR SCIENCE	878	**36	1.3	4.1	122	**34	0.8	3.9	74	**114	1.4	13.0	129	**121	1.1	13.8	101
PREVENTION	3913	**142	5.2	3.6	108	238	5.6	6.1	116	397	4.9	10.1	101	541	4.9	13.8	101
PSYCHOLOGY TODAY	1710	**116	4.3	6.8	202	*117	2.8	6.8	131	*210	2.6	12.3	122	*172	1.6	10.1	74
READER'S DIGEST	22204	924	34.0	4.2	124	1261	29.8	5.7	109	2385	29.2	10.7	107	3718	33.7	16.7	123
REDBOOK	7684	*283	10.4	3.7	110	481	11.4	6.3	120	943	11.6	12.3	122	1172	10.6	15.3	112
ROAD & TRACK	410	**18	0.7	4.4	131	**24	0.6	5.9	112	**67	0.8	16.3	162	**75	0.7	18.3	134
ROLLING STONE	969	**76	2.8	7.8	234	**70	1.7	7.2	138	*129	1.6	13.3	132	*122	1.1	12.6	92
RUNNER'S WORLD	298	**10	0.4	3.4	100	**32	0.8	10.7	206	**11	0.1	3.7	37	**33	0.3	11.1	81
SATURDAY EVENING POST	1169	**27	1.0	2.3	69	**71	1.7	6.1	116	**102	1.3	8.7	87	*204	1.8	17.5	128
SCIENCE 84	587	**53	1.9	9.0	269	**46	1.1	7.8	150	**128	1.6	21.8	216	**38	0.3	6.5	47
SCIENCE DIGEST	482	**37	1.4	7.7	229	**19	0.4	3.9	75	**80	1.0	16.6	165	**46	0.4	9.5	70
SCIENTIFIC AMERICAN	594	**39	1.4	6.6	195	**20	0.5	3.4	64	*97	1.2	16.3	162	**39	0.4	6.6	48
SELF	2089	**75	2.8	3.6	107	*141	3.3	6.7	129	*252	3.1	12.1	120	*172	1.6	8.2	60
SEVENTEEN	2411	**41	1.5	1.7	51	*217	5.1	9.0	172	*172	2.1	7.1	71	464	4.2	19.2	141
SKI	480	**11	0.4	2.3	68	**41	1.0	8.5	163	**64	0.8	13.3	132	**92	0.8	19.2	141
SMITHSONIAN	2760	**120	4.4	4.3	129	283	6.7	10.3	196	372	4.6	13.5	134	373	3.4	13.5	99
SOAP OPERA DIGEST	3013	**97	3.6	3.2	96	**117	2.8	3.9	74	*303	3.7	10.1	100	463	4.2	15.4	113
SOUTHERN LIVING	4184	*227	8.3	5.4	162	288	6.8	6.9	132	556	6.8	13.3	132	627	5.7	15.0	110
SPORT	559	**55	2.0	9.8	293	**27	0.6	4.8	92	**54	0.7	9.7	96	**78	0.7	14.0	102
THE SPORTING NEWS	436	**38	1.4	8.7	260	**23	0.5	5.3	101	**46	0.6	10.6	105	**90	0.8	20.6	151
SPORTS AFIELD	493	**10	0.4	2.0	60	**44	1.0	8.9	171	**46	0.6	9.3	93	**100	0.9	20.3	149
SPORTS ILLUSTRATED	2758	*119	4.4	4.3	128	*187	4.4	6.8	130	367	4.5	13.3	132	446	4.0	16.2	119
STAR	7456	*273	10.0	3.7	109	384	9.1	5.2	99	643	7.9	8.6	86	1106	10.0	14.8	109
SUNDAY	24936	872	32.1	3.5	104	1785	42.2	7.2	137	3075	37.7	12.3	122	3799	34.4	15.2	112
SUNSET	2124	**112	4.1	5.3	157	**146	3.5	6.9	132	*298	3.7	14.0	139	401	3.6	18.9	138
TV GUIDE	21661	956	35.1	4.4	131	1030	24.3	4.8	91	2133	26.1	9.8	98	3244	29.4	15.0	110
TENNIS	550	**10	0.4	1.8	54	**35	0.8	6.4	122	**46	0.6	8.4	83	**36	0.3	6.5	48
TIME	8880	341	12.5	3.8	114	711	16.8	8.0	153	1136	13.9	12.8	127	1235	11.2	13.9	102
TOWN & COUNTRY	917	**36	1.3	3.9	117	**68	1.6	7.4	142	**66	0.8	7.2	71	**112	1.0	12.2	90
TRAVEL & LEISURE	972	**32	1.2	3.3	98	**124	2.9	12.8	244	*164	2.0	16.9	167	**110	1.0	11.3	83
TRUE STORY	3356	**174	6.4	5.2	154	*117	2.8	3.5	67	*261	3.2	7.8	77	532	4.8	15.9	116
U.S.NEWS & WORLD REPORT	3410	*111	4.1	3.3	97	308	7.3	9.0	173	324	4.0	9.5	94	462	4.2	13.5	99
USA TODAY	1759	**78	2.9	4.4	132	*121	2.9	6.9	132	*253	3.1	14.4	143	*180	1.6	10.2	75
US	1873	**147	5.4	7.8	234	*171	4.0	9.1	175	*256	3.1	13.7	136	*208	1.9	11.1	81
VOGUE	3909	*148	5.4	3.8	113	290	6.9	7.4	142	475	5.8	12.2	121	540	4.9	13.8	101
WALL STREET JOURNAL	1886	**50	1.8	2.7	79	**133	3.1	7.1	135	*236	2.9	12.5	124	*257	2.3	13.6	100
WEIGHT WATCHERS	2120	**120	4.4	5.7	169	*157	3.7	7.4	142	*201	2.5	9.5	94	307	2.8	14.5	106
WOMAN'S DAY	14172	520	19.1	3.7	109	997	23.6	7.0	135	1996	24.5	14.1	140	2434	22.0	17.2	126
WORKING MOTHER	1146	**81	3.0	7.1	210	**98	2.3	8.6	164	**104	1.3	9.1	90	*159	1.4	13.9	102
WORKING WOMAN	1322	**85	3.1	6.4	191	**67	1.6	5.1	97	**123	1.5	9.3	92	*178	1.6	13.5	99
WORLD TENNIS	*163	**1	0.0	0.6	18	**21	0.5	12.9	247	**26	0.3	16.0	158	**4	0.0	2.5	18
ZIFF-DAVIS MAG NETWK (GROSS)	2532	**116	4.3	4.6	136	*122	2.9	4.8	92	292	3.6	11.5	114	333	3.0	13.2	96
BLAIR INSERTS	43657	1520	55.9	3.5	104	2890	68.3	6.6	127	5166	63.3	11.8	117	6396	57.9	14.7	107
DAILY NEWSPAPERS																	
READ ANY	51633	1775	65.3	3.4	102	3122	73.8	6.0	116	5708	70.0	11.1	110	7175	65.0	13.9	102
READ ONE	43463	1464	53.8	3.4	100	2226	52.6	5.1	98	4542	55.7	10.5	104	6047	54.7	13.9	102
READ TWO OR MORE	8170	311	11.4	3.8	113	896	21.2	11.0	210	1167	14.3	14.3	142	1128	10.2	13.8	101
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	1775	65.3	3.4	100	3362	79.5	6.4	122	5943	72.8	11.3	112	7598	68.8	14.4	106
READ ONE	46126	1540	56.6	3.3	99	2652	62.7	5.7	110	4938	60.5	10.7	106	6563	59.4	14.2	104
READ TWO OR MORE	6552	*235	8.6	3.6	107	710	16.8	10.8	207	1004	12.3	15.3	152	1034	9.4	15.8	116
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.86				30.91				28.12				27.02			
30 DAY REACH	71455	2384	87.6	3.3	99	3672	86.8	5.1	98	7299	89.5	10.2	101	9806	88.8	13.7	101
50 SHWG - 30 DAY AV FREQ	14.56	14.43				16.12				14.74				14.24			
30 DAY REACH	67742	2303	84.7	3.4	101	3530	83.4	5.2	100	6945	85.1	10.3	102	9337	84.5	13.8	101
25 SHWG - 30 DAY AV FREQ	7.94	7.88				8.38				7.89				7.84			
30 DAY REACH	62117	2104	77.4	3.4	101	3365	79.5	5.4	104	6473	79.3	10.4	103	8469	76.7	13.6	100
CABLE TV: HOME WIRED	32077	1107	40.7	3.5	103	1877	44.4	5.9	112	3360	41.2	10.5	104	4653	42.1	14.5	106
HOME NOT WIRED	48909	1613	59.3	3.3	98	2354	55.6	4.8	92	4797	58.8	9.8	97	6394	57.9	13.1	96
HAVE PAY CABLE	15935	552	20.3	3.5	103	1208	28.6	7.6	145	1782	21.8	11.2	111	2490	22.5	15.6	115

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SPREAD CHEESE - TYPES
(FEMALE HOMEMAKERS)

0294
P-19

	TOTAL U.S. '000	AEROSOL A '000	AEROSOL B % DOWN	AEROSOL C % ACROSS	AEROSOL D INDX	CROCK A '000	CROCK B % DOWN	CROCK C % ACROSS	CROCK D INDX	TUB/CUP A '000	TUB/CUP B % DOWN	TUB/CUP C % ACROSS	TUB/CUP D INDX	JAR A '000	JAR B % DOWN	JAR C % ACROSS	JAR D INDX
TOTAL FEMALE HOMEMAKERS	80986	2720	100.0	3.4	100	4231	100.0	5.2	100	8158	100.0	10.1	100	11046	100.0	13.6	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	1601	58.9	3.6	109	2548	60.2	5.8	111	4569	56.0	10.4	103	6136	55.5	14.0	102
10:00 AM - 3:00 PM	30659	1025	37.7	3.3	100	1731	40.9	5.6	108	3264	40.0	10.6	105	4428	40.1	14.4	106
3:00 PM - 7:00 PM	31045	1194	43.9	3.8	115	1737	41.1	5.6	107	3230	39.6	10.4	103	4347	39.4	14.0	103
7:00 PM - MIDNIGHT	15767	526	19.3	3.3	99	812	19.2	5.1	99	1665	20.4	10.6	105	2275	20.6	14.4	106
MIDNIGHT - 6:00 AM	9120	395	14.5	4.3	129	504	11.9	5.5	106	1140	14.0	12.5	124	1163	10.5	12.8	93
6:00 AM - MIDNIGHT	58527	2097	77.1	3.6	107	3292	77.8	5.6	108	6196	75.9	10.6	105	8275	74.9	14.1	104
ENTIRE DAY	59311	2138	78.6	3.6	107	3370	79.7	5.7	109	6264	76.8	10.6	105	8364	75.7	14.1	103
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	538	19.8	3.3	99	1095	25.9	6.8	130	1744	21.4	10.8	107	2538	23.0	15.7	115
ALL NEWS	2256	**68	2.5	3.0	90	*155	3.7	6.9	132	339	4.2	15.0	149	336	3.0	14.9	109
AOR/PROGRESSIVE	3874	*167	6.1	4.3	128	*144	3.4	3.7	71	467	5.7	12.1	120	393	3.6	10.1	74
BEAUTIFUL MUSIC	5660	*175	6.4	3.1	92	461	10.9	8.1	156	669	8.2	11.8	117	881	8.0	15.6	114
BLACK	2204	**70	2.6	3.2	95	**104	2.5	4.7	90	*149	1.8	6.8	67	*243	2.2	11.0	81
CLASSICAL	1418	**45	1.7	3.2	94	**88	2.1	6.2	119	*146	1.8	10.3	102	*214	1.9	15.1	111
CHR/ROCK	9538	442	16.3	4.6	138	574	13.6	6.0	115	1006	12.3	10.5	105	1118	10.1	11.7	86
COUNTRY	12648	496	18.2	3.9	117	679	16.0	5.4	103	1388	17.0	11.0	109	1879	17.0	14.9	109
GOLDEN OLDIES	1191	**29	1.1	2.4	72	**60	1.4	5.0	96	**100	1.2	8.4	83	**150	1.4	12.6	92
MOR/NOSTALGIA	4757	**100	3.7	2.1	63	271	6.4	5.7	109	435	5.3	9.1	91	711	6.4	14.9	110
NEWS/TALK	3863	**167	6.1	4.3	129	274	6.5	7.1	136	513	6.3	13.3	132	646	5.8	16.7	123
RELIGIOUS	3084	**53	1.9	1.7	51	**128	3.0	4.2	79	304	3.7	9.9	98	358	3.2	11.6	85
SOFT ROCK	521	**10	0.4	1.9	57	**32	0.8	6.1	118	**59	0.7	11.3	112	**92	0.8	17.7	129
URBAN CONTEMPORARY	1585	**56	2.1	3.5	105	**65	1.5	4.1	78	*162	2.0	10.2	101	*154	1.4	9.7	71
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	**112	4.1	3.4	102	*203	4.8	6.2	119	376	4.6	11.5	114	500	4.5	15.3	112
ABC DIRECTION	2316	**164	6.0	7.1	211	**95	2.2	4.1	79	304	3.7	13.1	130	294	2.7	12.7	93
ABC ENTERTAINMENT	4834	*159	5.8	3.3	98	*276	6.5	5.7	109	526	6.4	10.9	108	770	7.0	15.9	117
ABC FM	2202	**101	3.7	4.6	137	**89	2.1	4.0	77	*230	2.8	10.4	104	*220	2.0	10.0	73
ABC INFORMATION	5425	*159	5.8	2.9	87	288	6.8	5.3	102	653	8.0	12.0	119	882	8.0	16.3	119
ABC ROCK	1677	**78	2.9	4.7	138	**71	1.7	4.2	81	*211	2.6	12.6	125	*203	1.8	12.1	89
CBS	4430	**109	4.0	2.5	73	332	7.8	7.5	143	530	6.5	12.0	119	727	6.6	16.4	120
MUTUAL	4992	*229	8.4	4.6	137	321	7.6	6.4	123	781	9.6	15.6	155	827	7.5	16.6	121
NBC	4679	*153	5.6	3.3	97	315	7.4	6.7	129	562	6.9	12.0	119	838	7.6	17.9	131
RADIORADIO	1994	**59	2.2	3.0	88	**65	1.5	3.3	62	*179	2.2	9.0	89	*235	2.1	11.8	86
RKO ONE	2298	**82	3.0	3.6	106	**101	2.4	4.4	84	*195	2.4	8.5	84	*231	2.1	10.1	74
RKO TWO	3311	*141	5.2	4.3	127	*213	5.0	6.4	123	382	4.7	11.5	115	401	3.6	12.1	89
THE SOURCE	2114	**83	3.1	3.9	117	**118	2.8	5.6	107	*241	3.0	11.4	113	*202	1.8	9.6	70
NON-WIRED : BLAIR	8654	363	13.3	4.2	125	548	13.0	6.3	121	968	11.9	11.2	111	1252	11.3	14.5	106
INTERNET	12025	546	20.1	4.5	135	792	18.7	6.6	126	1280	15.7	10.6	106	1729	15.7	14.4	105
KATZ RADIO GROUP	15359	462	17.0	3.0	90	1138	26.9	7.4	142	1854	22.7	12.1	120	2302	20.8	15.0	110
SUPERNET	10628	289	10.6	2.7	81	521	12.3	4.9	94	1175	14.4	11.1	110	1553	14.1	14.6	107
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	242	8.9	2.8	83	378	8.9	4.4	84	814	10.0	9.4	93	1169	10.6	13.5	99
WKDAY 9:00 AM - 1:00 PM	12163	356	13.1	2.9	87	454	10.7	3.7	71	1075	13.2	8.8	88	1759	15.9	14.5	106
WKDAY 1:00 PM - 4:30 PM	16150	530	19.5	3.3	98	673	15.9	4.2	80	1448	17.7	9.0	89	2198	19.9	13.6	100
WKDAY 4:30 PM - 7:30 PM	22463	680	25.0	3.0	90	1047	24.7	4.7	89	2134	26.2	9.5	94	2976	26.9	13.2	97
WKDAY 7:30 PM - 8:00 PM	31795	988	36.3	3.1	93	1570	37.1	4.9	95	3226	39.5	10.1	101	4486	40.6	14.1	103
WKDAY 11:00 PM - 11:30 PM	23977	753	27.7	3.1	94	1218	28.8	5.1	97	2646	32.4	11.0	110	3767	34.1	15.7	115
WKDAY 11:30 PM - 1:00 AM	7703	263	9.7	3.4	102	394	9.3	5.1	98	846	10.4	11.0	109	1228	11.1	15.9	117
M-SAT 8-11 PM+SUN 7-11 PM	33800	1135	41.7	3.4	100	1748	41.3	5.2	99	3544	43.4	10.5	104	4664	42.2	13.8	101
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	221	8.1	3.4	101	292	6.9	4.5	85	579	7.1	8.9	88	828	7.5	12.7	93
ANOTHER WORLD N	4620	205	7.5	4.4	132	246	5.8	5.3	102	386	4.7	8.4	83	747	6.8	16.2	119
AS THE WORLD TURNS C	5614	168	6.2	3.0	89	188	4.4	3.3	64	495	6.1	8.8	88	748	6.8	13.3	98
CAPITOL C	3396	*110	4.0	3.2	96	*113	2.7	3.3	64	329	4.0	9.7	96	472	4.3	13.9	102
CBS MORN. NEWS 1 C	1446	**23	0.8	1.6	47	*31	0.7	2.1	41	*77	0.9	5.3	53	131	1.2	9.1	66
CBS MORN. NEWS 2 C	1207	**20	0.7	1.7	49	**34	0.8	2.8	54	*57	0.7	4.7	47	105	1.0	8.7	64
DAYS OF OUR LIVES N	5877	249	9.2	4.2	126	291	6.9	5.0	95	439	5.4	7.5	74	895	8.1	15.2	112
FACTS OF LIFE - DAYTIME N	2290	*78	2.9	3.4	101	*74	1.7	3.2	62	119	1.5	5.2	52	300	2.7	13.1	96
FAMILY FEUD A	3023	*78	2.9	2.6	77	*71	1.7	2.3	45	297	3.6	9.8	98	534	4.8	17.7	130
GENERAL HOSPITAL A	6097	125	4.6	2.1	61	225	5.3	3.7	71	572	7.0	9.4	93	748	6.8	12.3	90
GOOD MORNING, AMERICA-730 A	3515	*127	4.7	3.6	108	174	4.1	5.0	95	400	4.9	11.4	113	486	4.4	13.8	101
GOOD MORNING, AMERICA-830 A	2818	*91	3.3	3.2	96	140	3.3	5.0	95	310	3.8	11.0	109	444	4.0	15.8	116
GUIDING LIGHT C	5339	169	6.2	3.2	94	250	5.9	4.7	90	465	5.7	8.7	86	706	6.4	13.2	97
ONE LIFE TO LIVE A	4478	115	4.2	2.6	76	179	4.2	4.0	77	359	4.4	8.0	80	531	4.8	11.9	87
PRESS YOUR LUCK C	2244	**70	2.6	3.1	93	*105	2.5	4.7	90	280	3.4	12.5	124	328	3.0	14.6	107
PRICE IS RIGHT 1 C	4348	135	5.0	3.1	92	134	3.2	3.1	59	397	4.9	9.1	91	585	5.3	13.5	99
PRICE IS RIGHT 2 C	5014	136	5.0	2.7	81	170	4.0	3.4	65	472	5.8	9.4	93	726	6.6	14.5	106
RYAN'S HOPE A	3150	*119	4.4	3.8	112	162	3.8	5.1	98	319	3.9	10.1	101	340	3.1	10.8	79
SALE OF THE CENTURY N	2695	**58	2.1	2.2	64	*150	3.5	5.6	107	212	2.6	7.9	78	399	3.6	14.8	109
SEARCH FOR TOMORROW N	2319	*82	3.0	3.5	105	*84	2.0	3.6	69	*152	1.9	6.6	65	347	3.1	15.0	110
TODAY SHOW 1 N	2693	**89	3.3	3.3	98	176	4.2	6.5	125	279	3.4	10.4	103	425	3.8	15.8	116
TODAY SHOW 2 N	2498	*78	2.9	3.1	93	139	3.3	5.6	107	224	2.7	9.0	89	371	3.4	14.9	109
$25,000 PYRAMID C	2753	*70	2.6	2.5	76	140	3.3	5.1	97	337	4.1	12.2	122	393	3.6	14.3	105
WHEEL OF FORTUNE N	4388	150	5.5	3.4	102	201	4.8	4.6	88	435	5.3	9.9	98	717	6.5	16.3	120
YOUNG AND THE RESTLESS C	5695	165	6.1	2.9	86	123	2.9	2.2	41	433	5.3	7.6	75	753	6.8	13.2	97
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	**73	2.7	4.1	123	**71	1.7	4.0	77	182	2.2	10.3	103	292	2.6	16.6	122
NBA PLAYOFF GAME -1 C	1136	**54	2.0	4.8	142	**68	1.6	6.0	115	*123	1.5	10.8	107	281	2.5	24.7	181
NBC MAJOR LEAGUE PRE-GAME N	953	**28	1.0	2.9	87	**8	0.2	0.8	16	**54	0.7	5.7	56	**116	1.1	12.2	89
SPORTSWORLD - SUN N	1233	**87	3.2	7.1	210	**44	1.0	3.6	68	*141	1.7	11.4	114	*144	1.3	11.7	86
SUNDAY MORNING C	1611	**35	1.3	2.2	65	*89	2.1	5.5	106	*170	2.1	10.6	105	156	1.4	9.7	71

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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SPREAD CHEESE - TYPES
(FEMALE HOMEMAKERS)

0295
P-19

		TOTAL U.S. '000	AEROSOL A '000	AEROSOL B % DOWN	AEROSOL C % ACROSS	AEROSOL D INDX	CROCK A '000	CROCK B % DOWN	CROCK C % ACROSS	CROCK D INDX	TUB/CUP A '000	TUB/CUP B % DOWN	TUB/CUP C % ACROSS	TUB/CUP D INDX	JAR A '000	JAR B % DOWN	JAR C % ACROSS	JAR D INDX
TOTAL FEMALE HOMEMAKERS		80986	2720	100.0	3.4	100	4231	100.0	5.2	100	8158	100.0	10.1	100	11046	100.0	13.6	100
HKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	695	25.6	2.7	79	1260	29.8	4.8	93	2483	30.4	9.5	95	3451	31.2	13.2	97
NETWORK AFFILIATES - LATE		20261	657	24.2	3.2	97	988	23.4	4.9	93	2191	26.9	10.8	107	3114	28.2	15.4	113
INDEPENDENTS - LATE		2076	*74	2.7	3.6	106	131	3.1	6.3	121	267	3.3	12.9	128	267	2.4	12.9	94
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	380	14.0	3.6	108	496	11.7	4.7	91	1209	14.8	11.6	115	1413	12.8	13.5	99
ABC MONDAY NIGHT MOVIE	A	6412	*255	9.4	4.0	118	326	7.7	5.1	97	642	7.9	10.0	99	922	8.3	14.4	105
ABC SUNDAY NIGHT MOVIE	A	12407	452	16.6	3.6	108	680	16.1	5.5	105	1299	15.9	10.5	104	1744	15.8	14.1	103
ABC WORLD NEWS TONIGHT	A	6176	157	5.8	2.5	76	185	4.4	3.0	57	471	5.8	7.6	76	783	7.1	12.7	93
AFTERMASH	C	5863	**153	5.6	2.6	78	451	10.7	7.7	147	709	8.7	12.1	120	869	7.9	14.8	109
ALICE	C	9594	362	13.3	3.8	112	497	11.7	5.2	99	1053	12.9	11.0	109	1331	12.0	13.9	102
AMERICAN PARADE	C	6622	198	7.3	3.0	89	372	8.8	5.6	108	572	7.0	8.6	86	808	7.3	12.2	89
BENSON	A	10886	352	12.9	3.2	96	559	13.2	5.1	98	1178	14.4	10.8	107	1515	13.7	13.9	102
BLUE THUNDER	A	5036	*171	6.3	3.4	101	*198	4.7	3.9	75	526	6.4	10.4	104	752	6.8	14.9	109
CAGNEY & LACEY	C	9965	386	14.2	3.9	115	432	10.2	4.3	83	1052	12.9	10.6	105	1443	13.1	14.5	106
CBS EVENING NEWS-DEAN	C	3491	**63	2.3	1.8	54	*211	5.0	6.0	116	382	4.7	10.9	109	446	4.0	12.8	94
CBS EVENING NEWS-RATHER	C	7123	199	7.3	2.8	83	391	9.2	5.5	105	933	11.4	13.1	130	1043	9.4	14.6	107
CBS SAT. NEWS-SCHIEFFER	C	3621	65	2.4	1.8	53	189	4.5	5.2	100	387	4.7	10.7	106	556	5.0	15.4	113
CBS SATURDAY NIGHT MOVIE	C	5436	157	5.8	2.9	86	244	5.8	4.5	86	523	6.4	9.6	96	693	6.3	12.7	93
CBS WEDNESDAY NIGHT MOVIE	C	6100	164	6.0	2.7	80	296	7.0	4.9	93	641	7.9	10.5	104	848	7.7	13.9	102
CHEERS	N	8889	328	12.1	3.7	110	662	15.6	7.4	143	1004	12.3	11.3	112	1395	12.6	15.7	115
DALLAS	C	22109	744	27.4	3.4	100	1128	26.7	5.1	98	2182	26.7	9.9	98	3239	29.3	14.7	107
DIFF'RENT STROKES	N	6940	*247	9.1	3.6	106	344	8.1	5.0	95	690	8.5	9.9	99	995	9.0	14.3	105
DOUBLE TROUBLE	N	7223	*258	9.5	3.6	106	335	7.9	4.6	89	770	9.4	10.7	106	1103	10.0	15.3	112
DUCK FACTORY	N	5595	*213	7.8	3.8	113	353	8.3	6.3	121	654	8.0	11.7	116	832	7.5	14.9	109
DUKES OF HAZZARD	C	5768	*178	6.5	3.1	92	*159	3.8	2.8	53	390	4.8	6.8	67	929	8.4	16.1	118
DYNASTY	A	20053	655	24.1	3.3	97	943	22.3	4.7	90	1762	21.6	8.8	87	2785	25.2	13.9	102
FACTS OF LIFE	N	8087	340	12.5	4.2	125	540	12.8	6.7	128	935	11.5	11.6	115	1122	10.2	13.9	102
FALCON CREST	C	20046	715	26.3	3.6	106	972	23.0	4.8	93	1890	23.2	9.4	94	2961	26.8	14.8	108
FALL GUY	A	9084	293	10.8	3.2	96	417	9.9	4.6	88	854	10.5	9.4	93	1214	11.0	13.4	98
FAMILY TIES	N	7964	333	12.2	4.2	124	412	9.7	5.2	99	967	11.9	12.1	121	1161	10.5	14.6	107
FANTASY ISLAND	A	7687	258	9.5	3.4	100	279	6.6	3.6	69	772	9.5	10.0	100	971	8.8	12.6	93
FOULUPS,BLEEPS & BLUNDERS	A	8861	*316	11.6	3.6	106	539	12.7	6.1	116	885	10.8	10.0	99	1265	11.5	14.3	105
FOUR SEASONS	C	5095	**156	5.7	3.1	91	*355	8.4	7.0	133	607	7.4	11.9	118	770	7.0	15.1	111
GIMME A BREAK	N	8838	326	12.0	3.7	110	432	10.2	4.9	94	1007	12.3	11.4	113	1301	11.8	14.7	108
HART TO HART	A	8978	272	10.0	3.0	90	351	8.3	3.9	75	882	10.8	9.8	98	1244	11.3	13.9	102
HILL STREET BLUES	N	8590	312	11.5	3.6	108	539	12.7	6.3	120	995	12.2	11.6	115	1317	11.9	15.3	112
HOTEL	A	14085	468	17.2	3.3	99	631	14.9	4.5	86	1248	15.3	8.9	88	2021	18.3	14.3	105
JEFFERSONS	C	9360	324	11.9	3.5	103	489	11.6	5.2	100	919	11.3	9.8	97	1407	12.7	15.0	110
JENNIFER SLEPT HERE	N	5841	*272	10.0	4.7	139	340	8.0	5.8	111	648	7.9	11.1	110	717	6.5	12.3	90
KATE & ALLIE	C	9206	356	13.1	3.9	115	550	13.0	6.0	114	1063	13.0	11.5	115	1261	11.4	13.7	100
KNIGHT RIDER	N	7076	294	10.8	4.2	124	362	8.6	5.1	98	649	8.0	9.2	91	896	8.1	12.7	93
LOVE BOAT	A	12219	428	15.7	3.5	104	662	15.6	5.4	104	1201	14.7	9.8	98	1569	14.2	12.8	94
MAGNUM PI	C	11199	350	12.9	3.1	93	545	12.9	4.9	93	1078	13.2	9.6	96	1612	14.6	14.4	106
MAMA'S FAMILY	N	6057	**121	4.4	2.0	59	*230	5.4	3.8	73	610	7.5	10.1	100	769	7.0	12.7	93
MASTER, THE	N	3598	**125	4.6	3.5	103	*134	3.2	3.7	71	392	4.8	10.9	108	448	4.1	12.5	91
MATT HOUSTON	A	6344	*213	7.8	3.4	100	326	7.7	5.1	98	801	9.8	12.6	125	890	8.1	14.0	103
NBC MONDAY NIGHT MOVIE	N	11994	454	16.7	3.8	113	592	14.0	4.9	94	1307	16.0	10.9	108	1660	15.0	13.8	101
NBC NIGHTLY NEWS	N	5132	160	5.9	3.1	93	265	6.3	5.2	99	522	6.4	10.2	101	687	6.2	13.4	98
NBC NIGHTLY NEWS-SAT	N	3375	**113	4.2	3.3	100	*174	4.1	5.2	99	408	5.0	12.1	120	420	3.8	12.4	91
NBC NIGHTLY NEWS-SUN	N	3130	**105	3.9	3.4	100	*242	5.7	7.7	148	315	3.9	10.1	100	396	3.6	12.7	93
NBC SUNDAY NIGHT MOVIE	N	8284	*283	10.4	3.4	102	453	10.7	5.5	105	960	11.8	11.6	115	1060	9.6	12.8	94
NEWHART	C	9240	348	12.8	3.8	112	544	12.9	5.9	113	1006	12.3	10.9	108	1407	12.7	15.2	112
ONE DAY AT A TIME	C	7288	*208	7.6	2.9	85	344	8.1	4.7	90	653	8.0	9.0	89	1036	9.4	14.2	104
PEOPLE ARE FUNNY	N	4855	**158	5.8	3.3	97	*201	4.8	4.1	79	454	5.6	9.4	93	663	6.0	13.7	100
REAL PEOPLE	N	8869	339	12.5	3.8	114	481	11.4	5.4	104	926	11.4	10.4	104	1143	10.3	12.9	94
REMINGTON STEELE	N	7743	*268	9.9	3.5	103	351	8.3	4.5	87	903	11.1	11.7	116	942	8.5	12.2	89
RIPLEY'S BELIEVE IT - NOT	A	5345	*181	6.7	3.4	101	225	5.3	4.2	81	517	6.3	9.7	96	805	7.3	15.1	110
RIPTIDE	N	6988	298	11.0	4.3	127	417	9.9	6.0	114	737	9.0	10.5	105	1028	9.3	14.7	108
SCARECROW & MRS. KING	C	10002	371	13.6	3.7	110	457	10.8	4.6	87	944	11.6	9.4	94	1332	12.1	13.3	98
SIMON & SIMON	C	10638	*232	8.5	2.2	65	432	10.2	4.1	78	1085	13.3	10.2	101	1559	14.1	14.7	107
60 MINUTES	C	13293	351	12.9	2.6	79	755	17.8	5.7	109	1356	16.6	10.2	101	1784	16.2	13.4	98
ST. ELSEWHERE	N	7017	*164	6.0	2.3	70	369	8.7	5.3	101	861	10.6	12.3	122	1171	10.6	16.7	122
THREE'S COMPANY	A	10917	429	15.8	3.9	117	645	15.2	5.9	113	1097	13.4	10.0	100	1605	14.5	14.7	108
T.J. HOOKER	A	9204	271	10.0	2.9	88	418	9.9	4.5	87	785	9.6	8.5	85	1162	10.5	12.6	93
TONIGHT SHOW	N	2372	110	4.0	4.6	138	209	4.9	8.8	169	320	3.9	13.5	134	383	3.5	16.1	118
TRAPPER JOHN, M.D.	C	9846	256	9.4	2.6	77	496	11.7	5.0	96	1044	12.8	10.6	105	1364	12.3	13.9	102
TV BLOOPERS & PRAC. JOKES	N	9105	341	12.5	3.7	112	509	12.0	5.6	107	1040	12.7	11.4	113	1177	10.7	12.9	95
20/20	A	9387	333	12.2	3.5	106	564	13.3	6.0	115	959	11.8	10.2	101	1389	12.6	14.8	108
WEBSTER	A	11067	394	14.5	3.6	106	536	12.7	4.8	93	1284	15.7	11.6	115	1447	13.1	13.1	96
WORLD NEWS - SUN	A	3062	**128	4.7	4.2	124	*158	3.7	5.2	99	359	4.4	11.7	116	416	3.8	13.6	100
YELLOW ROSE	N	4978	*194	7.1	3.9	116	229	5.4	4.6	88	490	6.0	9.8	98	620	5.6	12.5	91
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	*381	14.0	4.3	128	729	17.2	8.2	157	1046	12.8	11.8	117	1426	12.9	16.1	118
BASKETBALL - COLLEGE GAMES		4080	**196	7.2	4.8	143	*198	4.7	4.9	93	*474	5.8	11.6	115	780	7.1	19.1	140
BASKETBALL - PRO GAMES		3607	**223	8.2	6.2	184	**200	4.7	5.5	106	*327	4.0	9.1	90	591	5.4	16.4	120
BOWLING		3883	**192	7.1	4.9	147	*235	5.6	6.1	116	*351	4.3	9.0	90	676	6.1	17.4	128
BOXING		3928	**102	3.8	2.6	77	*247	5.8	6.3	120	*388	4.8	9.9	98	681	6.2	17.3	127
FOOTBALL - COLLEGE GAMES		6366	*337	12.4	5.3	158	*405	9.6	6.4	122	835	10.2	13.1	130	1147	10.4	18.0	132
FOOTBALL - PRO GAMES		11300	656	24.1	5.8	173	660	15.6	5.8	112	1382	16.9	12.2	121	1989	18.0	17.6	129
GOLF		3378	**192	7.1	5.7	169	**230	5.4	6.8	130	*415	5.1	12.3	122	*615	5.6	18.2	133
POST-SEASON COLL. FOOTBALL		4906	*273	10.0	5.6	166	*455	10.8	9.3	178	506	6.2	10.3	102	799	7.2	16.3	119
POST-SEASON PRO FOOTBALL		6120	*322	11.8	5.3	157	*459	10.8	7.5	144	777	9.5	12.7	126	994	9.0	16.2	119
TENNIS		3033	**94	3.5	3.1	92	**213	5.0	7.0	134	*429	5.3	14.1	140	*506	4.6	16.7	122
WRESTLING - PROFESSIONAL		3344	**94	3.5	2.8	84	**126	3.0	3.8	72	**243	3.0	7.3	72	*545	4.9	16.3	119

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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SPREAD CHEESE - TYPES
(FEMALE HOMEMAKERS)

0296
P-19

	TOTAL U.S. '000	BALL/LOG A '000	BALL/LOG B % DOWN	BALL/LOG C % ACROSS	BALL/LOG D INDX	TUBE/LINK A '000	TUBE/LINK B % DOWN	TUBE/LINK C % ACROSS	TUBE/LINK D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	3357	100.0	4.1	100	1872	100.0	2.3	100								
18 - 24	9282	*261	7.8	2.8	68	**261	13.9	2.8	122								
25 - 34	19072	1016	30.3	5.3	129	522	27.9	2.7	118								
35 - 44	14591	812	24.2	5.6	134	*400	21.4	2.7	119								
45 - 54	11345	*519	15.5	4.6	110	**275	14.7	2.4	105								
55 - 64	11635	*470	14.0	4.0	97	**142	7.6	1.2	53								
65 OR OLDER	15061	*280	8.3	1.9	45	**272	14.5	1.8	78								
18 - 34	28354	1277	38.0	4.5	109	783	41.8	2.8	119								
18 - 49	48339	2329	69.4	4.8	116	1307	69.8	2.7	117								
25 - 54	45008	2347	69.9	5.2	126	1197	63.9	2.7	115								
35 - 49	19985	1052	31.3	5.3	127	524	28.0	2.6	113								
50 OR OLDER	32647	1028	30.6	3.1	76	*564	30.1	1.7	75								
GRADUATED COLLEGE	11155	671	20.0	6.0	145	**308	16.5	2.8	119								
ATTENDED COLLEGE	13682	814	24.2	5.9	144	*422	22.5	3.1	133								
GRADUATED HIGH SCHOOL	33880	1457	43.4	4.3	104	850	45.4	2.5	109								
DID NOT GRADUATE HIGH SCHOOL	22270	*416	12.4	1.9	45	*292	15.6	1.3	57								
EMPLOYED	40306	2086	62.1	5.2	125	1127	60.2	2.8	121								
EMPLOYED FULL-TIME	32850	1625	48.4	4.9	119	938	50.1	2.9	124								
EMPLOYED PART-TIME	7456	*462	13.8	6.2	149	**189	10.1	2.5	110								
NOT EMPLOYED	40680	1271	37.9	3.1	75	745	39.8	1.8	79								
PROFESSIONAL/MANAGER	10392	*507	15.1	4.9	118	**328	17.5	3.2	137								
TECH/CLERICAL/SALES	17574	1078	32.1	6.1	148	577	30.8	3.3	142								
PRECISION/CRAFT	985	**8	0.2	0.8	20	**55	2.9	5.6	242								
OTHER EMPLOYED	11354	*493	14.7	4.3	105	**167	8.9	1.5	64								
SINGLE	9863	*422	12.6	4.3	103	*238	12.7	2.4	104								
MARRIED	51375	2429	72.4	4.7	114	1225	65.4	2.4	103								
DIVORCED/SEPARATED/WIDOWED	19748	507	15.1	2.6	62	*409	21.8	2.1	90								
PARENTS	32590	1486	44.3	4.6	110	901	48.1	2.8	120								
WHITE	70416	3088	92.0	4.4	106	1598	85.4	2.3	98								
BLACK	8778	**217	6.5	2.5	60	**252	13.5	2.9	124								
OTHER	1791	**52	1.5	2.9	70	**22	1.2	1.2	53								
NORTHEAST-CENSUS	17786	1037	30.9	5.8	141	**133	7.1	0.7	32								
NORTH CENTRAL	20741	746	22.2	3.6	87	635	33.9	3.1	132								
SOUTH	27775	962	28.7	3.5	84	*698	37.3	2.5	109								
WEST	14683	*612	18.2	4.2	101	*406	21.7	2.8	120								
NORTHEAST-MKTG.	17961	1131	33.7	6.3	152	**220	11.8	1.2	53								
EAST CENTRAL	11885	437	13.0	3.7	89	*253	13.5	2.1	92								
WEST CENTRAL	14090	*479	14.3	3.4	82	*494	26.4	3.5	152								
SOUTH	24081	761	22.7	3.2	76	*575	30.7	2.4	103								
PACIFIC	12969	*550	16.4	4.2	102	*331	17.7	2.6	110								
COUNTY SIZE A	32439	1518	45.2	4.7	113	850	45.4	2.6	113								
COUNTY SIZE B	24915	926	27.6	3.7	90	*550	29.4	2.2	96								
COUNTY SIZE C	12930	*625	18.6	4.8	117	*252	13.5	1.9	84								
COUNTY SIZE D	10703	*289	8.6	2.7	65	**219	11.7	2.0	89								
METRO CENTRAL CITY	24518	944	28.1	3.9	93	597	31.9	2.4	105								
METRO SUBURBAN	35919	1612	48.0	4.5	108	933	49.8	2.6	112								
NON METRO	20549	802	23.9	3.9	94	*342	18.3	1.7	72								
TOP 5 ADI'S	18341	889	26.5	4.8	117	*448	23.9	2.4	106								
TOP 10 ADI'S	25378	1279	38.1	5.0	122	544	29.1	2.1	93								
TOP 20 ADI'S	36488	1667	49.7	4.6	110	803	42.9	2.2	95								
HSHLD INC. $50,000 OR MORE	6612	*601	17.9	9.1	219	**203	10.8	3.1	133								
$40,000 OR MORE	12659	958	28.5	7.6	183	**438	23.4	3.5	150								
$30,000 OR MORE	24698	1765	52.6	7.1	172	*721	38.5	2.9	126								
$25,000 OR MORE	32077	2208	65.8	6.9	166	921	49.2	2.9	124								
$20,000 - $24,999	9144	**300	8.9	3.3	79	**218	11.6	2.4	103								
$15,000 - $19,999	8728	*185	5.5	2.1	51	**140	7.5	1.6	69								
$10,000 - $14,999	12562	*404	12.0	3.2	78	*346	18.5	2.8	119								
UNDER $10,000	18475	*261	7.8	1.4	34	*247	13.2	1.3	58								
HOUSEHOLD OF 1 PERSON	11987	268	8.0	2.2	54	*185	9.9	1.5	67								
2 PEOPLE	26577	1108	33.0	4.2	101	*589	31.5	2.2	96								
3 OR 4 PEOPLE	30617	1369	40.8	4.5	108	612	32.7	2.0	86								
5 OR MORE PEOPLE	11804	*613	18.3	5.2	125	*487	26.0	4.1	178								
NO CHILD IN HSHLD	46165	1829	54.5	4.0	96	944	50.4	2.0	88								
CHILD(REN) UNDER 2 YRS	5325	**174	5.2	3.3	79	**152	8.1	2.9	123								
2 - 5 YEARS	14221	*620	18.5	4.4	105	*369	19.7	2.6	112								
6 - 11 YEARS	15117	730	21.7	4.8	116	*366	19.6	2.4	105								
12 - 17 YEARS	16611	746	22.2	4.5	108	*482	25.7	2.9	126								
RESIDENCE OWNED	55884	2524	75.2	4.5	109	1239	66.2	2.2	96								
VALUE: $50,000 OR MORE	31744	1682	50.1	5.3	128	808	43.2	2.5	110								
VALUE: UNDER $50,000	24140	842	25.1	3.5	84	*430	23.0	1.8	77								

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SPREAD CHEESE - TYPES
(FEMALE HOMEMAKERS)

0297
P-19

		TOTAL U.S. '000	BALL/LOG A '000	BALL/LOG B % DOWN	BALL/LOG C % ACROSS	BALL/LOG D INDX	TUBE/LINK A '000	TUBE/LINK B % DOWN	TUBE/LINK C % ACROSS	TUBE/LINK D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	3357	100.0	4.1	100	1872	100.0	2.3	100								
MAGAZINES	QUINTILE 1	15799	1018	30.3	6.4	155	*551	29.4	3.5	151								
	QUINTILE 2	17259	835	24.9	4.8	117	*477	25.5	2.8	120								
	QUINTILE 3	13545	588	17.5	4.3	105	**263	14.0	1.9	84								
	QUINTILE 4	15133	475	14.1	3.1	76	*332	17.7	2.2	95								
	QUINTILE 5	19250	*442	13.2	2.3	55	**249	13.3	1.3	56								
NEWSPAPERS	QUINTILE 1	12413	542	16.1	4.4	105	*323	17.3	2.6	113								
	QUINTILE 2	24116	1239	36.9	5.1	124	596	31.8	2.5	107								
	QUINTILE 3	11261	552	16.4	4.9	118	*322	17.2	2.9	124								
	QUINTILE 4	20255	723	21.5	3.6	86	*433	23.1	2.1	92								
	QUINTILE 5	12940	*301	9.0	2.3	56	**198	10.6	1.5	66								
OUTDOOR	QUINTILE 1	14852	808	24.1	5.4	131	*397	21.2	2.7	116								
	QUINTILE 2	15725	666	19.8	4.2	102	*335	17.9	2.1	92								
	QUINTILE 3	16330	732	21.8	4.5	108	*343	18.3	2.1	91								
	QUINTILE 4	16744	637	19.0	3.8	92	*485	25.9	2.9	125								
	QUINTILE 5	17334	*514	15.3	3.0	72	*312	16.7	1.8	78								
RADIO-DRIVE TIME	QUINTILE 1	15911	797	23.7	5.0	121	*408	21.8	2.6	111								
	QUINTILE 2	14837	458	13.6	3.1	74	*401	21.4	2.7	117								
	QUINTILE 3	15339	724	21.6	4.7	114	**208	11.1	1.4	59								
	QUINTILE 4	16723	695	20.7	4.2	100	*499	26.7	3.0	129								
	QUINTILE 5	18176	684	20.4	3.8	91	*356	19.0	2.0	85								
RADIO-MID-DAY	TERCILE 1	21020	835	24.9	4.0	96	580	31.0	2.8	119								
	TERCILE 2	21610	1002	29.8	4.6	112	587	31.4	2.7	118								
	TERCILE 3	38355	1521	45.3	4.0	96	704	37.6	1.8	79								
RADIO-TOTAL	QUINTILE 1	15988	706	21.0	4.4	107	*521	27.8	3.3	141								
	QUINTILE 2	15626	629	18.7	4.0	97	*284	15.2	1.8	79								
	QUINTILE 3	16723	735	21.9	4.4	106	*360	19.2	2.2	93								
	QUINTILE 4	16342	763	22.7	4.7	113	*499	26.7	3.1	132								
	QUINTILE 5	16306	*524	15.6	3.2	78	**208	11.1	1.3	55								
TV-PRIME TIME	QUINTILE 1	15953	665	19.8	4.2	101	*356	19.0	2.2	97								
	QUINTILE 2	16137	611	18.2	3.8	91	*448	23.9	2.8	120								
	QUINTILE 3	16420	753	22.4	4.6	111	*366	19.6	2.2	96								
	QUINTILE 4	16687	822	24.5	4.9	119	*396	21.2	2.4	103								
	QUINTILE 5	15789	506	15.1	3.2	77	*306	16.3	1.9	84								
TV-DAYTIME	TERCILE 1	27736	947	28.2	3.4	82	780	41.7	2.8	122								
	TERCILE 2	26489	1077	32.1	4.1	98	*561	30.0	2.1	92								
	TERCILE 3	26761	1333	39.7	5.0	120	531	28.4	2.0	86								
TV-TOTAL	QUINTILE 1	16345	638	19.0	3.9	94	*364	19.4	2.2	96								
	QUINTILE 2	16447	621	18.5	3.8	91	*455	24.3	2.8	120								
	QUINTILE 3	15980	*442	13.2	2.8	67	*383	20.5	2.4	104								
	QUINTILE 4	15887	987	29.4	6.2	150	*335	17.9	2.1	91								
	QUINTILE 5	16326	669	19.9	4.1	99	*335	17.9	2.1	89								
MAGAZINES-NEWSPAPERS: DUAL		20721	1189	35.4	5.7	138	644	34.4	3.1	134								
MAGAZINE IMPERATIVE		19186	918	27.3	4.8	115	*516	27.6	2.7	116								
NEWSPAPER IMPERATIVE		21899	888	26.5	4.1	98	*401	21.4	1.8	79								
MAGAZINES-OUTDOOR: DUAL		15451	1002	29.8	6.5	156	*466	24.9	3.0	130								
MAGAZINE IMPERATIVE		25953	1160	34.6	4.5	108	714	38.1	2.8	119								
OUTDOOR IMPERATIVE		24400	785	23.4	3.2	78	*409	21.8	1.7	73								
MAGAZINES-RADIO: DUAL		18049	1016	30.3	5.6	136	*410	21.9	2.3	98								
MAGAZINE IMPERATIVE		23571	1238	36.9	5.3	127	762	40.7	3.2	140								
RADIO IMPERATIVE		23278	631	18.8	2.7	65	*531	28.4	2.3	99								
MAGAZINES-TELEVISION: DUAL		15459	715	21.3	4.6	112	*419	22.4	2.7	117								
MAGAZINE IMPERATIVE		25829	1540	45.9	6.0	144	704	37.6	2.7	118								
TELEVISION IMPERATIVE		26039	701	20.9	2.7	65	529	28.3	2.0	88								
NEWSPAPERS-OUTDOOR: DUAL		16605	922	27.5	5.6	134	*492	26.3	3.0	128								
NEWSPAPER IMPERATIVE		26834	1190	35.4	4.4	107	616	32.9	2.3	99								
OUTDOOR IMPERATIVE		23346	909	27.1	3.9	94	485	25.9	2.1	90								
NEWSPAPERS-RADIO: DUAL		17133	900	26.8	5.3	127	*472	25.2	2.8	119								
NEWSPAPER IMPERATIVE		25892	1252	37.3	4.8	117	605	32.3	2.3	101								
RADIO IMPERATIVE		23167	857	25.5	3.7	89	538	28.7	2.3	100								
NEWSPAPERS-TELEVISION: DUAL		17159	757	22.5	4.4	106	*410	21.9	2.4	103								
NEWSPAPER IMPERATIVE		26214	1395	41.6	5.3	128	685	36.6	2.6	113								
TELEVISION IMPERATIVE		23412	647	19.3	2.8	67	558	29.8	2.4	103								
OUTDOOR-RADIO: DUAL		15303	683	20.3	4.5	108	*428	22.9	2.8	121								
OUTDOOR IMPERATIVE		24901	1223	36.4	4.9	118	515	27.5	2.1	89								
RADIO IMPERATIVE		26492	978	29.1	3.7	89	612	32.7	2.3	100								
OUTDOOR-TELEVISION: DUAL		14794	665	19.8	4.5	108	*306	16.3	2.1	89								
OUTDOOR IMPERATIVE		25437	1250	37.2	4.9	119	591	31.6	2.3	101								
TELEVISION IMPERATIVE		27877	871	25.9	3.1	75	753	40.2	2.7	117								
RADIO-TELEVISION: DUAL		15996	594	17.7	3.7	90	*441	23.6	2.8	119								
RADIO IMPERATIVE		25478	1113	33.2	4.4	105	572	30.6	2.2	97								
TELEVISION IMPERATIVE		26573	942	28.1	3.5	86	581	31.0	2.2	95								

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SPREAD CHEESE - TYPES
(FEMALE HOMEMAKERS)

0298
P-19

	TOTAL U.S. '000	BALL/LOG A '000	BALL/LOG B % DOWN	BALL/LOG C % ACROSS	BALL/LOG D INDX	TUBE/LINK A '000	TUBE/LINK B % DOWN	TUBE/LINK C % ACROSS	TUBE/LINK D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	3357	100.0	4.1	100	1872	100.0	2.3	100								
ATLANTIC MONTHLY	415	**7	0.2	1.7	41	**28	1.5	6.7	292								
BARRON'S	453	**17	0.5	3.8	91	**0	0.0	0.0	0								
BETTER HOMES & GARDENS	16256	1014	30.2	6.2	150	556	29.7	3.4	148								
BON APPETIT	2535	*206	6.1	8.1	196	**97	5.2	3.8	166								
BUSINESS WEEK	1278	**98	2.9	7.7	185	**11	0.6	0.9	37								
CAR AND DRIVER	378	**35	1.0	9.3	223	**0	0.0	0.0	0								
CBS MAGAZINE NETWORK (GROSS)	1498	**71	2.1	4.7	114	**97	5.2	6.5	280								
CHANGING TIMES	1505	**111	3.3	7.4	178	**93	5.0	6.2	267								
COLONIAL HOMES	1231	**59	1.8	4.8	116	**32	1.7	2.6	112								
CONDE NAST MAG. PKG. (GROSS)	14146	888	26.5	6.3	151	274	14.6	1.9	84								
CONSUMERS DIGEST	1323	**106	3.2	8.0	193	**95	5.1	7.2	311								
COSMOPOLITAN	7102	420	12.5	5.9	143	*163	8.7	2.3	99								
COUNTRY LIVING	2481	*217	6.5	8.7	211	**89	4.8	3.6	155								
CUISINE	1472	**101	3.0	6.9	166	**45	2.4	3.1	132								
CYCLE WORLD	425	**19	0.6	4.5	108	**8	0.4	1.9	81								
DCI:CREATIVE IDEAS FOR LIV	2510	*141	4.2	5.6	136	**119	6.4	4.7	205								
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	446	13.3	6.7	161	*322	17.2	4.8	208								
DISCOVER	894	**54	1.6	6.0	146	**12	0.6	1.3	58								
EBONY	3507	*106	3.2	3.0	73	*149	8.0	4.2	184								
ESQUIRE	1083	**31	0.9	2.9	69	**19	1.0	1.8	76								
ESSENCE	1830	**35	1.0	1.9	46	**45	2.4	2.5	106								
FAMILY CIRCLE	15930	837	24.9	5.3	127	469	25.1	2.9	127								
THE FAMILY HANDYMAN	1126	**138	4.1	12.3	296	**35	1.9	3.1	134								
FAMILY WEEKLY	11468	489	14.6	4.3	103	205	11.0	1.8	77								
FIELD & STREAM	2234	**163	4.9	7.3	176	**107	5.7	4.8	207								
FOOD & WINE	579	**52	1.5	9.0	217	**24	1.3	4.1	179								
FORBES	728	**75	2.2	10.3	249	**11	0.6	1.5	65								
FORTUNE	906	**45	1.3	5.0	120	**12	0.6	1.3	57								
GENTLEMEN'S QUARTERLY	791	**10	0.3	1.3	30	**14	0.7	1.8	77								
GLAMOUR	5265	316	9.4	6.0	145	**78	4.2	1.5	64								
GOLF DIGEST	636	**90	2.7	14.2	341	**46	2.5	7.2	313								
GOLF DIGEST/TENNIS (GROSS)	1186	**125	3.7	10.5	254	**54	2.9	4.6	197								
GOLF MAGAZINE	441	**41	1.2	9.3	224	**11	0.6	2.5	108								
GOLF MAGAZINE/SKI (GROSS)	922	**63	1.9	6.8	165	**14	0.7	1.5	66								
GOOD HOUSEKEEPING	16487	880	26.2	5.3	129	531	28.4	3.2	139								
HARPER'S BAZAAR	2423	*142	4.2	5.9	141	**66	3.5	2.7	118								
HEALTH	1994	**112	3.3	5.6	136	**51	2.7	2.6	111								
HEARST MAG CORP. BUY (GROSS)	44101	2625	78.2	6.0	144	1362	72.8	3.1	134								
HEARST MAN POWER (GROSS)	1993	**120	3.6	6.0	145	**129	6.9	6.5	280								
HEARST WOMAN POWER (GROSS)	31274	1706	50.8	5.5	132	877	46.8	2.8	121								
HOUSE BEAUTIFUL	3623	310	9.2	8.6	206	**137	7.3	3.8	164								
INC.	283	**9	0.3	3.2	77	**6	0.3	2.1	92								
JET	2928	**98	2.9	3.3	81	**89	4.8	3.0	131								
LADIES' HOME JOURNAL	11918	574	17.1	4.8	116	341	18.2	2.9	124								
LHJ FAMILY GRP COMBO(GROSS)	16764	891	26.5	5.3	128	480	25.6	2.9	124								
LIFE	4254	*263	7.8	6.2	149	*172	9.2	4.0	175								
L.A. TIMES HOME MAGAZINE	1145	**100	3.0	8.7	211	**27	1.4	2.4	102								
MADEMOISELLE	2884	*167	5.0	5.8	140	**50	2.7	1.7	75								
MC CALL'S	13460	680	20.3	5.1	122	324	17.3	2.4	104								
MC CALL'S/MRK MOTHER (GROSS)	14606	779	23.2	5.3	129	364	19.4	2.5	108								
MECHANIX ILLUSTRATED	772	**71	2.1	9.2	222	**43	2.3	5.6	241								
METROPOLITAN HOME	967	**50	1.5	5.2	125	**15	0.8	1.6	67								
MONEY	1588	**77	2.3	4.8	117	**46	2.5	2.9	125								
MOTHER EARTH NEWS	1002	**58	1.7	5.8	140	**59	3.2	5.9	255								
MS.	825	**39	1.2	4.7	114	**9	0.5	1.1	47								
NATIONAL ENQUIRER	10336	316	9.4	3.1	74	298	15.9	2.9	125								
NATIONAL GEOGRAPHIC	9597	447	13.3	4.7	112	*287	15.3	3.0	129								
NATIONAL SUNDAY MAGAZINE PKG	49558	2305	68.7	4.7	112	1271	67.9	2.6	111								
NATURAL HISTORY	573	**9	0.3	1.6	38	**26	1.4	4.5	196								
NEW WOMAN	1699	**64	1.9	3.8	91	**13	0.7	0.8	33								
NEW YORK INCLUDING CUE	443	**14	0.4	3.2	76	**0	0.0	0.0	0								
THE NEW YORKER	1270	**83	2.5	6.5	158	**40	2.1	3.1	136								
NEWSWEEK	6277	420	12.5	6.7	161	*212	11.3	3.4	146								
THE N.Y. TIMES DAILY EDITION	1205	**53	1.6	4.4	106	**0	0.0	0.0	0								
THE N.Y. TIMES MAGAZINE	2081	**155	4.6	7.4	180	**37	2.0	1.8	77								
OMNI	788	**47	1.4	6.0	144	**26	1.4	3.3	143								
ON CABLE	1158	**75	2.2	6.5	156	**44	2.4	3.8	164								
1001 HOME IDEAS	2852	*205	6.1	7.2	173	**88	4.7	3.1	133								
ORGANIC GARDENING	1658	**110	3.3	6.6	160	**10	0.5	0.6	26								
OUTDOOR LIFE	896	**68	2.0	7.6	183	**11	0.6	1.2	53								
PARADE MAGAZINE	24275	1065	31.7	4.4	106	705	37.7	2.9	126								

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SPREAD CHEESE - TYPES
(FEMALE HOMEMAKERS)

0299
P-19

	TOTAL U.S. '000	BALL/LOG A '000	BALL/LOG B % DOWN	BALL/LOG C % ACROSS	BALL/LOG D INDX	TUBE/LINK A '000	TUBE/LINK B % DOWN	TUBE/LINK C % ACROSS	TUBE/LINK D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	3357	100.0	4.1	100	1872	100.0	2.3	100								
PARENTS	3845	*214	6.4	5.6	134	**136	7.3	3.5	153								
PENTHOUSE	831	**52	1.5	6.3	151	**9	0.5	1.1	47								
PEOPLE	11645	657	19.6	5.6	136	354	18.9	3.0	132								
PLAYBOY	2006	**81	2.4	4.0	97	**43	2.3	2.1	93								
POPULAR HOT RODDING	297	**10	0.3	3.4	81	**0	0.0	0.0	0								
POPULAR MECHANICS	1018	**71	2.1	7.0	168	**87	4.6	8.5	370								
POPULAR SCIENCE	878	**39	1.2	4.4	107	**20	1.1	2.3	99								
PREVENTION	3913	*118	3.5	3.0	73	**114	6.1	2.9	126								
PSYCHOLOGY TODAY	1710	**132	3.9	7.7	186	**41	2.2	2.4	104								
READER'S DIGEST	22204	1087	32.4	4.9	118	691	36.9	3.1	135								
REDBOOK	7684	407	12.1	5.3	128	*183	9.8	2.4	103								
ROAD & TRACK	410	**12	0.4	2.9	71	**0	0.0	0.0	0								
ROLLING STONE	969	**55	1.6	5.7	137	**74	4.0	7.6	330								
RUNNER'S WORLD	298	**12	0.4	4.0	97	**0	0.0	0.0	0								
SATURDAY EVENING POST	1169	**73	2.2	6.2	151	**29	1.5	2.5	107								
SCIENCE 84	587	**35	1.0	6.0	144	**14	0.7	2.4	103								
SCIENCE DIGEST	482	**32	1.0	6.6	160	**17	0.9	3.5	153								
SCIENTIFIC AMERICAN	594	**32	1.0	5.4	130	**18	1.0	3.0	131								
SELF	2089	*145	4.3	6.9	167	**44	2.4	2.1	91								
SEVENTEEN	2411	**89	2.7	3.7	89	**109	5.8	4.5	196								
SKI	480	**22	0.7	4.6	111	**3	0.2	0.6	27								
SMITHSONIAN	2760	*242	7.2	8.8	212	**129	6.9	4.7	202								
SOAP OPERA DIGEST	3013	**92	2.7	3.1	74	**65	3.5	2.2	93								
SOUTHERN LIVING	4184	*305	9.1	7.3	176	**204	10.9	4.9	211								
SPORT	559	**36	1.1	6.4	155	**3	0.2	0.5	23								
THE SPORTING NEWS	436	**56	1.7	12.8	310	**45	2.4	10.3	447								
SPORTS AFIELD	493	**18	0.5	3.7	88	**25	1.3	5.1	219								
SPORTS ILLUSTRATED	2758	*242	7.2	8.8	212	**101	5.4	3.7	158								
STAR	7456	*259	7.7	3.5	84	*163	8.7	2.2	95								
SUNDAY	24936	1218	36.3	4.9	118	663	35.4	2.7	115								
SUNSET	2124	**137	4.1	6.5	156	**62	3.3	2.9	126								
TV GUIDE	21661	881	26.2	4.1	98	540	28.8	2.5	108								
TENNIS	550	**34	1.0	6.2	149	**8	0.4	1.5	63								
TIME	8880	503	15.0	5.7	137	*326	17.4	3.7	159								
TOWN & COUNTRY	917	**70	2.1	7.6	184	**31	1.7	3.4	146								
TRAVEL & LEISURE	972	**77	2.3	7.9	191	**1	0.1	0.1	4								
TRUE STORY	3356	**91	2.7	2.7	65	**94	5.0	2.8	121								
U.S.NEWS & WORLD REPORT	3410	*142	4.2	4.2	100	**85	4.5	2.5	108								
USA TODAY	1759	**116	3.5	6.6	159	**59	3.2	3.4	145								
US	1873	*152	4.5	8.1	196	**24	1.3	1.3	55								
VOGUE	3909	*259	7.7	6.6	160	**102	5.4	2.6	113								
WALL STREET JOURNAL	1886	**118	3.5	6.3	151	**88	4.7	4.7	202								
WEIGHT WATCHERS	2120	**72	2.1	3.4	82	**33	1.8	1.6	67								
WOMAN'S DAY	14172	723	21.5	5.1	123	496	26.5	3.5	151								
WORKING MOTHER	1146	**99	2.9	8.6	208	**39	2.1	3.4	147								
WORKING WOMAN	1322	**31	0.9	2.3	57	**45	2.4	3.4	147								
WORLD TENNIS	*163	**20	0.6	12.3	296	**0	0.0	0.0	0								
ZIFF-DAVIS MAG NETWK (GROSS)	2532	*151	4.5	6.0	144	**72	3.8	2.8	123								
BLAIR INSERTS	43657	2217	66.0	5.1	123	1205	64.4	2.8	119								
DAILY NEWSPAPERS																	
READ ANY	51633	2323	69.2	4.5	109	1258	67.2	2.4	105								
READ ONE	43463	2020	60.2	4.6	112	1062	56.7	2.4	106								
READ TWO OR MORE	8170	303	9.0	3.7	89	*195	10.4	2.4	103								
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	2539	75.6	4.8	116	1358	72.5	2.6	112								
READ ONE	46126	2218	66.1	4.8	116	1188	63.5	2.6	111								
READ TWO OR MORE	6552	322	9.6	4.9	119	*170	9.1	2.6	112								
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	32.63				26.28											
30 DAY REACH	71455	3107	92.6	4.3	105	1712	91.5	2.4	104								
50 SHWG - 30 DAY AV FREQ	14.56	17.17				13.78											
30 DAY REACH	67742	2954	88.0	4.4	105	1634	87.3	2.4	104								
25 SHWG - 30 DAY AV FREQ	7.94	8.97				7.36											
30 DAY REACH	62117	2833	84.4	4.6	110	1532	81.8	2.5	107								
CABLE TV: HOME WIRED	32077	1572	46.8	4.9	118	905	48.3	2.8	122								
HOME NOT WIRED	48909	1785	53.2	3.6	88	967	51.7	2.0	86								
HAVE PAY CABLE	15935	919	27.4	5.8	139	*558	29.8	3.5	151								

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	TOTAL U.S. '000	BALL/LOG A '000	BALL/LOG B % DOWN	BALL/LOG C % ACROSS	BALL/LOG D INDX	TUBE/LINK A '000	TUBE/LINK B % DOWN	TUBE/LINK C % ACROSS	TUBE/LINK D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	3357	100.0	4.1	100	1872	100.0	2.3	100								
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	1910	56.9	4.3	105	1085	58.0	2.5	107								
10:00 AM - 3:00 PM	30659	1313	39.1	4.3	103	786	42.0	2.6	111								
3:00 PM - 7:00 PM	31045	1398	41.6	4.5	109	778	41.6	2.5	108								
7:00 PM - MIDNIGHT	15767	661	19.7	4.2	101	403	21.5	2.6	111								
MIDNIGHT - 6:00 AM	9120	384	11.4	4.2	102	*232	12.4	2.5	110								
6:00 AM - MIDNIGHT	58527	2519	75.0	4.3	104	1434	76.6	2.5	106								
ENTIRE DAY	59311	2556	76.1	4.3	104	1470	78.5	2.5	107								
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	749	22.3	4.6	112	427	22.8	2.6	114								
ALL NEWS	2256	**116	3.5	5.1	124	**38	2.0	1.7	73								
AOR/PROGRESSIVE	3874	*246	7.3	6.4	153	**69	3.7	1.8	77								
BEAUTIFUL MUSIC	5660	275	8.2	4.9	117	**66	3.5	1.2	50								
BLACK	2204	**85	2.5	3.9	93	**60	3.2	2.7	118								
CLASSICAL	1418	**91	2.7	6.4	155	**17	0.9	1.2	52								
CHR/ROCK	9538	431	12.8	4.5	109	318	17.0	3.3	144								
COUNTRY	12648	565	16.8	4.5	108	434	23.2	3.4	148								
GOLDEN OLDIES	1191	**26	0.8	2.2	53	**31	1.7	2.6	113								
MOR/NOSTALGIA	4757	*209	6.2	4.4	106	**89	4.8	1.9	81								
NEWS/TALK	3863	*210	6.3	5.4	131	**41	2.2	1.1	46								
RELIGIOUS	3084	**107	3.2	3.5	84	**94	5.0	3.0	132								
SOFT ROCK	521	**9	0.3	1.7	42	**9	0.5	1.7	75								
URBAN CONTEMPORARY	1585	**31	0.9	2.0	47	**27	1.4	1.7	74								
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	*224	6.7	6.9	166	**123	6.6	3.8	163								
ABC DIRECTION	2316	**91	2.7	3.9	95	**53	2.8	2.3	99								
ABC ENTERTAINMENT	4834	*211	6.3	4.4	105	**95	5.1	2.0	85								
ABC FM	2202	**74	2.2	3.4	81	**42	2.2	1.9	83								
ABC INFORMATION	5425	*203	6.0	3.7	90	*223	11.9	4.1	178								
ABC ROCK	1677	**109	3.2	6.5	157	**38	2.0	2.3	98								
CBS	4430	*244	7.3	5.5	133	**89	4.8	2.0	87								
MUTUAL	4992	344	10.2	6.9	166	**157	8.4	3.1	136								
NBC	4679	*231	6.9	4.9	119	**84	4.5	1.8	78								
RADIORADIO	1994	**57	1.7	2.9	69	**38	2.0	1.9	82								
RKO ONE	2298	**69	2.1	3.0	72	**53	2.8	2.3	100								
RKO TWO	3311	*140	4.2	4.2	102	**89	4.8	2.7	116								
THE SOURCE	2114	**57	1.7	2.7	65	**24	1.3	1.1	49								
NON-WIRED : BLAIR	8654	460	13.7	5.3	128	*271	14.5	3.1	135								
INTERNET	12025	579	17.2	4.8	116	295	15.8	2.5	106								
KATZ RADIO GROUP	15359	766	22.8	5.0	120	412	22.0	2.7	116								
SUPERNET	10628	341	10.2	3.2	77	294	15.7	2.8	120								
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	312	9.3	3.6	87	129	6.9	1.5	64								
WKDAY 9:00 AM - 1:00 PM	12163	443	13.2	3.6	88	278	14.9	2.3	99								
WKDAY 1:00 PM - 4:30 PM	16150	542	16.1	3.4	81	433	23.1	2.7	116								
WKDAY 4:30 PM - 7:30 PM	22463	836	24.9	3.7	90	494	26.4	2.2	95								
WKDAY 7:30 PM - 8:00 PM	31795	1280	38.1	4.0	97	711	38.0	2.2	97								
WKDAY 11:00 PM - 11:30 PM	23977	936	27.9	3.9	94	610	32.6	2.5	110								
WKDAY 11:30 PM - 1:00 AM	7703	329	9.8	4.3	103	215	11.5	2.8	121								
M-SAT 8-11 PM+SUN 7-11 PM	33800	1423	42.4	4.2	102	806	43.1	2.4	103								
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	207	6.2	3.2	76	177	9.5	2.7	117								
ANOTHER WORLD N	4620	*172	5.1	3.7	90	*134	7.2	2.9	125								
AS THE WORLD TURNS C	5614	153	4.6	2.7	66	*149	8.0	2.7	115								
CAPITOL C	3396	*108	3.2	3.2	77	*96	5.1	2.8	122								
CBS MORN. NEWS 1 C	1446	**40	1.2	2.8	67	**16	0.9	1.1	48								
CBS MORN. NEWS 2 C	1207	**38	1.1	3.1	76	**10	0.5	0.8	36								
DAYS OF OUR LIVES N	5877	237	7.1	4.0	97	*176	9.4	3.0	130								
FACTS OF LIFE - DAYTIME N	2290	*84	2.5	3.7	88	**45	2.4	2.0	85								
FAMILY FEUD A	3023	*72	2.1	2.4	57	*69	3.7	2.3	99								
GENERAL HOSPITAL A	6097	229	6.8	3.8	91	172	9.2	2.8	122								
GOOD MORNING, AMERICA-730 A	3515	111	3.3	3.2	76	**46	2.5	1.3	57								
GOOD MORNING, AMERICA-830 A	2818	109	3.2	3.9	93	**53	2.8	1.9	81								
GUIDING LIGHT C	5339	156	4.6	2.9	70	*183	9.8	3.4	148								
ONE LIFE TO LIVE A	4478	135	4.0	3.0	73	*118	6.3	2.6	114								
PRESS YOUR LUCK C	2244	*72	2.1	3.2	77	**44	2.4	2.0	85								
PRICE IS RIGHT 1 C	4348	*120	3.6	2.8	67	*113	6.0	2.6	112								
PRICE IS RIGHT 2 C	5014	142	4.2	2.8	68	*117	6.3	2.3	101								
RYAN'S HOPE A	3150	*162	4.8	5.1	124	*80	4.3	2.5	110								
SALE OF THE CENTURY N	2695	*111	3.3	4.1	99	**51	2.7	1.9	82								
SEARCH FOR TOMORROW N	2319	*100	3.0	4.3	104	**44	2.4	1.9	82								
TODAY SHOW 1 N	2693	106	3.2	3.9	95	**43	2.3	1.6	69								
TODAY SHOW 2 N	2498	82	2.4	3.3	79	**44	2.4	1.8	76								
$25,000 PYRAMID C	2753	*117	3.5	4.2	103	**32	1.7	1.2	50								
WHEEL OF FORTUNE N	4388	180	5.4	4.1	99	*110	5.9	2.5	108								
YOUNG AND THE RESTLESS C	5695	164	4.9	2.9	69	*121	6.5	2.1	92								
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	**53	1.6	3.0	73	**18	1.0	1.0	44								
NBA PLAYOFF GAME -1 C	1136	**42	1.3	3.7	89	**29	1.5	2.6	110								
NBC MAJOR LEAGUE PRE-GAME N	953	**29	0.9	3.0	73	**4	0.2	0.4	18								
SPORTSWORLD - SUN N	1233	**53	1.6	4.3	104	**20	1.1	1.6	70								
SUNDAY MORNING C	1611	**87	2.6	5.4	130	**31	1.7	1.9	83								

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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SPREAD CHEESE - TYPES
(FEMALE HOMEMAKERS)

0301
P-19

		TOTAL U.S. '000	BALL/LOG A '000	BALL/LOG B % DOWN	BALL/LOG C % ACROSS	BALL/LOG D INDX	TUBE/LINK A '000	TUBE/LINK B % DOWN	TUBE/LINK C % ACROSS	TUBE/LINK D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	3357	100.0	4.1	100	1872	100.0	2.3	100								
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	939	28.0	3.6	87	509	27.2	2.0	84								
NETWORK AFFILIATES - LATE		20261	789	23.5	3.9	94	485	25.9	2.4	104								
INDEPENDENTS - LATE		2076	97	2.9	4.7	113	**40	2.1	1.9	83								
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	403	12.0	3.9	93	297	15.9	2.8	123								
ABC MONDAY NIGHT MOVIE	A	6412	191	5.7	3.0	72	*101	5.4	1.6	68								
ABC SUNDAY NIGHT MOVIE	A	12407	502	15.0	4.0	98	283	15.1	2.3	99								
ABC WORLD NEWS TONIGHT	A	6176	205	6.1	3.3	80	84	4.5	1.4	59								
AFTERMASH	C	5863	*244	7.3	4.2	100	**157	8.4	2.7	116								
ALICE	C	9594	478	14.2	5.0	120	*203	10.8	2.1	92								
AMERICAN PARADE	C	6622	193	5.7	2.9	70	**99	5.3	1.5	65								
BENSON	A	10886	389	11.6	3.6	86	303	16.2	2.8	120								
BLUE THUNDER	A	5036	*199	5.9	4.0	95	*130	6.9	2.6	112								
CAGNEY & LACEY	C	9965	374	11.1	3.8	91	231	12.3	2.3	100								
CBS EVENING NEWS-DEAN	C	3491	**129	3.8	3.7	89	**42	2.2	1.2	52								
CBS EVENING NEWS-RATHER	C	7123	249	7.4	3.5	84	137	7.3	1.9	83								
CBS SAT. NEWS-SCHIEFFER	C	3621	75	2.2	2.1	50	**38	2.0	1.0	45								
CBS SATURDAY NIGHT MOVIE	C	5436	194	5.8	3.6	86	112	6.0	2.1	89								
CBS WEDNESDAY NIGHT MOVIE	C	6100	183	5.5	3.0	72	122	6.5	2.0	87								
CHEERS	N	8889	438	13.0	4.9	119	316	16.9	3.6	154								
DALLAS	C	22109	905	27.0	4.1	99	671	35.8	3.0	131								
DIFF'RENT STROKES	N	6940	*258	7.7	3.7	90	**129	6.9	1.9	80								
DOUBLE TROUBLE	N	7223	*265	7.9	3.7	89	*174	9.3	2.4	104								
DUCK FACTORY	N	5595	*205	6.1	3.7	88	*181	9.7	3.2	140								
DUKES OF HAZZARD	C	5768	*132	3.9	2.3	55	*158	8.4	2.7	119								
DYNASTY	A	20053	804	23.9	4.0	97	506	27.0	2.5	109								
FACTS OF LIFE	N	8087	436	13.0	5.4	130	*205	11.0	2.5	110								
FALCON CREST	C	20046	865	25.8	4.3	104	573	30.6	2.9	124								
FALL GUY	A	9084	349	10.4	3.8	93	*212	11.3	2.3	101								
FAMILY TIES	N	7964	363	10.8	4.6	110	*275	14.7	3.5	149								
FANTASY ISLAND	A	7687	259	7.7	3.4	81	*181	9.7	2.4	102								
FOULUPS,BLEEPS & BLUNDERS	A	8861	367	10.9	4.1	100	*232	12.4	2.6	113								
FOUR SEASONS	C	5095	*266	7.9	5.2	126	**170	9.1	3.3	144								
GIMME A BREAK	N	8838	338	10.1	3.8	92	*239	12.8	2.7	117								
HART TO HART	A	8978	260	7.7	2.9	70	*175	9.3	1.9	84								
HILL STREET BLUES	N	8590	317	9.4	3.7	89	*266	14.2	3.1	134								
HOTEL	A	14085	624	18.6	4.4	107	390	20.8	2.8	120								
JEFFERSONS	C	9360	448	13.3	4.8	115	*258	13.8	2.8	119								
JENNIFER SLEPT HERE	N	5841	*182	5.4	3.1	75	**112	6.0	1.9	83								
KATE & ALLIE	C	9206	435	13.0	4.7	114	*236	12.6	2.6	111								
KNIGHT RIDER	N	7076	293	8.7	4.1	100	*116	6.2	1.6	71								
LOVE BOAT	A	12219	422	12.6	3.5	83	*241	12.9	2.0	85								
MAGNUM PI	C	11199	468	13.9	4.2	101	277	14.8	2.5	107								
MAMA'S FAMILY	N	6057	*266	7.9	4.4	106	**117	6.3	1.9	84								
MASTER, THE	N	3598	*150	4.5	4.2	101	**92	4.9	2.6	111								
MATT HOUSTON	A	6344	*236	7.0	3.7	90	*128	6.8	2.0	87								
NBC MONDAY NIGHT MOVIE	N	11994	475	14.1	4.0	96	284	15.2	2.4	102								
NBC NIGHTLY NEWS	N	5132	229	6.8	4.5	108	*100	5.3	1.9	84								
NBC NIGHTLY NEWS-SAT	N	3375	**169	5.0	5.0	121	**33	1.8	1.0	42								
NBC NIGHTLY NEWS-SUN	N	3130	*168	5.0	5.4	129	**51	2.7	1.6	70								
NBC SUNDAY NIGHT MOVIE	N	8284	363	10.8	4.4	106	*217	11.6	2.6	113								
NEWHART	C	9240	442	13.2	4.8	115	*200	10.7	2.2	94								
ONE DAY AT A TIME	C	7288	302	9.0	4.1	100	**105	5.6	1.4	62								
PEOPLE ARE FUNNY	N	4855	*230	6.9	4.7	114	**90	4.8	1.9	80								
REAL PEOPLE	N	8869	352	10.5	4.0	96	*162	8.7	1.8	79								
REMINGTON STEELE	N	7743	253	7.5	3.3	79	*185	9.9	2.4	103								
RIPLEY'S BELIEVE IT - NOT	A	5345	*250	7.4	4.7	113	*142	7.6	2.7	115								
RIPTIDE	N	6988	335	10.0	4.8	116	*177	9.5	2.5	110								
SCARECROW & MRS. KING	C	10002	306	9.1	3.1	74	279	14.9	2.8	121								
SIMON & SIMON	C	10638	425	12.7	4.0	96	305	16.3	2.9	124								
60 MINUTES	C	13293	512	15.3	3.9	93	*292	15.6	2.2	95								
ST. ELSEWHERE	N	7017	282	8.4	4.0	97	*196	10.5	2.8	121								
THREE'S COMPANY	A	10917	459	13.7	4.2	101	303	16.2	2.8	120								
T.J. HOOKER	A	9204	342	10.2	3.7	90	*199	10.6	2.2	94								
TONIGHT SHOW	N	2372	137	4.1	5.8	139	*48	2.6	2.0	88								
TRAPPER JOHN, M.D.	C	9846	331	9.9	3.4	81	*192	10.3	2.0	84								
TV BLOOPERS & PRAC. JOKES	N	9105	381	11.3	4.2	101	*181	9.7	2.0	86								
20/20	A	9387	383	11.4	4.1	98	*193	10.3	2.1	89								
WEBSTER	A	11067	447	13.3	4.0	97	317	16.9	2.9	124								
WORLD NEWS - SUN	A	3062	**107	3.2	3.5	84	**80	4.3	2.6	113								
YELLOW ROSE	N	4978	276	8.2	5.5	134	*151	8.1	3.0	131								
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	*564	16.8	6.4	153	**275	14.7	3.1	134								
BASKETBALL - COLLEGE GAMES		4080	**215	6.4	5.3	127	**56	3.0	1.4	59								
BASKETBALL - PRO GAMES		3607	**179	5.3	5.0	120	**46	2.5	1.3	55								
BOWLING		3883	**210	6.3	5.4	130	**120	6.4	3.1	134								
BOXING		3928	**114	3.4	2.9	70	**52	2.8	1.3	57								
FOOTBALL - COLLEGE GAMES		6366	*382	11.4	6.0	145	**219	11.7	3.4	149								
FOOTBALL - PRO GAMES		11300	562	16.7	5.0	120	*383	20.5	3.4	147								
GOLF		3378	**177	5.3	5.2	126	**105	5.6	3.1	134								
POST-SEASON COLL. FOOTBALL		4906	**208	6.2	4.2	102	**192	10.3	3.9	169								
POST-SEASON PRO FOOTBALL		6120	*231	6.9	3.8	91	**208	11.1	3.4	147								
TENNIS		3033	**131	3.9	4.3	104	**181	9.7	6.0	258								
WRESTLING - PROFESSIONAL		3344	**149	4.4	4.5	107	**35	1.9	1.0	45								

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		'000	%	UNWEIGHTED
1A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE THEM?				
	YES	62537	77.2	7112
	NO	18449	22.8	2323

	ALL		SOLE		PRIMARY		SECONDARY		
	'000	%	'000	%	'000	%	'000	%	UNWEIGHTED
IF YES									
1B. WHICH BRANDS ARE USED BY YOUR HOUSEHOLD?									
ARCHWAY	10602	13.1	622	.8	6747	8.3	3233	4.0	1251
BURRY'S	2557	3.2	98	.1	1457	1.8	1002	1.2	290
DUNCAN HINES	4435	5.5	517	.6	3187	3.9	731	.9	496
FAMOUS AMOS	1104	1.4	96	.1	592	.7	415	.5	137
FFV	2551	3.1	83	.1	1610	2.0	859	1.1	280
GRANDMA'S	8187	10.1	682	.8	5280	6.5	2225	2.7	878
KEEBLER CHOCOLATE CHIP COOKIES	16409	20.3	771	1.0	12301	15.2	3336	4.1	1829
KEEBLER FUDGE COATED COOKIES	5959	7.4	93	.1	4043	5.0	1823	2.3	698
OTHER KEEBLER	11654	14.4	865	1.1	7569	9.3	3220	4.0	1304
MOTHERS	4333	5.4	384	.5	2857	3.5	1092	1.3	430
NABISCO CHIPS AHOY	16448	20.3	1156	1.4	11404	14.1	3888	4.8	1751
NABISCO FIG NEWTONS	14608	18.0	470	.6	9248	11.4	4890	6.0	1607
NABISCO NILLA	6933	8.6	272	.3	4347	5.4	2314	2.9	739
NABISCO OREO	24009	29.6	1780	2.2	17063	21.1	5166	6.4	2618
OTHER NABISCO	9775	12.1	432	.5	5915	7.3	3428	4.2	1074
PEEK FREANS	1487	1.8	57	.1	766	.9	664	.8	167
PEPPERIDGE FARM	9243	11.4	907	1.1	5384	6.6	2952	3.6	1136
SALERNO	1835	2.3	23	*	1092	1.3	720	.9	202
STELLA D'ORO	3481	4.3	123	.2	1985	2.5	1374	1.7	420
SUNSHINE CHIP-A-ROOS	3786	4.7	22	*	2121	2.6	1643	2.0	399
SUNSHINE HYDROX	7638	9.4	227	.3	4691	5.8	2720	3.4	809
SUNSHINE VIENNA FINGERS	5687	7.0	124	.2	3359	4.1	2205	2.7	629
OTHER SUNSHINE	5515	6.8	223	.3	3238	4.0	2055	2.5	593
OTHER BRANDS	23008	28.4	5685	7.0	12455	15.4	4868	6.0	2501
DO NOT KNOW	244	.3							35

		'000	%	UNWEIGHTED
1C. ABOUT HOW MANY PACKAGES OR BOXES OF COOKIES WERE USED BY YOUR ENTIRE HOUSEHOLD IN THE LAST 30 DAYS?				
10 OR MORE	H	2061	2.5	197
7 - 9	H	2337	2.9	254
4 - 6	H	10787	13.3	1110
3	M	10515	13.0	1164
2	M	13776	17.0	1590
1	L	13186	16.3	1515
LESS THAN 1	L	6772	8.4	870
NONE	L	3104	3.8	412

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COOKIES (READY-TO-EAT): USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0304
P-19

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FOUR OR MORE A '000	HEAVY USERS FOUR OR MORE B % DOWN	HEAVY USERS FOUR OR MORE C % ACROSS	HEAVY USERS FOUR OR MORE D INDX	MEDIUM USERS TWO-THREE A '000	MEDIUM USERS TWO-THREE B % DOWN	MEDIUM USERS TWO-THREE C % ACROSS	MEDIUM USERS TWO-THREE D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL FEMALE HOMEMAKERS	80986	62537	100.0	77.2	100	15185	100.0	18.8	100	24291	100.0	30.0	100	23062	100.0	28.5	100
18 - 24	9282	6787	10.9	73.1	95	1460	9.6	15.7	84	2466	10.2	26.6	89	2862	12.4	30.8	108
25 - 34	19072	15346	24.5	80.5	104	3657	24.1	19.2	102	6111	25.2	32.0	107	5577	24.2	29.2	103
35 - 44	14591	11896	19.0	81.5	106	3575	23.5	24.5	131	4657	19.2	31.9	106	3663	15.9	25.1	88
45 - 54	11345	9073	14.5	80.0	104	2602	17.1	22.9	122	3387	13.9	29.9	100	3084	13.4	27.2	95
55 - 64	11635	8874	14.2	76.3	99	2232	14.7	19.2	102	3524	14.5	30.3	101	3118	13.5	26.8	94
65 OR OLDER	15061	10562	16.9	70.1	91	1659	10.9	11.0	59	4146	17.1	27.5	92	4757	20.6	31.6	111
18 - 34	28354	22133	35.4	78.1	101	5117	33.7	18.0	96	8577	35.3	30.2	101	8440	36.6	29.8	105
18 - 49	48339	38293	61.2	79.2	103	9934	65.4	20.6	110	14885	61.3	30.8	103	13474	58.4	27.9	98
25 - 54	45008	36314	58.1	80.7	104	9834	64.8	21.8	117	14155	58.3	31.4	105	12325	53.4	27.4	96
35 - 49	19985	16160	25.8	80.9	105	4817	31.7	24.1	129	6308	26.0	31.6	105	5035	21.8	25.2	88
50 OR OLDER	32647	24244	38.8	74.3	96	5251	34.6	16.1	86	9406	38.7	28.8	96	9587	41.6	29.4	103
GRADUATED COLLEGE	11155	8416	13.5	75.4	98	1991	13.1	17.8	95	3130	12.9	28.1	94	3295	14.3	29.5	104
ATTENDED COLLEGE	13682	10849	17.3	79.3	103	2423	16.0	17.7	94	4112	16.9	30.1	100	4314	18.7	31.5	111
GRADUATED HIGH SCHOOL	33880	26922	43.0	79.5	103	6949	45.8	20.5	109	10589	43.6	31.3	104	9384	40.7	27.7	97
DID NOT GRADUATE HIGH SCHOOL	22270	16349	26.1	73.4	95	3822	25.2	17.2	92	6459	26.6	29.0	97	6068	26.3	27.2	96
EMPLOYED	40306	31789	50.8	78.9	102	8068	53.1	20.0	107	12353	50.9	30.6	102	11368	49.3	28.2	99
EMPLOYED FULL-TIME	32850	25834	41.3	78.6	102	6450	42.5	19.6	105	10145	41.8	30.9	103	9239	40.1	28.1	99
EMPLOYED PART-TIME	7456	5955	9.5	79.9	103	1618	10.7	21.7	116	2208	9.1	29.6	99	2130	9.2	28.6	100
NOT EMPLOYED	40680	30749	49.2	75.6	98	7117	46.9	17.5	93	11938	49.1	29.3	98	11693	50.7	28.7	101
PROFESSIONAL/MANAGER	10392	8138	13.0	78.3	101	1799	11.8	17.3	92	3213	13.2	30.9	103	3126	13.6	30.1	106
TECH/CLERICAL/SALES	17574	14055	22.5	80.0	104	3746	24.7	21.3	114	5244	21.6	29.8	99	5065	22.0	28.8	101
PRECISION/CRAFT	985	764	1.2	77.6	100	**260	1.7	26.4	141	*340	1.4	34.5	115	**165	0.7	16.8	59
OTHER EMPLOYED	11354	8832	14.1	77.8	101	2263	14.9	19.9	106	3556	14.6	31.3	104	3013	13.1	26.5	93
SINGLE	9863	6930	11.1	70.3	91	1365	9.0	13.8	74	2474	10.2	25.1	84	3090	13.4	31.3	110
MARRIED	51375	41269	66.0	80.3	104	11026	72.6	21.5	114	16381	67.4	31.9	106	13861	60.1	27.0	95
DIVORCED/SEPARATED/WIDOWED	19748	14339	22.9	72.6	94	2793	18.4	14.1	75	5435	22.4	27.5	92	6111	26.5	30.9	109
PARENTS	32590	26877	43.0	82.5	107	8439	55.6	25.9	138	10379	42.7	31.8	106	8059	34.9	24.7	87
WHITE	70416	54320	86.9	77.1	100	13157	86.6	18.7	100	20885	86.0	29.7	99	20279	87.9	28.8	101
BLACK	8778	6954	11.1	79.2	103	1730	11.4	19.7	105	2946	12.1	33.6	112	2279	9.9	26.0	91
OTHER	1791	1263	2.0	70.5	91	**298	2.0	16.6	89	**461	1.9	25.7	86	*504	2.2	28.1	99
NORTHEAST-CENSUS	17786	13827	22.1	77.7	101	4257	28.0	23.9	128	5179	21.3	29.1	97	4391	19.0	24.7	87
NORTH CENTRAL	20741	16149	25.8	77.9	101	3891	25.6	18.8	100	6022	24.8	29.0	97	6236	27.0	30.1	106
SOUTH	27775	21874	35.0	78.8	102	5089	33.5	18.3	98	9369	38.6	33.7	112	7416	32.2	26.7	94
WEST	14683	10686	17.1	72.8	94	1948	12.8	13.3	71	3721	15.3	25.3	84	5018	21.8	34.2	120
NORTHEAST-MKTG.	17961	14045	22.5	78.2	101	3978	26.2	22.1	118	5551	22.9	30.9	103	4515	19.6	25.1	88
EAST CENTRAL	11885	9287	14.9	78.1	101	2562	16.9	21.6	115	3448	14.2	29.0	97	3278	14.2	27.6	97
WEST CENTRAL	14090	10867	17.4	77.1	100	2431	16.0	17.3	92	4018	16.5	28.5	95	4417	19.2	31.3	110
SOUTH	24081	18922	30.3	78.6	102	4439	29.2	18.4	98	7981	32.9	33.1	110	6502	28.2	27.0	95
PACIFIC	12969	9417	15.1	72.6	94	1775	11.7	13.7	73	3292	13.6	25.4	85	4350	18.9	33.5	118
COUNTY SIZE A	32439	25313	40.5	78.0	101	6649	43.8	20.5	109	9810	40.4	30.2	101	8854	38.4	27.3	96
COUNTY SIZE B	24915	19543	31.3	78.4	102	4578	30.1	18.4	98	7259	29.9	29.1	97	7706	33.4	30.9	109
COUNTY SIZE C	12930	9814	15.7	75.9	98	2229	14.7	17.2	92	4087	16.8	31.6	105	3498	15.2	27.1	95
COUNTY SIZE D	10703	7867	12.6	73.5	95	1728	11.4	16.1	86	3135	12.9	29.3	98	3004	13.0	28.1	99
METRO CENTRAL CITY	24518	18532	29.6	75.6	98	4409	29.0	18.0	96	6924	28.5	28.2	94	7199	31.2	29.4	103
METRO SUBURBAN	35919	28676	45.9	79.8	103	7238	47.7	20.2	107	10916	44.9	30.4	101	10522	45.6	29.3	103
NON METRO	20549	15330	24.5	74.6	97	3538	23.3	17.2	92	6451	26.6	31.4	105	5341	23.2	26.0	91
TOP 5 ADI'S	18341	14157	22.6	77.2	100	3897	25.7	21.2	113	5352	22.0	29.2	97	4908	21.3	26.8	94
TOP 10 ADI'S	25378	19839	31.7	78.2	101	5300	34.9	20.9	111	7683	31.6	30.3	101	6856	29.7	27.0	95
TOP 20 ADI'S	36488	28330	45.3	77.6	101	7140	47.0	19.6	104	10949	45.1	30.0	100	10241	44.4	28.1	99
HSHLD INC. $50,000 OR MORE	6612	5527	8.8	83.6	108	1685	11.1	25.5	136	1985	8.2	30.0	100	1856	8.0	28.1	99
$40,000 OR MORE	12659	10164	16.3	80.3	104	3068	20.2	24.2	129	3604	14.8	28.5	95	3493	15.1	27.6	97
$30,000 OR MORE	24698	19989	32.0	80.9	105	5625	37.0	22.8	121	7714	31.8	31.2	104	6650	28.8	26.9	95
$25,000 OR MORE	32077	26108	41.7	81.4	105	7156	47.1	22.3	119	10122	41.7	31.6	105	8830	38.3	27.5	97
$20,000 - $24,999	9144	7226	11.6	79.0	102	1892	12.5	20.7	110	2821	11.6	30.9	103	2513	10.9	27.5	97
$15,000 - $19,999	8728	6522	10.4	74.7	97	1511	10.0	17.3	92	2647	10.9	30.3	101	2364	10.3	27.1	95
$10,000 - $14,999	12562	9536	15.2	75.9	98	2490	16.4	19.8	106	3579	14.7	28.5	95	3467	15.0	27.6	97
UNDER $10,000	18475	13145	21.0	71.2	92	2136	14.1	11.6	62	5121	21.1	27.7	92	5888	25.5	31.9	112
HOUSEHOLD OF 1 PERSON	11987	7707	12.3	64.3	83	767	5.1	6.4	34	2703	11.1	22.5	75	4236	18.4	35.3	124
2 PEOPLE	26577	19939	31.9	75.0	97	3563	23.5	13.4	71	8130	33.5	30.6	102	8246	35.8	31.0	109
3 OR 4 PEOPLE	30617	24940	39.9	81.5	105	6781	44.7	22.1	118	10280	42.3	33.6	112	7878	34.2	25.7	90
5 OR MORE PEOPLE	11804	9951	15.9	84.3	109	4074	26.8	34.5	184	3177	13.1	26.9	90	2701	11.7	22.9	80
NO CHILD IN HSHLD	46165	33752	54.0	73.1	95	6179	40.7	13.4	71	13232	54.5	28.7	96	14342	62.2	31.1	109
CHILD(REN) UNDER 2 YRS	5325	4276	6.8	80.3	104	923	6.1	17.3	92	1563	6.4	29.4	98	1791	7.8	33.6	118
2 - 5 YEARS	14221	11591	18.5	81.5	106	3562	23.5	25.0	134	4421	18.2	31.1	104	3608	15.6	25.4	89
6 - 11 YEARS	15117	12662	20.2	83.8	108	4306	28.4	28.5	152	4954	20.4	32.8	109	3402	14.8	22.5	79
12 - 17 YEARS	16611	13866	22.2	83.5	108	4956	32.6	29.8	159	5303	21.8	31.9	106	3607	15.6	21.7	76
RESIDENCE OWNED	55884	44151	70.6	79.0	102	11406	75.1	20.4	109	17290	71.2	30.9	103	15455	67.0	27.7	97
VALUE: $50,000 OR MORE	31744	25249	40.4	79.5	103	6925	45.6	21.8	116	9644	39.7	30.4	101	8680	37.6	27.3	96
VALUE: UNDER $50,000	24140	18902	30.2	78.3	101	4481	29.5	18.6	99	7646	31.5	31.7	106	6775	29.4	28.1	99

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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COOKIES (READY-TO-EAT): USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0305
P-19

		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FOUR OR MORE A '000	HEAVY USERS FOUR OR MORE B % DOWN	HEAVY USERS FOUR OR MORE C % ACROSS	HEAVY USERS FOUR OR MORE D INDX	MEDIUM USERS TWO-THREE A '000	MEDIUM USERS TWO-THREE B % DOWN	MEDIUM USERS TWO-THREE C % ACROSS	MEDIUM USERS TWO-THREE D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL FEMALE HOMEMAKERS		80986	62537	100.0	77.2	100	15185	100.0	18.8	100	24291	100.0	30.0	100	23062	100.0	28.5	100
MAGAZINES	QUINTILE 1	15799	12871	20.6	81.5	106	3343	22.0	21.2	113	5228	21.5	33.1	110	4300	18.6	27.2	96
	QUINTILE 2	17259	13800	22.1	80.0	104	3584	23.6	20.8	111	5178	21.3	30.0	100	5038	21.8	29.2	103
	QUINTILE 3	13545	10497	16.8	77.5	100	2545	16.8	18.8	100	4088	16.8	30.2	101	3864	16.8	28.5	100
	QUINTILE 4	15133	11552	18.5	76.3	99	2731	18.0	18.0	96	4748	19.5	31.4	105	4073	17.7	26.9	95
	QUINTILE 5	19250	13817	22.1	71.8	93	2982	19.6	15.5	83	5049	20.8	26.2	87	5787	25.1	30.1	106
NEWSPAPERS	QUINTILE 1	12413	10121	16.2	81.5	106	3014	19.8	24.3	129	3802	15.7	30.6	102	3304	14.3	26.6	93
	QUINTILE 2	24116	19251	30.8	79.8	103	4871	32.1	20.2	108	7933	32.7	32.9	110	6447	28.0	26.7	94
	QUINTILE 3	11261	8586	13.7	76.2	99	2023	13.3	18.0	96	3442	14.2	30.6	102	3122	13.5	27.7	97
	QUINTILE 4	20255	15543	24.9	76.7	99	3475	22.9	17.2	91	5656	23.3	27.9	93	6413	27.8	31.7	111
	QUINTILE 5	12940	9037	14.5	69.8	90	1802	11.9	13.9	74	3458	14.2	26.7	89	3776	16.4	29.2	102
OUTDOOR	QUINTILE 1	14852	11849	18.9	79.8	103	2647	17.4	17.8	95	4560	18.8	30.7	102	4643	20.1	31.3	110
	QUINTILE 2	15725	12592	20.1	80.1	104	3043	20.0	19.4	103	4610	19.0	29.3	98	4940	21.4	31.4	110
	QUINTILE 3	16330	12818	20.5	78.5	102	3396	22.4	20.8	111	5086	20.9	31.1	104	4337	18.8	26.6	93
	QUINTILE 4	16744	12395	19.8	74.0	96	2884	19.0	17.2	92	5085	20.9	30.4	101	4426	19.2	26.4	93
	QUINTILE 5	17334	12883	20.6	74.3	96	3215	21.2	18.5	99	4950	20.4	28.6	95	4717	20.5	27.2	96
RADIO-DRIVE TIME	QUINTILE 1	15911	12624	20.2	79.3	103	3025	19.9	19.0	101	5083	20.9	31.9	107	4517	19.6	28.4	100
	QUINTILE 2	14837	12022	19.2	81.0	105	3188	21.0	21.5	115	4656	19.2	31.4	105	4179	18.1	28.2	99
	QUINTILE 3	15339	11944	19.1	77.9	101	2887	19.0	18.8	100	4643	19.1	30.3	101	4413	19.1	28.8	101
	QUINTILE 4	16723	12680	20.3	75.8	98	3058	20.1	18.3	98	5000	20.6	29.9	100	4621	20.0	27.6	97
	QUINTILE 5	18176	13268	21.2	73.0	95	3027	19.9	16.7	89	4909	20.2	27.0	90	5332	23.1	29.3	103
RADIO-MID-DAY	TERCILE 1	21020	16719	26.7	79.5	103	4540	29.9	21.6	115	6280	25.9	29.9	100	5899	25.6	28.1	99
	TERCILE 2	21610	16965	27.1	78.5	102	4083	26.9	18.9	101	6810	28.0	31.5	105	6071	26.3	28.1	99
	TERCILE 3	38355	28854	46.1	75.2	97	6562	43.2	17.1	91	11201	46.1	29.2	97	11091	48.1	28.9	102
RADIO-TOTAL	QUINTILE 1	15988	12790	20.5	80.0	104	3185	21.0	19.9	106	4984	20.5	31.2	104	4621	20.0	28.9	101
	QUINTILE 2	15626	12236	19.6	78.3	101	3364	22.2	21.5	115	4579	18.9	29.3	98	4294	18.6	27.5	97
	QUINTILE 3	16723	13490	21.6	80.7	104	3306	21.8	19.8	105	5189	21.4	31.0	103	4995	21.7	29.9	105
	QUINTILE 4	16342	12260	19.6	75.0	97	2742	18.1	16.8	89	5155	21.2	31.5	105	4364	18.9	26.7	94
	QUINTILE 5	16306	11761	18.8	72.1	93	2588	17.0	15.9	85	4384	18.0	26.9	90	4788	20.8	29.4	103
TV-PRIME TIME	QUINTILE 1	15953	12073	19.3	75.7	98	3052	20.1	19.1	102	4803	19.8	30.1	100	4218	18.3	26.4	93
	QUINTILE 2	16137	13081	20.9	81.1	105	3261	21.5	20.2	108	5182	21.3	32.1	107	4638	20.1	28.7	101
	QUINTILE 3	16420	12919	20.7	78.7	102	3085	20.3	18.8	100	5080	20.9	30.9	103	4754	20.6	29.0	102
	QUINTILE 4	16687	12984	20.8	77.8	101	3234	21.3	19.4	103	4969	20.5	29.8	99	4781	20.7	28.7	101
	QUINTILE 5	15789	11480	18.4	72.7	94	2552	16.8	16.2	86	4257	17.5	27.0	90	4670	20.2	29.6	104
TV-DAYTIME	TERCILE 1	27736	21473	34.3	77.4	100	5284	34.8	19.1	102	8472	34.9	30.5	102	7717	33.5	27.8	98
	TERCILE 2	26489	20803	33.3	78.5	102	5121	33.7	19.3	103	8248	34.0	31.1	104	7433	32.2	28.1	99
	TERCILE 3	26761	20261	32.4	75.7	98	4780	31.5	17.9	95	7570	31.2	28.3	94	7911	34.3	29.6	104
TV-TOTAL	QUINTILE 1	16345	12362	19.8	75.6	98	3108	20.5	19.0	101	4845	19.9	29.6	99	4409	19.1	27.0	95
	QUINTILE 2	16447	13064	20.9	79.4	103	3198	21.1	19.4	104	5219	21.5	31.7	106	4646	20.1	28.2	99
	QUINTILE 3	15980	12513	20.0	78.3	101	3047	20.1	19.1	102	5025	20.7	31.4	105	4440	19.3	27.8	98
	QUINTILE 4	15887	12440	19.9	78.3	101	3136	20.7	19.7	105	4715	19.4	29.7	99	4590	19.9	28.9	101
	QUINTILE 5	16326	12159	19.4	74.5	96	2696	17.8	16.5	88	4487	18.5	27.5	92	4976	21.6	30.5	107
MAGAZINES-NEWSPAPERS: DUAL		20721	16786	26.8	81.0	105	4595	30.3	22.2	118	6632	27.3	32.0	107	5559	24.1	26.8	94
MAGAZINE IMPERATIVE		19186	15066	24.1	78.5	102	3441	22.7	17.9	96	5636	23.2	29.4	98	5989	26.0	31.2	110
NEWSPAPER IMPERATIVE		21899	17150	27.4	78.3	101	4471	29.4	20.4	109	6808	28.0	31.1	104	5872	25.5	26.8	94
MAGAZINES-OUTDOOR: DUAL		15451	12648	20.2	81.9	106	3315	21.8	21.5	114	4879	20.1	31.6	105	4454	19.3	28.8	101
MAGAZINE IMPERATIVE		25953	20344	32.5	78.4	102	5197	34.2	20.0	107	8140	33.5	31.4	105	7007	30.4	27.0	95
OUTDOOR IMPERATIVE		24400	18826	30.1	77.2	100	4155	27.4	17.0	91	7085	29.2	29.0	97	7585	32.9	31.1	109
MAGAZINES-RADIO: DUAL		18049	14222	22.7	78.8	102	3907	25.7	21.6	115	5579	23.0	30.9	103	4736	20.5	26.2	92
MAGAZINE IMPERATIVE		23571	18845	30.1	79.9	104	4556	30.0	19.3	103	7389	30.4	31.3	105	6900	29.9	29.3	103
RADIO IMPERATIVE		23278	18251	29.2	78.4	102	4330	28.5	18.6	99	7061	29.1	30.3	101	6861	29.8	29.5	104
MAGAZINES-TELEVISION: DUAL		15459	12359	19.8	79.9	104	3217	21.2	20.8	111	4720	19.4	30.5	102	4422	19.2	28.6	100
MAGAZINE IMPERATIVE		25829	20508	32.8	79.4	103	5300	34.9	20.5	109	7898	32.5	30.6	102	7310	31.7	28.3	99
TELEVISION IMPERATIVE		24039	19665	31.4	75.5	98	4475	29.5	17.2	92	7875	32.4	30.2	101	7315	31.7	28.1	99
NEWSPAPERS-OUTDOOR: DUAL		16605	13486	21.6	81.2	105	3445	22.7	20.7	111	5225	21.5	31.5	105	4816	20.9	29.0	102
NEWSPAPER IMPERATIVE		26834	21057	33.7	78.5	102	5699	37.5	21.2	113	8629	35.5	32.2	107	6729	29.2	25.1	88
OUTDOOR IMPERATIVE		23346	18119	29.0	77.6	101	4036	26.6	17.3	92	6815	28.1	29.2	97	7268	31.5	31.1	109
NEWSPAPERS-RADIO: DUAL		17133	14059	22.5	82.1	106	3786	24.9	22.1	118	5688	23.4	33.2	111	4585	19.9	26.8	94
NEWSPAPER IMPERATIVE		25892	20312	32.5	78.4	102	5146	33.9	19.9	106	8143	33.5	31.4	105	7023	30.5	27.1	95
RADIO IMPERATIVE		23167	17753	28.4	76.6	99	4229	27.8	18.3	97	6554	27.0	28.3	94	6970	30.2	30.1	106
NEWSPAPERS-TELEVISION: DUAL		17159	13825	22.1	80.6	104	3651	24.0	21.3	113	5495	22.6	32.0	107	4679	20.3	27.3	96
NEWSPAPER IMPERATIVE		26214	20848	33.3	79.5	103	5433	35.8	20.7	111	8341	34.3	31.8	106	7074	30.7	27.0	95
TELEVISION IMPERATIVE		23412	17462	27.9	74.6	97	3952	26.0	16.9	90	6788	27.9	29.0	97	6722	29.1	28.7	101
OUTDOOR-RADIO: DUAL		15303	12596	20.1	82.3	107	3170	20.9	20.7	110	4512	18.6	29.5	98	4914	21.3	32.1	113
OUTDOOR IMPERATIVE		24901	19327	30.9	77.6	101	4473	29.5	18.0	96	7661	31.5	30.8	103	7193	31.2	28.9	101
RADIO IMPERATIVE		26492	20740	33.2	78.3	101	5393	35.5	20.4	109	8411	34.6	31.7	106	6936	30.1	26.2	92
OUTDOOR-TELEVISION: DUAL		14794	11941	19.1	80.7	105	3084	20.3	20.8	111	4573	18.8	30.9	103	4284	18.6	29.0	102
OUTDOOR IMPERATIVE		25437	20136	32.2	79.2	103	4614	30.4	18.1	97	7678	31.6	30.2	101	7844	34.0	30.8	108
TELEVISION IMPERATIVE		27877	21205	33.9	76.1	99	5172	34.1	18.6	99	8553	35.2	30.7	102	7480	32.4	26.8	94
RADIO-TELEVISION: DUAL		15996	12743	20.4	79.7	103	3517	23.2	22.0	117	5167	21.3	32.3	108	4058	17.6	25.4	89
RADIO IMPERATIVE		25478	20137	32.2	79.0	102	4954	32.6	19.4	104	7478	30.8	29.4	98	7705	33.4	30.2	106
TELEVISION IMPERATIVE		26573	20180	32.3	75.9	98	4573	30.1	17.2	92	7982	32.9	30.0	100	7625	33.1	28.7	101

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COOKIES (READY-TO-EAT): USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0306
P-19

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FOUR OR MORE A '000	HEAVY USERS FOUR OR MORE B % DOWN	HEAVY USERS FOUR OR MORE C % ACROSS	HEAVY USERS FOUR OR MORE D INDX	MEDIUM USERS TWO-THREE A '000	MEDIUM USERS TWO-THREE B % DOWN	MEDIUM USERS TWO-THREE C % ACROSS	MEDIUM USERS TWO-THREE D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL FEMALE HOMEMAKERS	80986	62537	100.0	77.2	100	15185	100.0	18.8	100	24291	100.0	30.0	100	23062	100.0	28.5	100
ATLANTIC MONTHLY	415	329	0.5	79.3	103	**65	0.4	15.7	84	**141	0.6	34.0	113	*123	0.5	29.6	104
BARRON'S	453	347	0.6	76.6	99	**128	0.8	28.3	151	**135	0.6	29.8	99	**85	0.4	18.8	66
BETTER HOMES & GARDENS	16256	13068	20.9	80.4	104	3262	21.5	20.1	107	5552	22.9	34.2	114	4255	18.5	26.2	92
BON APPETIT	2535	1900	3.0	75.0	97	430	2.8	17.0	90	640	2.6	25.2	84	830	3.6	32.7	115
BUSINESS WEEK	1278	1037	1.7	81.1	105	*248	1.6	19.4	103	362	1.5	28.3	94	427	1.9	33.4	117
CAR AND DRIVER	378	292	0.5	77.2	100	**75	0.5	19.8	106	*158	0.7	41.8	139	**59	0.3	15.6	55
CBS MAGAZINE NETWORK (GROSS)	1498	1262	2.0	84.2	109	296	1.9	19.8	105	583	2.4	38.9	130	383	1.7	25.6	90
CHANGING TIMES	1505	1172	1.9	77.9	101	*299	2.0	19.9	106	450	1.9	29.9	100	424	1.8	28.2	99
COLONIAL HOMES	1231	983	1.6	79.9	103	*217	1.4	17.6	94	487	2.0	39.6	132	279	1.2	22.7	80
CONDE NAST MAG. PKG. (GROSS)	14146	11279	18.0	79.7	103	2864	18.9	20.2	108	4273	17.6	30.2	101	4142	18.0	29.3	103
CONSUMERS DIGEST	1323	1095	1.8	82.8	107	*314	2.1	23.7	127	476	2.0	36.0	120	304	1.3	23.0	81
COSMOPOLITAN	7102	5567	8.9	78.4	102	1525	10.0	21.5	115	2055	8.5	28.9	96	1987	8.6	28.0	98
COUNTRY LIVING	2481	2009	3.2	81.0	105	516	3.4	20.8	111	831	3.4	33.5	112	662	2.9	26.7	94
CUISINE	1472	1072	1.7	72.8	94	*236	1.6	16.0	86	473	1.9	32.1	107	363	1.6	24.7	87
CYCLE WORLD	425	383	0.6	90.1	117	**104	0.7	24.5	131	**153	0.6	36.0	120	**126	0.5	29.6	104
DCI:CREATIVE IDEAS FOR LIV	2510	2005	3.2	79.9	103	426	2.8	17.0	91	956	3.9	38.1	127	624	2.7	24.9	87
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	5397	8.6	80.6	104	1142	7.5	17.1	91	2692	11.1	40.2	134	1564	6.8	23.4	82
DISCOVER	894	693	1.1	77.5	100	*192	1.3	21.5	115	261	1.1	29.2	97	241	1.0	27.0	95
EBONY	3507	2809	4.5	80.1	104	748	4.9	21.3	114	1128	4.6	32.2	107	933	4.0	26.6	93
ESQUIRE	1083	867	1.4	80.1	104	*217	1.4	20.0	107	309	1.3	28.5	95	342	1.5	31.6	111
ESSENCE	1830	1543	2.5	84.3	109	414	2.7	22.6	121	649	2.7	35.5	118	480	2.1	26.2	92
FAMILY CIRCLE	15930	12964	20.7	81.4	105	3314	21.8	20.8	111	5286	21.8	33.2	111	4364	18.9	27.4	96
THE FAMILY HANDYMAN	1126	827	1.3	73.4	95	*192	1.3	17.1	91	365	1.5	32.4	108	271	1.2	24.1	85
FAMILY WEEKLY	11468	8935	14.3	77.9	101	2142	14.1	18.7	100	3657	15.1	31.9	106	3136	13.6	27.3	96
FIELD & STREAM	2234	1790	2.9	80.1	104	518	3.4	23.2	124	619	2.5	27.7	92	653	2.8	29.2	103
FOOD & WINE	579	424	0.7	73.2	95	**106	0.7	18.3	98	*170	0.7	29.4	98	*149	0.6	25.7	90
FORBES	728	624	1.0	85.7	111	**172	1.1	23.6	126	*217	0.9	29.8	99	*235	1.0	32.3	113
FORTUNE	906	725	1.2	80.0	104	*194	1.3	21.4	114	*215	0.9	23.7	79	316	1.4	34.9	122
GENTLEMEN'S QUARTERLY	791	665	1.1	84.1	109	**110	0.7	13.9	74	301	1.2	38.1	127	*254	1.1	32.1	113
GLAMOUR	5265	4225	6.8	80.2	104	965	6.4	18.3	98	1695	7.0	32.2	107	1564	6.8	29.7	104
GOLF DIGEST	636	520	0.8	81.8	106	*135	0.9	21.2	113	*187	0.8	29.4	98	*199	0.9	31.3	110
GOLF DIGEST/TENNIS (GROSS)	1186	940	1.5	79.3	103	*241	1.6	20.3	108	376	1.5	31.7	106	323	1.4	27.2	96
GOLF MAGAZINE	441	334	0.5	75.7	98	**52	0.3	11.8	63	*137	0.6	31.1	104	**146	0.6	33.1	116
GOLF MAGAZINE/SKI (GROSS)	922	726	1.2	78.7	102	*120	0.8	13.0	69	267	1.1	29.0	97	340	1.5	36.9	129
GOOD HOUSEKEEPING	16487	13449	21.5	81.6	106	3387	22.3	20.5	110	5479	22.6	33.2	111	4584	19.9	27.8	98
HARPER'S BAZAAR	2423	1984	3.2	81.9	106	622	4.1	25.7	137	716	2.9	29.6	99	647	2.8	26.7	94
HEALTH	1994	1696	2.7	85.1	110	434	2.9	21.8	116	721	3.0	36.2	121	541	2.3	27.1	95
HEARST MAG CORP. BUY (GROSS)	44101	35604	56.9	80.7	105	9127	60.1	20.7	110	14272	58.8	32.4	108	12205	52.9	27.7	97
HEARST MAN POWER (GROSS)	1993	1723	2.8	86.5	112	376	2.5	18.9	101	703	2.9	35.3	118	644	2.8	32.3	113
HEARST WOMAN POWER (GROSS)	31274	25162	40.2	80.5	104	6502	42.8	20.8	111	9998	41.2	32.0	107	8663	37.6	27.7	97
HOUSE BEAUTIFUL	3623	2881	4.6	79.5	103	731	4.8	20.2	108	1156	4.8	31.9	106	995	4.3	27.5	96
INC.	283	*249	0.4	88.0	114	**113	0.7	39.9	213	**86	0.4	30.4	101	**50	0.2	17.7	62
JET	2928	2403	3.8	82.1	106	598	3.9	20.4	109	1085	4.5	37.1	124	720	3.1	24.6	86
LADIES' HOME JOURNAL	11918	9745	15.6	81.8	106	2475	16.3	20.8	111	3980	16.4	33.4	111	3291	14.3	27.6	97
LHJ FAMILY GRP COMBO(GROSS)	16764	13756	22.0	82.1	106	3424	22.5	20.4	109	5648	23.3	33.7	112	4685	20.3	27.9	98
LIFE	4254	3508	5.6	82.5	107	891	5.9	20.9	112	1330	5.5	31.3	104	1287	5.6	30.3	106
L.A. TIMES HOME MAGAZINE	1145	837	1.3	73.1	95	**152	1.0	13.3	71	266	1.1	23.2	77	419	1.8	36.6	129
MADEMOISELLE	2884	2391	3.8	82.9	107	660	4.3	22.9	122	902	3.7	31.3	104	828	3.6	28.7	101
MC CALL'S	13460	10984	17.6	81.6	106	2753	18.1	20.5	109	4467	18.4	33.2	111	3765	16.3	28.0	98
MC CALL'S/WRK MOTHER (GROSS)	14606	11985	19.2	82.1	106	3048	20.1	20.9	111	4847	20.0	33.2	111	4090	17.7	28.0	98
MECHANIX ILLUSTRATED	772	595	1.0	77.1	100	**104	0.7	13.5	72	*278	1.1	36.0	120	*213	0.9	27.6	97
METROPOLITAN HOME	967	787	1.3	81.4	105	*179	1.2	18.5	99	324	1.3	33.5	112	283	1.2	29.3	103
MONEY	1588	1362	2.2	85.8	111	402	2.6	25.3	135	481	2.0	30.3	101	480	2.1	30.2	106
MOTHER EARTH NEWS	1002	786	1.3	78.4	102	**83	0.5	8.3	44	378	1.6	37.7	126	325	1.4	32.4	114
MS.	825	687	1.1	83.3	108	*111	0.7	13.5	72	274	1.1	33.2	111	303	1.3	36.7	129
NATIONAL ENQUIRER	10336	8388	13.4	81.2	105	2075	13.7	20.1	107	3274	13.5	31.7	106	3040	13.2	29.4	103
NATIONAL GEOGRAPHIC	9597	7395	11.8	77.1	100	1808	11.9	18.8	100	2953	12.2	30.8	103	2634	11.4	27.4	96
NATIONAL SUNDAY MAGAZINE PKG	49558	39347	62.9	79.4	103	9985	65.8	20.1	107	15451	63.6	31.2	104	13911	60.3	28.1	99
NATURAL HISTORY	573	464	0.7	81.0	105	**93	0.6	16.2	87	*182	0.7	31.8	106	*189	0.8	33.0	116
NEW WOMAN	1699	1361	2.2	80.1	104	311	2.0	18.3	98	496	2.0	29.2	97	554	2.4	32.6	115
NEW YORK INCLUDING CUE	443	333	0.5	75.2	97	**84	0.6	19.0	101	*86	0.4	19.4	65	*163	0.7	36.8	129
THE NEW YORKER	1270	1020	1.6	80.3	104	259	1.7	20.4	109	424	1.7	33.4	111	337	1.5	26.5	93
NEWSWEEK	6277	4986	8.0	79.4	103	1443	9.5	23.0	123	1873	7.7	29.8	99	1671	7.2	26.6	93
THE N.Y. TIMES DAILY EDITION	1205	936	1.5	77.7	101	332	2.2	27.6	147	278	1.1	23.1	77	326	1.4	27.1	95
THE N.Y. TIMES MAGAZINE	2081	1556	2.5	74.8	97	534	3.5	25.7	137	535	2.2	25.7	86	487	2.1	23.4	82
OMNI	788	656	1.0	83.2	108	*137	0.9	17.4	93	267	1.1	33.9	113	*251	1.1	31.9	112
ON CABLE	1158	978	1.6	84.5	109	*261	1.7	22.5	120	320	1.3	27.6	92	397	1.7	34.3	120
1001 HOME IDEAS	2852	2315	3.7	81.2	105	515	3.4	18.1	96	947	3.9	33.2	111	853	3.7	29.9	105
ORGANIC GARDENING	1658	1205	1.9	72.7	94	292	1.9	17.6	94	444	1.8	26.8	89	469	2.0	28.3	99
OUTDOOR LIFE	896	713	1.1	79.6	103	*210	1.4	23.4	125	272	1.1	30.4	101	*231	1.0	25.8	91
PARADE MAGAZINE	24275	19493	31.2	80.3	104	5012	33.0	20.6	110	7660	31.5	31.6	105	6821	29.6	28.1	99

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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COOKIES (READY-TO-EAT): USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0307
P-19

	TOTAL U.S. '000	ALL USERS A '000	B % DOWN	C % ACROSS	D INDX	HEAVY USERS FOUR OR MORE A '000	B % DOWN	C % ACROSS	D INDX	MEDIUM USERS TWO-THREE A '000	B % DOWN	C % ACROSS	D INDX	LIGHT USERS ONE OR LESS A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	62537	100.0	77.2	100	15185	100.0	18.8	100	24291	100.0	30.0	100	23062	100.0	28.5	100
PARENTS	3845	3152	5.0	82.0	106	838	5.5	21.8	116	1222	5.0	31.8	106	1091	4.7	28.4	100
PENTHOUSE	831	720	1.2	86.6	112	*163	1.1	19.6	105	379	1.6	45.6	152	*178	0.8	21.4	75
PEOPLE	11645	9350	15.0	80.3	104	2297	15.1	19.7	105	3683	15.2	31.6	105	3370	14.6	28.9	102
PLAYBOY	2006	1608	2.6	80.2	104	423	2.8	21.1	112	613	2.5	30.6	102	572	2.5	28.5	100
POPULAR HOT RODDING	297	*258	0.4	86.9	112	**41	0.3	13.8	74	**91	0.4	30.6	102	**126	0.5	42.4	149
POPULAR MECHANICS	1018	877	1.4	86.1	112	*218	1.4	21.4	114	377	1.6	37.0	123	*282	1.2	27.7	97
POPULAR SCIENCE	878	664	1.1	75.6	98	*192	1.3	21.9	117	*272	1.1	31.0	103	*199	0.9	22.7	80
PREVENTION	3913	3085	4.9	78.8	102	632	4.2	16.2	86	1258	5.2	32.1	107	1195	5.2	30.5	107
PSYCHOLOGY TODAY	1710	1359	2.2	79.5	103	376	2.5	22.0	117	424	1.7	24.8	83	560	2.4	32.7	115
READER'S DIGEST	22204	17452	27.9	78.6	102	4134	27.2	18.6	99	7142	29.4	32.2	107	6176	26.8	27.8	98
REDBOOK	7684	6146	9.8	80.0	104	1590	10.5	20.7	110	2464	10.1	32.1	107	2092	9.1	27.2	96
ROAD & TRACK	410	334	0.5	81.5	105	**93	0.6	22.7	121	*127	0.5	31.0	103	**115	0.5	28.0	98
ROLLING STONE	969	768	1.2	79.3	103	*159	1.0	16.4	88	300	1.2	31.0	103	309	1.3	31.9	112
RUNNER'S WORLD	298	*255	0.4	85.6	111	**75	0.5	25.2	134	**95	0.4	31.9	106	**85	0.4	28.5	100
SATURDAY EVENING POST	1169	835	1.3	71.4	93	*165	1.1	14.1	75	334	1.4	28.6	95	336	1.5	28.7	101
SCIENCE 84	587	471	0.8	80.2	104	**174	1.1	29.6	158	*90	0.4	15.3	51	*206	0.9	35.1	123
SCIENCE DIGEST	482	402	0.6	83.4	108	**57	0.4	11.8	63	*180	0.7	37.3	125	*165	0.7	34.2	120
SCIENTIFIC AMERICAN	594	460	0.7	77.4	100	**78	0.5	13.1	70	*204	0.8	34.3	115	*179	0.8	30.1	106
SELF	2089	1612	2.6	77.2	100	451	3.0	21.6	115	510	2.1	24.4	81	651	2.8	31.2	109
SEVENTEEN	2411	1986	3.2	82.4	107	591	3.9	24.5	131	893	3.7	37.0	123	503	2.2	20.9	73
SKI	480	392	0.6	81.7	106	**68	0.4	14.2	76	*130	0.5	27.1	90	*194	0.8	40.4	142
SMITHSONIAN	2760	2185	3.5	79.2	103	538	3.5	19.5	104	756	3.1	27.4	91	891	3.9	32.3	113
SOAP OPERA DIGEST	3013	2547	4.1	84.5	109	778	5.1	25.8	138	1071	4.4	35.5	119	699	3.0	23.2	81
SOUTHERN LIVING	4184	3392	5.4	81.1	105	716	4.7	17.1	91	1736	7.1	41.5	138	940	4.1	22.5	79
SPORT	559	429	0.7	76.7	99	**160	1.1	28.6	153	*175	0.7	31.3	104	**95	0.4	17.0	60
THE SPORTING NEWS	436	*353	0.6	81.0	105	**107	0.7	24.5	131	*209	0.9	47.9	160	**38	0.2	8.7	31
SPORTS AFIELD	493	444	0.7	90.1	117	**101	0.7	20.5	109	*146	0.6	29.6	99	*197	0.9	40.0	140
SPORTS ILLUSTRATED	2758	2222	3.6	80.6	104	615	4.1	22.3	119	786	3.2	28.5	95	821	3.6	29.8	105
STAR	7456	5936	9.5	79.6	103	1409	9.3	18.9	101	2517	10.4	33.8	113	2010	8.7	27.0	95
SUNDAY	24936	20001	32.0	80.2	104	5231	34.4	21.0	112	7762	32.0	31.1	104	7009	30.4	28.1	99
SUNSET	2124	1580	2.5	74.4	96	*328	2.2	15.4	82	532	2.2	25.0	84	720	3.1	33.9	119
TV GUIDE	21661	17316	27.7	79.9	104	4426	29.1	20.4	109	6902	28.4	31.9	106	5988	26.0	27.6	97
TENNIS	550	420	0.7	76.4	99	**107	0.7	19.5	104	*189	0.8	34.4	115	**124	0.5	22.5	79
TIME	8880	7088	11.3	79.8	103	1870	12.3	21.1	112	2875	11.8	32.4	108	2344	10.2	26.4	93
TOWN & COUNTRY	917	742	1.2	80.9	105	*149	1.0	16.2	87	330	1.4	36.0	120	263	1.1	28.7	101
TRAVEL & LEISURE	972	778	1.2	80.0	104	*213	1.4	21.9	117	274	1.1	28.2	94	292	1.3	30.0	105
TRUE STORY	3356	2771	4.4	82.6	107	824	5.4	24.6	131	1082	4.5	32.2	107	866	3.8	25.8	91
U.S.NEWS & WORLD REPORT	3410	2592	4.1	76.0	98	587	3.9	17.2	92	1156	4.8	33.9	113	849	3.7	24.9	87
USA TODAY	1759	1426	2.3	81.1	105	397	2.6	22.6	120	516	2.1	29.3	98	513	2.2	29.2	102
US	1873	1544	2.5	82.4	107	436	2.9	23.3	124	480	2.0	25.6	85	628	2.7	33.5	118
VOGUE	3909	3052	4.9	78.1	101	787	5.2	20.1	107	1166	4.8	29.8	99	1099	4.8	28.1	99
WALL STREET JOURNAL	1886	1500	2.4	79.5	103	305	2.0	16.2	86	575	2.4	30.5	102	619	2.7	32.8	115
WEIGHT WATCHERS	2120	1699	2.7	80.1	104	470	3.1	22.2	118	619	2.5	29.2	97	609	2.6	28.7	101
WOMAN'S DAY	14172	11605	18.6	81.9	106	3173	20.9	22.4	119	4500	18.5	31.8	106	3933	17.1	27.8	97
WORKING MOTHER	1146	1001	1.6	87.3	113	295	1.9	25.7	137	381	1.6	33.2	111	325	1.4	28.4	100
WORKING WOMAN	1322	1100	1.8	83.2	108	264	1.7	20.0	107	439	1.8	33.2	111	397	1.7	30.0	105
WORLD TENNIS	*163	*131	0.2	80.4	104	**20	0.1	12.3	65	**55	0.2	33.7	112	**57	0.2	35.0	123
ZIFF-DAVIS MAG NETWK (GROSS)	2532	2123	3.4	83.8	109	495	3.3	19.5	104	937	3.9	37.0	123	692	3.0	27.3	96
BLAIR INSERTS	43657	34677	55.5	79.4	103	8924	58.8	20.4	109	13596	56.0	31.1	104	12157	52.7	27.8	98
DAILY NEWSPAPERS																	
READ ANY	51633	40874	65.4	79.2	103	10584	69.7	20.5	109	16023	66.0	31.0	103	14267	61.9	27.6	97
READ ONE	43463	34239	54.7	78.8	102	8650	57.0	19.9	106	13490	55.5	31.0	103	12099	52.5	27.8	98
READ TWO OR MORE	8170	6634	10.6	81.2	105	1934	12.7	23.7	126	2532	10.4	31.0	103	2168	9.4	26.5	93
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	41746	66.8	79.2	103	10648	70.1	20.2	108	16509	68.0	31.3	104	14589	63.3	27.7	97
READ ONE	46126	36364	58.1	78.8	102	9091	59.9	19.7	105	14482	59.6	31.4	105	12791	55.5	27.7	97
READ TWO OR MORE	6552	5382	8.6	82.1	106	1556	10.2	23.7	127	2027	8.3	30.9	103	1798	7.8	27.4	96
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.46				27.50				27.70				29.87			
30 DAY REACH	71455	55238	88.3	77.3	100	13356	88.0	18.7	100	21319	87.8	29.8	99	20563	89.2	28.8	101
50 SHWG - 30 DAY AV FREQ	14.56	14.97				14.39				14.53				15.82			
30 DAY REACH	67742	52622	84.1	77.7	101	12776	84.1	18.9	101	20397	84.0	30.1	100	19450	84.3	28.7	101
25 SHWG - 30 DAY AV FREQ	7.94	8.12				7.82				7.84				8.62			
30 DAY REACH	62117	48462	77.5	78.0	101	11784	77.6	19.0	101	18802	77.4	30.3	101	17877	77.5	28.8	101
CABLE TV: HOME WIRED	32077	25599	40.9	79.8	103	6877	45.3	21.4	114	9504	39.1	29.6	99	9219	40.0	28.7	101
HOME NOT WIRED	48909	36938	59.1	75.5	98	8308	54.7	17.0	91	14787	60.9	30.2	101	13843	60.0	28.3	99
HAVE PAY CABLE	15935	13346	21.3	83.8	108	3833	25.2	24.1	128	4824	19.9	30.3	101	4688	20.3	29.4	103

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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COOKIES (READY-TO-EAT): USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0308
P-19

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FOUR OR MORE A '000	HEAVY USERS FOUR OR MORE B % DOWN	HEAVY USERS FOUR OR MORE C % ACROSS	HEAVY USERS FOUR OR MORE D INDX	MEDIUM USERS TWO-THREE A '000	MEDIUM USERS TWO-THREE B % DOWN	MEDIUM USERS TWO-THREE C % ACROSS	MEDIUM USERS TWO-THREE D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL FEMALE HOMEMAKERS	80986	62537	100.0	77.2	100	15185	100.0	18.8	100	24291	100.0	30.0	100	23062	100.0	28.5	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	34790	55.6	79.2	103	8360	55.1	19.0	102	13719	56.5	31.2	104	12712	55.1	28.9	102
10:00 AM - 3:00 PM	30659	24234	38.8	79.0	102	6100	40.2	19.9	106	9459	38.9	30.9	103	8676	37.6	28.3	99
3:00 PM - 7:00 PM	31045	24470	39.1	78.8	102	6088	40.1	19.6	105	9388	38.6	30.2	101	8994	39.0	29.0	102
7:00 PM - MIDNIGHT	15767	12265	19.6	77.8	101	2930	19.3	18.6	99	4613	19.0	29.3	98	4723	20.5	30.0	105
MIDNIGHT - 6:00 AM	9120	7243	11.6	79.4	103	1880	12.4	20.6	110	2670	11.0	29.3	98	2693	11.7	29.5	104
6:00 AM - MIDNIGHT	58527	46094	73.7	78.8	102	11444	75.4	19.6	104	17933	73.8	30.6	102	16717	72.5	28.6	100
ENTIRE DAY	59311	46693	74.7	78.7	102	11635	76.6	19.6	105	18180	74.8	30.7	102	16878	73.2	28.5	100
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	12835	20.5	79.4	103	3102	20.4	19.2	102	4972	20.5	30.7	103	4761	20.6	29.4	103
ALL NEWS	2256	1740	2.8	77.1	100	469	3.1	20.8	111	722	3.0	32.0	107	549	2.4	24.3	85
AOR/PROGRESSIVE	3874	3029	4.8	78.2	101	670	4.4	17.3	92	1158	4.8	29.9	100	1201	5.2	31.0	109
BEAUTIFUL MUSIC	5660	4406	7.0	77.8	101	1104	7.3	19.5	104	1698	7.0	30.0	100	1603	7.0	28.3	99
BLACK	2204	1779	2.8	80.7	105	502	3.3	22.8	121	678	2.8	30.8	103	600	2.6	27.2	96
CLASSICAL	1418	1037	1.7	73.1	95	*268	1.8	18.9	101	371	1.5	26.2	87	398	1.7	28.1	99
CHR/ROCK	9538	7537	12.1	79.0	102	2044	13.5	21.4	114	2984	12.3	31.3	104	2509	10.9	26.3	92
COUNTRY	12648	10119	16.2	80.0	104	2710	17.8	21.4	114	3848	15.8	30.4	101	3560	15.4	28.1	99
GOLDEN OLDIES	1191	950	1.5	79.8	103	*240	1.6	20.2	107	349	1.4	29.3	98	361	1.6	30.3	106
MOR/NOSTALGIA	4757	3886	6.2	81.7	106	902	5.9	19.0	101	1284	5.3	27.0	90	1701	7.4	35.8	126
NEWS/TALK	3863	3112	5.0	80.6	104	713	4.7	18.5	98	1148	4.7	29.7	99	1251	5.4	32.4	114
RELIGIOUS	3084	2317	3.7	75.1	97	506	3.3	16.4	88	901	3.7	29.2	97	910	3.9	29.5	104
SOFT ROCK	521	407	0.7	78.1	101	**109	0.7	20.9	112	*160	0.7	30.7	102	*138	0.6	26.5	93
URBAN CONTEMPORARY	1585	1276	2.0	80.5	104	421	2.8	26.6	142	520	2.1	32.8	109	335	1.5	21.1	74
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	2615	4.2	80.2	104	725	4.8	22.2	119	1079	4.4	33.1	110	812	3.5	24.9	87
ABC DIRECTION	2316	1890	3.0	81.6	106	603	4.0	26.0	139	672	2.8	29.0	97	614	2.7	26.5	93
ABC ENTERTAINMENT	4834	4066	6.5	84.1	109	1203	7.9	24.9	133	1475	6.1	30.5	102	1387	6.0	28.7	101
ABC FM	2202	1770	2.8	80.4	104	531	3.5	24.1	129	637	2.6	28.9	96	602	2.6	27.3	96
ABC INFORMATION	5425	4275	6.8	78.8	102	941	6.2	17.3	93	1602	6.6	29.5	98	1732	7.5	31.9	112
ABC ROCK	1677	1284	2.1	76.6	99	317	2.1	18.9	101	523	2.2	31.2	104	444	1.9	26.5	93
CBS	4430	3453	5.5	77.9	101	661	4.4	14.9	80	1442	5.9	32.6	109	1350	5.9	30.5	107
MUTUAL	4992	4118	6.6	82.5	107	989	6.5	19.8	106	1687	6.9	33.8	113	1442	6.3	28.9	101
NBC	4679	3734	6.0	79.8	103	1003	6.6	21.4	114	1266	5.2	27.1	90	1464	6.3	31.3	110
RADIORADIO	1994	1610	2.6	80.7	105	388	2.6	19.5	104	649	2.7	32.5	109	574	2.5	28.8	101
RKO ONE	2298	1811	2.9	78.8	102	424	2.8	18.5	98	646	2.7	28.1	94	741	3.2	32.2	113
RKO TWO	3311	2744	4.4	82.9	107	783	5.2	23.6	126	1071	4.4	32.3	108	890	3.9	26.9	94
THE SOURCE	2114	1658	2.7	78.4	102	443	2.9	21.0	112	716	2.9	33.9	113	499	2.2	23.6	83
NON-WIRED : BLAIR	8654	7007	11.2	81.0	105	1941	12.8	22.4	120	2686	11.1	31.0	103	2380	10.3	27.5	97
INTERNET	12025	9700	15.5	80.7	104	2623	17.3	21.8	116	3590	14.8	29.9	100	3487	15.1	29.0	102
KATZ RADIO GROUP	15359	12092	19.3	78.7	102	2913	19.2	19.0	101	4595	18.9	29.9	100	4583	19.9	29.8	105
SUPERNET	10628	8434	13.5	79.4	103	2100	13.8	19.8	105	3322	13.7	31.3	104	3012	13.1	28.3	100
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	6424	10.3	74.2	96	1544	10.2	17.8	95	2503	10.3	28.9	96	2377	10.3	27.5	96
MKDAY 9:00 AM - 1:00 PM	12163	9258	14.8	76.1	99	2229	14.7	18.3	98	3720	15.3	30.6	102	3308	14.3	27.2	96
MKDAY 1:00 PM - 4:30 PM	16150	12583	20.1	77.9	101	3076	20.3	19.0	102	5013	20.6	31.0	103	4495	19.5	27.8	98
MKDAY 4:30 PM - 7:30 PM	22463	17228	27.5	76.7	99	4230	27.9	18.8	100	6739	27.7	30.0	100	6260	27.1	27.9	98
MKDAY 7:30 PM - 8:00 PM	31795	24512	39.2	77.1	100	5874	38.7	18.5	99	9641	39.7	30.3	101	8997	39.0	28.3	99
MKDAY 11:00 PM - 11:30 PM	23977	18781	30.0	78.3	101	4836	31.8	20.2	108	7291	30.0	30.4	101	6654	28.9	27.8	97
MKDAY 11:30 PM - 1:00 AM	7703	6164	9.9	80.0	104	1684	11.1	21.9	117	2351	9.7	30.5	102	2129	9.2	27.6	97
M-SAT 8-11 PM+SUN 7-11 PM	33800	26323	42.1	77.9	101	6521	42.9	19.3	103	10348	42.6	30.6	102	9453	41.0	28.0	98
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	5168	8.3	79.0	102	1309	8.6	20.0	107	2133	8.8	32.6	109	1726	7.5	26.4	93
ANOTHER WORLD N	4620	3612	5.8	78.2	101	816	5.4	17.7	94	1461	6.0	31.6	105	1335	5.8	28.9	101
AS THE WORLD TURNS C	5614	4258	6.8	75.8	98	987	6.5	17.6	94	1682	6.9	30.0	100	1589	6.9	28.3	99
CAPITOL C	3396	2547	4.1	75.0	97	574	3.8	16.9	90	1027	4.2	30.2	101	946	4.1	27.9	98
CBS MORN. NEWS 1 C	1446	925	1.5	64.0	83	195	1.3	13.5	72	365	1.5	25.2	84	364	1.6	25.2	88
CBS MORN. NEWS 2 C	1207	764	1.2	63.3	82	144	0.9	11.9	64	280	1.2	23.2	77	340	1.5	28.2	99
DAYS OF OUR LIVES N	5877	4612	7.4	78.5	102	1078	7.1	18.3	98	1779	7.3	30.3	101	1756	7.6	29.9	105
FACTS OF LIFE - DAYTIME N	2290	1704	2.7	74.4	96	344	2.3	15.0	80	760	3.1	33.2	111	601	2.6	26.2	92
FAMILY FEUD A	3023	2273	3.6	75.2	97	525	3.5	17.4	93	963	4.0	31.9	106	784	3.4	25.9	91
GENERAL HOSPITAL A	6097	4789	7.7	78.5	102	1210	8.0	19.8	106	1930	7.9	31.7	106	1649	7.2	27.0	95
GOOD MORNING, AMERICA-730 A	3515	2667	4.3	75.9	98	682	4.5	19.4	103	1002	4.1	28.5	95	983	4.3	28.0	98
GOOD MORNING, AMERICA-830 A	2818	2239	3.6	79.5	103	564	3.7	20.0	107	902	3.7	32.0	107	773	3.4	27.4	96
GUIDING LIGHT C	5339	4202	6.7	78.7	102	965	6.4	18.1	96	1684	6.9	31.5	105	1554	6.7	29.1	102
ONE LIFE TO LIVE A	4478	3533	5.6	78.9	102	916	6.0	20.5	109	1330	5.5	29.7	99	1287	5.6	28.7	101
PRESS YOUR LUCK C	2244	1696	2.7	75.6	98	398	2.6	17.7	95	717	3.0	32.0	107	581	2.5	25.9	91
PRICE IS RIGHT 1 C	4348	3260	5.2	75.0	97	738	4.9	17.0	91	1282	5.3	29.5	98	1240	5.4	28.5	100
PRICE IS RIGHT 2 C	5014	3782	6.0	75.4	98	838	5.5	16.7	89	1531	6.3	30.5	102	1413	6.1	28.2	99
RYAN'S HOPE A	3150	2452	3.9	77.8	101	713	4.7	22.6	121	984	4.1	31.2	104	755	3.3	24.0	84
SALE OF THE CENTURY N	2695	2042	3.3	75.8	98	421	2.8	15.6	83	874	3.6	32.4	108	747	3.2	27.7	97
SEARCH FOR TOMORROW N	2319	1878	3.0	81.0	105	405	2.7	17.5	93	911	3.8	39.3	131	561	2.4	24.2	85
TODAY SHOW 1 N	2693	2033	3.3	75.5	98	491	3.2	18.2	97	825	3.4	30.6	102	717	3.1	26.6	93
TODAY SHOW 2 N	2498	1802	2.9	72.1	93	411	2.7	16.5	88	708	2.9	28.3	94	682	3.0	27.3	96
$25,000 PYRAMID C	2753	2067	3.3	75.1	97	488	3.2	17.7	95	823	3.4	29.9	100	756	3.3	27.5	96
WHEEL OF FORTUNE N	4388	3364	5.4	76.7	99	771	5.1	17.6	94	1432	5.9	32.6	109	1162	5.0	26.5	93
YOUNG AND THE RESTLESS C	5695	4283	6.8	75.2	97	999	6.6	17.5	94	1638	6.7	28.8	96	1646	7.1	28.9	101
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	1231	2.0	69.9	91	296	1.9	16.8	90	496	2.0	28.2	94	439	1.9	24.9	88
NBA PLAYOFF GAME -1 C	1136	884	1.4	77.8	101	197	1.3	17.3	92	386	1.6	34.0	113	300	1.3	26.4	93
NBC MAJOR LEAGUE PRE-GAME N	953	726	1.2	76.2	99	*152	1.0	15.9	85	*297	1.2	31.2	104	*277	1.2	29.1	102
SPORTSWORLD - SUN N	1233	974	1.6	79.0	102	254	1.7	20.6	110	350	1.4	28.4	95	370	1.6	30.0	105
SUNDAY MORNING C	1611	1141	1.8	70.8	92	264	1.7	16.4	87	450	1.9	27.9	93	427	1.9	26.5	93

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COOKIES (READY-TO-EAT): USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0309
P-19

		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FOUR OR MORE A '000	HEAVY USERS FOUR OR MORE B % DOWN	HEAVY USERS FOUR OR MORE C % ACROSS	HEAVY USERS FOUR OR MORE D INDX	MEDIUM USERS TWO-THREE A '000	MEDIUM USERS TWO-THREE B % DOWN	MEDIUM USERS TWO-THREE C % ACROSS	MEDIUM USERS TWO-THREE D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL FEMALE HOMEMAKERS		80986	62537	100.0	77.2	100	15185	100.0	18.8	100	24291	100.0	30.0	100	23062	100.0	28.5	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	19869	31.8	76.2	99	4762	31.4	18.3	97	7781	32.0	29.9	100	7325	31.8	28.1	99
NETWORK AFFILIATES - LATE		20261	15816	25.3	78.1	101	3993	26.3	19.7	105	6102	25.1	30.1	100	5720	24.8	28.2	99
INDEPENDENTS - LATE		2076	1658	2.7	79.9	103	393	2.6	18.9	101	676	2.8	32.6	109	590	2.6	28.4	100
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	8380	13.4	80.2	104	2226	14.7	21.3	114	3259	13.4	31.2	104	2895	12.6	27.7	97
ABC MONDAY NIGHT MOVIE	A	6412	4955	7.9	77.3	100	1056	7.0	16.5	88	2158	8.9	33.7	112	1741	7.5	27.2	95
ABC SUNDAY NIGHT MOVIE	A	12407	9612	15.4	77.5	100	2265	14.9	18.3	97	3679	15.1	29.7	99	3669	15.9	29.6	104
ABC WORLD NEWS TONIGHT	A	6176	4631	7.4	75.0	97	1116	7.3	18.1	96	1884	7.8	30.5	102	1631	7.1	26.4	93
AFTERMASH	C	5863	4529	7.2	77.2	100	1071	7.1	18.3	97	1547	6.4	26.4	88	1910	8.3	32.6	114
ALICE	C	9594	7353	11.8	76.6	99	1714	11.3	17.9	95	2841	11.7	29.6	99	2798	12.1	29.2	102
AMERICAN PARADE	C	6622	4875	7.8	73.6	95	1137	7.5	17.2	92	1897	7.8	28.6	96	1841	8.0	27.8	98
BENSON	A	10886	8247	13.2	75.8	98	2073	13.7	19.0	102	3209	13.2	29.5	98	2965	12.9	27.2	96
BLUE THUNDER	A	5036	4005	6.4	79.5	103	1067	7.0	21.2	113	1480	6.1	29.4	98	1458	6.3	29.0	102
CAGNEY & LACEY	C	9965	7664	12.3	76.9	100	1880	12.4	18.9	101	2871	11.8	28.8	96	2913	12.6	29.2	103
CBS EVENING NEWS-DEAN	C	3491	2510	4.0	71.9	93	503	3.3	14.4	77	956	3.9	27.4	91	1051	4.6	30.1	106
CBS EVENING NEWS-RATHER	C	7123	5515	8.8	77.4	100	1246	8.2	17.5	93	2033	8.4	28.5	95	2236	9.7	31.4	110
CBS SAT. NEWS-SCHIEFFER	C	3621	2717	4.3	75.0	97	525	3.5	14.5	77	1149	4.7	31.7	106	1043	4.5	28.8	101
CBS SATURDAY NIGHT MOVIE	C	5436	4310	6.9	79.3	103	945	6.2	17.4	93	1767	7.3	32.5	108	1598	6.9	29.4	103
CBS WEDNESDAY NIGHT MOVIE	C	6100	4513	7.2	74.0	96	1062	7.0	17.4	93	1770	7.3	29.0	97	1681	7.3	27.6	97
CHEERS	N	8889	6995	11.2	78.7	102	1585	10.4	17.8	95	2929	12.1	33.0	110	2481	10.8	27.9	98
DALLAS	C	22109	17215	27.5	77.9	101	4589	30.2	20.8	111	6701	27.6	30.3	101	5925	25.7	26.8	94
DIFF'RENT STROKES	N	6940	5261	8.4	75.8	98	1159	7.6	16.7	89	2326	9.6	33.5	112	1776	7.7	25.6	90
DOUBLE TROUBLE	N	7223	5763	9.2	79.8	103	1335	8.8	18.5	99	2331	9.6	32.3	108	2096	9.1	29.0	102
DUCK FACTORY	N	5595	4356	7.0	77.9	101	923	6.1	16.5	88	1791	7.4	32.0	107	1642	7.1	29.3	103
DUKES OF HAZZARD	C	5768	4691	7.5	81.3	105	1172	7.7	20.3	108	1901	7.8	33.0	110	1618	7.0	28.1	99
DYNASTY	A	20053	15725	25.1	78.4	102	3731	24.6	18.6	99	6468	26.6	32.3	108	5526	24.0	27.6	97
FACTS OF LIFE	N	8087	6349	10.2	78.5	102	1636	10.8	20.2	108	2556	10.5	31.6	105	2158	9.4	26.7	94
FALCON CREST	C	20046	15551	24.9	77.6	100	4027	26.5	20.1	107	6235	25.7	31.1	104	5289	22.9	26.4	93
FALL GUY	A	9084	7236	11.6	79.7	103	1847	12.2	20.3	108	2816	11.6	31.0	103	2572	11.2	28.3	99
FAMILY TIES	N	7964	6296	10.1	79.1	102	1377	9.1	17.3	92	2658	10.9	33.4	111	2261	9.8	28.4	100
FANTASY ISLAND	A	7687	5772	9.2	75.1	97	1505	9.9	19.6	104	2363	9.7	30.7	102	1903	8.3	24.8	87
FOULUPS,BLEEPS & BLUNDERS	A	8861	6532	10.4	73.7	95	1651	10.9	18.6	99	2554	10.5	28.8	96	2327	10.1	26.3	92
FOUR SEASONS	C	5095	3901	6.2	76.6	99	972	6.4	19.1	102	1420	5.8	27.9	93	1509	6.5	29.6	104
GIMME A BREAK	N	8838	6941	11.1	78.5	102	1535	10.1	17.4	93	3035	12.5	34.3	114	2370	10.3	26.8	94
HART TO HART	A	8978	6810	10.9	75.9	98	1655	10.9	18.4	98	2624	10.8	29.2	97	2530	11.0	28.2	99
HILL STREET BLUES	N	8590	6842	10.9	79.7	103	1590	10.5	18.5	99	2868	11.8	33.4	111	2383	10.3	27.7	97
HOTEL	A	14085	10953	17.5	77.8	101	2949	19.4	20.9	112	4192	17.3	29.8	99	3811	16.5	27.1	95
JEFFERSONS	C	9360	7213	11.5	77.1	100	1799	11.8	19.2	103	2838	11.7	30.3	101	2576	11.2	27.5	97
JENNIFER SLEPT HERE	N	5841	4500	7.2	77.0	100	1078	7.1	18.5	98	1971	8.1	33.7	113	1451	6.3	24.8	87
KATE & ALLIE	C	9206	7002	11.2	76.1	98	1671	11.0	18.2	97	2866	11.8	31.1	104	2466	10.7	26.8	94
KNIGHT RIDER	N	7076	5592	8.9	79.0	102	1210	8.0	17.1	91	2331	9.6	32.9	110	2052	8.9	29.0	102
LOVE BOAT	A	12219	9387	15.0	76.8	99	2324	15.3	19.0	101	3691	15.2	30.2	101	3373	14.6	27.6	97
MAGNUM PI	C	11199	8767	14.0	78.3	101	2309	15.2	20.6	110	3401	14.0	30.4	101	3057	13.3	27.3	96
MAMA'S FAMILY	N	6057	4661	7.5	77.0	100	1049	6.9	17.3	92	1987	8.2	32.8	109	1625	7.0	26.8	94
MASTER, THE	N	3598	2776	4.4	77.2	100	664	4.4	18.5	98	1077	4.4	29.9	100	1036	4.5	28.8	101
MATT HOUSTON	A	6344	4997	8.0	78.8	102	1295	8.5	20.4	109	1983	8.2	31.3	104	1719	7.5	27.1	95
NBC MONDAY NIGHT MOVIE	N	11994	9383	15.0	78.2	101	2313	15.2	19.3	103	3754	15.5	31.3	104	3317	14.4	27.7	97
NBC NIGHTLY NEWS	N	5132	3984	6.4	77.6	101	921	6.1	17.9	96	1721	7.1	33.5	112	1342	5.8	26.1	92
NBC NIGHTLY NEWS-SAT	N	3375	2529	4.0	74.9	97	632	4.2	18.7	100	1009	4.2	29.9	100	888	3.9	26.3	92
NBC NIGHTLY NEWS-SUN	N	3130	2431	3.9	77.7	101	572	3.8	18.3	97	890	3.7	28.4	95	969	4.2	31.0	109
NBC SUNDAY NIGHT MOVIE	N	8284	6621	10.6	79.9	104	1548	10.2	18.7	100	2928	12.1	35.3	118	2144	9.3	25.9	91
NEWHART	C	9240	7095	11.3	76.8	99	1709	11.3	18.5	99	2849	11.7	30.8	103	2537	11.0	27.5	96
ONE DAY AT A TIME	C	7288	5528	8.8	75.9	98	1291	8.5	17.7	94	2235	9.2	30.7	102	2002	8.7	27.5	96
PEOPLE ARE FUNNY	N	4855	3521	5.6	72.5	94	762	5.0	15.7	84	1526	6.3	31.4	105	1233	5.3	25.4	89
REAL PEOPLE	N	8869	6800	10.9	76.7	99	1656	10.9	18.7	100	2765	11.4	31.2	104	2379	10.3	26.8	94
REMINGTON STEELE	N	7743	6038	9.7	78.0	101	1394	9.2	18.0	96	2433	10.0	31.4	105	2211	9.6	28.6	100
RIPLEY'S BELIEVE IT - NOT	A	5345	4206	6.7	78.7	102	986	6.5	18.4	98	1633	6.7	30.6	102	1587	6.9	29.7	104
RIPTIDE	N	6988	5657	9.0	81.0	105	1446	9.5	20.7	110	2231	9.2	31.9	106	1981	8.6	28.3	100
SCARECROW & MRS. KING	C	10002	7741	12.4	77.4	100	1806	11.9	18.1	96	2817	11.6	28.2	94	3118	13.5	31.2	109
SIMON & SIMON	C	10638	8432	13.5	79.3	103	2087	13.7	19.6	105	3228	13.3	30.3	101	3118	13.5	29.3	103
60 MINUTES	C	13293	9949	15.9	74.8	97	2531	16.7	19.0	102	3643	15.0	27.4	91	3775	16.4	28.4	100
ST. ELSEWHERE	N	7017	5578	8.9	79.5	103	1455	9.6	20.7	111	2183	9.0	31.1	104	1940	8.4	27.6	97
THREE'S COMPANY	A	10917	8377	13.4	76.7	99	2019	13.3	18.5	99	3451	14.2	31.6	105	2907	12.6	26.6	94
T.J. HOOKER	A	9204	7055	11.3	76.7	99	1769	11.6	19.2	103	2744	11.3	29.8	99	2543	11.0	27.6	97
TONIGHT SHOW	N	2372	1848	3.0	77.9	101	453	3.0	19.1	102	724	3.0	30.5	102	670	2.9	28.2	99
TRAPPER JOHN, M.D.	C	9846	7616	12.2	77.4	100	1963	12.9	19.9	106	3016	12.4	30.6	102	2637	11.4	26.8	94
TV BLOOPERS & PRAC. JOKES	N	9105	6842	10.9	75.1	97	1667	11.0	18.3	98	2643	10.9	29.0	97	2533	11.0	27.8	98
20/20	A	9387	7089	11.3	75.5	98	1633	10.8	17.4	93	2613	10.8	27.8	93	2843	12.3	30.3	106
WEBSTER	A	11067	8293	13.3	74.9	97	2130	14.0	19.2	103	3264	13.4	29.5	98	2898	12.6	26.2	92
WORLD NEWS - SUN	A	3062	2281	3.6	74.5	96	557	3.7	18.2	97	812	3.3	26.5	88	912	4.0	29.8	105
YELLOW ROSE	N	4978	4019	6.4	80.7	105	1118	7.4	22.5	120	1534	6.3	30.8	103	1367	5.9	27.5	96
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	7123	11.4	80.2	104	2099	13.8	23.6	126	2897	11.9	32.6	109	2127	9.2	24.0	84
BASKETBALL - COLLEGE GAMES		4080	3373	5.4	82.7	107	976	6.4	23.9	128	1305	5.4	32.0	107	1092	4.7	26.8	94
BASKETBALL - PRO GAMES		3607	2929	4.7	81.2	105	752	5.0	20.8	111	1240	5.1	34.4	115	938	4.1	26.0	91
BOWLING		3883	3001	4.8	77.3	100	797	5.2	20.5	109	1269	5.2	32.7	109	935	4.1	24.1	85
BOXING		3928	3084	4.9	78.5	102	887	5.8	22.6	120	1330	5.5	33.9	113	868	3.8	22.1	78
FOOTBALL - COLLEGE GAMES		6366	5224	8.4	82.1	106	1314	8.7	20.6	110	2156	8.9	33.9	113	1754	7.6	27.6	97
FOOTBALL - PRO GAMES		11300	9263	14.8	82.0	106	2564	16.9	22.7	121	3736	15.4	33.1	110	2964	12.9	26.2	92
GOLF		3378	2619	4.2	77.5	100	689	4.5	20.4	109	1210	5.0	35.8	119	721	3.1	21.3	75
POST-SEASON COLL. FOOTBALL		4906	4044	6.5	82.4	107	1108	7.3	22.6	120	1505	6.2	30.7	102	1431	6.2	29.2	102
POST-SEASON PRO FOOTBALL		6120	5053	8.1	82.6	107	1450	9.5	23.7	126	1956	8.1	32.0	107	1646	7.1	26.9	94
TENNIS		3033	2382	3.8	78.5	102	740	4.9	24.4	130	898	3.7	29.6	99	743	3.2	24.5	86
WRESTLING - PROFESSIONAL		3344	2794	4.5	83.6	108	1006	6.6	30.1	160	1033	4.3	30.9	103	755	3.3	22.6	79

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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COOKIES (READY-TO-EAT): BRANDS
(FEMALE HOMEMAKERS)

0310
P-19

	TOTAL U.S. '000	ARCHWAY A '000	ARCHWAY B % DOWN	ARCHWAY C % ACROSS	ARCHWAY D INDX	BURRY'S A '000	BURRY'S B % DOWN	BURRY'S C % ACROSS	BURRY'S D INDX	DUNCAN HINES A '000	DUNCAN HINES B % DOWN	DUNCAN HINES C % ACROSS	DUNCAN HINES D INDX	GRANDMA'S A '000	GRANDMA'S B % DOWN	GRANDMA'S C % ACROSS	GRANDMA'S D INDX
TOTAL FEMALE HOMEMAKERS	80986	10602	100.0	13.1	100	2557	100.0	3.2	100	4435	100.0	5.5	100	8187	100.0	10.1	100
18 - 24	9282	843	8.0	9.1	69	**216	8.4	2.3	74	*491	11.1	5.3	97	1057	12.9	11.4	113
25 - 34	19072	2203	20.8	11.6	88	634	24.8	3.3	105	1147	25.9	6.0	110	2032	24.8	10.7	105
35 - 44	14591	2297	21.7	15.7	120	*500	19.6	3.4	109	837	18.9	5.7	105	1624	19.8	11.1	110
45 - 54	11345	1597	15.1	14.1	108	*476	18.6	4.2	133	649	14.6	5.7	104	1117	13.6	9.8	97
55 - 64	11635	1589	15.0	13.7	104	*445	17.4	3.8	121	*608	13.7	5.2	95	1351	16.5	11.6	115
65 OR OLDER	15061	2073	19.6	13.8	105	*286	11.2	1.9	60	704	15.9	4.7	85	1006	12.3	6.7	66
18 - 34	28354	3046	28.7	10.7	82	850	33.2	3.0	95	1637	36.9	5.8	105	3089	37.7	10.9	108
18 - 49	48339	6155	58.1	12.7	97	1506	58.9	3.1	99	2762	62.3	5.7	104	5278	64.5	10.9	108
25 - 54	45008	6097	57.5	13.5	103	1611	63.0	3.6	113	2633	59.4	5.9	107	4773	58.3	10.6	105
35 - 49	19985	3109	29.3	15.6	119	655	25.6	3.3	104	1124	25.3	5.6	103	2189	26.7	11.0	108
50 OR OLDER	32647	4447	41.9	13.6	104	1051	41.1	3.2	102	1673	37.7	5.1	94	2909	35.5	8.9	88
GRADUATED COLLEGE	11155	1347	12.7	12.1	92	*456	17.8	4.1	129	*369	8.3	3.3	60	916	11.2	8.2	81
ATTENDED COLLEGE	13682	1836	17.3	13.4	103	*458	17.9	3.3	106	744	16.8	5.4	99	1671	20.4	12.2	121
GRADUATED HIGH SCHOOL	33880	4885	46.1	14.4	110	1210	47.3	3.6	113	1918	43.2	5.7	103	3597	43.9	10.6	105
DID NOT GRADUATE HIGH SCHOOL	22270	2534	23.9	11.4	87	*433	16.9	1.9	62	1405	31.7	6.3	115	2003	24.5	9.0	89
EMPLOYED	40306	5388	50.8	13.4	102	1426	55.8	3.5	112	2101	47.4	5.2	95	4290	52.4	10.6	105
EMPLOYED FULL-TIME	32850	4282	40.4	13.0	100	1120	43.8	3.4	108	1749	39.4	5.3	97	3582	43.8	10.9	108
EMPLOYED PART-TIME	7456	1106	10.4	14.8	113	*306	12.0	4.1	130	*352	7.9	4.7	86	708	8.6	9.5	94
NOT EMPLOYED	40680	5214	49.2	12.8	98	1131	44.2	2.8	88	2334	52.6	5.7	105	3897	47.6	9.6	95
PROFESSIONAL/MANAGER	10392	1431	13.5	13.8	105	*450	17.6	4.3	137	*339	7.6	3.3	60	784	9.6	7.5	75
TECH/CLERICAL/SALES	17574	2482	23.4	14.1	108	647	25.3	3.7	117	915	20.6	5.2	95	2136	26.1	12.2	120
PRECISION/CRAFT	985	**111	1.0	11.3	86	**122	4.8	12.4	392	**69	1.6	7.0	128	**147	1.8	14.9	148
OTHER EMPLOYED	11354	1364	12.9	12.0	92	**208	8.1	1.8	58	779	17.6	6.9	125	1223	14.9	10.8	107
SINGLE	9863	1075	10.1	10.9	83	*408	16.0	4.1	131	411	9.3	4.2	76	924	11.3	9.4	93
MARRIED	51375	6833	64.5	13.3	102	1593	62.3	3.1	98	2850	64.3	5.5	101	5287	64.6	10.3	102
DIVORCED/SEPARATED/WIDOWED	19748	2694	25.4	13.6	104	556	21.7	2.8	89	1173	26.4	5.9	108	1976	24.1	10.0	99
PARENTS	32590	4554	43.0	14.0	107	1066	41.7	3.3	104	2138	48.2	6.6	120	3979	48.6	12.2	121
WHITE	70416	9337	88.1	13.3	101	2368	92.6	3.4	107	3573	80.6	5.1	93	7005	85.6	9.9	98
BLACK	8778	1134	10.7	12.9	99	**185	7.2	2.1	67	834	18.8	9.5	173	1019	12.4	11.6	115
OTHER	1791	**130	1.2	7.3	55	**4	0.2	0.2	7	**27	0.6	1.5	28	**163	2.0	9.1	90
NORTHEAST-CENSUS	17786	2879	27.2	16.2	124	1598	62.5	9.0	285	694	15.6	3.9	71	*286	3.5	1.6	15
NORTH CENTRAL	20741	4443	41.9	21.4	164	*356	13.9	1.7	54	1041	23.5	5.0	92	2830	34.6	13.6	135
SOUTH	27775	1938	18.3	7.0	53	*435	17.0	1.6	50	2349	53.0	8.5	154	2144	26.2	7.7	76
WEST	14683	1342	12.7	9.1	70	**167	6.5	1.1	36	*351	7.9	2.4	44	2926	35.7	19.9	197
NORTHEAST-MKTG.	17961	2395	22.6	13.3	102	1642	64.2	9.1	290	777	17.5	4.3	79	*433	5.3	2.4	24
EAST CENTRAL	11885	2876	27.1	24.2	185	*225	8.8	1.9	60	419	9.4	3.5	64	893	10.9	7.5	74
WEST CENTRAL	14090	2632	24.8	18.7	143	**186	7.3	1.3	42	793	17.9	5.6	103	2350	28.7	16.7	165
SOUTH	24081	1505	14.2	6.2	48	**350	13.7	1.5	46	2134	48.1	8.9	162	1972	24.1	8.2	81
PACIFIC	12969	1195	11.3	9.2	70	**153	6.0	1.2	37	**312	7.0	2.4	44	2539	31.0	19.6	194
COUNTY SIZE A	32439	4272	40.3	13.2	101	1469	57.5	4.5	143	1170	26.4	3.6	66	3508	42.8	10.8	107
COUNTY SIZE B	24915	3088	29.1	12.4	95	758	29.6	3.0	96	1443	32.5	5.8	106	2419	29.5	9.7	96
COUNTY SIZE C	12930	1789	16.9	13.8	106	**272	10.6	2.1	67	817	18.4	6.3	115	1468	17.9	11.4	112
COUNTY SIZE D	10703	1453	13.7	13.6	104	**59	2.3	0.6	17	1005	22.7	9.4	171	792	9.7	7.4	73
METRO CENTRAL CITY	24518	3154	29.7	12.9	98	724	28.3	3.0	94	1206	27.2	4.9	90	2725	33.3	11.1	110
METRO SUBURBAN	35919	4713	44.5	13.1	100	1513	59.2	4.2	133	1454	32.8	4.0	74	3821	46.7	10.6	105
NON METRO	20549	2734	25.8	13.3	102	**320	12.5	1.6	49	1775	40.0	8.6	158	1641	20.0	8.0	79
TOP 5 ADI'S	18341	2195	20.7	12.0	91	1124	44.0	6.1	194	564	12.7	3.1	56	1692	20.7	9.2	91
TOP 10 ADI'S	25378	2880	27.2	11.3	87	1395	54.6	5.5	174	851	19.2	3.4	61	2372	29.0	9.3	92
TOP 20 ADI'S	36488	4496	42.4	12.3	94	1691	66.1	4.6	147	1259	28.4	3.5	63	3839	46.9	10.5	104
HSHLD INC. $50,000 OR MORE	6612	1099	10.4	16.6	127	*409	16.0	6.2	196	**248	5.6	3.8	68	*607	7.4	9.2	91
$40,000 OR MORE	12659	1696	16.0	13.4	102	660	25.8	5.2	165	*466	10.5	3.7	67	1234	15.1	9.7	96
$30,000 OR MORE	24698	3281	30.9	13.3	101	1103	43.1	4.5	141	1097	24.7	4.4	81	2701	33.0	10.9	108
$25,000 OR MORE	32077	4231	39.9	13.2	101	1432	56.0	4.5	141	1395	31.5	4.3	79	3425	41.8	10.7	106
$20,000 - $24,999	9144	1315	12.4	14.4	110	**332	13.0	3.6	115	*499	11.3	5.5	100	912	11.1	10.0	99
$15,000 - $19,999	8728	1115	10.5	12.8	98	**213	8.3	2.4	77	521	11.7	6.0	109	823	10.1	9.4	93
$10,000 - $14,999	12562	1805	17.0	14.4	110	*278	10.9	2.2	70	939	21.2	7.5	136	1337	16.3	10.6	105
UNDER $10,000	18475	2135	20.1	11.6	88	*302	11.8	1.6	52	1081	24.4	5.9	107	1689	20.6	9.1	90
HOUSEHOLD OF 1 PERSON	11987	1390	13.1	11.6	89	*239	9.3	2.0	63	426	9.6	3.6	65	983	12.0	8.2	81
2 PEOPLE	26577	3645	34.4	13.7	105	753	29.4	2.8	90	1228	27.7	4.6	84	2547	31.1	9.6	95
3 OR 4 PEOPLE	30617	3641	34.3	11.9	91	1077	42.1	3.5	111	2014	45.4	6.6	120	3219	39.3	10.5	104
5 OR MORE PEOPLE	11804	1926	18.2	16.3	125	*489	19.1	4.1	131	767	17.3	6.5	119	1437	17.6	12.2	120
NO CHILD IN HSHLD	46165	5758	54.3	12.5	95	1419	55.5	3.1	97	2190	49.4	4.7	87	4023	49.1	8.7	86
CHILD(REN) UNDER 2 YRS	5325	*488	4.6	9.2	70	**104	4.1	2.0	62	**290	6.5	5.4	99	*480	5.9	9.0	89
2 - 5 YEARS	14221	1658	15.6	11.7	89	*403	15.8	2.8	90	1004	22.6	7.1	129	1735	21.2	12.2	121
6 - 11 YEARS	15117	2164	20.4	14.3	109	550	21.5	3.6	115	1039	23.4	6.9	126	1837	22.4	12.2	120
12 - 17 YEARS	16611	2355	22.2	14.2	108	*547	21.4	3.3	104	1008	22.7	6.1	111	1958	23.9	11.8	117
RESIDENCE OWNED	55884	8097	76.4	14.5	111	1880	73.5	3.4	107	3048	68.7	5.5	100	5773	70.5	10.3	102
VALUE: $50,000 OR MORE	31744	4297	40.5	13.5	103	1428	55.8	4.5	142	1366	30.8	4.3	79	3494	42.7	11.0	109
VALUE: UNDER $50,000	24140	3800	35.8	15.7	120	*452	17.7	1.9	59	1683	37.9	7.0	127	2279	27.8	9.4	93

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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COOKIES (READY-TO-EAT): BRANDS
(FEMALE HOMEMAKERS)

0311
P-19

		TOTAL U.S. '000	ARCHWAY A '000	ARCHWAY B % DOWN	ARCHWAY C % ACROSS	ARCHWAY D INDX	BURRY'S A '000	BURRY'S B % DOWN	BURRY'S C % ACROSS	BURRY'S D INDX	DUNCAN HINES A '000	DUNCAN HINES B % DOWN	DUNCAN HINES C % ACROSS	DUNCAN HINES D INDX	GRANDMA'S A '000	GRANDMA'S B % DOWN	GRANDMA'S C % ACROSS	GRANDMA'S D INDX
TOTAL FEMALE HOMEMAKERS		80986	10602	100.0	13.1	100	2557	100.0	3.2	100	4435	100.0	5.5	100	8187	100.0	10.1	100
MAGAZINES	QUINTILE 1	15799	2518	23.8	15.9	122	698	27.3	4.4	140	877	19.8	5.6	101	1705	20.8	10.8	107
	QUINTILE 2	17259	2671	25.2	15.5	118	702	27.5	4.1	129	804	18.1	4.7	85	1814	22.2	10.5	104
	QUINTILE 3	13545	1649	15.6	12.2	93	*287	11.2	2.1	67	770	17.4	5.7	104	1280	15.6	9.4	93
	QUINTILE 4	15133	1826	17.2	12.1	92	*456	17.8	3.0	95	884	19.9	5.8	107	1592	19.4	10.5	104
	QUINTILE 5	19250	1937	18.3	10.1	77	*415	16.2	2.2	68	1101	24.8	5.7	104	1795	21.9	9.3	92
NEWSPAPERS	QUINTILE 1	12413	2354	22.2	19.0	145	841	32.9	6.8	215	694	15.6	5.6	102	1014	12.4	8.2	81
	QUINTILE 2	24116	3482	32.8	14.4	110	869	34.0	3.6	114	1289	29.1	5.3	98	2554	31.2	10.6	105
	QUINTILE 3	11261	1210	11.4	10.7	82	*250	9.8	2.2	70	581	13.1	5.2	94	1142	13.9	10.1	100
	QUINTILE 4	20255	2289	21.6	11.3	86	*440	17.2	2.2	69	1119	25.2	5.5	101	2225	27.2	11.0	109
	QUINTILE 5	12940	1266	11.9	9.8	75	**157	6.1	1.2	38	753	17.0	5.8	106	1252	15.3	9.7	96
OUTDOOR	QUINTILE 1	14852	2194	20.7	14.8	113	544	21.3	3.7	116	770	17.4	5.2	95	1648	20.1	11.1	110
	QUINTILE 2	15725	2195	20.7	14.0	107	*422	16.5	2.7	85	859	19.4	5.5	100	1826	22.3	11.6	115
	QUINTILE 3	16330	2010	19.0	12.3	94	566	22.1	3.5	110	1018	23.0	6.2	114	1573	19.2	9.6	95
	QUINTILE 4	16744	2221	20.9	13.3	101	*460	18.0	2.7	87	903	20.4	5.4	98	1614	19.7	9.6	95
	QUINTILE 5	17334	1982	18.7	11.4	87	*566	22.1	3.3	103	886	20.0	5.1	93	1527	18.7	8.8	87
RADIO-DRIVE TIME	QUINTILE 1	15911	2594	24.5	16.3	125	549	21.5	3.5	109	840	18.9	5.3	96	1789	21.9	11.2	111
	QUINTILE 2	14837	1794	16.9	12.1	92	*420	16.4	2.8	90	943	21.3	6.4	116	1485	18.1	10.0	99
	QUINTILE 3	15339	2001	18.9	13.0	100	*520	20.3	3.4	107	779	17.6	5.1	93	1650	20.2	10.8	106
	QUINTILE 4	16723	1930	18.2	11.5	88	*458	17.9	2.7	87	863	19.5	5.2	94	1629	19.9	9.7	96
	QUINTILE 5	18176	2282	21.5	12.6	96	*611	23.9	3.4	106	1010	22.8	5.6	101	1634	20.0	9.0	89
RADIO-MID-DAY	TERCILE 1	21020	3254	30.7	15.5	118	731	28.6	3.5	110	1079	24.3	5.1	94	2344	28.6	11.2	110
	TERCILE 2	21610	2952	27.8	13.7	104	741	29.0	3.4	109	1340	30.2	6.2	113	2082	25.4	9.6	95
	TERCILE 3	38355	4395	41.5	11.5	88	1085	42.4	2.8	90	2015	45.4	5.3	96	3761	45.9	9.8	97
RADIO-TOTAL	QUINTILE 1	15988	2425	22.9	15.2	116	444	17.4	2.8	88	880	19.8	5.5	101	1878	22.9	11.7	116
	QUINTILE 2	15626	2280	21.5	14.6	111	685	26.8	4.4	139	883	19.9	5.7	103	1726	21.1	11.0	109
	QUINTILE 3	16723	2036	19.2	12.2	93	*569	22.3	3.4	108	949	21.4	5.7	104	1575	19.2	9.4	93
	QUINTILE 4	16342	2077	19.6	12.7	97	*426	16.7	2.6	83	922	20.8	5.6	103	1533	18.7	9.4	93
	QUINTILE 5	16306	1784	16.8	10.9	84	*433	16.9	2.7	84	801	18.1	4.9	90	1476	18.0	9.1	90
TV-PRIME TIME	QUINTILE 1	15953	2144	20.2	13.4	103	546	21.4	3.4	108	927	20.9	5.8	106	1496	18.3	9.4	93
	QUINTILE 2	16137	2221	20.9	13.8	105	603	23.6	3.7	118	843	19.0	5.2	95	1565	19.1	9.7	96
	QUINTILE 3	16420	2200	20.8	13.4	102	609	23.8	3.7	117	808	18.2	4.9	90	1625	19.8	9.9	98
	QUINTILE 4	16687	1979	18.7	11.9	91	*515	20.1	3.1	98	1056	23.8	6.3	116	1742	21.3	10.4	103
	QUINTILE 5	15789	2057	19.4	13.0	100	*284	11.1	1.8	57	801	18.1	5.1	93	1760	21.5	11.1	110
TV-DAYTIME	TERCILE 1	27736	3505	33.1	12.6	97	691	27.0	2.5	79	1734	39.1	6.3	114	3119	38.1	11.2	111
	TERCILE 2	26489	3573	33.7	13.5	103	972	38.0	3.7	116	1453	32.8	5.5	100	2526	30.9	9.5	94
	TERCILE 3	26761	3523	33.2	13.2	101	894	35.0	3.3	106	1249	28.2	4.7	85	2542	31.0	9.5	94
TV-TOTAL	QUINTILE 1	16345	2224	21.0	13.6	104	*460	18.0	2.8	89	1018	23.0	6.2	114	1727	21.1	10.6	105
	QUINTILE 2	16447	2220	20.9	13.5	103	537	21.0	3.3	103	847	19.1	5.1	94	1615	19.7	9.8	97
	QUINTILE 3	15980	2164	20.4	13.5	103	606	23.7	3.8	120	788	17.8	4.9	90	1515	18.5	9.5	94
	QUINTILE 4	15887	2161	20.4	13.6	104	626	24.5	3.9	125	904	20.4	5.7	104	1691	20.7	10.6	105
	QUINTILE 5	16326	1833	17.3	11.2	86	*328	12.8	2.0	64	879	19.8	5.4	98	1638	20.0	10.0	99
MAGAZINES-NEWSPAPERS: DUAL		20721	3503	33.0	16.9	129	1122	43.9	5.4	171	1056	23.8	5.1	93	2059	25.1	9.9	98
MAGAZINE IMPERATIVE		19186	2305	21.7	12.0	92	*438	17.1	2.3	72	1017	22.9	5.3	97	2210	27.0	11.5	114
NEWSPAPER IMPERATIVE		21899	2963	27.9	13.5	103	753	29.4	3.4	109	1246	28.1	5.7	104	2130	26.0	9.7	96
MAGAZINES-OUTDOOR: DUAL		15451	2530	23.9	16.4	125	602	23.5	3.9	123	807	18.2	5.2	95	1660	20.3	10.7	106
MAGAZINE IMPERATIVE		25953	3601	34.0	13.9	106	955	37.3	3.7	117	1308	29.5	5.0	92	2558	31.2	9.9	97
OUTDOOR IMPERATIVE		24400	2915	27.5	11.9	91	576	22.5	2.4	75	1463	33.0	6.0	109	2673	32.6	11.0	108
MAGAZINES-RADIO: DUAL		18049	2589	24.4	14.3	110	730	28.5	4.0	128	979	22.1	5.4	99	2067	25.2	11.5	113
MAGAZINE IMPERATIVE		23571	3478	32.8	14.8	113	838	32.8	3.6	113	1171	26.4	5.0	91	2216	27.1	9.4	93
RADIO IMPERATIVE		23278	2945	27.8	12.7	97	676	26.4	2.9	92	1411	31.8	6.1	111	2448	29.9	10.5	104
MAGAZINES-TELEVISION: DUAL		15459	2461	23.2	15.9	122	683	26.7	4.4	140	752	17.0	4.9	89	1546	18.9	10.0	99
MAGAZINE IMPERATIVE		25829	3718	35.1	14.4	110	917	35.9	3.6	112	1391	31.4	5.4	98	2762	33.7	10.7	106
TELEVISION IMPERATIVE		26039	2948	27.8	11.3	86	569	22.3	2.2	69	1487	33.5	5.7	104	2568	31.4	9.9	98
NEWSPAPERS-OUTDOOR: DUAL		16605	2816	26.6	17.0	130	726	28.4	4.4	138	926	20.9	5.6	102	1651	20.2	9.9	98
NEWSPAPER IMPERATIVE		26834	3825	36.1	14.3	109	1149	44.9	4.3	136	1385	31.2	5.2	94	2609	31.9	9.7	96
OUTDOOR IMPERATIVE		23346	2591	24.4	11.1	85	*477	18.7	2.0	65	1299	29.3	5.6	102	2754	33.6	11.8	117
NEWSPAPERS-RADIO: DUAL		17133	2588	24.4	15.1	115	854	33.4	5.0	158	882	19.9	5.1	94	1829	22.3	10.7	106
NEWSPAPER IMPERATIVE		25892	3760	35.5	14.5	111	976	38.2	3.8	119	1395	31.5	5.4	98	2306	28.2	8.9	88
RADIO IMPERATIVE		23167	2908	27.4	12.6	96	*560	21.9	2.4	77	1367	30.8	5.9	108	2655	32.4	11.5	113
NEWSPAPERS-TELEVISION: DUAL		17159	2692	25.4	15.7	120	686	26.8	4.0	127	887	20.0	5.2	94	1658	20.3	9.7	96
NEWSPAPER IMPERATIVE		26214	3930	37.1	15.0	115	1175	46.0	4.5	142	1384	31.2	5.3	96	2622	32.0	10.0	99
TELEVISION IMPERATIVE		23412	2462	23.2	10.5	80	*454	17.8	1.9	61	1383	31.2	5.9	108	2395	29.3	10.2	101
OUTDOOR-RADIO: DUAL		15303	2367	22.3	15.5	118	458	17.9	3.0	95	825	18.6	5.4	98	1950	23.8	12.7	126
OUTDOOR IMPERATIVE		24901	3210	30.3	12.9	98	749	29.3	3.0	95	1415	31.9	5.7	104	2315	28.3	9.3	92
RADIO IMPERATIVE		26492	3570	33.7	13.5	103	1077	42.1	4.1	129	1551	35.0	5.9	107	2695	32.9	10.2	101
OUTDOOR-TELEVISION: DUAL		14794	2238	21.1	15.1	116	*440	17.2	3.0	94	855	19.3	5.8	106	1584	19.3	10.7	106
OUTDOOR IMPERATIVE		25437	3400	32.1	13.4	102	850	33.2	3.3	106	1441	32.5	5.7	103	2779	33.9	10.9	108
TELEVISION IMPERATIVE		27877	3508	33.1	12.6	96	908	35.5	3.3	103	1443	32.5	5.2	95	2722	33.2	9.8	97
RADIO-TELEVISION: DUAL		15996	2380	22.4	14.9	114	645	25.2	4.0	128	818	18.4	5.1	93	1518	18.5	9.5	94
RADIO IMPERATIVE		25478	3439	32.4	13.5	103	892	34.9	3.5	111	1506	34.0	5.9	108	2907	35.5	11.4	113
TELEVISION IMPERATIVE		26573	3276	30.9	12.3	94	793	31.0	3.0	95	1547	34.9	5.8	106	2594	31.7	9.8	97

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COOKIES (READY-TO-EAT): BRANDS
(FEMALE HOMEMAKERS)

0312
P-19

	TOTAL U.S. '000	ARCHWAY A '000	ARCHWAY B % DOWN	ARCHWAY C % ACROSS	ARCHWAY D INDX	BURRY'S A '000	BURRY'S B % DOWN	BURRY'S C % ACROSS	BURRY'S D INDX	DUNCAN HINES A '000	DUNCAN HINES B % DOWN	DUNCAN HINES C % ACROSS	DUNCAN HINES D INDX	GRANDMA'S A '000	GRANDMA'S B % DOWN	GRANDMA'S C % ACROSS	GRANDMA'S D INDX
TOTAL FEMALE HOMEMAKERS	80986	10602	100.0	13.1	100	2557	100.0	3.2	100	4435	100.0	5.5	100	8187	100.0	10.1	100
ATLANTIC MONTHLY	415	**64	0.6	15.4	118	**13	0.5	3.1	99	**4	0.1	1.0	18	**22	0.3	5.3	52
BARRON'S	453	**91	0.9	20.1	153	**32	1.3	7.1	224	**24	0.5	5.3	97	**68	0.8	15.0	148
BETTER HOMES & GARDENS	16256	2357	22.2	14.5	111	670	26.2	4.1	131	847	19.1	5.2	95	1769	21.6	10.9	108
BON APPETIT	2535	352	3.3	13.9	106	*144	5.6	5.7	180	**95	2.1	3.7	68	*188	2.3	7.4	73
BUSINESS WEEK	1278	*179	1.7	14.0	107	**37	1.4	2.9	92	**78	1.8	6.1	111	**192	2.3	15.0	149
CAR AND DRIVER	378	**63	0.6	16.7	127	**37	1.4	9.8	310	**29	0.7	7.7	140	**50	0.6	13.2	131
CBS MAGAZINE NETWORK (GROSS)	1498	*189	1.8	12.6	96	**53	2.1	3.5	112	**85	1.9	5.7	104	*199	2.4	13.3	131
CHANGING TIMES	1505	*179	1.7	11.9	91	**65	2.5	4.3	137	**76	1.7	5.0	92	**158	1.9	10.5	104
COLONIAL HOMES	1231	*135	1.3	11.0	84	**44	1.7	3.6	113	**120	2.7	9.7	178	**139	1.7	11.3	112
CONDE NAST MAG. PKG. (GROSS)	14146	2073	19.6	14.7	112	774	30.3	5.5	173	884	19.9	6.2	114	1547	18.9	10.9	108
CONSUMERS DIGEST	1323	*191	1.8	14.4	110	**51	2.0	3.9	122	**27	0.6	2.0	37	*155	1.9	11.7	116
COSMOPOLITAN	7102	963	9.1	13.6	104	359	14.0	5.1	160	430	9.7	6.1	111	637	7.8	9.0	89
COUNTRY LIVING	2481	479	4.5	19.3	147	**153	6.0	6.2	195	*163	3.7	6.6	120	*268	3.3	10.8	107
CUISINE	1472	*175	1.7	11.9	91	**67	2.6	4.6	144	**58	1.3	3.9	72	**96	1.2	6.5	65
CYCLE WORLD	425	**58	0.5	13.6	104	**18	0.7	4.2	134	**22	0.5	5.2	95	**54	0.7	12.7	126
DCI:CREATIVE IDEAS FOR LIV	2510	391	3.7	15.6	119	*152	5.9	6.1	192	*134	3.0	5.3	97	*350	4.3	13.9	138
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	697	6.6	10.4	80	287	11.2	4.3	136	529	11.9	7.9	144	624	7.6	9.3	92
DISCOVER	894	*117	1.1	13.1	100	**32	1.3	3.6	113	**29	0.7	3.2	59	*131	1.6	14.7	145
EBONY	3507	560	5.3	16.0	122	**63	2.5	1.8	57	288	6.5	8.2	150	421	5.1	12.0	119
ESQUIRE	1083	*139	1.3	12.8	98	**40	1.6	3.7	117	**85	1.9	7.8	143	**119	1.5	11.0	109
ESSENCE	1830	295	2.8	16.1	123	**31	1.2	1.7	54	*157	3.5	8.6	157	272	3.3	14.9	147
FAMILY CIRCLE	15930	2690	25.4	16.9	129	739	28.9	4.6	147	815	18.4	5.1	93	1787	21.8	11.2	111
THE FAMILY HANDYMAN	1126	*147	1.4	13.1	100	**81	3.2	7.2	228	**61	1.4	5.4	99	**126	1.5	11.2	111
FAMILY WEEKLY	11468	1548	14.6	13.5	103	278	10.9	2.4	77	586	13.2	5.1	93	1437	17.6	12.5	124
FIELD & STREAM	2234	*251	2.4	11.2	86	**59	2.3	2.6	84	**119	2.7	5.3	97	*226	2.8	10.1	100
FOOD & WINE	579	**37	0.3	6.4	49	**8	0.3	1.4	44	**46	1.0	7.9	145	**101	1.2	17.4	173
FORBES	728	**130	1.2	17.9	136	**19	0.7	2.6	83	**59	1.3	8.1	148	**113	1.4	15.5	154
FORTUNE	906	**134	1.3	14.8	113	**41	1.6	4.5	143	**54	1.2	6.0	109	**137	1.7	15.1	150
GENTLEMEN'S QUARTERLY	791	*122	1.2	15.4	118	**26	1.0	3.3	104	**48	1.1	6.1	111	**115	1.4	14.5	144
GLAMOUR	5265	805	7.6	15.3	117	*294	11.5	5.6	177	349	7.9	6.6	121	491	6.0	9.3	92
GOLF DIGEST	636	**74	0.7	11.6	89	**4	0.2	0.6	20	**30	0.7	4.7	86	**65	0.8	10.2	101
GOLF DIGEST/TENNIS (GROSS)	1186	*140	1.3	11.8	90	**9	0.4	0.8	24	**82	1.8	6.9	126	**108	1.3	9.1	90
GOLF MAGAZINE	441	**82	0.8	18.6	142	**34	1.3	7.7	244	**21	0.5	4.8	87	**36	0.4	8.2	81
GOLF MAGAZINE/SKI (GROSS)	922	**118	1.1	12.8	98	**47	1.8	5.1	161	**48	1.1	5.2	95	**94	1.1	10.2	101
GOOD HOUSEKEEPING	16487	2729	25.7	16.6	126	693	27.1	4.2	133	989	22.3	6.0	110	1688	20.6	10.2	101
HARPER'S BAZAAR	2423	305	2.9	12.6	96	**134	5.2	5.5	175	*208	4.7	8.6	157	327	4.0	13.5	133
HEALTH	1994	332	3.1	16.6	127	**60	2.3	3.0	95	*180	4.1	9.0	165	325	4.0	16.3	161
HEARST MAG CORP. BUY (GROSS)	44101	6704	63.2	15.2	116	2047	80.1	4.6	147	2643	59.6	6.0	109	4485	54.8	10.2	101
HEARST MAN POWER (GROSS)	1993	313	3.0	15.7	120	**97	3.8	4.9	154	**112	2.5	5.6	103	*280	3.4	14.0	139
HEARST WOMAN POWER (GROSS)	31274	4864	45.9	15.6	119	1342	52.5	4.3	136	1791	40.4	5.7	105	3029	37.0	9.7	96
HOUSE BEAUTIFUL	3623	451	4.3	12.4	95	*233	9.1	6.4	204	*170	3.8	4.7	86	378	4.6	10.4	103
INC.	283	**76	0.7	26.9	205	**5	0.2	1.8	56	**37	0.8	13.1	239	**47	0.6	16.6	164
JET	2928	392	3.7	13.4	102	**74	2.9	2.5	80	363	8.2	12.4	226	351	4.3	12.0	119
LADIES' HOME JOURNAL	11918	1899	17.9	15.9	122	475	18.6	4.0	126	542	12.2	4.5	83	1249	15.3	10.5	104
LHJ FAMILY GRP COMBO(GROSS)	16764	2623	24.7	15.6	120	619	24.2	3.7	117	860	19.4	5.1	94	1875	22.9	11.2	111
LIFE	4254	672	6.3	15.8	121	*190	7.4	4.5	141	*252	5.7	5.9	108	648	7.9	15.2	151
L.A. TIMES HOME MAGAZINE	1145	**78	0.7	6.8	52	**1	0.0	0.1	3	**20	0.5	1.7	32	**120	1.5	10.5	104
MADEMOISELLE	2884	449	4.2	15.6	119	*182	7.1	6.3	200	*158	3.6	5.5	100	*289	3.5	10.0	99
MC CALL'S	13460	1945	18.3	14.5	110	544	21.3	4.0	128	860	19.4	6.4	117	1303	15.9	9.7	96
MC CALL'S/WRK MOTHER (GROSS)	14606	2166	20.4	14.8	113	610	23.9	4.2	132	947	21.4	6.5	118	1434	17.5	9.8	97
MECHANIX ILLUSTRATED	772	**98	0.9	12.7	97	**79	3.1	10.2	324	**21	0.5	2.7	50	**82	1.0	10.6	105
METROPOLITAN HOME	967	*121	1.1	12.5	96	**60	2.3	6.2	197	**84	1.9	8.7	159	**128	1.6	13.2	131
MONEY	1588	307	2.9	19.3	148	**54	2.1	3.4	108	**95	2.1	6.0	109	*201	2.5	12.7	125
MOTHER EARTH NEWS	1002	**140	1.3	14.0	107	**2	0.1	0.2	6	**24	0.5	2.4	44	**110	1.3	11.0	109
MS.	825	*111	1.0	13.5	103	**16	0.6	1.9	61	**58	1.3	7.0	128	**82	1.0	9.9	98
NATIONAL ENQUIRER	10336	1487	14.0	14.4	110	219	8.6	2.1	67	597	13.5	5.8	105	1080	13.2	10.4	103
NATIONAL GEOGRAPHIC	9597	1474	13.9	15.4	117	275	10.8	2.9	91	366	8.3	3.8	70	1079	13.2	11.2	111
NATIONAL SUNDAY MAGAZINE PKG	49558	7095	66.9	14.3	109	1887	73.8	3.8	121	2446	55.2	4.9	90	5238	64.0	10.6	105
NATURAL HISTORY	573	**109	1.0	19.0	145	**22	0.9	3.8	122	**57	1.3	9.9	182	**45	0.5	7.9	78
NEW WOMAN	1699	258	2.4	15.2	116	**92	3.6	5.4	172	**131	3.0	7.7	141	*260	3.2	15.3	151
NEW YORK INCLUDING CUE	443	**43	0.4	9.7	74	**14	0.5	3.2	100	**26	0.6	5.9	107	**12	0.1	2.7	27
THE NEW YORKER	1270	*196	1.8	15.4	118	**84	3.3	6.6	209	**33	0.7	2.6	47	**70	0.9	5.5	55
NEWSWEEK	6277	953	9.0	15.2	116	215	8.4	3.4	108	235	5.3	3.7	68	633	7.7	10.1	100
THE N.Y. TIMES DAILY EDITION	1205	*191	1.8	15.9	121	*196	7.7	16.3	515	**42	0.9	3.5	64	**4	0.0	0.3	3
THE N.Y. TIMES MAGAZINE	2081	330	3.1	15.9	121	*335	13.1	16.1	510	**76	1.7	3.7	67	**11	0.1	0.5	5
OMNI	788	**92	0.9	11.7	89	**35	1.4	4.4	141	**49	1.1	6.2	114	*123	1.5	15.6	154
ON CABLE	1158	*264	2.5	22.8	174	**31	1.2	2.7	85	**47	1.1	4.1	74	*181	2.2	15.6	155
1001 HOME IDEAS	2852	392	3.7	13.7	105	**84	3.3	2.9	93	*138	3.1	4.8	88	302	3.7	10.6	105
ORGANIC GARDENING	1658	280	2.6	16.9	129	**58	2.3	3.5	111	**87	2.0	5.2	96	*152	1.9	9.2	91
OUTDOOR LIFE	896	*151	1.4	16.9	129	**19	0.7	2.1	67	**59	1.3	6.6	120	*124	1.5	13.8	137
PARADE MAGAZINE	24275	3486	32.9	14.4	110	1089	42.6	4.5	142	1338	30.2	5.5	101	2228	27.2	9.2	91

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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COOKIES (READY-TO-EAT): BRANDS
(FEMALE HOMEMAKERS)

0313
P-19

	TOTAL U.S. '000	ARCHWAY A '000	ARCHWAY B % DOWN	ARCHWAY C % ACROSS	ARCHWAY D INDX	BURRY'S A '000	BURRY'S B % DOWN	BURRY'S C % ACROSS	BURRY'S D INDX	DUNCAN HINES A '000	DUNCAN HINES B % DOWN	DUNCAN HINES C % ACROSS	DUNCAN HINES D INDX	GRANDMA'S A '000	GRANDMA'S B % DOWN	GRANDMA'S C % ACROSS	GRANDMA'S D INDX
TOTAL FEMALE HOMEMAKERS	80986	10602	100.0	13.1	100	2557	100.0	3.2	100	4435	100.0	5.5	100	8187	100.0	10.1	100
PARENTS	3845	548	5.2	14.3	109	*173	6.8	4.5	143	*250	5.6	6.5	119	516	6.3	13.4	133
PENTHOUSE	831	**111	1.0	13.4	102	**28	1.1	3.4	107	**68	1.5	8.2	149	**138	1.7	16.6	164
PEOPLE	11645	1772	16.7	15.2	116	436	17.1	3.7	119	518	11.7	4.4	81	1208	14.8	10.4	103
PLAYBOY	2006	253	2.4	12.6	96	**77	3.0	3.8	122	*126	2.8	6.3	115	*251	3.1	12.5	124
POPULAR HOT RODDING	297	**73	0.7	24.6	188	**19	0.7	6.4	203	**23	0.5	7.7	141	**57	0.7	19.2	190
POPULAR MECHANICS	1018	*178	1.7	17.5	134	**60	2.3	5.9	187	**81	1.8	8.0	145	**148	1.8	14.5	144
POPULAR SCIENCE	878	*155	1.5	17.7	135	**53	2.1	6.0	191	**60	1.4	6.8	125	**83	1.0	9.5	94
PREVENTION	3913	592	5.6	15.1	116	*144	5.6	3.7	117	*172	3.9	4.4	80	368	4.5	9.4	93
PSYCHOLOGY TODAY	1710	267	2.5	15.6	119	**109	4.3	6.4	202	**54	1.2	3.2	58	*176	2.1	10.3	102
READER'S DIGEST	22204	3501	33.0	15.8	120	614	24.0	2.8	88	1273	28.7	5.7	105	2200	26.9	9.9	98
REDBOOK	7684	1172	11.1	15.3	117	290	11.3	3.8	120	371	8.4	4.8	88	704	8.6	9.2	91
ROAD & TRACK	410	**51	0.5	12.4	95	**12	0.5	2.9	93	**23	0.5	5.6	102	**57	0.7	13.9	138
ROLLING STONE	969	*138	1.3	14.2	109	**65	2.5	6.7	212	**50	1.1	5.2	94	*168	2.1	17.3	172
RUNNER'S WORLD	298	**54	0.5	18.1	138	**20	0.8	6.7	213	**24	0.5	8.1	147	**35	0.4	11.7	116
SATURDAY EVENING POST	1169	211	2.0	18.0	138	**47	1.8	4.0	127	**74	1.7	6.3	116	*150	1.8	12.8	127
SCIENCE 84	587	**100	0.9	17.0	130	**28	1.1	4.8	151	**45	1.0	7.7	140	**51	0.6	8.7	86
SCIENCE DIGEST	482	**81	0.8	16.8	128	**23	0.9	4.8	151	**6	0.1	1.2	23	**53	0.6	11.0	109
SCIENTIFIC AMERICAN	594	**55	0.5	9.3	71	**32	1.3	5.4	171	**27	0.6	4.5	83	**79	1.0	13.3	132
SELF	2089	281	2.7	13.5	103	**72	2.8	3.4	109	**137	3.1	6.6	120	*320	3.9	15.3	152
SEVENTEEN	2411	380	3.6	15.8	120	*153	6.0	6.3	201	*156	3.5	6.5	118	*301	3.7	12.5	123
SKI	480	**36	0.3	7.5	57	**14	0.5	2.9	92	**27	0.6	5.6	103	**58	0.7	12.1	120
SMITHSONIAN	2760	388	3.7	14.1	107	**85	3.3	3.1	98	**97	2.2	3.5	64	*279	3.4	10.1	100
SOAP OPERA DIGEST	3013	603	5.7	20.0	153	**87	3.4	2.9	91	250	5.6	8.3	152	463	5.7	15.4	152
SOUTHERN LIVING	4184	307	2.9	7.3	56	*135	5.3	3.2	102	395	8.9	9.4	172	*275	3.4	6.6	65
SPORT	559	**65	0.6	11.6	89	**9	0.4	1.6	51	**44	1.0	7.9	144	**104	1.3	18.6	184
THE SPORTING NEWS	436	**99	0.9	22.7	173	**1	0.0	0.2	7	**33	0.7	7.6	138	**60	0.7	13.8	136
SPORTS AFIELD	493	**55	0.5	11.2	85	**14	0.5	2.8	90	**25	0.6	5.1	93	**79	1.0	16.0	159
SPORTS ILLUSTRATED	2758	462	4.4	16.8	128	**133	5.2	4.8	153	*150	3.4	5.4	99	*288	3.5	10.4	103
STAR	7456	1266	11.9	17.0	130	271	10.6	3.6	115	382	8.6	5.1	94	699	8.5	9.4	93
SUNDAY	24936	3793	35.8	15.2	116	1173	45.9	4.7	149	1079	24.3	4.3	79	2566	31.3	10.3	102
SUNSET	2124	*283	2.7	13.3	102	**36	1.4	1.7	54	**39	0.9	1.8	34	506	6.2	23.8	236
TV GUIDE	21661	3202	30.2	14.8	113	817	32.0	3.8	119	1229	27.7	5.7	104	2247	27.4	10.4	103
TENNIS	550	**66	0.6	12.0	92	**5	0.2	0.9	29	**51	1.1	9.3	169	**43	0.5	7.8	77
TIME	8880	1276	12.0	14.4	110	555	21.7	6.3	198	446	10.1	5.0	92	803	9.8	9.0	89
TOWN & COUNTRY	917	*139	1.3	15.2	116	**45	1.8	4.9	155	**66	1.5	7.2	131	**51	0.6	5.6	55
TRAVEL & LEISURE	972	**108	1.0	11.1	85	**35	1.4	3.6	114	**46	1.0	4.7	86	**94	1.1	9.7	96
TRUE STORY	3356	473	4.5	14.1	108	**77	3.0	2.3	73	*247	5.6	7.4	134	416	5.1	12.4	123
U.S.NEWS & WORLD REPORT	3410	482	4.5	14.1	108	*108	4.2	3.2	100	**107	2.4	3.1	57	316	3.9	9.3	92
USA TODAY	1759	292	2.8	16.6	127	**55	2.2	3.1	99	**139	3.1	7.9	144	*189	2.3	10.7	106
US	1873	334	3.2	17.8	136	**54	2.1	2.9	91	*139	3.1	7.4	136	*231	2.8	12.3	122
VOGUE	3909	538	5.1	13.8	105	*226	8.8	5.8	183	*239	5.4	6.1	112	448	5.5	11.5	113
WALL STREET JOURNAL	1886	*238	2.2	12.6	96	**73	2.9	3.9	123	**62	1.4	3.3	60	*197	2.4	10.4	103
WEIGHT WATCHERS	2120	366	3.5	17.3	132	**80	3.1	3.8	120	*169	3.8	8.0	146	*215	2.6	10.1	100
WOMAN'S DAY	14172	2410	22.7	17.0	130	691	27.0	4.9	154	777	17.5	5.5	100	1584	19.3	11.2	111
WORKING MOTHER	1146	221	2.1	19.3	147	**66	2.6	5.8	182	**87	2.0	7.6	139	*132	1.6	11.5	114
WORKING WOMAN	1322	241	2.3	18.2	139	**27	1.1	2.0	65	**77	1.7	5.8	106	*152	1.9	11.5	114
WORLD TENNIS	*163	**23	0.2	14.1	108	**7	0.3	4.3	136	**13	0.3	8.0	146	**23	0.3	14.1	140
ZIFF-DAVIS MAG NETWK (GROSS)	2532	399	3.8	15.8	120	**147	5.7	5.8	184	*180	4.1	7.1	130	478	5.8	18.9	187
BLAIR INSERTS	43657	6256	59.0	14.3	109	1892	74.0	4.3	137	2123	47.9	4.9	89	4287	52.4	9.8	97
DAILY NEWSPAPERS																	
READ ANY	51633	7540	71.1	14.6	112	2005	78.4	3.9	123	2766	62.4	5.4	98	5138	62.8	10.0	98
READ ONE	43463	6132	57.8	14.1	108	1440	56.3	3.3	105	2253	50.8	5.2	95	4443	54.3	10.2	101
READ TWO OR MORE	8170	1407	13.3	17.2	132	565	22.1	6.9	219	512	11.5	6.3	114	695	8.5	8.5	84
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	7480	70.6	14.2	108	2037	79.7	3.9	122	2777	62.6	5.3	96	5365	65.5	10.2	101
READ ONE	46126	6140	57.9	13.3	102	1592	62.3	3.5	109	2490	56.1	5.4	99	4873	59.5	10.6	105
READ TWO OR MORE	6552	1340	12.6	20.5	156	444	17.4	6.8	215	287	6.5	4.4	80	492	6.0	7.5	74
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	30.02				31.48				27.52				30.16			
30 DAY REACH	71455	9459	89.2	13.2	101	2210	86.4	3.1	98	3867	87.2	5.4	99	7200	87.9	10.1	100
50 SHWG - 30 DAY AV FREQ	14.56	15.69				16.61				14.29				15.76			
30 DAY REACH	67742	9058	85.4	13.4	102	2093	81.9	3.1	98	3731	84.1	5.5	101	6910	84.4	10.2	101
25 SHWG - 30 DAY AV FREQ	7.94	8.45				8.84				7.67				8.41			
30 DAY REACH	62117	8404	79.3	13.5	103	1963	76.8	3.2	100	3476	78.4	5.6	102	6454	78.8	10.4	103
CABLE TV: HOME WIRED	32077	4468	42.1	13.9	106	1261	49.3	3.9	125	1780	40.1	5.5	101	3101	37.9	9.7	96
HOME NOT WIRED	48909	6134	57.9	12.5	96	1296	50.7	2.6	84	2655	59.9	5.4	99	5086	62.1	10.4	103
HAVE PAY CABLE	15935	2130	20.1	13.4	102	730	28.5	4.6	145	860	19.4	5.4	99	1670	20.4	10.5	104

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COOKIES (READY-TO-EAT): BRANDS
(FEMALE HOMEMAKERS)

0314
P-19

	TOTAL U.S. '000	ARCHWAY A '000	ARCHWAY B % DOWN	ARCHWAY C % ACROSS	ARCHWAY D INDX	BURRY'S A '000	BURRY'S B % DOWN	BURRY'S C % ACROSS	BURRY'S D INDX	DUNCAN HINES A '000	DUNCAN HINES B % DOWN	DUNCAN HINES C % ACROSS	DUNCAN HINES D INDX	GRANDMA'S A '000	GRANDMA'S B % DOWN	GRANDMA'S C % ACROSS	GRANDMA'S D INDX
TOTAL FEMALE HOMEMAKERS	80986	10602	100.0	13.1	100	2557	100.0	3.2	100	4435	100.0	5.5	100	8187	100.0	10.1	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	6058	57.1	13.8	105	1441	56.4	3.3	104	2305	52.0	5.2	96	4620	56.4	10.5	104
10:00 AM - 3:00 PM	30659	4481	42.3	14.6	112	975	38.1	3.2	101	1612	36.3	5.3	96	3158	38.6	10.3	102
3:00 PM - 7:00 PM	31045	4270	40.3	13.8	105	1034	40.4	3.3	105	1619	36.5	5.2	95	3476	42.5	11.2	111
7:00 PM - MIDNIGHT	15767	2147	20.3	13.6	104	522	20.4	3.3	105	850	19.2	5.4	98	1681	20.5	10.7	105
MIDNIGHT - 6:00 AM	9120	1230	11.6	13.5	103	350	13.7	3.8	122	498	11.2	5.5	100	1084	13.2	11.9	118
6:00 AM - MIDNIGHT	58527	7947	75.0	13.6	104	1854	72.5	3.2	100	3119	70.3	5.3	97	6002	73.3	10.3	101
ENTIRE DAY	59311	8109	76.5	13.7	104	1935	75.7	3.3	103	3175	71.6	5.4	98	6100	74.5	10.3	102
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	2704	25.5	16.7	128	528	20.6	3.3	103	863	19.5	5.3	97	1908	23.3	11.8	117
ALL NEWS	2256	*241	2.3	10.7	82	**97	3.8	4.3	136	**65	1.5	2.9	53	*218	2.7	9.7	96
AOR/PROGRESSIVE	3874	523	4.9	13.5	103	*176	6.9	4.5	144	*123	2.8	3.2	58	488	6.0	12.6	125
BEAUTIFUL MUSIC	5660	846	8.0	14.9	114	*215	8.4	3.8	120	*232	5.2	4.1	75	521	6.4	9.2	91
BLACK	2204	332	3.1	15.1	115	**84	3.3	3.8	121	*187	4.2	8.5	155	272	3.3	12.3	122
CLASSICAL	1418	*143	1.3	10.1	77	**36	1.4	2.5	80	**44	1.0	3.1	57	**99	1.2	7.0	69
CHR/ROCK	9538	1206	11.4	12.6	97	431	16.9	4.5	143	442	10.0	4.6	85	805	9.8	8.4	83
COUNTRY	12648	1699	16.0	13.4	103	253	9.9	2.0	63	839	18.9	6.6	121	1362	16.6	10.8	107
GOLDEN OLDIES	1191	**112	1.1	9.4	72	**50	2.0	4.2	133	**137	3.1	11.5	210	**147	1.8	12.3	122
MOR/NOSTALGIA	4757	733	6.9	15.4	118	*168	6.6	3.5	112	*254	5.7	5.3	98	432	5.3	9.1	90
NEWS/TALK	3863	462	4.4	12.0	91	*183	7.2	4.7	150	*136	3.1	3.5	64	435	5.3	11.3	111
RELIGIOUS	3084	333	3.1	10.8	82	**51	2.0	1.7	52	*147	3.3	4.8	87	*258	3.2	8.4	83
SOFT ROCK	521	**45	0.4	8.6	66	**8	0.3	1.5	49	**14	0.3	2.7	49	**99	1.2	19.0	188
URBAN CONTEMPORARY	1585	*230	2.2	14.5	111	**35	1.4	2.2	70	*94	2.1	5.9	108	*185	2.3	11.7	115
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	588	5.5	18.0	138	**78	3.1	2.4	76	*173	3.9	5.3	97	*336	4.1	10.3	102
ABC DIRECTION	2316	424	4.0	18.3	140	*145	5.7	6.3	198	*215	4.8	9.3	170	*220	2.7	9.5	94
ABC ENTERTAINMENT	4834	632	6.0	13.1	100	*153	6.0	3.2	100	325	7.3	6.7	123	363	4.4	7.5	74
ABC FM	2202	290	2.7	13.2	101	**42	1.6	1.9	60	*129	2.9	5.9	107	*190	2.3	8.6	85
ABC INFORMATION	5425	852	8.0	15.7	120	*148	5.8	2.7	86	295	6.7	5.4	99	675	8.2	12.4	123
ABC ROCK	1677	288	2.7	17.2	131	**115	4.5	6.9	217	**48	1.1	2.9	52	*228	2.8	13.6	134
CBS	4430	668	6.3	15.1	115	*163	6.4	3.7	117	*184	4.1	4.2	76	524	6.4	11.8	117
MUTUAL	4992	789	7.4	15.8	121	*203	7.9	4.1	129	347	7.8	7.0	127	404	4.9	8.1	80
NBC	4679	813	7.7	17.4	133	*172	6.7	3.7	116	*263	5.9	5.6	103	478	5.8	10.2	101
RADIORADIO	1994	273	2.6	13.7	105	**47	1.8	2.4	75	**74	1.7	3.7	68	*191	2.3	9.6	95
RKO ONE	2298	228	2.2	9.9	76	**35	1.4	1.5	48	**121	2.7	5.3	96	*293	3.6	12.8	126
RKO TWO	3311	454	4.3	13.7	105	*172	6.7	5.2	165	*201	4.5	6.1	111	315	3.8	9.5	94
THE SOURCE	2114	242	2.3	11.4	87	**56	2.2	2.6	84	**74	1.7	3.5	64	*143	1.7	6.8	67
NON-WIRED : BLAIR	8654	1163	11.0	13.4	103	300	11.7	3.5	110	614	13.8	7.1	130	1112	13.6	12.8	127
INTERNET	12025	1677	15.8	13.9	107	503	19.7	4.2	132	851	19.2	7.1	129	1301	15.9	10.8	107
KATZ RADIO GROUP	15359	1984	18.7	12.9	99	728	28.5	4.7	150	733	16.5	4.8	87	1446	17.7	9.4	93
SUPERNET	10621	1613	15.2	15.2	116	303	11.8	2.9	90	574	12.9	5.4	99	1218	14.9	11.5	113
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	978	9.2	11.3	86	236	9.2	2.7	86	563	12.7	6.5	119	893	10.9	10.3	102
MKDAY 9:00 AM - 1:00 PM	12163	1538	14.5	12.6	97	300	11.7	2.5	78	778	17.5	6.4	117	1274	15.6	10.5	104
MKDAY 1:00 PM - 4:30 PM	16150	2233	21.1	13.8	106	409	16.0	2.5	80	1045	23.6	6.5	118	1723	21.0	10.7	106
MKDAY 4:30 PM - 7:30 PM	22463	3082	29.1	13.7	105	695	27.2	3.1	98	1242	28.0	5.5	101	2197	26.8	9.8	97
MKDAY 7:30 PM - 8:00 PM	31795	4365	41.2	13.7	105	1048	41.0	3.3	104	1751	39.5	5.5	101	2903	35.5	9.1	90
MKDAY 11:00 PM - 11:30 PM	23977	3460	32.6	14.4	110	822	32.1	3.4	109	1430	32.2	6.0	109	2514	30.7	10.5	104
MKDAY 11:30 PM - 1:00 AM	7703	1121	10.6	14.6	111	228	8.9	3.0	94	440	9.9	5.7	104	828	10.1	10.7	106
M-SAT 8-11 PM+SUN 7-11 PM	33800	4534	42.8	13.4	102	1218	47.6	3.6	114	1847	41.6	5.5	100	3296	40.3	9.8	96
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	939	8.9	14.4	110	144	5.6	2.2	70	383	8.6	5.9	107	812	9.9	12.4	123
ANOTHER WORLD N	4620	561	5.3	12.1	93	*115	4.5	2.5	79	340	7.7	7.4	134	375	4.6	8.1	80
AS THE WORLD TURNS C	5614	819	7.7	14.6	111	*127	5.0	2.3	72	325	7.3	5.8	106	585	7.1	10.4	103
CAPITOL C	3396	537	5.1	15.8	121	*85	3.3	2.5	79	203	4.6	6.0	109	339	4.1	10.0	99
CBS MORN. NEWS 1 C	1446	159	1.5	11.0	84	**30	1.2	2.1	66	*54	1.2	3.7	68	84	1.0	5.8	57
CBS MORN. NEWS 2 C	1207	130	1.2	10.8	82	**26	1.0	2.2	68	*47	1.1	3.9	71	75	0.9	6.2	61
DAYS OF OUR LIVES N	5877	793	7.5	13.5	103	168	6.6	2.9	91	378	8.5	6.4	117	533	6.5	9.1	90
FACTS OF LIFE - DAYTIME N	2290	201	1.9	8.8	67	**40	1.6	1.7	55	117	2.6	5.1	93	210	2.6	9.2	91
FAMILY FEUD A	3023	336	3.2	11.1	85	**50	2.0	1.7	52	159	3.6	5.3	96	370	4.5	12.2	121
GENERAL HOSPITAL A	6097	705	6.6	11.6	88	146	5.7	2.4	76	435	9.8	7.1	130	778	9.5	12.8	126
GOOD MORNING, AMERICA-730 A	3515	392	3.7	11.2	85	*100	3.9	2.8	90	249	5.6	7.1	129	382	4.7	10.9	108
GOOD MORNING, AMERICA-830 A	2818	357	3.4	12.7	97	*92	3.6	3.3	103	141	3.2	5.0	91	298	3.6	10.6	105
GUIDING LIGHT C	5339	828	7.8	15.5	118	158	6.2	3.0	94	395	8.9	7.4	135	487	5.9	9.1	90
ONE LIFE TO LIVE A	4478	556	5.2	12.4	95	*88	3.4	2.0	62	284	6.4	6.3	116	637	7.8	14.2	141
PRESS YOUR LUCK C	2244	303	2.9	13.5	103	**40	1.6	1.8	56	*91	2.1	4.1	74	156	1.9	7.0	69
PRICE IS RIGHT 1 C	4348	651	6.1	15.0	114	*63	2.5	1.4	46	276	6.2	6.3	116	382	4.7	8.8	87
PRICE IS RIGHT 2 C	5014	797	7.5	15.9	121	*106	4.1	2.1	67	366	8.3	7.3	133	423	5.2	8.4	83
RYAN'S HOPE A	3150	488	4.6	15.5	118	*117	4.6	3.7	118	204	4.6	6.5	118	269	3.3	8.5	84
SALE OF THE CENTURY N	2695	276	2.6	10.2	78	**67	2.6	2.5	79	*130	2.9	4.8	88	203	2.5	7.5	75
SEARCH FOR TOMORROW N	2319	252	2.4	10.9	83	**91	3.6	3.9	124	*170	3.8	7.3	134	*163	2.0	7.0	70
TODAY SHOW 1 N	2693	315	3.0	11.7	89	*78	3.1	2.9	92	167	3.8	6.2	113	319	3.9	11.8	117
TODAY SHOW 2 N	2498	349	3.3	14.0	107	*60	2.3	2.4	76	140	3.2	5.6	102	216	2.6	8.6	86
$25,000 PYRAMID C	2753	418	3.9	15.2	116	**70	2.7	2.5	81	*138	3.1	5.0	92	212	2.6	7.7	76
WHEEL OF FORTUNE N	4388	496	4.7	11.3	86	*134	5.2	3.1	97	295	6.7	6.7	123	388	4.7	8.8	87
YOUNG AND THE RESTLESS C	5695	794	7.5	13.9	106	*103	4.0	1.8	57	428	9.7	7.5	137	527	6.4	9.3	92
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	217	2.0	12.3	94	**64	2.5	3.6	115	*86	1.9	4.9	89	226	2.8	12.8	127
NBA PLAYOFF GAME -1 C	1136	185	1.7	16.3	124	**50	2.0	4.4	139	*87	2.0	7.7	140	*99	1.2	8.7	86
NBC MAJOR LEAGUE PRE-GAME N	953	**85	0.8	8.9	68	**12	0.5	1.3	40	**40	0.9	4.2	77	**130	1.6	13.6	135
SPORTSWORLD - SUN N	1233	*135	1.3	10.9	84	**11	0.4	0.9	28	**95	2.1	7.7	141	*122	1.5	9.9	98
SUNDAY MORNING C	1611	*175	1.7	10.9	83	**22	0.9	1.4	43	**34	0.8	2.1	39	*177	2.2	11.0	109

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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COOKIES (READY-TO-EAT): BRANDS
(FEMALE HOMEMAKERS)

0315
P-19

		TOTAL U.S.	ARCHWAY A	B	C	D	BURRY'S A	B	C	D	DUNCAN HINES A	B	C	D	GRANDMA'S A	B	C	D
				% ACROSS				% ACROSS				% ACROSS				% ACROSS		
		'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL FEMALE HOMEMAKERS		80986	10602	100.0	13.1	100	2557	100.0	3.2	100	4435	100.0	5.5	100	8187	100.0	10.1	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	3816	36.0	14.6	112	785	30.7	3.0	96	1488	33.6	5.7	104	2451	29.9	9.4	93
NETWORK AFFILIATES - LATE		20261	2953	27.9	14.6	111	808	26.9	3.4	108	1186	26.7	5.9	107	2160	26.4	10.7	105
INDEPENDENTS - LATE		2076	291	2.7	14.0	107	163	6.4	7.9	249	89	2.0	4.3	78	170	2.1	8.2	81
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	1420	13.4	13.6	104	309	12.1	3.0	94	644	14.5	6.2	113	1104	13.5	10.6	104
ABC MONDAY NIGHT MOVIE	A	6412	807	7.6	12.6	96	256	10.0	4.0	126	306	6.9	4.8	87	714	8.7	11.1	110
ABC SUNDAY NIGHT MOVIE	A	12407	1602	15.1	12.9	99	475	18.6	3.8	121	655	14.8	5.3	96	1264	15.4	10.2	101
ABC WORLD NEWS TONIGHT	A	6176	1006	9.5	16.3	124	231	9.0	3.7	118	433	9.8	7.0	128	519	6.3	8.4	83
AFTERMASH	C	5863	722	6.8	12.3	94	*248	9.7	4.2	134	*315	7.1	5.4	98	542	6.6	9.2	91
ALICE	C	9594	1289	12.2	13.4	103	345	13.5	3.6	114	522	11.8	5.4	99	857	10.5	8.9	88
AMERICAN PARADE	C	6622	958	9.0	14.5	111	*172	6.7	2.6	82	350	7.9	5.3	97	516	6.3	7.8	77
BENSON	A	10886	1354	12.8	12.4	95	423	16.5	3.9	123	527	11.9	4.8	88	1180	14.4	10.8	107
BLUE THUNDER	A	5036	691	6.5	13.7	105	**92	3.6	1.8	58	261	5.9	5.2	95	618	7.5	12.3	121
CAGNEY & LACEY	C	9965	1482	14.0	14.9	114	380	14.9	3.8	121	464	10.5	4.7	85	965	11.8	9.7	96
CBS EVENING NEWS-DEAN	C	3491	477	4.5	13.7	104	*169	6.6	4.8	153	*124	2.8	3.6	65	282	3.4	8.1	80
CBS EVENING NEWS-RATHER	C	7123	1161	11.0	16.3	125	232	9.1	3.3	103	317	7.1	4.5	81	643	7.9	9.0	89
CBS SAT. NEWS-SCHIEFFER	C	3621	487	4.6	13.4	103	*108	4.2	3.0	94	198	4.5	5.5	100	318	3.9	8.8	87
CBS SATURDAY NIGHT MOVIE	C	5436	692	6.5	12.7	97	184	7.2	3.4	107	303	6.8	5.6	102	555	6.8	10.2	101
CBS WEDNESDAY NIGHT MOVIE	C	6100	765	7.2	12.5	96	90	3.5	1.5	47	323	7.3	5.3	97	506	6.2	8.3	82
CHEERS	N	8889	1116	10.5	12.6	96	379	14.8	4.3	135	398	9.0	4.5	82	840	10.3	9.4	93
DALLAS	C	22109	3034	28.6	13.7	105	676	26.4	3.1	97	1446	32.6	6.5	119	2199	26.9	9.9	98
DIFF'RENT STROKES	N	6940	842	7.9	12.1	93	*208	8.1	3.0	95	519	11.7	7.5	137	595	7.3	8.6	85
DOUBLE TROUBLE	N	7223	986	9.3	13.7	104	*196	7.7	2.7	86	491	11.1	6.8	124	673	8.2	9.3	92
DUCK FACTORY	N	5595	655	6.2	11.7	89	*179	7.0	3.2	101	316	7.1	5.6	103	544	6.6	9.7	96
DUKES OF HAZZARD	C	5768	958	9.0	16.6	127	*144	5.6	2.5	79	339	7.6	5.9	107	603	7.4	10.5	103
DYNASTY	A	20053	2307	21.8	11.5	88	699	27.3	3.5	110	1125	25.4	5.6	102	1962	24.0	9.8	97
FACTS OF LIFE	N	8087	1038	9.8	12.8	98	*208	8.1	2.6	81	535	12.1	6.6	121	824	10.1	10.2	101
FALCON CREST	C	20046	2753	26.0	13.7	105	666	26.0	3.3	105	1429	32.2	7.1	130	2039	24.9	10.2	101
FALL GUY	A	9084	1410	13.3	15.5	119	222	8.7	2.4	77	609	13.7	6.7	122	919	11.2	10.1	100
FAMILY TIES	N	7964	1044	9.8	13.1	100	*279	10.9	3.5	111	507	11.4	6.4	116	698	8.5	8.8	87
FANTASY ISLAND	A	7687	884	8.3	11.5	88	242	9.5	3.1	100	475	10.7	6.2	113	707	8.6	9.2	91
FOULUPS,BLEEPS & BLUNDERS	A	8861	1154	10.9	13.0	99	*311	12.2	3.5	111	452	10.2	5.1	93	859	10.5	9.7	96
FOUR SEASONS	C	5095	547	5.2	10.7	82	*249	9.7	4.9	155	*249	5.6	4.9	89	432	5.3	8.5	84
GIMME A BREAK	N	8838	1056	10.0	11.9	91	319	12.5	3.6	114	591	13.3	6.7	122	854	10.4	9.7	96
HART TO HART	A	8978	1252	11.8	13.9	107	232	9.1	2.6	82	603	13.6	6.7	123	824	10.1	9.2	91
HILL STREET BLUES	N	8590	1201	11.3	14.0	107	308	12.0	3.6	114	440	9.9	5.1	94	984	12.0	11.5	113
HOTEL	A	14085	1865	17.6	13.2	101	543	21.2	3.9	122	816	18.4	5.8	106	1561	19.1	11.1	110
JEFFERSONS	C	9360	1350	12.7	14.4	110	331	12.9	3.5	112	531	12.0	5.7	104	957	11.7	10.2	101
JENNIFER SLEPT HERE	N	5841	690	6.5	11.8	90	*201	7.9	3.4	109	371	8.4	6.4	116	511	6.2	8.7	87
KATE & ALLIE	C	9206	1266	11.9	13.8	105	338	13.2	3.7	116	555	12.5	6.0	110	801	9.8	8.7	86
KNIGHT RIDER	N	7076	882	8.3	12.5	95	*225	8.8	3.2	101	359	8.1	5.1	93	736	9.0	10.4	103
LOVE BOAT	A	12219	1626	15.3	13.3	102	374	14.6	3.1	97	671	15.1	5.5	100	1130	13.8	9.2	91
MAGNUM PI	C	11199	1687	15.9	15.1	115	299	11.7	2.7	85	588	13.3	5.3	96	1151	14.1	10.3	102
MAMA'S FAMILY	N	6057	796	7.5	13.1	100	*224	8.8	3.7	117	383	8.6	6.3	115	620	7.6	10.2	101
MASTER, THE	N	3598	394	3.7	11.0	84	**66	2.6	1.8	58	*165	3.7	4.6	84	422	5.2	11.7	116
MATT HOUSTON	A	6344	817	7.7	12.9	98	*177	6.9	2.8	88	357	8.0	5.6	103	682	8.3	10.8	106
NBC MONDAY NIGHT MOVIE	N	11994	1512	14.3	12.6	96	389	15.2	3.2	103	683	15.4	5.7	104	1120	13.7	9.3	92
NBC NIGHTLY NEWS	N	5132	650	6.1	12.7	97	97	3.8	1.9	60	245	5.5	4.8	87	426	5.2	8.3	82
NBC NIGHTLY NEWS-SAT	N	3375	435	4.1	12.9	98	**94	3.7	2.8	88	*165	3.7	4.9	89	294	3.6	8.7	86
NBC NIGHTLY NEWS-SUN	N	3130	437	4.1	14.0	107	*132	5.2	4.2	134	*163	3.7	5.2	95	*307	3.7	9.8	97
NBC SUNDAY NIGHT MOVIE	N	8284	1204	11.4	14.5	111	*330	12.9	4.0	126	427	9.6	5.2	94	846	10.3	10.2	101
NEWHART	C	9240	1468	13.8	15.9	121	353	13.8	3.8	121	528	11.9	5.7	104	861	10.5	9.3	92
ONE DAY AT A TIME	C	7288	865	8.2	11.9	91	*215	8.4	3.0	93	359	8.1	4.9	90	624	7.6	8.6	85
PEOPLE ARE FUNNY	N	4855	601	5.7	12.4	95	*121	4.7	2.5	79	306	6.9	6.3	115	487	5.9	10.0	99
REAL PEOPLE	N	8869	987	9.3	11.1	85	*226	8.8	2.5	81	521	11.7	5.9	107	762	9.3	8.6	85
REMINGTON STEELE	N	7743	1036	9.8	13.4	102	322	12.6	4.2	132	394	8.9	5.1	93	869	10.6	11.2	111
RIPLEY'S BELIEVE IT - NOT	A	5345	696	6.6	13.0	99	*144	5.6	2.7	85	308	6.9	5.8	105	660	8.1	12.3	122
RIPTIDE	N	6988	1120	10.6	16.0	122	*293	11.5	4.2	133	349	7.9	5.0	91	766	9.4	11.0	108
SCARECROW & MRS. KING	C	10002	1265	11.9	12.6	97	314	12.3	3.1	99	528	11.9	5.3	96	931	11.4	9.3	92
SIMON & SIMON	C	10638	1511	14.3	14.2	108	278	10.9	2.6	83	727	16.4	6.8	125	1143	14.0	10.7	106
60 MINUTES	C	13293	1797	16.9	13.5	103	496	19.4	3.7	118	542	12.2	4.1	74	1290	15.8	9.7	96
ST. ELSEWHERE	N	7017	1006	9.5	14.3	110	273	10.7	3.9	123	403	9.1	5.7	105	683	8.3	9.7	96
THREE'S COMPANY	A	10917	1320	12.5	12.1	92	366	14.3	3.4	106	580	13.1	5.3	97	1212	14.8	11.1	110
T.J. HOOKER	A	9204	1296	12.2	14.1	108	347	13.6	3.8	119	435	9.8	4.7	86	772	9.4	8.4	83
TONIGHT SHOW	N	2372	351	3.3	14.8	113	*82	3.2	3.5	109	99	2.2	4.2	76	222	2.7	9.4	93
TRAPPER JOHN, M.D.	C	9846	1333	12.6	13.5	103	358	14.0	3.6	115	530	12.0	5.4	98	855	10.4	8.7	86
TV BLOOPERS & PRAC. JOKES	N	9105	1220	11.5	13.4	102	*214	8.4	2.4	74	347	7.8	3.8	70	823	10.1	9.0	89
20/20	A	9387	1220	11.5	13.0	99	363	14.2	3.9	122	472	10.6	5.0	92	884	10.8	9.4	93
WEBSTER	A	11067	1355	12.8	12.2	94	392	15.3	3.5	112	598	13.5	5.4	99	1148	14.0	10.4	103
WORLD NEWS - SUN	A	3062	339	3.2	11.1	85	**90	3.5	2.9	93	*152	3.4	5.0	91	295	3.6	9.6	95
YELLOW ROSE	N	4978	675	6.4	13.6	104	*167	6.5	3.4	106	325	7.3	6.5	119	624	7.6	12.5	124
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	1446	13.6	16.3	124	*260	10.2	2.9	93	466	10.5	5.2	96	854	10.4	9.6	95
BASKETBALL - COLLEGE GAMES		4080	657	6.2	16.1	123	**121	4.7	3.0	94	*377	8.5	9.2	169	*425	5.2	10.4	103
BASKETBALL - PRO GAMES		3607	609	5.7	16.9	129	**144	5.6	4.0	126	*264	6.0	7.3	134	*398	4.9	11.0	109
BOWLING		3883	643	6.1	16.6	126	**120	4.7	3.1	98	**183	4.1	4.7	86	*346	4.2	8.9	88
BOXING		3928	*585	5.5	14.9	114	**97	3.8	2.5	78	*280	6.3	7.1	130	*400	4.9	10.2	101
FOOTBALL - COLLEGE GAMES		6366	934	8.8	14.7	112	**219	8.6	3.4	109	*405	9.1	6.4	116	581	7.1	9.1	90
FOOTBALL - PRO GAMES		11300	1692	16.0	15.0	114	*269	10.5	2.4	75	*458	10.3	4.1	74	1248	15.2	11.0	109
GOLF		3378	591	5.6	17.5	134	**131	5.1	3.9	123	**120	2.7	3.6	65	**303	3.7	9.0	89
POST-SEASON COLL. FOOTBALL		4906	609	5.7	12.4	95	**138	5.4	2.8	89	*262	5.9	5.3	98	*385	4.7	7.8	78
POST-SEASON PRO FOOTBALL		6120	1077	10.2	17.6	134	**136	5.3	2.2	70	*310	7.0	5.1	92	748	9.1	12.2	121
TENNIS		3033	*400	3.8	13.2	101	**81	3.2	2.7	85	**168	3.8	5.5	101	**192	2.3	6.3	63
WRESTLING - PROFESSIONAL		3344	*509	4.8	15.2	116	**57	2.2	1.7	54	*368	8.3	11.0	201	*327	4.0	9.8	97

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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COOKIES (READY-TO-EAT): BRANDS
(FEMALE HOMEMAKERS)

0316
P-19

	TOTAL U.S.	KEEBLER CHOCOLATE CHIP COOKIES				KEEBLER FUDGE COATED COOKIE				OTHER KEEBLER				MOTHERS			
		A	B % ACROSS	C	D	A	B % ACROSS	C	D	A	B % ACROSS	C	D	A	B % ACROSS	C	D
	'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL FEMALE HOMEMAKERS	80986	16409	100.0	20.3	100	5959	100.0	7.4	100	11654	100.0	14.4	100	4333	100.0	5.4	100
18 - 24	9282	1832	11.2	19.7	97	712	11.9	7.7	104	1271	10.9	13.7	95	*333	7.7	3.6	67
25 - 34	19072	4207	25.6	22.1	109	1621	27.2	8.5	116	3159	27.1	16.6	115	1320	30.5	6.9	129
35 - 44	14591	3481	21.2	23.9	118	1272	21.3	8.7	118	1984	17.0	13.6	94	976	22.5	6.7	125
45 - 54	11345	2378	14.5	21.0	103	893	15.0	7.9	107	1864	16.0	16.4	114	*534	12.3	4.7	88
55 - 64	11635	1951	11.9	16.8	83	635	10.7	5.5	74	1788	15.3	15.4	107	*630	14.5	5.4	101
65 OR OLDER	15061	2560	15.6	17.0	84	826	13.9	5.5	75	1587	13.6	10.5	73	541	12.5	3.6	67
18 - 34	28354	6039	36.8	21.3	105	2333	39.2	8.2	112	4430	38.0	15.6	109	1653	38.1	5.8	109
18 - 49	48339	10855	66.2	22.5	111	4019	67.4	8.3	113	7369	63.2	15.2	106	2919	67.4	6.0	113
25 - 54	45008	10066	61.3	22.4	110	3785	63.5	8.4	114	7007	60.1	15.6	108	2830	65.3	6.3	118
35 - 49	19985	4816	29.3	24.1	119	1686	28.3	8.4	115	2938	25.2	14.7	102	1266	29.2	6.3	118
50 OR OLDER	32647	5554	33.8	17.0	84	1940	32.6	5.9	81	4285	36.8	13.1	91	1414	32.6	4.3	81
GRADUATED COLLEGE	11155	1848	11.3	16.6	82	627	10.5	5.6	76	1365	11.7	12.2	85	*597	13.8	5.4	100
ATTENDED COLLEGE	13682	2639	16.1	19.3	95	1003	16.8	7.3	100	2327	20.0	17.0	118	1173	27.1	8.6	160
GRADUATED HIGH SCHOOL	33880	7261	44.3	21.4	106	2544	42.7	7.5	102	5455	46.8	16.1	112	1543	35.6	4.6	85
DID NOT GRADUATE HIGH SCHOOL	22270	4662	28.4	20.9	103	1785	30.0	8.0	109	2506	21.5	11.3	78	1020	23.5	4.6	86
EMPLOYED	40306	7984	48.7	19.8	98	2610	43.8	6.5	88	6151	52.8	15.3	106	2081	48.0	5.2	96
EMPLOYED FULL-TIME	32850	6667	40.6	20.3	100	2142	35.9	6.5	89	4885	41.9	14.9	103	1655	38.2	5.0	94
EMPLOYED PART-TIME	7456	1316	8.0	17.7	87	*469	7.9	6.3	85	1267	10.9	17.0	118	*426	9.8	5.7	107
NOT EMPLOYED	40680	8425	51.3	20.7	102	3349	56.2	8.2	112	5502	47.2	13.5	94	2253	52.0	5.5	104
PROFESSIONAL/MANAGER	10392	1721	10.5	16.6	82	*479	8.0	4.6	63	1353	11.6	13.0	90	*486	11.2	4.7	87
TECH/CLERICAL/SALES	17574	3714	22.6	21.1	104	1156	19.4	6.6	89	2929	25.1	16.7	116	1069	24.7	6.1	114
PRECISION/CRAFT	985	**219	1.3	22.2	110	**45	0.8	4.6	62	**192	1.6	19.5	135	**81	1.9	8.2	154
OTHER EMPLOYED	11354	2330	14.2	20.5	101	931	15.6	8.2	111	1678	14.4	14.8	103	*445	10.3	3.9	73
SINGLE	9863	1406	8.6	14.3	70	706	11.8	7.2	97	1358	11.7	13.8	96	*478	11.0	4.8	91
MARRIED	51375	11185	68.2	21.8	107	3855	64.7	7.5	102	7968	68.4	15.5	108	2978	68.7	5.8	108
DIVORCED/SEPARATED/WIDOWED	19748	3819	23.3	19.3	95	1399	23.5	7.1	96	2328	20.0	11.8	82	877	20.2	4.4	83
PARENTS	32590	8618	52.5	26.4	131	3434	57.6	10.5	143	5523	47.4	16.9	118	2099	48.4	6.4	120
WHITE	70416	14067	85.7	20.0	99	5117	85.9	7.3	99	10379	89.1	14.7	102	3646	84.1	5.2	97
BLACK	8778	2043	12.5	23.3	115	798	13.4	9.1	124	1032	8.9	11.8	82	*369	8.5	4.2	79
OTHER	1791	**300	1.8	16.8	83	**45	0.8	2.5	34	**244	2.1	13.6	95	**318	7.3	17.8	332
NORTHEAST-CENSUS	17786	3298	20.1	18.5	92	1342	22.5	7.5	103	2669	22.9	15.0	104	**141	3.3	0.8	15
NORTH CENTRAL	20741	4744	28.9	22.9	113	1648	27.7	7.9	108	3438	29.5	16.6	115	*347	8.0	1.7	31
SOUTH	27775	7065	43.1	25.4	126	2419	40.6	8.7	118	4103	35.2	14.8	103	725	16.7	2.6	49
WEST	14683	1302	7.9	8.9	44	549	9.2	3.7	51	1444	12.4	9.8	68	3120	72.0	21.2	397
NORTHEAST-MKTG.	17961	3261	19.9	18.2	90	1292	21.7	7.2	98	2571	22.1	14.3	99	*214	4.9	1.2	22
EAST CENTRAL	11885	2998	18.3	25.2	124	1257	21.1	10.6	144	1969	16.9	16.6	115	**221	5.1	1.9	35
WEST CENTRAL	14090	2985	18.2	21.2	105	994	16.7	7.1	96	2334	20.0	16.6	115	*380	8.8	2.7	50
SOUTH	24081	6204	37.8	25.8	127	2060	34.6	8.6	116	3705	31.8	15.4	107	639	14.7	2.7	50
PACIFIC	12969	960	5.9	7.4	37	*356	6.0	2.7	37	1074	9.2	8.3	58	2879	66.4	22.2	415
COUNTY SIZE A	32439	5805	35.4	17.9	88	1984	33.3	6.1	83	4553	39.1	14.0	98	2403	55.5	7.4	138
COUNTY SIZE B	24915	5484	33.4	22.0	109	2119	35.6	8.5	116	3755	32.2	15.1	105	928	21.4	3.7	70
COUNTY SIZE C	12930	2722	16.6	21.1	104	1021	17.1	7.9	107	1865	16.0	14.4	100	772	17.8	6.0	112
COUNTY SIZE D	10703	2398	14.6	22.4	111	835	14.0	7.8	106	1480	12.7	13.8	96	**231	5.3	2.2	40
METRO CENTRAL CITY	24518	4706	28.7	19.2	95	1683	28.2	6.9	93	3302	28.3	13.5	94	1452	33.5	5.9	111
METRO SUBURBAN	35919	7163	43.7	19.9	98	2623	44.0	7.3	99	5417	46.5	15.1	105	2172	50.1	6.0	113
NON METRO	20549	4540	27.7	22.1	109	1653	27.7	8.0	109	2935	25.2	14.3	99	710	16.4	3.5	65
TOP 5 ADI'S	18341	2701	16.5	14.7	73	839	14.1	4.6	62	2401	20.6	13.1	91	1592	36.7	8.7	162
TOP 10 ADI'S	25378	4145	25.3	16.3	81	1437	24.1	5.7	77	3296	28.3	13.0	90	1930	44.5	7.6	142
TOP 20 ADI'S	36488	6238	38.0	17.1	84	2194	36.8	6.0	82	4812	41.3	13.2	92	2656	61.3	7.3	136
HSHLD INC. $50,000 OR MORE	6612	1182	7.2	17.9	88	*469	7.9	7.1	96	1273	10.9	19.3	134	*609	14.1	9.2	172
$40,000 OR MORE	12659	2276	13.9	18.0	89	761	12.8	6.0	82	1991	17.1	15.7	109	892	20.6	7.0	132
$30,000 OR MORE	24698	4749	28.9	19.2	95	1713	28.7	6.9	94	4031	34.6	16.3	113	1695	39.1	6.9	128
$25,000 OR MORE	32077	6577	40.1	20.5	101	2431	40.8	7.6	103	5433	46.6	16.9	118	2010	46.4	6.3	117
$20,000 - $24,999	9144	1868	11.4	20.4	101	785	13.2	8.6	117	1351	11.6	14.8	103	*572	13.2	6.3	117
$15,000 - $19,999	8728	1819	11.1	20.8	103	517	8.7	5.9	81	1274	10.9	14.6	101	*478	11.0	5.5	102
$10,000 - $14,999	12562	2519	15.4	20.1	99	871	14.6	6.9	94	1734	14.9	13.8	96	664	15.3	5.3	99
UNDER $10,000	18475	3626	22.1	19.6	97	1356	22.8	7.3	100	1861	16.0	10.1	70	610	14.1	3.3	62
HOUSEHOLD OF 1 PERSON	11987	1596	9.7	13.3	66	658	11.0	5.5	75	1199	10.3	10.0	70	429	9.9	3.6	67
2 PEOPLE	26577	4427	27.0	16.7	82	1324	22.2	5.0	68	3406	29.2	12.8	89	1311	30.3	4.9	92
3 OR 4 PEOPLE	30617	7211	43.9	23.6	116	2430	40.8	7.9	108	4705	40.4	15.4	107	1791	41.3	5.8	109
5 OR MORE PEOPLE	11804	3175	19.3	26.9	133	1547	26.0	13.1	178	2344	20.1	19.9	138	*803	18.5	6.8	127
NO CHILD IN HSHLD	46165	7377	45.0	16.0	79	2348	39.4	5.1	69	5763	49.5	12.5	87	2083	48.1	4.5	84
CHILD(REN) UNDER 2 YRS	5325	1227	7.5	23.0	114	*548	9.2	10.3	140	901	7.7	16.9	118	**361	8.3	6.8	127
2 - 5 YEARS	14221	3628	22.1	25.5	126	1639	27.5	11.5	157	2558	21.9	18.0	125	1058	24.4	7.4	139
6 - 11 YEARS	15117	4022	24.5	26.6	131	1723	28.9	11.4	155	2524	21.7	16.7	116	878	20.3	5.8	109
12 - 17 YEARS	16611	4414	26.9	26.6	131	1755	29.5	10.6	144	2824	24.2	17.0	118	1064	24.6	6.4	120
RESIDENCE OWNED	55884	11840	72.2	21.2	105	4122	69.2	7.4	100	8717	74.8	15.6	108	2911	67.2	5.2	97
VALUE: $50,000 OR MORE	31744	6006	36.6	18.9	93	2137	35.9	6.7	91	5269	45.2	16.6	115	2248	51.9	7.1	132
VALUE: UNDER $50,000	24140	5835	35.6	24.2	119	1985	33.3	8.2	112	3448	29.6	14.3	99	663	15.3	2.7	51

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COOKIES (READY-TO-EAT): BRANDS
(FEMALE HOMEMAKERS)

0317
P-19

		TOTAL U.S.	KEEBLER CHOCOLATE CHIP COOKIES				KEEBLER FUDGE COATED COOKIE				OTHER KEEBLER				MOTHERS			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS		80986	16409	100.0	20.3	100	5959	100.0	7.4	100	11654	100.0	14.4	100	4333	100.0	5.4	100
MAGAZINES	QUINTILE 1	15799	3611	22.0	22.9	113	1156	19.4	7.3	99	2630	22.6	16.6	116	1013	23.4	6.4	120
	QUINTILE 2	17259	3702	22.6	21.4	106	1363	22.9	7.9	107	2633	22.6	15.3	106	998	23.0	5.8	108
	QUINTILE 3	13545	2539	15.5	18.7	93	1007	16.9	7.4	101	2035	17.5	15.0	104	804	18.6	5.9	111
	QUINTILE 4	15133	2906	17.7	19.2	95	1114	18.7	7.4	100	2039	17.5	13.5	94	800	18.5	5.3	99
	QUINTILE 5	19250	3652	22.3	19.0	94	1319	22.1	6.9	93	2317	19.9	12.0	84	719	16.6	3.7	70
NEWSPAPERS	QUINTILE 1	12413	2566	15.6	20.7	102	910	15.3	7.3	100	1919	16.5	15.5	107	672	15.5	5.4	101
	QUINTILE 2	24116	4889	29.8	20.3	100	1651	27.7	6.8	93	3974	34.1	16.5	115	1092	25.2	4.5	85
	QUINTILE 3	11261	2314	14.1	20.5	101	911	15.3	8.1	110	1617	13.9	14.4	100	660	15.2	5.9	110
	QUINTILE 4	20255	4285	26.1	21.2	104	1617	27.1	8.0	108	2702	23.2	13.3	93	1171	27.0	5.8	108
	QUINTILE 5	12940	2356	14.4	18.2	90	870	14.6	6.7	91	1442	12.4	11.1	77	738	17.0	5.7	107
OUTDOOR	QUINTILE 1	14852	2965	18.1	20.0	99	992	16.6	6.7	91	2478	21.3	16.7	116	936	21.6	6.3	118
	QUINTILE 2	15725	3566	21.7	22.7	112	1330	22.3	8.5	115	2458	21.1	15.6	109	806	18.6	5.1	96
	QUINTILE 3	16330	3399	20.7	20.8	103	1160	19.5	7.1	97	2298	19.7	14.1	98	920	21.2	5.6	105
	QUINTILE 4	16744	3209	19.6	19.2	95	1143	19.2	6.8	93	2257	19.4	13.5	94	795	18.3	4.7	89
	QUINTILE 5	17334	3271	19.9	18.9	93	1334	22.4	7.7	105	2163	18.6	12.5	87	876	20.2	5.1	94
RADIO-DRIVE TIME	QUINTILE 1	15911	3637	22.2	22.9	113	1500	25.2	9.4	128	2444	21.0	15.4	107	840	19.4	5.3	99
	QUINTILE 2	14837	3231	19.7	21.8	107	1056	17.7	7.1	97	2332	20.0	15.7	109	845	19.5	5.7	106
	QUINTILE 3	15339	3001	18.3	19.6	97	1202	20.2	7.8	106	1990	17.1	13.0	90	852	19.7	5.6	104
	QUINTILE 4	16723	3393	20.7	20.3	100	1068	17.9	6.4	87	2522	21.6	15.1	105	776	17.9	4.6	87
	QUINTILE 5	18176	3147	19.2	17.3	85	1133	19.0	6.2	85	2366	20.3	13.0	90	1020	23.5	5.6	105
RADIO-MID-DAY	TERCILE 1	21020	4678	28.5	22.3	110	1757	29.5	8.4	114	3330	28.6	15.8	110	1138	26.3	5.4	101
	TERCILE 2	21610	4670	28.5	21.6	107	1710	28.7	7.9	108	3202	27.5	14.8	103	1142	26.4	5.3	99
	TERCILE 3	38355	7062	43.0	18.4	91	2492	41.8	6.5	88	5122	44.0	13.4	93	2053	47.4	5.4	100
RADIO-TOTAL	QUINTILE 1	15988	3647	22.2	22.8	113	1511	25.4	9.5	128	2384	20.5	14.9	104	843	19.5	5.3	99
	QUINTILE 2	15626	3431	20.9	22.0	108	1268	21.3	8.1	110	2512	21.6	16.1	112	812	18.7	5.2	97
	QUINTILE 3	16723	3573	21.8	21.4	105	1168	19.6	7.0	95	2511	21.5	15.0	104	988	22.8	5.9	110
	QUINTILE 4	16342	2889	17.6	17.7	87	1047	17.6	6.4	87	2210	19.0	13.5	94	829	19.1	5.1	95
	QUINTILE 5	16306	2869	17.5	17.6	87	964	16.2	5.9	80	2037	17.5	12.5	87	862	19.9	5.3	99
TV-PRIME TIME	QUINTILE 1	15953	3299	20.1	20.7	102	1265	21.2	7.9	108	2052	17.6	12.9	89	663	15.3	4.2	78
	QUINTILE 2	16137	3348	20.4	20.7	102	1271	21.3	7.9	107	2708	23.2	16.8	117	991	22.9	6.1	115
	QUINTILE 3	16420	3632	22.1	22.1	109	1160	19.5	7.1	96	2397	20.6	14.6	101	916	21.1	5.6	104
	QUINTILE 4	16687	3351	20.4	20.1	99	1096	18.4	6.6	89	2551	21.9	15.3	106	1060	24.5	6.4	119
	QUINTILE 5	15789	2780	16.9	17.6	87	1169	19.6	7.4	101	1946	16.7	12.3	86	703	16.2	4.5	83
TV-DAYTIME	TERCILE 1	27736	6460	39.4	23.3	115	2195	36.8	7.9	108	4168	35.8	15.0	104	1362	31.4	4.9	92
	TERCILE 2	26489	5020	30.6	19.0	94	1985	33.3	7.5	102	3575	30.7	13.5	94	1346	31.1	5.1	95
	TERCILE 3	26761	4929	30.0	18.4	91	1779	29.9	6.6	90	3910	33.6	14.6	102	1625	37.5	6.1	113
TV-TOTAL	QUINTILE 1	16345	3575	21.8	21.9	108	1192	20.0	7.3	99	2267	19.5	13.9	96	813	18.8	5.0	93
	QUINTILE 2	16447	3603	22.0	21.9	108	1265	21.2	7.7	105	2486	21.3	15.1	105	831	19.2	5.1	94
	QUINTILE 3	15980	3094	18.9	19.4	96	1151	19.3	7.2	98	2318	19.9	14.5	101	841	19.4	5.3	98
	QUINTILE 4	15887	3139	19.1	19.8	98	1261	21.2	7.9	108	2476	21.2	15.6	108	953	22.0	6.0	112
	QUINTILE 5	16326	2997	18.3	18.4	91	1091	18.3	6.7	91	2107	18.1	12.9	90	895	20.7	5.5	102
MAGAZINES-NEWSPAPERS: DUAL		20721	4184	25.5	20.2	100	1600	26.9	7.7	105	3403	29.2	16.4	114	1166	26.9	5.6	105
MAGAZINE IMPERATIVE		19186	4340	26.4	22.6	112	1474	24.7	7.7	104	2822	24.2	14.7	102	1292	29.8	6.7	126
NEWSPAPER IMPERATIVE		21899	4466	27.2	20.4	101	1571	26.4	7.2	97	3289	28.2	15.0	104	920	21.2	4.2	79
MAGAZINES-OUTDOOR: DUAL		15451	3389	20.7	21.9	108	1195	20.1	7.7	105	2614	22.4	16.9	118	1032	23.8	6.7	125
MAGAZINE IMPERATIVE		25953	5428	33.1	20.9	103	1909	32.0	7.4	100	3763	32.3	14.5	101	1554	35.9	6.0	112
OUTDOOR IMPERATIVE		24400	4900	29.9	20.1	99	1772	29.7	7.3	99	3497	30.0	14.3	100	1198	27.6	4.9	92
MAGAZINES-RADIO: DUAL		18049	3894	23.7	21.6	106	1528	25.6	8.5	115	2730	23.4	15.1	105	1094	25.2	6.1	113
MAGAZINE IMPERATIVE		23571	4864	29.6	20.6	102	1577	26.5	6.7	91	3626	31.1	15.4	107	1486	34.3	6.3	118
RADIO IMPERATIVE		23278	5096	31.1	21.9	108	1965	33.0	8.4	115	3481	29.9	15.0	104	1055	24.3	4.5	85
MAGAZINES-TELEVISION: DUAL		15459	3642	22.2	23.6	116	1250	21.0	8.1	110	2469	21.2	16.0	111	967	22.3	6.3	117
MAGAZINE IMPERATIVE		25829	5225	31.8	20.2	100	1881	31.6	7.3	99	4037	34.6	15.6	109	1545	35.7	6.0	112
TELEVISION IMPERATIVE		26039	5101	31.1	19.6	97	1821	30.6	7.0	95	3505	30.1	13.5	94	1136	26.2	4.4	82
NEWSPAPERS-OUTDOOR: DUAL		16605	3710	22.6	22.3	110	1094	18.4	6.6	90	2858	24.5	17.2	120	858	19.8	5.2	97
NEWSPAPER IMPERATIVE		26834	5202	31.7	19.4	96	2024	34.0	7.5	103	3926	33.7	14.6	102	1278	29.5	4.8	89
OUTDOOR IMPERATIVE		23346	4843	29.5	20.7	102	1881	31.6	8.1	109	3193	27.4	13.7	95	1486	34.3	6.4	119
NEWSPAPERS-RADIO: DUAL		17133	3849	23.5	22.5	111	1362	22.9	7.9	108	2797	24.0	16.3	113	730	16.8	4.3	80
NEWSPAPER IMPERATIVE		25892	4859	29.6	18.8	93	1622	27.2	6.3	85	3993	34.3	15.4	107	1386	32.0	5.4	100
RADIO IMPERATIVE		23167	5185	31.6	22.4	110	2103	35.3	9.1	123	3153	27.1	13.6	95	1450	33.5	6.3	117
NEWSPAPERS-TELEVISION: DUAL		17159	3597	21.9	21.0	103	1326	22.3	7.7	105	2803	24.1	16.3	114	779	18.0	4.5	85
NEWSPAPER IMPERATIVE		26214	5150	31.4	19.6	97	1803	30.3	6.9	93	4113	35.3	15.7	109	1408	32.5	5.4	100
TELEVISION IMPERATIVE		23412	5037	30.7	21.5	106	1844	30.9	7.9	107	2938	25.2	12.5	87	1314	30.3	5.6	105
OUTDOOR-RADIO: DUAL		15303	3432	20.9	22.4	111	1432	24.0	9.4	127	2659	22.8	17.4	121	890	20.5	5.8	109
OUTDOOR IMPERATIVE		24901	4937	30.1	19.8	98	1590	26.7	6.4	87	3515	30.2	14.1	98	1382	31.9	5.5	104
RADIO IMPERATIVE		26492	5779	35.2	21.8	108	2091	35.1	7.9	107	3711	31.8	14.0	97	1399	32.3	5.3	99
OUTDOOR-TELEVISION: DUAL		14794	3360	20.5	22.7	112	1183	19.9	8.0	109	2442	21.0	16.5	115	761	17.6	5.1	96
OUTDOOR IMPERATIVE		25437	5005	30.5	19.7	97	1867	31.3	7.3	100	3977	34.1	15.6	109	1496	34.5	5.9	110
TELEVISION IMPERATIVE		27877	5735	35.0	20.6	102	2014	33.8	7.2	98	3674	31.5	13.2	92	1370	31.6	4.9	92
RADIO-TELEVISION: DUAL		15996	3824	23.3	23.9	118	1359	22.8	8.5	115	2488	21.3	15.6	108	763	17.6	4.8	89
RADIO IMPERATIVE		25478	5278	32.2	20.7	102	2084	35.0	8.2	111	3819	32.8	15.0	104	1519	35.1	6.0	111
TELEVISION IMPERATIVE		26573	5109	31.1	19.2	95	1761	29.6	6.6	90	3685	31.6	13.9	96	1431	33.0	5.4	101

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COOKIES (READY-TO-EAT): BRANDS
(FEMALE HOMEMAKERS)

0318
P-19

	TOTAL U.S. '000	KEEBLER CHOCOLATE CHIP COOKIES A '000	B % DOWN	C % ACROSS	D INDX	KEEBLER FUDGE COATED COOKIE A '000	B % DOWN	C % ACROSS	D INDX	OTHER KEEBLER A '000	B % DOWN	C % ACROSS	D INDX	MOTHERS A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	16409	100.0	20.3	100	5959	100.0	7.4	100	11654	100.0	14.4	100	4333	100.0	5.4	100
ATLANTIC MONTHLY	415	**30	0.2	7.2	36	**75	1.3	18.1	246	**15	0.1	3.6	25	**1	0.0	0.2	5
BARRON'S	453	**49	0.3	10.8	53	**10	0.2	2.2	30	**51	0.4	11.3	78	**85	2.0	18.8	351
BETTER HOMES & GARDENS	16256	3608	22.0	22.2	110	1300	21.8	8.0	109	2837	24.3	17.5	121	914	21.1	5.6	105
BON APPETIT	2535	352	2.1	13.9	69	*70	1.2	2.8	38	354	3.0	14.0	97	*224	5.2	8.8	165
BUSINESS WEEK	1278	*201	1.2	15.7	78	**80	1.3	6.3	85	*168	1.4	13.1	91	**78	1.8	6.1	114
CAR AND DRIVER	378	**47	0.3	12.4	61	**22	0.4	5.8	79	**47	0.4	12.4	86	**30	0.7	7.9	148
CBS MAGAZINE NETWORK (GROSS)	1498	304	1.9	20.3	100	*157	2.6	10.5	142	*144	1.2	9.6	67	**140	3.2	9.3	175
CHANGING TIMES	1505	348	2.1	23.1	114	**113	1.9	7.5	102	*204	1.8	13.6	94	**68	1.6	4.5	84
COLONIAL HOMES	1231	270	1.6	21.9	108	*137	2.3	11.1	151	*218	1.9	17.7	123	**88	2.0	7.1	134
CONDE NAST MAG. PKG. (GROSS)	14146	2789	17.0	19.7	97	1189	20.0	8.4	114	2365	20.3	16.7	116	691	15.9	4.9	91
CONSUMERS DIGEST	1323	327	2.0	24.7	122	*113	1.9	8.5	116	*150	1.3	11.3	79	**119	2.7	9.0	168
COSMOPOLITAN	7102	1564	9.5	22.0	109	528	8.9	7.4	101	1109	9.5	15.6	109	458	10.6	6.4	121
COUNTRY LIVING	2481	569	3.5	22.9	113	*138	2.3	5.6	76	495	4.2	20.0	139	**99	2.3	4.0	75
CUISINE	1472	*245	1.5	16.6	82	**48	0.8	3.3	44	*187	1.6	12.7	88	**171	3.9	11.6	217
CYCLE WORLD	425	**73	0.4	17.2	85	**46	0.8	10.8	147	**34	0.3	8.0	56	**51	1.2	12.0	224
DCI:CREATIVE IDEAS FOR LIV	2510	518	3.2	20.6	102	*145	2.4	5.8	79	525	4.5	20.9	145	**112	2.6	4.5	83
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	1492	9.1	22.3	110	492	8.3	7.3	100	1400	12.0	20.9	145	*176	4.1	2.6	49
DISCOVER	894	*149	0.9	16.7	82	**62	1.0	6.9	94	*128	1.1	14.3	99	**16	0.4	1.8	33
EBONY	3507	844	5.1	24.1	119	322	5.4	9.2	125	473	4.1	13.5	94	*142	3.3	4.0	76
ESQUIRE	1083	220	1.3	20.3	100	**81	1.4	7.5	102	*112	1.0	10.3	72	**87	2.0	8.0	150
ESSENCE	1830	528	3.2	28.9	142	*141	2.4	7.7	105	294	2.5	16.1	112	**104	2.4	5.7	106
FAMILY CIRCLE	15930	3580	21.8	22.5	111	1251	21.0	7.9	107	2744	23.5	17.2	120	840	19.4	5.3	99
THE FAMILY HANDYMAN	1126	289	1.8	25.7	127	**127	2.1	11.3	153	*188	1.6	16.7	116	**29	0.7	2.6	48
FAMILY WEEKLY	11468	2354	14.3	20.5	101	839	14.1	7.3	99	1666	14.3	14.5	101	673	15.5	5.9	110
FIELD & STREAM	2234	653	4.0	29.2	144	*217	3.6	9.7	132	403	3.5	18.0	125	**82	1.9	3.7	69
FOOD & WINE	579	*115	0.7	19.9	98	**47	0.8	8.1	110	**63	0.5	10.9	76	**61	1.4	10.5	197
FORBES	728	**76	0.5	10.4	52	**49	0.8	6.7	91	**107	0.9	14.7	102	**75	1.7	10.3	193
FORTUNE	906	*142	0.9	15.7	77	**62	1.0	6.8	93	*159	1.4	17.5	122	**73	1.7	8.1	151
GENTLEMEN'S QUARTERLY	791	*193	1.2	24.4	120	**125	2.1	15.8	215	*157	1.3	19.8	138	**13	0.3	1.6	31
GLAMOUR	5265	1095	6.7	20.8	103	476	8.0	9.0	123	981	8.4	18.6	129	*288	6.6	5.5	102
GOLF DIGEST	636	**133	0.8	20.9	103	**20	0.3	3.1	43	*197	1.7	31.0	215	**44	1.0	6.9	129
GOLF DIGEST/TENNIS (GROSS)	1186	*232	1.4	19.6	97	**79	1.3	6.7	91	286	2.5	24.1	168	**81	1.9	6.8	128
GOLF MAGAZINE	441	**80	0.5	18.1	90	**30	0.5	6.8	92	**142	1.2	32.2	224	**62	1.4	14.1	263
GOLF MAGAZINE/SKI (GROSS)	922	*156	1.0	16.9	84	**50	0.8	5.4	74	*204	1.8	22.1	154	**110	2.5	11.9	223
GOOD HOUSEKEEPING	16487	3692	22.5	22.4	111	1238	20.8	7.5	102	2732	23.4	16.6	115	913	21.1	5.5	104
HARPER'S BAZAAR	2423	494	3.0	20.4	101	*183	3.1	7.6	103	289	2.5	11.9	83	*184	4.2	7.6	142
HEALTH	1994	430	2.6	21.6	106	*154	2.6	7.7	105	252	2.2	12.6	88	**158	3.6	7.9	148
HEARST MAG CORP. BUY (GROSS)	44101	9909	60.4	22.5	111	3357	56.3	7.6	103	7292	62.6	16.5	115	2417	55.8	5.5	102
HEARST MAN POWER (GROSS)	1993	510	3.1	25.6	126	*255	4.3	12.8	174	337	2.9	16.9	118	**108	2.5	5.4	101
HEARST WOMAN POWER (GROSS)	31274	7128	43.4	22.8	112	2346	39.4	7.5	102	5114	43.9	16.4	114	1727	39.9	5.5	103
HOUSE BEAUTIFUL	3623	731	4.5	20.2	100	204	3.4	5.6	77	649	5.6	17.9	124	*193	4.5	5.3	100
INC.	283	**72	0.4	25.4	126	**54	0.9	19.1	259	**37	0.3	13.1	91	**42	1.0	14.8	277
JET	2928	826	5.0	28.2	139	308	5.2	10.5	143	457	3.9	15.6	108	*141	3.3	4.8	90
LADIES' HOME JOURNAL	11918	2719	16.6	22.8	113	954	16.0	8.0	109	1961	16.8	16.5	114	675	15.6	5.7	106
LHJ FAMILY GRP COMBO(GROSS)	16764	3846	23.4	22.9	113	1317	22.1	7.9	107	2745	23.6	16.4	114	1019	23.5	6.1	114
LIFE	4254	825	5.0	19.4	96	329	5.5	7.7	105	627	5.4	14.7	102	393	9.1	9.2	173
L.A. TIMES HOME MAGAZINE	1145	**92	0.6	8.0	40	**22	0.4	1.9	26	**53	0.5	4.6	32	304	7.0	26.6	496
MADEMOISELLE	2884	605	3.7	21.0	104	244	4.1	8.5	115	478	4.1	16.6	115	*168	3.9	5.8	109
MC CALL'S	13460	3156	19.2	23.4	116	1120	18.8	8.3	113	2308	19.8	17.1	119	651	15.0	4.8	90
MC CALL'S/WRK MOTHER (GROSS)	14606	3471	21.2	23.8	117	1302	21.8	8.9	121	2536	21.8	17.4	121	731	16.9	5.0	94
MECHANIX ILLUSTRATED	772	*200	1.2	25.9	128	**129	2.2	16.7	227	**142	1.2	18.4	128	**39	0.9	5.1	94
METROPOLITAN HOME	967	*185	1.1	19.1	94	**71	1.2	7.3	100	*162	1.4	16.8	116	**38	0.9	3.9	73
MONEY	1588	310	1.9	19.5	96	*129	2.2	8.1	110	311	2.7	19.6	136	**97	2.2	6.1	114
MOTHER EARTH NEWS	1002	*164	1.0	16.4	81	**80	1.3	8.0	109	**182	1.6	18.2	126	**62	1.4	6.2	116
MS.	825	*171	1.0	20.7	102	**56	0.9	6.8	92	*135	1.2	16.4	114	**53	1.2	6.4	120
NATIONAL ENQUIRER	10336	2559	15.6	24.8	122	954	16.0	9.2	125	1676	14.4	16.2	113	533	12.3	5.2	96
NATIONAL GEOGRAPHIC	9597	1579	9.6	16.5	81	678	11.4	7.1	96	1412	12.1	14.7	102	658	15.2	6.9	128
NATIONAL SUNDAY MAGAZINE PKG	49558	10122	61.7	20.4	101	3679	61.7	7.4	101	7767	66.6	15.7	109	2716	62.7	5.5	102
NATURAL HISTORY	573	**32	0.2	5.6	28	**35	0.6	6.1	83	**63	0.5	11.0	76	**24	0.6	4.2	78
NEW WOMAN	1699	266	1.6	15.7	77	*130	2.2	7.7	104	293	2.5	17.2	120	**75	1.7	4.4	83
NEW YORK INCLUDING CUE	443	**58	0.4	13.1	65	**15	0.3	3.4	46	**80	0.7	18.1	125	**7	0.2	1.6	30
THE NEW YORKER	1270	*171	1.0	13.5	66	**96	1.6	7.6	103	*163	1.4	12.8	89	**58	1.3	4.6	85
NEWSWEEK	6277	1161	7.1	18.5	91	379	6.4	6.0	82	1098	9.4	17.5	122	487	11.2	7.8	145
THE N.Y. TIMES DAILY EDITION	1205	*176	1.1	14.6	72	**18	0.3	1.5	20	**102	0.9	8.5	59	**13	0.3	1.1	20
THE N.Y. TIMES MAGAZINE	2081	318	1.9	15.3	75	**88	1.5	4.2	57	*240	2.1	11.5	80	**15	0.3	0.7	13
OMNI	788	*135	0.8	17.1	85	**75	1.3	9.5	129	**114	1.0	14.5	101	**29	0.7	3.7	69
ON CABLE	1158	269	1.6	23.2	115	**159	2.7	13.7	187	*278	2.4	24.0	167	**29	0.7	2.5	47
1001 HOME IDEAS	2852	696	4.2	24.4	120	*208	3.5	7.3	99	533	4.6	18.7	130	**186	4.3	6.5	122
ORGANIC GARDENING	1658	245	1.5	14.8	73	*132	2.2	8.0	108	314	2.7	18.9	132	**134	3.1	8.1	151
OUTDOOR LIFE	896	299	1.8	33.4	165	**99	1.7	11.0	150	*167	1.4	18.6	130	**46	1.1	5.1	96
PARADE MAGAZINE	24275	4886	29.8	20.1	99	1808	30.3	7.4	101	3860	33.1	15.9	111	1167	26.9	4.8	90

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COOKIES (READY-TO-EAT): BRANDS
(FEMALE HOMEMAKERS)

0319
P-19

	TOTAL U.S.	KEEBLER CHOCOLATE CHIP COOKIES				KEEBLER FUDGE COATED COOKIE				OTHER KEEBLER				MOTHERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			%	ACROSS			%	ACROSS			%	ACROSS			%	ACROSS	
	'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL FEMALE HOMEMAKERS	80986	16409	100.0	20.3	100	5959	100.0	7.4	100	11654	100.0	14.4	100	4333	100.0	5.4	100
PARENTS	3845	1084	6.6	28.2	139	490	8.2	12.7	173	699	6.0	18.2	126	*234	5.4	6.1	114
PENTHOUSE	831	*272	1.7	32.7	162	**69	1.2	8.3	113	**129	1.1	15.5	108	**86	2.0	10.3	193
PEOPLE	11645	2264	13.8	19.4	96	779	13.1	6.7	91	1629	14.0	14.0	97	915	21.1	7.9	147
PLAYBOY	2006	368	2.2	18.3	91	*143	2.4	7.1	97	259	2.2	12.9	90	**99	2.3	4.9	92
POPULAR HOT RODDING	297	**117	0.7	39.4	194	**56	0.9	18.9	256	**64	0.5	21.5	150	**26	0.6	8.8	164
POPULAR MECHANICS	1018	*259	1.6	25.4	126	**137	2.3	13.5	183	*191	1.6	18.8	130	**60	1.4	5.9	110
POPULAR SCIENCE	878	*250	1.5	28.5	141	**86	1.4	9.8	133	*176	1.5	20.0	139	**53	1.2	6.0	113
PREVENTION	3913	670	4.1	17.1	85	240	4.0	6.1	83	584	5.0	14.9	104	*209	4.8	5.3	100
PSYCHOLOGY TODAY	1710	392	2.4	22.9	113	*73	1.2	4.3	58	*303	2.6	17.7	123	**68	1.6	4.0	74
READER'S DIGEST	22204	4632	28.2	20.9	103	1657	27.8	7.5	101	3237	27.8	14.6	101	1274	29.4	5.7	107
REDBOOK	7684	1872	11.4	24.4	120	580	9.7	7.5	103	1273	10.9	16.6	115	357	8.2	4.6	87
ROAD & TRACK	410	**80	0.5	19.5	96	**38	0.6	9.3	126	**30	0.3	7.3	51	**70	1.6	17.1	319
ROLLING STONE	969	302	1.8	31.2	154	*158	2.7	16.3	222	*148	1.3	15.3	106	**48	1.1	5.0	93
RUNNER'S WORLD	298	**85	0.5	28.5	141	**50	0.8	16.8	228	**60	0.5	20.1	140	**21	0.5	7.0	132
SATURDAY EVENING POST	1169	263	1.6	22.5	111	**84	1.4	7.2	98	201	1.7	17.2	119	**48	1.1	4.1	77
SCIENCE 84	587	**92	0.6	15.7	77	**82	1.4	14.0	190	**65	0.6	11.1	77	**31	0.7	5.3	99
SCIENCE DIGEST	482	**65	0.4	13.5	67	**66	1.1	13.7	186	**37	0.3	7.7	53	**31	0.7	6.4	120
SCIENTIFIC AMERICAN	594	**68	0.4	11.4	57	**60	1.0	10.1	137	**96	0.8	16.2	112	**23	0.5	3.9	72
SELF	2089	418	2.5	20.0	99	*203	3.4	9.7	132	376	3.2	18.0	125	**54	1.2	2.6	48
SEVENTEEN	2411	616	3.8	25.5	126	*292	4.9	12.1	165	414	3.6	17.2	119	**117	2.7	4.9	91
SKI	480	**76	0.5	15.8	78	**21	0.4	4.4	59	**62	0.5	12.9	90	**49	1.1	10.2	191
SMITHSONIAN	2760	464	2.8	16.8	83	*147	2.5	5.3	72	400	3.4	14.5	101	*227	5.2	8.2	154
SOAP OPERA DIGEST	3013	806	4.9	26.8	132	369	6.2	12.2	166	496	4.3	16.5	114	**158	3.6	5.2	98
SOUTHERN LIVING	4184	974	5.9	23.3	115	347	5.8	8.3	113	875	7.5	20.9	145	**64	1.5	1.5	29
SPORT	559	*148	0.9	26.5	131	**73	1.2	13.1	177	**55	0.5	9.8	68	**36	0.8	6.4	120
THE SPORTING NEWS	436	**109	0.7	25.0	123	**77	1.3	17.7	240	**73	0.6	16.7	116	**35	0.8	8.0	150
SPORTS AFIELD	493	*185	1.1	37.5	185	**51	0.9	10.3	141	**108	0.9	21.9	152	**16	0.4	3.2	61
SPORTS ILLUSTRATED	2758	701	4.3	25.4	125	*252	4.2	9.1	124	560	4.8	20.3	141	*172	4.0	6.2	117
STAR	7456	1651	10.1	22.1	109	756	12.7	10.1	138	1005	8.6	13.5	94	295	6.8	4.0	74
SUNDAY	24936	5242	31.9	21.0	104	1978	33.2	7.9	108	4041	34.7	16.2	113	1256	29.0	5.0	94
SUNSET	2124	*194	1.2	9.1	45	**107	1.8	5.0	68	*251	2.2	11.8	82	436	10.1	20.5	384
TV GUIDE	21661	4713	28.7	21.8	107	1598	26.8	7.4	100	3180	27.3	14.7	102	1534	35.4	7.1	132
TENNIS	550	**99	0.6	18.0	89	**59	1.0	10.7	146	**88	0.8	16.0	111	**37	0.9	6.7	126
TIME	8880	1861	11.3	21.0	103	632	10.6	7.1	97	1470	12.6	16.6	115	552	12.7	6.2	116
TOWN & COUNTRY	917	*181	1.1	19.7	97	**77	1.3	8.4	114	*152	1.3	16.6	115	**17	0.4	1.9	35
TRAVEL & LEISURE	972	*173	1.1	17.8	88	**99	1.7	10.2	138	*171	1.5	17.6	122	**13	0.3	1.3	25
TRUE STORY	3356	1018	6.2	30.3	150	348	5.8	10.4	141	485	4.2	14.5	100	**137	3.2	4.1	76
U.S.NEWS & WORLD REPORT	3410	627	3.8	18.4	91	*170	2.9	5.0	68	466	4.0	13.7	95	*222	5.1	6.5	122
USA TODAY	1759	355	2.2	20.2	100	*128	2.1	7.3	99	288	2.5	16.4	114	**93	2.1	5.3	99
US	1873	509	3.1	27.2	134	*216	3.6	11.5	157	*234	2.0	12.5	87	**84	1.9	4.5	84
VOGUE	3909	671	4.1	17.2	85	268	4.5	6.9	93	530	4.5	13.6	94	*182	4.2	4.7	87
WALL STREET JOURNAL	1886	291	1.8	15.4	76	**130	2.2	6.9	94	290	2.5	15.4	107	**146	3.4	7.7	145
WEIGHT WATCHERS	2120	529	3.2	25.0	123	293	4.9	13.8	188	318	2.7	15.0	104	*213	4.9	10.0	188
WOMAN'S DAY	14172	3247	19.8	22.9	113	1051	17.6	7.4	101	2429	20.8	17.1	119	779	18.0	5.5	103
WORKING MOTHER	1146	314	1.9	27.4	135	*182	3.1	15.9	216	*228	2.0	19.9	138	**80	1.8	7.0	130
WORKING WOMAN	1322	303	1.8	22.9	113	*141	2.4	10.7	145	283	2.4	21.4	149	**70	1.6	5.3	99
WORLD TENNIS	*163	**45	0.3	27.6	136	**25	0.4	15.3	208	**31	0.3	19.0	132	**9	0.2	5.5	103
ZIFF-DAVIS MAG NETWK (GROSS)	2532	568	3.5	22.4	111	219	3.7	8.6	118	402	3.4	15.9	110	**125	2.9	4.9	92
BLAIR INSERTS	43657	9053	55.2	20.7	102	3194	53.6	7.3	99	6946	59.6	15.9	111	2188	50.5	5.0	94
DAILY NEWSPAPERS																	
READ ANY	51633	10592	64.5	20.5	101	3756	63.0	7.3	99	7898	67.8	15.3	106	2590	59.8	5.0	94
READ ONE	43463	8953	54.6	20.6	102	3188	53.5	7.3	100	6618	56.8	15.2	106	2152	49.7	5.0	93
READ TWO OR MORE	8170	1639	10.0	20.1	99	568	9.5	7.0	94	1280	11.0	15.7	109	438	10.1	5.4	100
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	10911	66.5	20.7	102	3894	65.3	7.4	100	8240	70.7	15.6	109	2781	64.2	5.3	99
READ ONE	46126	9729	59.3	21.1	104	3330	55.9	7.2	98	7213	61.9	15.6	109	2443	56.4	5.3	99
READ TWO OR MORE	6552	1182	7.2	18.0	89	565	9.5	8.6	117	1027	8.8	15.7	109	338	7.8	5.2	96
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.35				28.04				30.54				30.86			
30 DAY REACH	71455	14540	88.6	20.3	100	5116	85.9	7.2	97	10369	89.0	14.5	101	3864	89.2	5.4	101
50 SHWG - 30 DAY AV FREQ	14.56	14.88				14.76				15.89				16.29			
30 DAY REACH	67742	13864	84.5	20.5	101	4858	81.5	7.2	97	9972	85.6	14.7	102	3675	84.8	5.4	101
25 SHWG - 30 DAY AV FREQ	7.94	8.05				7.92				8.49				8.80			
30 DAY REACH	62117	12821	78.1	20.6	102	4533	76.1	7.3	99	9311	79.9	15.0	104	3404	78.6	5.5	102
CABLE TV: HOME WIRED	32077	7335	44.7	22.9	113	2782	46.7	8.7	118	5539	47.5	17.3	120	1524	35.2	4.8	89
HOME NOT WIRED	48909	9074	55.3	18.6	92	3177	53.3	6.5	88	6114	52.5	12.5	87	2810	64.9	5.7	107
HAVE PAY CABLE	15935	3910	23.8	24.5	121	1598	26.8	10.0	136	3165	27.2	19.9	138	814	18.8	5.1	95

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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COOKIES (READY-TO-EAT): BRANDS
(FEMALE HOMEMAKERS)

0320
P-19

	TOTAL U.S. '000	KEEBLER CHOCOLATE CHIP COOKIES A '000	B % ACROSS DOWN	C % ACROSS %	D INDX	KEEBLER FUDGE COATED COOKIE A '000	B % ACROSS DOWN	C % ACROSS %	D INDX	OTHER KEEBLER A '000	B % ACROSS DOWN	C % ACROSS %	D INDX	MOTHERS A '000	B % ACROSS DOWN	C % ACROSS %	D INDX
TOTAL FEMALE HOMEMAKERS	[illegible]	16409	100.0	20.3	100	5959	100.0	7.4	100	11654	100.0	14.4	100	4333	100.0	5.4	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	[illegible]	9324	56.8	21.2	105	3398	57.0	7.7	105	6667	57.2	15.2	105	2231	51.5	5.1	95
10:00 AM - 3:00 PM	[illegible]	6721	41.0	21.9	108	2424	40.7	7.9	107	4784	41.1	15.6	108	1600	36.9	5.2	98
3:00 PM - 7:00 PM	[illegible]	6824	41.6	22.0	108	2463	41.3	7.9	108	4720	40.5	15.2	106	1691	39.0	5.4	102
7:00 PM - MIDNIGHT	15767	3298	20.1	20.9	103	1306	21.9	8.3	113	2427	20.8	15.4	107	694	16.0	4.4	82
MIDNIGHT - 6:00 AM	[illegible]	1860	11.3	20.4	101	770	12.9	8.4	115	1314	11.3	14.4	100	463	10.7	5.1	95
6:00 AM - MIDNIGHT	[illegible]	12416	75.7	21.2	105	4592	77.1	7.8	107	8931	76.6	15.3	106	3033	70.0	5.2	97
ENTIRE DAY	59311	12535	76.4	21.1	104	4641	77.9	7.8	106	9064	77.8	15.3	106	3068	70.8	5.2	97
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	3383	20.6	20.9	103	1333	22.4	8.2	112	2462	21.1	15.2	106	818	18.9	5.1	95
ALL NEWS	2256	324	2.0	14.4	71	*142	2.4	6.3	86	298	2.6	13.2	92	*157	3.6	7.0	130
AOR/PROGRESSIVE	3874	779	4.7	20.1	99	315	5.3	8.1	111	555	4.8	14.3	100	371	8.6	9.6	179
BEAUTIFUL MUSIC	5660	1012	6.2	17.9	88	413	6.9	7.3	99	844	7.2	14.9	104	*204	4.7	3.6	67
BLACK	2204	540	3.3	24.5	121	*194	3.3	8.8	120	300	2.6	13.6	95	**45	1.0	2.0	38
CLASSICAL	1418	*198	1.2	14.0	69	**118	2.0	8.3	113	*137	1.2	9.7	67	**69	1.6	4.9	91
CHR/ROCK	9538	1994	12.2	20.9	103	794	13.3	8.3	113	1466	12.6	15.4	107	475	11.0	5.0	93
COUNTRY	12648	3339	20.3	26.4	130	998	16.7	7.9	107	2098	18.0	16.6	115	637	14.7	5.0	94
GOLDEN OLDIES	1191	*267	1.6	22.4	111	**85	1.4	7.1	97	*144	1.2	12.1	84	**136	3.1	11.4	213
MOR/NOSTALGIA	4757	979	6.0	20.6	102	316	5.3	6.6	90	875	7.5	18.4	128	*237	5.5	5.0	93
NEWS/TALK	3863	598	3.6	15.5	76	*163	2.7	4.2	57	658	5.6	17.0	118	*223	5.1	5.8	108
RELIGIOUS	3084	544	3.3	17.6	87	*190	3.2	6.2	84	462	4.0	15.0	104	**114	2.6	3.7	69
SOFT ROCK	521	**175	1.1	33.6	166	**134	2.2	25.7	350	**161	1.4	30.9	215	**14	0.3	2.7	50
URBAN CONTEMPORARY	1585	316	1.9	19.9	98	*149	2.5	9.4	128	*189	1.6	11.9	83	**67	1.5	4.2	79
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	849	5.2	26.0	128	333	5.6	10.2	139	494	4.2	15.1	105	**108	2.5	3.3	62
ABC DIRECTION	2316	519	3.2	22.4	111	*234	3.9	10.1	137	394	3.4	17.0	118	**58	1.3	2.5	47
ABC ENTERTAINMENT	4834	1326	8.1	27.4	135	392	6.6	8.1	110	893	7.7	18.5	128	**190	4.4	3.9	73
ABC FM	2202	636	3.9	28.9	143	269	4.5	12.2	166	298	2.6	13.5	94	**97	2.2	4.4	82
ABC INFORMATION	5425	1049	6.4	19.3	95	367	6.2	6.8	92	859	7.4	15.8	110	347	8.0	6.4	120
ABC ROCK	1677	411	2.5	24.5	121	*147	2.5	8.8	119	*192	1.6	11.4	80	**53	1.2	3.2	59
CBS	4430	851	5.2	19.2	95	333	5.6	7.5	102	707	6.1	16.0	111	*188	4.3	4.2	79
MUTUAL	4992	1182	7.2	23.7	117	384	6.4	7.7	105	858	7.4	17.2	119	*265	6.1	5.3	99
NBC	4679	922	5.6	19.7	97	266	4.5	5.7	77	735	6.3	15.7	109	**180	4.2	3.8	72
RADIORADIO	1994	420	2.6	21.1	104	*135	2.3	6.8	92	326	2.8	16.3	114	**61	1.4	3.1	57
RKO ONE	2298	480	2.9	20.9	103	*149	2.5	6.5	88	355	3.0	15.4	107	*166	3.8	7.2	135
RKO TWO	3311	833	5.1	25.2	124	313	5.3	9.5	128	586	5.0	17.7	123	**127	2.9	3.8	72
THE SOURCE	2114	514	3.1	24.3	120	*231	3.9	10.9	149	380	3.3	18.0	125	**78	1.8	3.7	69
NON-WIRED : BLAIR	8654	1768	10.8	20.4	101	681	11.4	7.9	107	1484	12.7	17.1	119	440	10.2	5.1	95
INTERNET	12025	2657	16.2	22.1	109	1095	18.4	9.1	124	1785	15.3	14.8	103	830	19.2	6.9	129
KATZ RADIO GROUP	15359	3099	18.9	20.2	100	1091	18.3	7.1	97	2475	21.2	16.1	112	915	21.1	6.0	111
SUPERNET	10628	2399	14.6	22.6	111	690	11.6	6.5	88	1630	14.0	15.3	107	398	9.2	3.7	70
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	1708	10.4	19.7	97	615	10.3	7.1	97	1239	10.6	14.3	99	478	11.0	5.5	103
MKDAY 9:00 AM - 1:00 PM	12163	2683	16.4	22.1	109	919	15.4	7.6	103	1690	14.5	13.9	97	696	16.1	5.7	107
MKDAY 1:00 PM - 4:30 PM	16150	3715	22.6	23.0	114	1310	22.0	8.1	110	2390	20.5	14.8	103	804	18.6	5.0	93
MKDAY 4:30 PM - 7:30 PM	22463	4487	27.3	20.0	99	1529	25.7	6.8	93	3038	26.1	13.5	94	1273	29.4	5.7	106
MKDAY 7:30 PM - 8:00 PM	31795	6541	39.9	20.6	102	2323	39.0	7.3	99	4535	38.9	14.3	99	1613	37.2	5.1	95
MKDAY 11:00 PM - 11:30 PM	23977	5455	33.2	22.8	112	2047	34.4	8.5	116	3747	32.2	15.6	109	1068	24.6	4.5	83
MKDAY 11:30 PM - 1:00 AM	7703	1903	11.6	24.7	122	659	11.1	8.6	116	1260	10.8	16.4	114	373	8.6	4.8	91
M-SAT 8-11 PM+SUN 7-11 PM	33800	7011	42.7	20.7	102	2553	42.8	7.6	103	4930	42.3	14.6	101	1801	41.6	5.3	100
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	1543	9.4	23.6	116	494	8.3	7.6	103	976	8.4	14.9	104	438	10.1	6.7	125
ANOTHER WORLD N	4620	1072	6.5	23.2	115	439	7.4	9.5	129	601	5.2	13.0	90	231	5.3	5.0	93
AS THE WORLD TURNS C	5614	1241	7.6	22.1	109	374	6.3	6.7	91	806	6.9	14.4	100	249	5.7	4.4	83
CAPITOL C	3396	845	5.1	24.9	123	244	4.1	7.2	98	520	4.5	15.3	106	*87	2.0	2.6	48
CBS MORN. NEWS 1 C	1446	223	1.4	15.4	76	*81	1.4	5.6	76	182	1.6	12.6	87	*63	1.5	4.4	81
CBS MORN. NEWS 2 C	1207	176	1.1	14.6	72	*59	1.0	4.9	66	143	1.2	11.8	82	**57	1.3	4.7	88
DAYS OF OUR LIVES N	5877	1206	7.3	20.5	101	571	9.6	9.7	132	777	6.7	13.2	92	335	7.7	5.7	107
FACTS OF LIFE - DAYTIME N	2290	526	3.2	23.0	113	143	2.4	6.2	85	277	2.4	12.1	84	*67	1.5	2.9	55
FAMILY FEUD A	3023	671	4.1	22.2	110	169	2.8	5.6	76	440	3.8	14.6	101	173	4.0	5.7	107
GENERAL HOSPITAL A	6097	1401	8.5	23.0	113	478	8.0	7.8	107	1013	8.7	16.6	115	278	6.4	4.6	85
GOOD MORNING, AMERICA-730 A	3515	742	4.5	21.1	104	210	3.5	6.0	81	527	4.5	15.0	104	228	5.3	6.5	121
GOOD MORNING, AMERICA-830 A	2818	585	3.6	20.8	102	165	2.8	5.9	80	465	4.0	16.5	115	209	4.8	7.4	139
GUIDING LIGHT C	5339	1333	8.1	25.0	123	402	6.7	7.5	102	826	7.1	15.5	108	219	5.1	4.1	77
ONE LIFE TO LIVE A	4478	1137	6.9	25.4	125	380	6.4	8.5	115	810	7.0	18.1	126	260	6.0	5.8	109
PRESS YOUR LUCK C	2244	433	2.6	19.3	95	154	2.6	6.9	93	336	2.9	15.0	104	*102	2.4	4.5	85
PRICE IS RIGHT 1 C	4348	999	6.1	23.0	113	337	5.7	7.8	105	649	5.6	14.9	104	170	3.9	3.9	73
PRICE IS RIGHT 2 C	5014	1217	7.4	24.3	120	389	6.5	7.8	105	767	6.6	15.3	106	208	4.8	4.1	78
RYAN'S HOPE A	3150	769	4.7	24.4	120	271	4.5	8.6	117	556	4.8	17.7	123	*124	2.9	3.9	74
SALE OF THE CENTURY N	2695	654	4.0	24.3	120	191	3.2	7.1	96	331	2.8	12.3	85	137	3.2	5.1	95
SEARCH FOR TOMORROW N	2319	538	3.3	23.2	115	*158	2.7	6.8	93	259	2.2	11.2	78	*115	2.7	5.0	93
TODAY SHOW 1 N	2693	514	3.1	19.1	94	199	3.3	7.4	100	474	4.1	17.6	122	*128	3.0	4.8	89
TODAY SHOW 2 N	2498	458	2.8	18.3	90	203	3.4	8.1	110	327	2.8	13.1	91	*65	1.5	2.6	49
$25,000 PYRAMID C	2753	695	4.2	25.2	125	166	2.8	6.0	82	377	3.2	13.7	95	158	3.6	5.7	107
WHEEL OF FORTUNE N	4388	1078	6.6	24.6	121	429	7.2	9.8	133	695	6.0	15.8	110	245	5.7	5.6	104
YOUNG AND THE RESTLESS C	5695	1328	8.1	23.3	115	545	9.1	9.6	130	827	7.1	14.5	101	197	4.5	3.5	65
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	314	1.9	17.8	88	*91	1.5	5.2	70	242	2.1	13.8	96	*87	2.0	4.9	92
NBA PLAYOFF GAME -1 C	1136	229	1.4	20.2	99	*86	1.4	7.6	103	*162	1.4	14.3	99	**85	2.0	7.5	140
NBC MAJOR LEAGUE PRE-GAME N	953	*218	1.3	22.9	113	**54	0.9	5.7	77	**105	0.9	11.0	77	**34	0.8	3.6	67
SPORTSWORLD - SUN N	1233	366	2.2	29.7	147	**122	2.0	9.9	134	*179	1.5	14.5	101	**57	1.3	4.6	86
SUNDAY MORNING C	1611	280	1.7	17.4	86	**71	1.2	4.4	60	296	2.5	18.4	128	**91	2.1	5.6	106

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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COOKIES (READY-TO-EAT): BRANDS
(FEMALE HOMEMAKERS)

0321
P-19

		TOTAL U.S. '000	KEEBLER CHOCOLATE CHIP COOKIES A '000	B % DOWN	C % ACROSS	D INDX	KEEBLER FUDGE COATED COOKIE A '000	B % DOWN	C % ACROSS	D INDX	OTHER KEEBLER A '000	B % DOWN	C % ACROSS	D INDX	MOTHERS A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	16409	100.0	20.3	100	5959	100.0	7.4	100	11654	100.0	14.4	100	4333	100.0	5.4	100
MKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	5100	31.1	19.6	97	1837	30.8	7.0	96	3763	32.3	14.4	100	1259	29.1	4.8	90
NETWORK AFFILIATES - LATE		20261	4528	27.6	22.3	110	1705	28.6	8.4	114	3189	27.4	15.7	109	932	21.5	4.6	86
INDEPENDENTS - LATE		2076	283	1.7	13.6	67	132	2.2	6.4	86	316	2.7	15.2	106	174	4.0	8.4	157
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	2391	14.6	22.9	113	847	14.2	8.1	110	1369	11.7	13.1	91	622	14.4	6.0	111
ABC MONDAY NIGHT MOVIE	A	6412	1275	7.8	19.9	98	526	8.8	8.2	111	937	8.0	14.6	102	426	9.8	6.6	124
ABC SUNDAY NIGHT MOVIE	A	12407	2523	15.4	20.3	100	837	14.0	6.7	92	1882	16.1	15.2	105	683	15.8	5.5	103
ABC WORLD NEWS TONIGHT	A	6176	1143	7.0	18.5	91	423	7.1	6.8	93	950	8.2	15.4	107	257	5.9	4.2	78
AFTERMASH	C	5863	1151	7.0	19.6	97	428	7.2	7.3	99	970	8.3	16.5	115	*278	6.4	4.7	89
ALICE	C	9594	1921	11.7	20.0	99	844	14.2	8.8	120	1448	12.4	15.1	105	419	9.7	4.4	82
AMERICAN PARADE	C	6622	1391	8.5	21.0	104	412	6.9	6.2	85	1001	8.6	15.1	105	*227	5.2	3.4	64
BENSON	A	10886	1803	11.0	16.6	82	660	11.1	6.1	82	1423	12.2	13.1	91	647	14.9	5.9	111
BLUE THUNDER	A	5036	1081	6.6	21.5	106	339	5.7	6.7	91	610	5.2	12.1	84	351	8.1	7.0	130
CAGNEY & LACEY	C	9965	2046	12.5	20.5	101	726	12.2	7.3	99	1451	12.5	14.6	101	428	9.9	4.3	80
CBS EVENING NEWS-DEAN	C	3491	596	3.6	17.1	84	*144	2.4	4.1	56	528	4.5	15.1	105	*191	4.4	5.5	102
CBS EVENING NEWS-RATHER	C	7123	1467	8.9	20.6	102	581	9.7	8.2	111	1184	10.2	16.6	116	312	7.2	4.4	82
CBS SAT. NEWS-SCHIEFFER	C	3621	617	3.8	17.0	84	188	3.2	5.2	71	583	5.0	16.1	112	*253	5.8	7.0	131
CBS SATURDAY NIGHT MOVIE	C	5436	1219	7.4	22.4	111	468	7.9	8.6	117	668	5.7	12.3	85	318	7.3	5.8	109
CBS WEDNESDAY NIGHT MOVIE	C	6100	1175	7.2	19.3	95	447	7.5	7.3	100	832	7.1	13.6	95	299	6.9	4.9	92
CHEERS	N	8889	1769	10.8	19.9	98	677	11.4	7.6	104	1325	11.4	14.9	104	456	10.5	5.1	96
DALLAS	C	22109	4427	27.0	20.0	99	1761	29.6	8.0	108	3527	30.3	16.0	111	1092	25.2	4.9	92
DIFF'RENT STROKES	N	6940	1504	9.2	21.7	107	642	10.8	9.3	126	1058	9.1	15.2	106	308	7.1	4.4	83
DOUBLE TROUBLE	N	7223	1742	10.6	24.1	119	662	11.1	9.2	125	988	8.5	13.7	95	406	9.4	5.6	105
DUCK FACTORY	N	5595	1177	7.2	21.0	104	433	7.3	7.7	105	886	7.6	15.8	110	*227	5.2	4.1	76
DUKES OF HAZZARD	C	5768	1520	9.3	26.4	130	480	8.1	8.3	113	828	7.1	14.4	100	*241	5.6	4.2	78
DYNASTY	A	20053	4205	25.6	21.0	103	1527	25.6	7.6	103	3029	26.0	15.1	105	1023	23.6	5.1	95
FACTS OF LIFE	N	8087	1753	10.7	21.7	107	685	11.5	8.5	115	1151	9.9	14.2	99	507	11.7	6.3	117
FALCON CREST	C	20046	4099	25.0	20.4	101	1553	26.1	7.7	105	3123	26.8	15.6	108	967	22.3	4.8	90
FALL GUY	A	9084	2170	13.2	23.9	118	758	12.7	8.3	113	1200	10.3	13.2	92	335	7.7	3.7	69
FAMILY TIES	N	7964	1850	11.3	23.2	115	669	11.2	8.4	114	1050	9.0	13.2	92	368	8.5	4.6	86
FANTASY ISLAND	A	7687	1490	9.1	19.4	96	587	9.9	7.6	104	1010	8.7	13.1	91	413	9.5	5.4	100
FOULUPS,BLEEPS & BLUNDERS	A	8861	1807	11.0	20.4	101	613	10.3	6.9	94	1241	10.6	14.0	97	493	11.4	5.6	104
FOUR SEASONS	C	5095	1107	6.7	21.7	107	400	6.7	7.9	107	854	7.3	16.8	116	*254	5.9	5.0	93
GIMME A BREAK	N	8838	1850	11.3	20.9	103	754	12.7	8.5	116	1133	9.7	12.8	89	386	8.9	4.4	82
HART TO HART	A	8978	1811	11.0	20.2	100	599	10.1	6.7	91	1237	10.6	13.8	96	397	9.2	4.4	83
HILL STREET BLUES	N	8590	1770	10.8	20.6	102	564	9.5	6.6	89	1090	9.4	12.7	88	570	13.2	6.6	124
HOTEL	A	14085	3012	18.4	21.4	106	1103	18.5	7.8	106	2023	17.4	14.4	100	812	18.7	5.8	108
JEFFERSONS	C	9360	1949	11.9	20.8	103	777	13.0	8.3	113	1507	12.9	16.1	112	430	9.9	4.6	86
JENNIFER SLEPT HERE	N	5841	1249	7.6	21.4	106	524	8.8	9.0	122	867	7.4	14.8	103	*224	5.2	3.8	72
KATE & ALLIE	C	9206	1864	11.4	20.2	100	685	11.5	7.4	101	1460	12.5	15.9	110	485	11.2	5.3	98
KNIGHT RIDER	N	7076	1639	10.0	23.2	114	532	8.9	7.5	102	1013	8.7	14.3	99	532	12.3	7.5	141
LOVE BOAT	A	12219	2275	13.9	18.6	92	941	15.8	7.7	105	1729	14.8	14.2	98	623	14.4	5.1	95
MAGNUM PI	C	11199	2390	14.6	21.3	105	886	14.9	7.9	108	1573	13.5	14.0	98	537	12.4	4.8	90
MAMA'S FAMILY	N	6057	1158	7.1	19.1	94	440	7.4	7.3	99	992	8.5	16.4	114	*240	5.5	4.0	74
MASTER, THE	N	3598	879	5.4	24.4	121	369	6.2	10.3	139	510	4.4	14.2	99	*227	5.2	6.3	118
MATT HOUSTON	A	6344	1374	8.4	21.7	107	478	8.0	7.5	102	910	7.8	14.3	100	291	6.7	4.6	86
NBC MONDAY NIGHT MOVIE	N	11994	2677	16.3	22.3	110	958	16.1	8.0	109	1682	14.4	14.0	97	698	16.1	5.8	109
NBC NIGHTLY NEWS	N	5132	975	5.9	19.0	94	353	5.9	6.9	93	705	6.0	13.7	95	329	7.6	6.4	120
NBC NIGHTLY NEWS-SAT	N	3375	609	3.7	18.0	89	*217	3.6	6.4	87	487	4.2	14.4	100	*155	3.6	4.6	86
NBC NIGHTLY NEWS-SUN	N	3130	509	3.1	16.3	80	*204	3.4	6.5	89	509	4.4	16.3	113	**143	3.3	4.6	85
NBC SUNDAY NIGHT MOVIE	N	8284	2091	12.7	25.2	125	848	14.2	10.2	139	1134	9.7	13.7	95	614	14.2	7.4	139
NEWHART	C	9240	1841	11.2	19.9	98	634	10.6	6.9	93	1360	11.7	14.7	102	480	11.1	5.2	97
ONE DAY AT A TIME	C	7288	1390	8.5	19.1	94	523	8.8	7.2	98	922	7.9	12.7	88	*341	7.9	4.7	87
PEOPLE ARE FUNNY	N	4855	942	5.7	19.4	96	331	5.6	6.8	93	728	6.2	15.0	104	*205	4.7	4.2	79
REAL PEOPLE	N	8869	1813	11.0	20.4	101	663	11.1	7.5	102	1330	11.4	15.0	104	441	10.2	5.0	93
REMINGTON STEELE	N	7743	1698	10.3	21.9	108	628	10.5	8.1	110	1183	10.2	15.3	106	317	7.3	4.1	77
RIPLEY'S BELIEVE IT - NOT	A	5345	1203	7.3	22.5	111	385	6.5	7.2	98	768	6.6	14.4	100	395	9.1	7.4	138
RIPTIDE	N	6988	1731	10.5	24.8	122	589	9.9	8.4	115	1149	9.9	16.4	114	353	8.1	5.1	94
SCARECROW & MRS. KING	C	10002	1881	11.5	18.8	93	637	10.7	6.4	87	1291	11.1	12.9	90	518	12.0	5.2	97
SIMON & SIMON	C	10638	2403	14.6	22.6	111	874	14.7	8.2	112	1357	11.6	12.8	89	618	14.3	5.8	109
60 MINUTES	C	13293	2365	14.4	17.8	88	808	13.6	6.1	83	2007	17.2	15.1	105	748	17.3	5.6	105
ST. ELSEWHERE	N	7017	1706	10.4	24.3	120	585	9.8	8.3	113	965	8.3	13.8	96	385	8.9	5.5	103
THREE'S COMPANY	A	10917	2145	13.1	19.6	97	796	13.4	7.3	99	1652	14.2	15.1	105	745	17.2	6.8	128
T.J. HOOKER	A	9204	1723	10.5	18.7	92	617	10.4	6.7	91	1178	10.1	12.8	89	419	9.7	4.6	85
TONIGHT SHOW	N	2372	489	3.0	20.6	102	255	4.3	10.8	146	437	3.7	18.4	128	98	2.3	4.1	77
TRAPPER JOHN, M.D.	C	9846	2067	12.6	21.0	104	812	13.6	8.2	112	1456	12.5	14.8	103	287	6.6	2.9	54
TV BLOOPERS & PRAC. JOKES	N	9105	1785	10.9	19.6	97	646	10.8	7.1	96	1258	10.8	13.8	96	491	11.3	5.4	101
20/20	A	9387	1713	10.4	18.2	90	739	12.4	7.9	107	1411	12.1	15.0	104	465	10.7	5.0	93
WEBSTER	A	11067	1895	11.5	17.1	85	738	12.4	6.7	91	1500	12.9	13.6	94	622	14.4	5.6	105
WORLD NEWS - SUN	A	3062	594	3.6	19.4	96	*201	3.4	6.6	89	407	3.5	13.3	92	**142	3.3	4.6	87
YELLOW ROSE	N	4978	1063	6.5	21.4	105	489	8.2	9.8	134	806	6.9	16.2	113	*206	4.8	4.1	77
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	1672	10.2	18.8	93	580	9.7	6.5	89	1387	11.9	15.6	109	*670	15.5	7.5	141
BASKETBALL - COLLEGE GAMES		4080	1229	7.5	30.1	149	*280	4.7	6.9	93	783	6.7	19.2	133	**221	5.1	5.4	101
BASKETBALL - PRO GAMES		3607	860	5.2	23.8	118	*223	3.7	6.2	84	605	5.2	16.8	117	**193	4.5	5.4	100
BOWLING		3883	758	4.6	19.5	96	*255	4.3	6.6	89	510	4.4	13.1	91	**184	4.2	4.7	89
BOXING		3928	971	5.9	24.7	122	*225	3.8	5.7	78	613	5.3	15.6	108	**272	6.3	6.9	129
FOOTBALL - COLLEGE GAMES		6366	1594	9.7	25.0	124	531	8.9	8.3	113	1028	8.8	16.1	112	*380	8.8	6.0	112
FOOTBALL - PRO GAMES		11300	2427	14.8	21.5	106	888	14.9	7.9	107	1910	16.4	16.9	117	730	16.8	6.5	121
GOLF		3378	593	3.6	17.6	87	**173	2.9	5.1	70	567	4.9	16.8	117	**267	6.2	7.9	148
POST-SEASON COLL. FOOTBALL		4906	1145	7.0	23.3	115	*377	6.3	7.7	104	860	7.4	17.5	122	**247	5.7	5.0	94
POST-SEASON PRO FOOTBALL		6120	1297	7.9	21.2	105	*535	9.0	8.7	119	1107	9.5	18.1	126	*407	9.4	6.7	124
TENNIS		3033	*519	3.2	17.1	84	**107	1.8	3.5	48	*347	3.0	11.4	80	**110	2.5	3.6	68
WRESTLING - PROFESSIONAL		3344	915	5.6	27.4	135	*360	6.0	10.8	146	*494	4.2	14.8	103	**94	2.2	2.8	53

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COOKIES (READY-TO-EAT): BRANDS
(FEMALE HOMEMAKERS)

0322
P-19

	TOTAL U.S. '000	NABISCO CHIPS AHOY A '000	NABISCO CHIPS AHOY B % DOWN	NABISCO CHIPS AHOY C % ACROSS	NABISCO CHIPS AHOY D INDX	NABISCO FIG NEWTON A '000	NABISCO FIG NEWTON B % DOWN	NABISCO FIG NEWTON C % ACROSS	NABISCO FIG NEWTON D INDX	NABISCO NILLA A '000	NABISCO NILLA B % DOWN	NABISCO NILLA C % ACROSS	NABISCO NILLA D INDX	NABISCO OREO A '000	NABISCO OREO B % DOWN	NABISCO OREO C % ACROSS	NABISCO OREO D INDX
TOTAL FEMALE HOMEMAKERS	80986	16448	100.0	20.3	100	14608	100.0	18.0	100	6933	100.0	8.6	100	24009	100.0	29.6	100
18 - 24	9282	2286	13.9	24.6	121	1134	7.8	12.2	68	900	13.0	9.7	113	2834	11.8	30.5	103
25 - 34	19072	4831	29.4	25.3	125	2933	20.1	15.4	85	2044	29.5	10.7	125	6753	28.1	35.4	119
35 - 44	14591	3941	24.0	27.0	133	2835	19.4	19.4	108	1180	17.0	8.1	94	5141	21.4	35.2	119
45 - 54	11345	2371	14.4	20.9	103	2361	16.2	20.8	115	934	13.5	8.2	96	3730	15.5	32.9	111
55 - 64	11635	1627	9.9	14.0	69	2598	17.8	22.3	124	1098	15.8	9.4	110	2871	12.0	24.7	83
65 OR OLDER	15061	1392	8.5	9.2	46	2746	18.8	18.2	101	778	11.2	5.2	60	2679	11.2	17.8	60
18 - 34	28354	7117	43.3	25.1	124	4067	27.8	14.3	80	2943	42.4	10.4	121	9588	39.9	33.8	114
18 - 49	48339	12248	74.5	25.3	125	7962	54.5	16.5	91	4705	67.9	9.7	114	16800	70.0	34.8	117
25 - 54	45008	11143	67.7	24.8	122	8130	55.7	18.1	100	4157	60.0	9.2	108	15625	65.1	34.7	117
35 - 49	19985	5130	31.2	25.7	126	3895	26.7	19.5	108	1762	25.4	8.8	103	7212	30.0	36.1	122
50 OR OLDER	32647	4200	25.5	12.9	63	6646	45.5	20.4	113	2228	32.1	6.8	80	7209	30.0	22.1	74
GRADUATED COLLEGE	11155	1956	11.9	17.5	86	1783	12.2	16.0	89	839	12.1	7.5	88	3382	14.1	30.3	102
ATTENDED COLLEGE	13682	2950	17.9	21.6	106	2577	17.6	18.8	104	1057	15.2	7.7	90	4545	18.9	33.2	112
GRADUATED HIGH SCHOOL	33880	7790	47.4	23.0	113	6383	43.7	18.8	104	2943	42.4	8.7	101	10823	45.1	31.9	108
DID NOT GRADUATE HIGH SCHOOL	22270	3752	22.8	16.8	83	3864	26.5	17.4	96	2095	30.2	9.4	110	5260	21.9	23.6	80
EMPLOYED	40306	9112	55.4	22.6	111	6912	47.3	17.1	95	3609	52.1	9.0	105	12992	54.1	32.2	109
EMPLOYED FULL-TIME	32850	7382	44.9	22.5	111	5699	39.0	17.3	96	3055	44.1	9.3	109	10495	43.7	31.9	108
EMPLOYED PART-TIME	7456	1730	10.5	23.2	114	1213	8.3	16.3	90	555	8.0	7.4	87	2497	10.4	33.5	113
NOT EMPLOYED	40680	7335	44.6	18.0	89	7696	52.7	18.9	105	3324	47.9	8.2	95	11017	45.9	27.1	91
PROFESSIONAL/MANAGER	10392	2039	12.4	19.6	97	1761	12.1	16.9	94	774	11.2	7.4	87	3250	13.5	31.3	105
TECH/CLERICAL/SALES	17574	4239	25.8	24.1	119	2871	19.7	16.3	91	1466	21.1	8.3	97	6218	25.9	35.4	119
PRECISION/CRAFT	985	**156	0.9	15.8	78	**224	1.5	22.7	126	**137	2.0	13.9	162	**278	1.2	28.2	95
OTHER EMPLOYED	11354	2679	16.3	23.6	116	2056	14.1	18.1	100	1233	17.8	10.9	127	3246	13.5	28.6	96
SINGLE	9863	1724	10.5	17.5	86	1392	9.5	14.1	78	816	11.8	8.3	97	2547	10.6	25.8	87
MARRIED	51375	11635	70.7	22.6	112	9804	67.1	19.1	106	4691	67.7	9.1	107	17056	71.0	33.2	112
DIVORCED/SEPARATED/WIDOWED	19748	3089	18.8	15.6	77	3412	23.4	17.3	96	1427	20.6	7.2	84	4407	18.4	22.3	75
PARENTS	32590	9570	58.2	29.4	145	6006	41.1	18.4	102	3567	51.4	10.9	128	12564	52.3	38.6	130
WHITE	70416	14089	85.7	20.0	99	13035	89.2	18.5	103	5524	79.7	7.8	92	20966	87.3	29.8	100
BLACK	8778	1954	11.9	22.3	110	1351	9.2	15.4	85	1196	17.3	13.6	159	2515	10.5	28.7	97
OTHER	1791	**405	2.5	22.6	111	**222	1.5	12.4	69	**214	3.1	11.9	140	**528	2.2	29.5	99
NORTHEAST-CENSUS	17786	3816	23.2	21.5	106	3515	24.1	19.8	110	833	12.0	4.7	55	5133	21.4	28.9	97
NORTH CENTRAL	20741	4056	24.7	19.6	96	3325	22.8	16.0	89	1271	18.3	6.1	72	7407	30.9	35.7	120
SOUTH	27775	5941	36.1	21.4	105	5328	36.5	19.2	106	3755	54.2	13.5	158	7864	32.8	28.3	96
WEST	14683	2635	16.0	17.9	88	2440	16.7	16.6	92	1074	15.5	7.3	85	3605	15.0	24.6	83
NORTHEAST-MKTG.	17961	3758	22.8	20.9	103	3504	24.0	19.5	108	913	13.2	5.1	59	4957	20.6	27.6	93
EAST CENTRAL	11885	2357	14.3	19.8	98	1968	13.5	16.6	92	741	10.7	6.2	73	3807	15.9	32.0	108
WEST CENTRAL	14090	2673	16.3	19.0	93	2213	15.1	15.7	87	857	12.4	6.1	71	5087	21.2	36.1	122
SOUTH	24081	5317	32.3	22.1	109	4753	32.5	19.7	109	3508	50.6	14.6	170	7119	29.7	29.6	100
PACIFIC	12969	2343	14.2	18.1	89	2170	14.9	16.7	93	915	13.2	7.1	82	3040	12.7	23.4	79
COUNTY SIZE A	32439	6473	39.4	20.0	98	5397	36.9	16.6	92	2462	35.5	7.6	89	9496	39.6	29.3	99
COUNTY SIZE B	24915	5243	31.9	21.0	104	4798	32.8	19.3	107	2203	31.8	8.8	103	7644	31.8	30.7	103
COUNTY SIZE C	12930	2787	16.9	21.6	106	2681	18.4	20.7	115	1303	18.8	10.1	118	3740	15.6	28.9	98
COUNTY SIZE D	10703	1945	11.8	18.2	89	1731	11.8	16.2	90	965	13.9	9.0	105	3129	13.0	29.2	99
METRO CENTRAL CITY	24518	4687	28.5	19.1	94	4283	29.3	17.5	97	2206	31.8	9.0	105	6560	27.3	26.8	90
METRO SUBURBAN	35919	7709	46.9	21.5	106	6711	45.9	18.7	104	2788	40.2	7.8	91	11511	47.9	32.0	108
NON METRO	20549	4052	24.6	19.7	97	3614	24.7	17.6	98	1939	28.0	9.4	110	5938	24.7	28.9	97
TOP 5 ADI'S	18341	3877	23.6	21.1	104	3128	21.4	17.1	95	1012	14.6	5.5	64	5022	20.9	27.4	92
TOP 10 ADI'S	25378	5219	31.7	20.6	101	4466	30.6	17.6	98	1986	28.6	7.8	91	7227	30.1	28.5	96
TOP 20 ADI'S	36488	7243	44.0	19.9	98	6141	42.0	16.8	93	2864	41.3	7.8	92	10455	43.5	28.7	97
HSHLD INC. $50,000 OR MORE	6612	1435	8.7	21.7	107	1342	9.2	20.3	113	*595	8.6	9.0	105	2499	10.4	37.8	127
$40,000 OR MORE	12659	2722	16.5	21.5	106	2494	17.1	19.7	109	1143	16.5	9.0	105	4605	19.2	36.4	123
$30,000 OR MORE	24698	5626	34.2	22.8	112	4852	33.2	19.6	109	2034	29.3	8.2	96	8792	36.6	35.6	120
$25,000 OR MORE	32077	7372	44.8	23.0	113	6259	42.8	19.5	108	2717	39.2	8.5	99	11444	47.7	35.7	120
$20,000 - $24,999	9144	2069	12.6	22.6	111	1841	12.6	20.1	112	711	10.3	7.8	91	2849	11.9	31.2	105
$15,000 - $19,999	8728	1707	10.4	19.6	96	1405	9.6	16.1	89	736	10.6	8.4	99	2463	10.3	28.2	95
$10,000 - $14,999	12562	2554	15.5	20.3	100	2160	14.8	17.2	95	1221	17.6	9.7	114	3286	13.7	26.2	88
UNDER $10,000	18475	2747	16.7	14.9	73	2942	20.1	15.9	88	1549	22.3	8.4	98	3967	16.5	21.5	72
HOUSEHOLD OF 1 PERSON	11987	940	5.7	7.8	39	1750	12.0	14.6	81	549	7.9	4.6	53	2155	9.0	18.0	61
2 PEOPLE	26577	4004	24.3	15.1	74	4594	31.4	17.3	96	2002	28.9	7.5	88	6321	26.3	23.8	80
3 OR 4 PEOPLE	30617	7728	47.0	25.2	124	5743	39.3	18.8	104	3043	43.9	9.9	116	10880	45.3	35.5	120
5 OR MORE PEOPLE	11804	3777	23.0	32.0	158	2520	17.3	21.3	118	1339	19.3	11.3	133	4653	19.4	39.4	133
NO CHILD IN HSHLD	46165	6280	38.2	13.6	67	8117	55.6	17.6	97	3100	44.7	6.7	78	10696	44.5	23.2	78
CHILD(REN) UNDER 2 YRS	5325	1436	8.7	27.0	133	864	5.9	16.2	90	*619	8.9	11.6	136	1850	7.7	34.7	117
2 - 5 YEARS	14221	3998	24.3	28.1	138	2337	16.0	16.4	91	1628	23.5	11.4	134	5089	21.2	35.8	121
6 - 11 YEARS	15117	4550	27.7	30.1	148	2746	18.8	18.2	101	1723	24.9	11.4	133	5717	23.8	37.8	128
12 - 17 YEARS	16611	5246	31.9	31.6	155	3395	23.2	20.4	113	1782	25.7	10.7	125	6732	28.0	40.5	137
RESIDENCE OWNED	55884	11568	70.3	20.7	102	11029	75.5	19.7	109	4749	68.5	8.5	99	17317	72.1	31.0	105
VALUE: $50,000 OR MORE	31744	6729	40.9	21.2	104	5940	40.7	18.7	104	2569	37.1	8.1	95	10277	42.8	32.4	109
VALUE: UNDER $50,000	24140	4839	29.4	20.0	99	5089	34.8	21.1	117	2181	31.5	9.0	106	7040	29.3	29.2	98

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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COOKIES (READY-TO-EAT): BRANDS
(FEMALE HOMEMAKERS)

0323
P-19

		TOTAL U.S. '000	NABISCO CHIPS AHOY A '000	B % DOWN	C % ACROSS	D INDX	NABISCO FIG NEWTON A '000	B % DOWN	C % ACROSS	D INDX	NABISCO NILLA A '000	B % DOWN	C % ACROSS	D INDX	NABISCO OREO A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80984	16448	100.0	20.3	100	14608	100.0	18.0	100	6933	100.0	8.6	100	24009	100.0	29.6	100
MAGAZINES	QUINTILE 1	15799	3758	22.8	23.8	117	3480	23.8	22.0	122	1491	21.5	9.4	110	5498	22.9	34.8	117
	QUINTILE 2	17259	3508	21.3	20.3	100	3340	22.9	19.4	107	1480	21.3	8.6	100	5692	23.7	33.0	111
	QUINTILE 3	13545	2650	16.1	19.6	96	2474	16.9	18.3	101	1196	17.3	8.8	103	4213	17.5	31.1	105
	QUINTILE 4	15133	3205	19.5	21.2	104	2543	17.4	16.8	93	1295	18.7	8.6	100	4084	17.0	27.0	91
	QUINTILE 5	19250	3327	20.2	17.3	85	2772	19.0	14.4	80	1472	21.2	7.6	89	4522	18.8	23.5	79
NEWSPAPERS	QUINTILE 1	12413	2333	14.2	18.8	93	2442	16.7	19.7	109	933	13.5	7.5	88	3953	16.5	31.8	107
	QUINTILE 2	24116	4996	30.4	20.7	102	4807	32.9	19.9	111	2116	30.5	8.8	102	7431	31.0	30.8	104
	QUINTILE 3	11261	2342	14.2	20.8	102	2176	14.9	19.3	107	1062	15.3	9.4	110	3597	15.0	31.9	108
	QUINTILE 4	20255	4424	26.9	21.8	108	3283	22.5	16.2	90	1738	25.1	8.6	100	6107	25.4	30.2	102
	QUINTILE 5	12940	2352	14.3	18.2	89	1899	13.0	14.7	81	1084	15.6	8.4	98	2921	12.2	22.6	76
OUTDOOR	QUINTILE 1	14852	3460	21.0	23.3	115	2762	18.9	18.6	103	1263	18.2	8.5	99	4676	19.5	31.5	106
	QUINTILE 2	15725	3278	19.9	20.8	103	2953	20.2	18.8	104	1328	19.2	8.4	99	5272	22.0	33.5	113
	QUINTILE 3	16330	3355	20.4	20.5	101	3129	21.4	19.2	106	1586	22.9	9.7	113	4726	19.7	28.9	98
	QUINTILE 4	16744	3276	19.9	19.6	96	2772	19.0	16.6	92	1467	21.2	8.8	102	4798	20.0	28.7	97
	QUINTILE 5	17334	3079	18.7	17.8	87	2993	20.5	17.3	96	1289	18.6	7.4	87	4537	18.9	26.2	88
RADIO-DRIVE TIME	QUINTILE 1	15911	3369	20.5	21.2	104	3268	22.4	20.5	114	1455	21.0	9.1	107	5148	21.4	32.4	109
	QUINTILE 2	14837	3423	20.8	23.1	114	2423	16.6	16.3	91	1307	18.9	8.8	103	4740	19.7	31.9	108
	QUINTILE 3	15339	3165	19.2	20.6	102	2696	18.5	17.6	97	1453	21.0	9.5	111	4640	19.3	30.2	102
	QUINTILE 4	16723	3433	20.9	20.5	101	2847	19.5	17.0	94	1391	20.1	8.3	97	4867	20.3	29.1	98
	QUINTILE 5	18176	3059	18.6	16.8	83	3374	23.1	18.6	103	1327	19.1	7.3	85	4615	19.2	25.4	86
RADIO-MID-DAY	TERCILE 1	21020	4841	29.4	23.0	113	4024	27.5	19.1	106	1916	27.6	9.1	106	6691	27.9	31.8	107
	TERCILE 2	21610	4766	29.0	22.1	109	4098	28.1	19.0	105	1969	28.4	9.1	106	6908	28.8	32.0	108
	TERCILE 3	38355	6842	41.6	17.8	88	6485	44.4	16.9	94	3048	44.0	7.9	93	10410	43.4	27.1	92
RADIO-TOTAL	QUINTILE 1	15988	3744	22.8	23.4	115	3009	20.6	18.8	104	1399	20.2	8.8	102	5236	21.8	32.7	110
	QUINTILE 2	15626	3551	21.6	22.7	112	2806	19.2	18.0	100	1547	22.3	9.9	116	4864	20.3	31.1	105
	QUINTILE 3	16723	3503	21.3	20.9	103	3042	20.8	18.2	101	1465	21.1	8.8	102	5405	22.5	32.3	109
	QUINTILE 4	16342	2921	17.8	17.9	88	2774	19.0	17.0	94	1387	20.0	8.5	99	4594	19.1	28.1	95
	QUINTILE 5	16306	2729	16.6	16.7	82	2976	20.4	18.3	101	1136	16.4	7.0	81	3911	16.3	24.0	81
TV-PRIME TIME	QUINTILE 1	15953	3264	19.8	20.5	101	3262	22.3	20.4	113	1224	17.7	7.7	90	4170	17.4	26.1	88
	QUINTILE 2	16137	3230	19.6	20.0	99	3146	21.5	19.5	108	1475	21.3	9.1	107	5290	22.0	32.8	111
	QUINTILE 3	16420	3550	21.6	21.6	106	3241	22.2	19.7	109	1656	23.9	10.1	118	5095	21.2	31.0	105
	QUINTILE 4	16687	3336	20.3	20.0	98	2937	20.1	17.6	98	1522	22.0	9.1	107	5281	22.0	31.6	107
	QUINTILE 5	15789	3069	18.7	19.4	96	2022	13.8	12.8	71	1058	15.3	6.7	78	4173	17.4	26.4	89
TV-DAYTIME	TERCILE 1	27736	5598	34.0	20.2	99	5557	38.0	20.0	111	2614	37.7	9.4	110	8263	34.4	29.8	100
	TERCILE 2	26489	5571	33.9	21.0	104	4774	32.7	18.0	100	2176	31.4	8.2	96	8090	33.7	30.5	103
	TERCILE 3	26761	5279	32.1	19.7	97	4277	29.3	16.0	89	2143	30.9	8.0	94	7657	31.9	28.6	97
TV-TOTAL	QUINTILE 1	16345	3190	19.4	19.5	96	3353	23.0	20.5	114	1334	19.2	8.2	95	4431	18.5	27.1	91
	QUINTILE 2	16447	3154	19.2	19.2	94	3343	22.9	20.3	113	1598	23.0	9.7	113	4938	20.6	30.0	101
	QUINTILE 3	15980	3330	20.2	20.8	103	2889	19.8	18.1	100	1292	18.6	8.1	94	5245	21.8	32.8	111
	QUINTILE 4	15887	3340	20.3	21.0	104	2694	18.4	17.0	94	1583	22.8	10.0	116	4544	18.9	28.6	96
	QUINTILE 5	16326	3433	20.9	21.0	104	2329	15.9	14.3	79	1126	16.2	6.9	81	4851	20.2	29.7	100
MAGAZINES-NEWSPAPERS: DUAL		20721	4343	26.4	21.0	103	4494	30.8	21.7	120	1872	27.0	9.0	106	7140	29.7	34.5	116
MAGAZINE IMPERATIVE		19186	4293	26.1	22.4	110	3584	24.5	18.7	104	1700	24.5	8.9	104	6271	26.1	32.7	110
NEWSPAPER IMPERATIVE		21899	4204	25.6	19.2	95	3846	26.3	17.6	97	1787	25.8	8.2	95	6154	25.6	28.1	95
MAGAZINES-OUTDOOR: DUAL		15451	3457	21.0	22.4	110	3087	21.1	20.0	111	1583	22.8	10.2	120	5431	22.6	35.1	119
MAGAZINE IMPERATIVE		25953	5269	32.0	20.3	100	5227	35.8	20.1	112	2158	31.1	8.3	97	8211	34.2	31.6	107
OUTDOOR IMPERATIVE		24400	5111	31.1	20.9	103	4188	28.7	17.2	95	1875	27.0	7.7	90	6758	28.1	27.7	93
MAGAZINES-RADIO: DUAL		18049	4262	25.9	23.6	116	3442	23.6	19.1	106	1676	24.2	9.3	108	6158	25.6	34.1	115
MAGAZINE IMPERATIVE		23571	4638	28.2	19.7	97	4865	33.3	20.6	114	2073	29.9	8.8	103	7732	32.2	32.8	111
RADIO IMPERATIVE		23278	5009	30.5	21.5	106	3979	27.2	17.1	95	2086	30.1	9.0	105	6802	28.3	29.2	99
MAGAZINES-TELEVISION: DUAL		15459	3221	19.6	20.8	103	3385	23.2	21.9	121	1380	19.9	8.9	104	5106	21.3	33.0	111
MAGAZINE IMPERATIVE		25829	5796	35.2	22.4	110	4772	32.7	18.5	102	2287	33.0	8.9	103	8838	36.8	34.2	115
TELEVISION IMPERATIVE		28039	4749	28.9	18.2	90	4650	31.8	17.9	99	2226	32.1	8.5	100	6732	28.0	25.9	87
NEWSPAPERS-OUTDOOR: DUAL		16605	3538	21.5	21.3	105	3494	23.9	21.0	117	1436	20.7	8.6	101	5576	23.2	33.6	113
NEWSPAPER IMPERATIVE		26834	5177	31.5	19.3	95	5146	35.2	19.2	106	2305	33.2	8.6	100	8042	33.5	30.0	101
OUTDOOR IMPERATIVE		23346	5282	32.1	22.6	111	4067	27.8	17.4	97	2167	31.3	9.3	108	6925	28.8	29.7	100
NEWSPAPERS-RADIO: DUAL		17133	3818	23.2	22.3	110	3292	22.5	19.2	107	1426	20.6	8.3	97	5724	23.8	33.4	113
NEWSPAPER IMPERATIVE		25892	4747	28.9	18.3	90	5083	34.8	19.6	109	2161	31.2	8.3	97	7630	31.8	29.5	99
RADIO IMPERATIVE		23167	5352	32.5	23.1	114	3896	26.7	16.8	93	2299	33.2	9.9	116	7188	29.9	31.0	105
NEWSPAPERS-TELEVISION: DUAL		17159	3039	18.5	17.7	87	3746	25.6	21.8	121	1383	19.9	8.1	94	4830	20.1	28.1	95
NEWSPAPER IMPERATIVE		26214	5590	34.0	21.3	105	4717	32.3	18.0	100	2199	31.7	8.4	98	8679	36.1	33.1	112
TELEVISION IMPERATIVE		23412	5007	30.4	21.4	105	4274	29.3	18.3	101	2216	32.0	9.5	111	6893	28.7	29.4	99
OUTDOOR-RADIO: DUAL		15303	3712	22.6	24.3	119	3114	21.3	20.3	113	1598	23.0	10.4	122	5368	22.4	35.1	118
OUTDOOR IMPERATIVE		24901	4820	29.3	19.4	95	4407	30.2	17.7	98	1939	28.0	7.8	91	7190	29.9	28.9	97
RADIO IMPERATIVE		26492	5645	34.3	21.3	105	4534	31.0	17.1	95	2284	32.9	8.6	101	8152	34.0	30.8	104
OUTDOOR-TELEVISION: DUAL		14794	3299	20.1	22.3	110	3342	22.9	22.6	125	1338	19.3	9.0	106	4729	19.7	32.0	108
OUTDOOR IMPERATIVE		25437	5496	33.4	21.6	106	4121	28.2	16.2	90	2124	30.6	8.4	98	8107	33.8	31.9	108
TELEVISION IMPERATIVE		27877	5077	30.9	18.2	90	5156	35.3	18.5	103	2400	34.6	8.6	101	7791	32.5	27.9	94
RADIO-TELEVISION: DUAL		15996	3610	21.9	22.6	111	3017	20.7	18.9	105	1639	23.6	10.2	120	4970	20.7	31.1	105
RADIO IMPERATIVE		25478	5792	35.2	22.7	112	4420	30.3	17.3	96	2122	30.6	8.3	97	8263	34.4	32.4	109
TELEVISION IMPERATIVE		26573	4618	28.1	17.4	86	5287	36.2	19.9	110	2136	30.8	8.0	94	7465	31.1	28.1	95

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COOKIES (READY-TO-EAT): BRANDS
(FEMALE HOMEMAKERS)

0324
P-19

	TOTAL U.S. '000	NABISCO CHIPS AHOY A '000	B % DOWN	C % ACROSS	D INDX	NABISCO FIG NEWTON A '000	B % DOWN	C % ACROSS	D INDX	NABISCO NILLA A '000	B % DOWN	C % ACROSS	D INDX	NABISCO OREO A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	16448	100.0	20.3	100	14608	100.0	18.0	100	6933	100.0	8.6	100	24009	100.0	29.6	100
ATLANTIC MONTHLY	415	**61	0.4	14.7	72	**51	0.3	12.3	68	**17	0.2	4.1	48	**102	0.4	24.6	83
BARRON'S	453	**136	0.8	30.0	148	**153	1.0	33.8	187	**74	1.1	16.3	191	*202	0.8	44.6	150
BETTER HOMES & GARDENS	16256	3490	21.2	21.5	106	3324	22.8	20.4	113	1469	21.2	9.0	106	5406	22.5	33.3	112
BON APPETIT	2535	426	2.6	16.8	83	448	3.1	17.7	98	*235	3.4	9.3	108	599	2.5	23.6	80
BUSINESS WEEK	1278	266	1.6	20.8	102	*208	1.4	16.3	90	*154	2.2	12.1	141	320	1.3	25.0	84
CAR AND DRIVER	378	**61	0.4	16.1	79	**54	0.4	14.3	79	**25	0.4	6.6	77	**97	0.4	25.7	87
CBS MAGAZINE NETWORK (GROSS)	1498	515	3.1	34.4	169	494	3.4	33.0	183	*223	3.2	14.9	174	483	2.0	32.2	109
CHANGING TIMES	1505	375	2.3	24.9	123	*279	1.9	18.5	103	**134	1.9	8.9	104	418	1.7	27.8	94
COLONIAL HOMES	1231	*224	1.4	18.2	90	250	1.7	20.3	113	*163	2.4	13.2	155	401	1.7	32.6	110
CONDE NAST MAG. PKG. (GROSS)	14146	2918	17.7	20.6	102	2648	18.1	18.7	104	1270	18.3	9.0	105	4869	20.3	34.4	116
CONSUMERS DIGEST	1323	328	2.0	24.8	122	370	2.5	28.0	155	**178	2.6	13.5	157	371	1.5	28.0	95
COSMOPOLITAN	7102	1472	8.9	20.7	102	1186	8.1	16.7	93	571	8.2	8.0	94	2262	9.4	31.9	107
COUNTRY LIVING	2481	438	2.7	17.7	87	441	3.0	17.8	99	*226	3.3	9.1	106	925	3.9	37.3	126
CUISINE	1472	381	2.3	25.9	127	*200	1.4	13.6	75	**108	1.6	7.3	86	401	1.7	27.2	92
CYCLE WORLD	425	**89	0.5	20.9	103	**142	1.0	33.4	185	**45	0.6	10.6	124	*147	0.6	34.6	117
DCI:CREATIVE IDEAS FOR LIV	2510	519	3.2	20.7	102	545	3.7	21.7	120	*280	4.0	11.2	130	883	3.7	35.2	119
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	1483	9.0	22.2	109	1530	10.5	22.9	127	1015	14.6	15.2	177	2186	9.1	32.7	110
DISCOVER	894	*200	1.2	22.4	110	*185	1.3	20.7	115	**92	1.3	10.3	120	326	1.4	36.5	123
EBONY	3507	969	5.9	27.6	136	610	4.2	17.4	96	529	7.6	15.1	176	1064	4.4	30.3	102
ESQUIRE	1083	288	1.8	26.6	131	*168	1.2	15.5	86	*177	2.6	16.3	191	312	1.3	28.8	97
ESSENCE	1830	467	2.8	25.5	126	293	2.0	16.0	89	313	4.5	17.1	200	625	2.6	34.2	115
FAMILY CIRCLE	15930	3336	20.3	20.9	103	3525	24.1	22.1	123	1542	22.2	9.7	113	5557	23.1	34.9	118
THE FAMILY HANDYMAN	1126	270	1.6	24.0	118	277	1.9	24.6	136	**124	1.8	11.0	129	365	1.5	32.4	109
FAMILY WEEKLY	11468	2385	14.5	20.8	102	2405	16.5	21.0	116	1167	16.8	10.2	119	3738	15.6	32.6	110
FIELD & STREAM	2234	535	3.3	23.9	118	421	2.9	18.8	104	*198	2.9	8.9	104	618	2.6	27.7	93
FOOD & WINE	579	**133	0.8	23.0	113	*190	1.3	32.8	182	**52	0.8	9.0	105	*180	0.7	31.1	105
FORBES	728	**167	1.0	22.9	113	*162	1.1	22.3	123	**117	1.7	16.1	188	*174	0.7	23.9	81
FORTUNE	906	*192	1.2	21.2	104	*173	1.2	19.1	106	**107	1.5	11.8	138	*260	1.1	28.7	97
GENTLEMEN'S QUARTERLY	791	*253	1.5	32.0	157	**97	0.7	12.3	68	**142	2.0	18.0	210	*238	1.0	30.1	101
GLAMOUR	5265	1118	6.8	21.2	105	960	6.6	18.2	101	554	8.0	10.5	123	1801	7.5	34.2	115
GOLF DIGEST	636	*150	0.9	23.6	116	**106	0.7	16.7	92	**30	0.4	4.7	55	*253	1.1	39.8	134
GOLF DIGEST/TENNIS (GROSS)	1186	285	1.7	24.0	118	*169	1.2	14.2	79	**67	1.0	5.6	66	388	1.6	32.7	110
GOLF MAGAZINE	441	**49	0.3	11.1	55	**109	0.7	24.7	137	**20	0.3	4.5	53	**130	0.5	29.5	99
GOLF MAGAZINE/SKI (GROSS)	922	*167	1.0	18.1	89	*199	1.4	21.6	120	**33	0.5	3.6	42	297	1.2	32.2	109
GOOD HOUSEKEEPING	16487	3584	21.8	21.7	107	3383	23.2	20.5	114	1665	24.0	10.1	118	5688	23.7	34.5	116
HARPER'S BAZAAR	2423	536	3.3	22.1	109	521	3.6	21.5	119	*286	4.1	11.8	138	900	3.7	37.1	125
HEALTH	1994	475	2.9	23.8	117	567	3.9	28.4	158	*306	4.4	15.3	179	839	3.5	42.1	142
HEARST MAG CORP. BUY (GROSS)	44101	9469	57.6	21.5	106	8666	59.3	19.7	109	4250	61.3	9.6	113	15204	63.3	34.5	116
HEARST MAN POWER (GROSS)	1993	446	2.7	22.4	110	386	2.6	19.4	107	*200	2.9	10.0	117	757	3.2	38.0	128
HEARST WOMAN POWER (GROSS)	31274	6948	42.2	22.2	109	6168	42.2	19.7	109	2934	42.3	9.4	110	10696	44.5	34.2	115
HOUSE BEAUTIFUL	3623	650	4.0	17.9	88	666	4.6	18.4	102	348	5.0	9.6	112	1209	5.0	33.4	113
INC.	283	**103	0.6	36.4	179	**85	0.6	30.0	167	**44	0.6	15.5	182	**116	0.5	41.0	138
JET	2928	819	5.0	28.0	138	456	3.1	15.6	86	483	7.0	16.5	193	969	4.0	33.1	112
LADIES' HOME JOURNAL	11918	2547	15.5	21.4	105	2597	17.8	21.8	121	1142	16.5	9.6	112	4116	17.1	34.5	116
LHJ FAMILY GRP COMBO(GROSS)	16764	3681	22.4	22.0	108	3700	25.3	22.1	122	1748	25.2	10.4	122	6088	25.4	36.3	122
LIFE	4254	901	5.5	21.2	104	875	6.0	20.6	114	473	6.8	11.1	130	1453	6.1	34.2	115
L.A. TIMES HOME MAGAZINE	1145	*199	1.2	17.4	86	*201	1.4	17.6	97	**86	1.2	7.5	88	*259	1.1	22.6	76
MADEMOISELLE	2884	608	3.7	21.1	104	610	4.2	21.2	117	277	4.0	9.6	112	1071	4.5	37.1	125
MC CALL'S	13460	2920	17.8	21.7	107	2802	19.2	20.8	115	1344	19.4	10.0	117	4437	18.5	33.0	111
MC CALL'S/WRK MOTHER (GROSS)	14606	3250	19.8	22.3	110	3149	21.6	21.6	120	1476	21.3	10.1	118	4831	20.1	33.1	112
MECHANIX ILLUSTRATED	772	*185	1.1	24.0	118	**152	1.0	19.7	109	**112	1.6	14.5	169	315	1.3	40.8	138
METROPOLITAN HOME	967	*196	1.2	20.3	100	*202	1.4	20.9	116	**95	1.4	9.8	115	277	1.2	28.6	97
MONEY	1588	329	2.0	20.7	102	*285	2.0	17.9	99	**177	2.6	11.1	130	509	2.1	32.1	108
MOTHER EARTH NEWS	1002	*150	0.9	15.0	74	**140	1.0	14.0	77	**92	1.3	9.2	107	*228	0.9	22.8	77
MS.	825	*177	1.1	21.5	106	*142	1.0	17.2	95	**83	1.2	10.1	118	218	0.9	26.4	89
NATIONAL ENQUIRER	10336	2303	14.0	22.3	110	2333	16.0	22.6	125	915	13.2	8.9	103	3176	13.2	30.7	104
NATIONAL GEOGRAPHIC	9597	1712	10.4	17.8	88	1935	13.2	20.2	112	882	12.7	9.2	107	3100	12.9	32.3	109
NATIONAL SUNDAY MAGAZINE PKG	49558	10060	61.2	20.3	100	9553	65.4	19.3	107	4203	60.6	8.5	99	15684	65.3	31.6	107
NATURAL HISTORY	573	**95	0.6	16.6	82	*188	1.3	32.8	182	**25	0.4	4.4	51	*134	0.6	23.4	79
NEW WOMAN	1699	317	1.9	18.7	92	282	1.9	16.6	92	*135	1.9	7.9	93	456	1.9	26.8	91
NEW YORK INCLUDING CUE	443	**88	0.5	19.9	98	**93	0.6	21.0	116	**4	0.1	0.9	11	*96	0.4	21.7	73
THE NEW YORKER	1270	*177	1.1	13.9	69	*231	1.6	18.2	101	**52	0.8	4.1	48	366	1.5	28.8	97
NEWSWEEK	6277	1358	8.3	21.6	107	1197	8.2	19.1	106	500	7.2	8.0	93	1969	8.2	31.4	106
THE N.Y. TIMES DAILY EDITION	1205	*229	1.4	19.0	94	*177	1.2	14.7	81	**43	0.6	3.6	42	273	1.1	22.7	76
THE N.Y. TIMES MAGAZINE	2081	412	2.5	19.8	97	414	2.8	19.9	110	**56	0.8	2.7	31	542	2.3	26.0	88
OMNI	788	*194	1.2	24.6	121	*163	1.1	20.7	115	**38	0.5	4.8	56	*216	0.9	27.4	92
ON CABLE	1158	337	2.0	29.1	143	*296	2.0	25.6	142	**92	1.3	7.9	93	437	1.8	37.7	127
1001 HOME IDEAS	2852	660	4.0	23.1	114	536	3.7	18.8	104	300	4.3	10.5	123	1134	4.7	39.8	134
ORGANIC GARDENING	1658	252	1.5	15.2	75	362	2.5	21.8	121	**154	2.2	9.3	108	403	1.7	24.3	82
OUTDOOR LIFE	896	*238	1.4	26.6	131	*114	0.8	12.7	71	**98	1.4	10.9	128	368	1.5	41.1	139
PARADE MAGAZINE	24275	4948	30.1	20.4	100	4769	32.6	19.6	109	2038	29.4	8.4	98	7466	31.1	30.8	104

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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COOKIES (READY-TO-EAT): BRANDS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	NABISCO CHIPS AHOY A '000	B % DOWN	C % ACROSS	D INDX	NABISCO FIG NEWTON A '000	B % DOWN	C % ACROSS	D INDX	NABISCO NILLA A '000	B % DOWN	C % ACROSS	D INDX	NABISCO OREO A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	16448	100.0	20.3	100	14608	100.0	18.0	100	6933	100.0	8.6	100	24009	100.0	29.6	100
PARENTS	3845	1023	6.2	26.6	131	599	4.1	15.6	86	406	5.9	10.6	123	1481	6.2	38.5	130
PENTHOUSE	831	*294	1.8	35.4	174	*232	1.6	27.9	155	**112	1.6	13.5	157	*354	1.5	42.6	144
PEOPLE	11645	2736	16.6	23.5	116	2148	14.7	18.4	102	1025	14.8	8.8	103	3981	16.6	34.2	115
PLAYBOY	2006	484	2.9	24.1	119	300	2.1	15.0	83	*169	2.4	8.4	98	587	2.4	29.3	99
POPULAR HOT RODDING	297	**119	0.7	40.1	197	**39	0.3	13.1	73	**68	1.0	22.9	267	**126	0.5	42.4	143
POPULAR MECHANICS	1018	*212	1.3	20.8	103	**194	1.3	19.1	106	**99	1.4	9.7	114	389	1.6	38.2	129
POPULAR SCIENCE	878	*172	1.0	19.6	96	*169	1.2	19.2	107	**85	1.2	9.7	113	345	1.4	39.3	133
PREVENTION	3913	818	5.0	20.9	103	623	4.3	15.9	88	257	3.7	6.6	77	984	4.1	25.1	85
PSYCHOLOGY TODAY	1710	326	2.0	19.1	94	361	2.5	21.1	117	**77	1.1	4.5	53	525	2.2	30.7	104
READER'S DIGEST	22204	4641	28.2	20.9	103	4666	31.9	21.0	117	2102	30.3	9.5	111	7571	31.5	34.1	115
REDBOOK	7684	1892	11.5	24.6	121	1598	10.9	20.8	115	698	10.1	9.1	106	2746	11.4	35.7	121
ROAD & TRACK	410	*179	1.1	43.7	215	**96	0.7	23.4	130	**28	0.4	6.8	80	*188	0.8	45.9	155
ROLLING STONE	969	273	1.7	28.2	139	*175	1.2	18.1	100	**103	1.5	10.6	124	330	1.4	34.1	115
RUNNER'S WORLD	298	**88	0.5	29.5	145	**28	0.2	9.4	52	**44	0.6	14.8	172	**103	0.4	34.6	117
SATURDAY EVENING POST	1169	292	1.8	25.0	123	218	1.5	18.6	103	**122	1.8	10.4	122	413	1.7	35.3	119
SCIENCE 84	587	**81	0.5	13.8	68	*106	0.7	18.1	100	**115	1.7	19.6	229	*143	0.6	24.4	82
SCIENCE DIGEST	482	*116	0.7	24.1	118	*122	0.8	25.3	140	**54	0.8	11.2	131	*175	0.7	36.3	122
SCIENTIFIC AMERICAN	594	**77	0.5	13.0	64	**112	0.8	18.9	105	**61	0.9	10.3	120	*161	0.7	27.1	91
SELF	2089	397	2.4	19.0	94	325	2.2	15.6	86	*140	2.0	6.7	78	777	3.2	37.2	125
SEVENTEEN	2411	573	3.5	23.8	117	581	4.0	24.1	134	*227	3.3	9.4	110	975	4.1	40.4	136
SKI	480	**118	0.7	24.6	121	**90	0.6	18.8	104	**13	0.2	2.7	32	*167	0.7	34.8	117
SMITHSONIAN	2760	477	2.9	17.3	85	581	4.0	21.1	117	*195	2.8	7.1	83	783	3.3	28.4	96
SOAP OPERA DIGEST	3013	870	5.3	28.9	142	654	4.5	21.7	120	379	5.5	12.6	147	1105	4.6	36.7	124
SOUTHERN LIVING	4184	964	5.9	23.0	113	985	6.7	23.5	131	736	10.6	17.6	205	1303	5.4	31.1	105
SPORT	559	*152	0.9	27.2	134	**121	0.8	21.6	120	**36	0.5	6.4	75	*178	0.7	31.8	107
THE SPORTING NEWS	436	**103	0.6	23.6	116	**94	0.6	21.6	120	**5	0.1	1.1	13	**179	0.7	41.1	138
SPORTS AFIELD	493	*118	0.7	23.9	118	**70	0.5	14.2	79	**47	0.7	9.5	111	*194	0.8	39.4	133
SPORTS ILLUSTRATED	2758	708	4.3	25.7	126	559	3.8	20.3	112	*205	3.0	7.4	87	978	4.1	35.5	120
STAR	7456	1639	10.0	22.0	108	1543	10.6	20.7	115	568	8.2	7.6	89	2283	9.5	30.6	103
SUNDAY	24936	5010	30.5	20.1	99	4331	29.6	17.4	96	1848	26.7	7.4	87	8115	33.8	32.5	110
SUNSET	2124	*332	2.0	15.6	77	439	3.0	20.7	115	*275	4.0	12.9	151	514	2.1	24.2	82
TV GUIDE	21661	5098	31.0	23.5	116	4472	30.6	20.6	114	1890	27.3	8.7	102	7311	30.5	33.8	114
TENNIS	550	**135	0.8	24.5	121	**63	0.4	11.5	64	**37	0.5	6.7	79	*135	0.6	24.5	83
TIME	8880	1987	12.1	22.4	110	1731	11.8	19.5	108	727	10.5	8.2	96	2926	12.2	33.0	111
TOWN & COUNTRY	917	*174	1.1	19.0	93	220	1.5	24.0	133	**90	1.3	9.8	115	266	1.1	29.0	98
TRAVEL & LEISURE	972	*233	1.4	24.0	118	*202	1.4	20.8	115	**80	1.2	8.2	96	354	1.5	36.4	123
TRUE STORY	3356	987	6.0	29.4	145	676	4.6	20.1	112	424	6.1	12.6	148	1047	4.4	31.2	105
U.S.NEWS & WORLD REPORT	3410	669	4.1	19.6	97	671	4.6	19.7	109	*231	3.3	6.8	79	1104	4.6	32.4	109
USA TODAY	1759	393	2.4	22.3	110	308	2.1	17.5	97	*151	2.2	8.6	100	603	2.5	34.3	116
US	1873	409	2.5	21.8	108	347	2.4	18.5	103	*217	3.1	11.6	135	809	3.4	43.2	146
VOGUE	3909	795	4.8	20.3	100	753	5.2	19.3	107	300	4.3	7.7	90	1219	5.1	31.2	105
WALL STREET JOURNAL	1886	308	1.9	16.3	80	345	2.4	18.3	101	**100	1.4	5.3	62	570	2.4	30.2	102
WEIGHT WATCHERS	2120	556	3.4	26.2	129	393	2.7	18.5	103	*248	3.6	11.7	137	753	3.1	35.5	120
WOMAN'S DAY	14172	2967	18.0	20.9	103	2920	20.0	20.6	114	1248	18.0	8.8	103	5007	20.9	35.3	119
WORKING MOTHER	1146	331	2.0	28.9	142	*346	2.4	30.2	167	**133	1.9	11.6	136	394	1.6	34.4	116
WORKING WOMAN	1322	324	2.0	24.5	121	*221	1.5	16.7	93	*204	2.9	15.4	180	432	1.8	32.7	110
WORLD TENNIS	*163	**66	0.4	40.5	199	**50	0.3	30.7	170	**29	0.4	17.8	208	**60	0.2	36.8	124
ZIFF-DAVIS MAG NETWK (GROSS)	2532	683	4.2	27.0	133	468	3.2	18.5	102	356	5.1	14.1	164	896	3.7	35.4	119
BLAIR INSERTS	43657	8792	53.5	20.1	99	8232	56.4	18.9	105	3572	51.5	8.2	96	13564	56.5	31.1	105
DAILY NEWSPAPERS																	
READ ANY	51633	10461	63.6	20.3	100	9986	68.4	19.3	107	4441	64.1	8.6	100	15896	66.2	30.8	104
READ ONE	43463	8854	53.8	20.4	100	8322	57.0	19.1	106	3819	55.1	8.8	103	13195	55.0	30.4	102
READ TWO OR MORE	8170	1607	9.8	19.7	97	1664	11.4	20.4	113	621	9.0	7.6	89	2701	11.2	33.1	112
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	10663	64.8	20.2	100	10076	69.0	19.1	106	4411	63.6	8.4	98	16514	68.8	31.3	106
READ ONE	46126	9421	57.3	20.4	101	8815	60.3	19.1	106	3901	56.3	8.5	99	14357	59.8	31.1	105
READ TWO OR MORE	6552	1242	7.6	19.0	93	1261	8.6	19.2	107	510	7.4	7.8	91	2158	9.0	32.9	111
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	29.81				28.43				27.42				28.96			
30 DAY REACH	71455	14697	89.4	20.6	101	12750	87.3	17.8	99	6158	88.8	8.6	101	21420	89.2	30.0	101
50 SHWG - 30 DAY AV FREQ	14.56	15.53				14.93				14.39				15.16			
30 DAY REACH	67742	14146	86.0	20.9	103	12182	83.4	18.0	100	5878	84.8	8.7	101	20500	85.4	30.3	102
25 SHWG - 30 DAY AV FREQ	7.94	8.36				8.01				7.69				8.19			
30 DAY REACH	62117	13122	79.8	21.1	104	11382	77.9	18.3	102	5475	79.0	8.8	103	18979	79.0	30.6	103
CABLE TV: HOME WIRED	32077	7654	46.5	23.9	117	6382	43.7	19.9	110	3016	43.5	9.4	110	10840	45.1	33.8	114
HOME NOT WIRED	48909	8794	53.5	18.0	89	8225	56.3	16.8	93	3917	56.5	8.0	94	13169	54.9	26.9	91
HAVE PAY CABLE	15935	4232	25.7	26.6	131	3176	21.7	19.9	110	1429	20.6	9.0	105	6020	25.1	37.8	127

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBERS OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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COOKIES (READY-TO-EAT): BRANDS
(FEMALE HOMEMAKERS)

0326
P-19

	TOTAL U.S. '000	NABISCO CHIPS AHOY A '000	B % DOWN	C % ACROSS	D INDX	NABISCO FIG NEWTON A '000	B % DOWN	C % ACROSS	D INDX	NABISCO NILLA A '000	B % DOWN	C % ACROSS	D INDX	NABISCO OREO A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	16448	100.0	20.3	100	14608	100.0	18.0	100	6933	100.0	8.6	100	24009	100.0	29.6	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	9276	56.4	21.1	104	7956	54.5	18.1	100	3846	55.5	8.8	102	13872	57.8	31.6	107
10:00 AM - 3:00 PM	30659	6721	40.9	21.9	108	5766	39.5	18.8	104	2710	39.1	8.8	103	9664	40.3	31.5	106
3:00 PM - 7:00 PM	31045	6912	42.0	22.3	110	5423	37.1	17.5	97	2707	39.0	8.7	102	9837	41.0	31.7	107
7:00 PM - MIDNIGHT	15767	3664	22.3	23.2	114	2806	19.2	17.8	99	1397	20.1	8.9	103	4913	20.5	31.2	105
MIDNIGHT - 6:00 AM	9120	1930	11.7	21.2	104	1680	11.5	18.4	102	868	12.5	9.5	111	2755	11.5	30.2	102
6:00 AM - MIDNIGHT	58527	12682	77.1	21.7	107	10444	71.5	17.8	99	5113	73.7	8.7	102	18460	76.9	31.5	106
ENTIRE DAY	59311	12824	78.0	21.6	106	10598	72.5	17.9	99	5227	75.4	8.8	103	18597	77.5	31.4	106
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	3586	21.8	22.2	109	3013	20.6	18.6	103	1363	19.7	8.4	98	5460	22.7	33.8	114
ALL NEWS	2256	381	2.3	16.9	83	438	3.0	19.4	108	*153	2.2	6.8	79	606	2.5	26.9	91
AOR/PROGRESSIVE	3874	1037	6.3	26.8	132	554	3.8	14.3	79	472	6.8	12.2	142	1147	4.8	29.6	100
BEAUTIFUL MUSIC	5660	961	5.8	17.0	84	1261	8.6	22.3	124	391	5.6	6.9	81	1816	7.6	32.1	108
BLACK	2204	628	3.8	28.5	140	389	2.7	17.6	98	305	4.4	13.8	162	774	3.2	35.1	118
CLASSICAL	1418	*281	1.7	19.8	98	*247	1.7	17.4	97	**125	1.8	8.8	103	402	1.7	28.3	96
CHR/ROCK	9538	2256	13.7	23.7	116	1440	9.9	15.1	84	874	12.6	9.2	107	3255	13.6	34.1	115
COUNTRY	12648	2986	18.2	23.6	116	2430	16.6	19.2	107	1296	18.7	10.2	120	4046	16.9	32.0	108
GOLDEN OLDIES	1191	*265	1.6	22.3	110	*192	1.3	16.1	89	**79	1.1	6.6	77	313	1.3	26.3	89
MOR/NOSTALGIA	4757	849	5.2	17.8	88	949	6.5	19.9	111	273	3.9	5.7	67	1261	5.3	26.5	89
NEWS/TALK	3863	591	3.6	15.3	75	542	3.7	14.0	78	*181	2.6	4.7	55	1144	4.8	29.6	100
RELIGIOUS	3084	523	3.2	17.0	83	451	3.1	14.6	81	*228	3.3	7.4	86	807	3.4	26.2	88
SOFT ROCK	521	**146	0.9	28.0	138	**51	0.3	9.8	54	**73	1.1	14.0	164	*241	1.0	46.3	156
URBAN CONTEMPORARY	1585	490	3.0	30.9	152	272	1.9	17.2	95	*203	2.9	12.8	150	525	2.2	33.1	112
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	747	4.5	22.9	113	586	4.0	18.0	100	367	5.3	11.3	131	1149	4.8	35.2	119
ABC DIRECTION	2316	526	3.2	22.7	112	496	3.4	21.4	119	*141	2.0	6.1	71	714	3.0	30.8	104
ABC ENTERTAINMENT	4834	1176	7.1	24.3	120	1053	7.2	21.8	121	452	6.5	9.4	109	1664	6.9	34.4	116
ABC FM	2202	606	3.7	27.5	136	327	2.2	14.9	82	*230	3.3	10.4	122	779	3.2	35.4	119
ABC INFORMATION	5425	1101	6.7	20.3	100	1058	7.2	19.5	108	391	5.6	7.2	84	1639	6.8	30.2	102
ABC ROCK	1677	428	2.6	25.5	126	*226	1.5	13.5	75	*239	3.4	14.3	166	620	2.6	37.0	125
CBS	4430	669	4.1	15.1	74	786	5.4	17.7	98	288	4.2	6.5	76	1406	5.9	31.7	107
MUTUAL	4992	940	5.7	18.8	93	919	6.3	18.4	102	409	5.9	8.2	96	1639	6.8	32.8	111
NBC	4679	881	5.4	18.8	93	890	6.1	19.0	105	314	4.5	6.7	78	1507	6.3	32.2	109
RADIORADIO	1994	505	3.1	25.3	125	273	1.9	13.7	76	*176	2.5	8.8	103	767	3.2	38.5	130
RKO ONE	2298	581	3.5	25.3	124	276	1.9	12.0	67	*253	3.6	11.0	129	773	3.2	33.6	113
RKO TWO	3311	870	5.3	26.3	129	608	4.2	18.4	102	274	4.0	8.3	97	1145	4.8	34.6	117
THE SOURCE	2114	545	3.3	25.8	127	316	2.2	14.9	83	*224	3.2	10.6	124	682	2.8	32.3	109
NON-HIRED : BLAIR	8654	2033	12.4	23.5	116	1465	10.0	16.9	94	876	12.6	10.1	118	2894	12.1	33.4	113
INTERNET	12025	2820	17.1	23.5	115	2233	15.3	18.6	103	1131	16.3	9.4	110	3749	15.6	31.2	105
KATZ RADIO GROUP	15359	3118	19.0	20.3	100	2715	18.6	17.7	98	1205	17.4	7.8	92	4582	19.1	29.8	101
SUPERNET	10628	2440	14.8	23.0	113	1879	12.9	17.7	98	1123	16.2	10.6	123	3553	14.8	33.4	113
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	1564	9.5	18.1	89	1688	11.6	19.5	108	785	11.3	9.1	106	2338	9.7	27.0	91
MKDAY 9:00 AM - 1:00 PM	12163	2407	14.6	19.8	97	2280	15.6	18.7	104	1106	16.0	9.1	106	3573	14.9	29.4	99
MKDAY 1:00 PM - 4:30 PM	16150	3253	19.8	20.1	99	3100	21.2	19.2	106	1533	22.1	9.5	111	4881	20.3	30.2	102
MKDAY 4:30 PM - 7:30 PM	22463	4194	25.5	18.7	92	4281	29.3	19.1	106	1899	27.4	8.5	99	6107	25.4	27.2	92
MKDAY 7:30 PM - 8:00 PM	31795	6085	37.0	19.1	94	6091	41.7	19.2	106	2766	39.9	8.7	102	8817	36.7	27.7	94
MKDAY 11:00 PM - 11:30 PM	23977	4893	29.7	20.4	100	4894	33.5	20.4	113	2052	29.6	8.6	100	7337	30.6	30.6	103
MKDAY 11:30 PM - 1:00 AM	7703	1708	10.4	22.2	109	1623	11.1	21.1	117	704	10.2	9.1	107	2506	10.4	32.5	110
M-SAT 8-11 PM+SUN 7-11 PM	33800	6875	41.8	20.3	100	6620	45.3	19.6	109	2926	42.2	8.7	101	9952	41.5	29.4	99
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	1511	9.2	23.1	114	1163	8.0	17.8	99	597	8.6	9.1	107	2149	9.0	32.9	111
ANOTHER WORLD N	4620	916	5.6	19.8	98	946	6.5	20.5	114	373	5.4	8.1	94	1361	5.7	29.5	99
AS THE WORLD TURNS C	5614	1036	6.3	18.5	91	1022	7.0	18.2	101	647	9.3	11.5	135	1585	6.6	28.2	95
CAPITOL C	3396	701	4.3	20.6	102	651	4.5	19.2	106	468	6.8	13.8	161	1004	4.2	29.6	100
CBS MORN. NEWS 1 C	1446	245	1.5	16.9	83	253	1.7	17.5	97	125	1.8	8.6	101	347	1.4	24.0	81
CBS MORN. NEWS 2 C	1207	190	1.2	15.7	78	231	1.6	19.1	106	115	1.7	9.5	111	247	1.0	20.5	69
DAYS OF OUR LIVES N	5877	1234	7.5	21.0	103	1285	8.8	21.9	121	462	6.7	7.9	92	1812	7.5	30.8	104
FACTS OF LIFE - DAYTIME N	2290	453	2.8	19.8	97	403	2.8	17.6	98	195	2.8	8.5	99	712	3.0	31.1	105
FAMILY FEUD A	3023	502	3.1	16.6	82	589	4.0	19.5	108	290	4.2	9.6	112	786	3.3	26.0	88
GENERAL HOSPITAL A	6097	1106	6.7	18.1	89	919	6.3	15.1	84	455	6.6	7.5	87	1944	8.1	31.9	108
GOOD MORNING, AMERICA-730 A	3515	643	3.9	18.3	90	750	5.1	21.3	118	317	4.6	9.0	105	999	4.2	28.4	96
GOOD MORNING, AMERICA-830 A	2818	507	3.1	18.0	89	606	4.1	21.5	119	192	2.8	6.8	80	872	3.6	30.9	104
GUIDING LIGHT C	5339	1167	7.1	21.9	108	1087	7.4	20.4	113	684	9.9	12.8	150	1592	6.6	29.8	101
ONE LIFE TO LIVE A	4478	829	5.0	18.5	91	784	5.4	17.5	97	349	5.0	7.8	91	1438	6.0	32.1	108
PRESS YOUR LUCK C	2244	455	2.8	20.3	100	462	3.2	20.6	114	224	3.2	10.0	117	693	2.9	30.9	104
PRICE IS RIGHT 1 C	4348	799	4.9	18.4	90	792	5.4	18.2	101	437	6.3	10.1	117	1255	5.2	28.9	97
PRICE IS RIGHT 2 C	5014	960	5.8	19.1	94	993	6.8	19.8	110	517	7.5	10.3	120	1491	6.2	29.7	100
RYAN'S HOPE A	3150	703	4.3	22.3	110	546	3.7	17.3	96	271	3.9	8.6	100	1046	4.4	33.2	112
SALE OF THE CENTURY N	2695	571	3.5	21.2	104	459	3.1	17.0	94	200	2.9	7.4	87	808	3.4	30.0	101
SEARCH FOR TOMORROW N	2319	475	2.9	20.5	101	514	3.5	22.2	123	246	3.5	10.6	124	634	2.6	27.3	92
TODAY SHOW 1 N	2693	448	2.7	16.6	82	509	3.5	18.9	105	205	3.0	7.6	89	640	2.7	23.8	80
TODAY SHOW 2 N	2498	391	2.4	15.7	77	405	2.8	16.2	90	167	2.4	6.7	78	591	2.5	23.7	80
$25,000 PYRAMID C	2753	505	3.1	18.3	90	519	3.6	18.9	105	223	3.2	8.1	95	798	3.3	29.0	98
WHEEL OF FORTUNE N	4388	982	6.0	22.4	110	940	6.4	21.4	119	395	5.7	9.0	105	1332	5.5	30.4	102
YOUNG AND THE RESTLESS C	5695	1151	7.0	20.2	100	939	6.4	16.5	91	677	9.8	11.9	139	1649	6.9	29.0	98
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	271	1.6	15.4	76	302	2.1	17.2	95	*135	1.9	7.7	90	432	1.8	24.5	83
NBA PLAYOFF GAME -1 C	1136	169	1.0	14.9	73	203	1.4	17.9	99	*106	1.5	9.3	109	282	1.2	24.8	84
NBC MAJOR LEAGUE PRE-GAME N	953	*122	0.7	12.8	63	*211	1.4	22.1	123	**42	0.6	4.4	51	*199	0.8	20.9	70
SPORTSWORLD - SUN N	1233	255	1.6	20.7	102	287	2.0	23.3	129	*107	1.5	8.7	101	316	1.3	25.6	86
SUNDAY MORNING C	1611	240	1.5	14.9	73	332	2.3	20.6	114	*136	2.0	8.4	99	396	1.6	24.6	83

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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COOKIES (READY-TO-EAT): BRANDS
(FEMALE HOMEMAKERS)

0327
P-19

		TOTAL U.S. '000	NABISCO CHIPS AHOY A '000	B % DOWN	C ACROSS %	D INDX	NABISCO FIG NEWTON A '000	B % DOWN	C ACROSS %	D INDX	NABISCO NILLA A '000	B % DOWN	C ACROSS %	D INDX	NABISCO OREO A '000	B % DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEMAKERS		80986	16448	100.0	20.3	100	14608	100.0	18.0	100	6933	100.0	8.6	100	24009	100.0	29.6	100
MKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	4374	26.6	16.8	83	5168	35.4	19.8	110	2239	32.3	8.6	100	6923	28.8	26.6	90
NETWORK AFFILIATES - LATE		20261	4023	24.5	19.9	98	4196	28.7	20.7	115	1766	25.5	8.7	102	6218	25.9	30.7	104
INDEPENDENTS - LATE		2076	362	2.2	17.4	86	345	2.4	16.6	92	95	1.4	4.6	53	457	1.9	22.0	74
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	2358	14.3	22.6	111	2068	14.2	19.8	110	1135	16.4	10.9	127	3210	13.4	30.7	104
ABC MONDAY NIGHT MOVIE	A	6412	1222	7.4	19.1	94	1217	8.3	19.0	105	608	8.8	9.5	111	2039	8.5	31.8	107
ABC SUNDAY NIGHT MOVIE	A	12407	2531	15.4	20.4	100	2401	16.4	19.4	107	1144	16.5	9.2	108	3698	15.4	29.8	101
ABC WORLD NEWS TONIGHT	A	6176	1080	6.6	17.5	86	1180	8.1	19.1	106	470	6.8	7.6	89	1540	6.4	24.9	84
AFTERMASH	C	5863	1296	7.9	22.1	109	1098	7.5	18.7	104	490	7.1	8.4	98	1584	6.6	27.0	91
ALICE	C	9594	1889	11.5	19.7	97	1914	13.1	19.9	111	846	12.2	8.8	103	2870	12.0	29.9	101
AMERICAN PARADE	C	6622	1045	6.4	15.8	78	1275	8.7	19.3	107	456	6.6	6.9	80	1700	7.1	25.7	87
BENSON	A	10886	2018	12.3	18.5	91	1990	13.6	18.3	101	957	13.8	8.8	103	3288	13.7	30.2	102
BLUE THUNDER	A	5036	1070	6.5	21.2	105	1050	7.2	20.8	116	512	7.4	10.2	119	1559	6.5	31.0	104
CAGNEY & LACEY	C	9965	1949	11.8	19.6	96	1852	12.7	18.6	103	800	11.5	8.0	94	3224	13.4	32.4	109
CBS EVENING NEWS-DEAN	C	3491	459	2.8	13.1	65	767	5.3	22.0	122	*132	1.9	3.8	44	843	3.5	24.1	81
CBS EVENING NEWS-RATHER	C	7123	1183	7.2	16.6	82	1443	9.9	20.3	112	556	8.0	7.8	91	1916	8.0	26.9	91
CBS SAT. NEWS-SCHIEFFER	C	3621	499	3.0	13.8	68	735	5.0	20.3	113	213	3.1	5.9	69	838	3.5	23.1	78
CBS SATURDAY NIGHT MOVIE	C	5436	1097	6.7	20.2	99	1116	7.6	20.5	114	481	6.9	8.8	103	1647	6.9	30.3	102
CBS WEDNESDAY NIGHT MOVIE	C	6100	1166	7.1	19.1	94	1231	8.4	20.2	112	750	10.8	12.3	144	1700	7.1	27.9	94
CHEERS	N	8889	1942	11.8	21.8	108	1750	12.0	19.7	109	752	10.8	8.5	99	2851	11.9	32.1	108
DALLAS	C	22109	4564	27.7	20.6	102	4229	28.9	19.1	106	2097	30.2	9.5	111	6559	27.3	29.7	100
DIFF'RENT STROKES	N	6940	1298	7.9	18.7	92	1294	8.9	18.6	103	595	8.6	8.6	100	1844	7.7	26.6	90
DOUBLE TROUBLE	N	7223	1615	9.8	22.4	110	1465	10.0	20.3	112	678	9.8	9.4	110	2231	9.3	30.9	104
DUCK FACTORY	N	5595	1222	7.4	21.8	108	1047	7.2	18.7	104	436	6.3	7.8	91	1707	7.1	30.5	103
DUKES OF HAZZARD	C	5768	1161	7.1	20.1	99	1232	8.4	21.4	118	667	9.6	11.6	135	1778	7.4	30.8	104
DYNASTY	A	20053	4288	26.1	21.4	105	3680	25.2	18.4	102	1708	24.6	8.5	99	5753	24.0	28.7	97
FACTS OF LIFE	N	8087	1697	10.3	21.0	103	1604	11.0	19.8	110	814	11.7	10.1	118	2592	10.8	32.1	108
FALCON CREST	C	20046	4021	24.4	20.1	99	3778	25.9	18.8	104	1921	27.7	9.6	112	6090	25.4	30.4	102
FALL GUY	A	9084	2207	13.4	24.3	120	2146	14.7	23.6	131	944	13.6	10.4	121	2904	12.1	32.0	108
FAMILY TIES	N	7964	1780	10.8	22.4	110	1553	10.6	19.5	108	740	10.7	9.3	109	2574	10.7	32.3	109
FANTASY ISLAND	A	7687	1493	9.1	19.4	96	1255	8.6	16.3	91	595	8.6	7.7	90	2217	9.2	28.8	97
FOULUPS,BLEEPS & BLUNDERS	A	8861	1745	10.6	19.7	97	1526	10.4	17.2	95	640	9.2	7.2	84	2571	10.7	29.0	98
FOUR SEASONS	C	5095	1230	7.5	24.1	119	1017	7.0	20.0	111	438	6.3	8.6	100	1472	6.1	28.9	97
GIMME A BREAK	N	8838	1874	11.4	21.2	104	1718	11.8	19.4	108	937	13.5	10.6	124	2714	11.3	30.7	104
HART TO HART	A	8978	1748	10.6	19.5	96	1586	10.9	17.7	98	716	10.3	8.0	93	2809	11.7	31.3	106
HILL STREET BLUES	N	8590	1915	11.6	22.3	110	1667	11.4	19.4	108	829	12.0	9.7	113	2789	11.6	32.5	110
HOTEL	A	14085	2889	17.6	20.5	101	2657	18.2	18.9	105	1146	16.5	8.1	95	4381	18.2	31.1	105
JEFFERSONS	C	9360	1920	11.7	20.5	101	1835	12.6	19.6	109	824	11.9	8.8	103	2743	11.4	29.3	99
JENNIFER SLEPT HERE	N	5841	1206	7.3	20.6	102	1094	7.5	18.7	104	499	7.2	8.5	100	1688	7.0	28.9	97
KATE & ALLIE	C	9206	1730	10.5	18.8	93	1732	11.9	18.8	104	710	10.2	7.7	90	2848	11.9	30.9	104
KNIGHT RIDER	N	7076	1501	9.1	21.2	104	1368	9.4	19.3	107	642	9.3	9.1	106	2089	8.7	29.5	100
LOVE BOAT	A	12219	2156	13.1	17.6	87	2215	15.2	18.1	100	1011	14.6	8.3	97	3245	13.5	26.6	90
MAGNUM PI	C	11199	2434	14.8	21.7	107	2586	17.7	23.1	128	1111	16.0	9.9	116	3251	13.5	29.0	98
MAMA'S FAMILY	N	6057	1067	6.5	17.6	87	1246	8.5	20.6	114	445	6.4	7.3	86	1652	6.9	27.3	92
MASTER, THE	N	3598	802	4.9	22.3	110	766	5.2	21.3	118	418	6.0	11.6	136	1028	4.3	28.6	96
MATT HOUSTON	A	6344	1365	8.3	21.5	106	1201	8.2	18.9	105	639	9.2	10.1	118	1928	8.0	30.4	103
NBC MONDAY NIGHT MOVIE	N	11994	2648	16.1	22.1	109	2188	15.0	18.2	101	1020	14.7	8.5	99	3688	15.4	30.7	104
NBC NIGHTLY NEWS	N	5132	932	5.7	18.2	89	1038	7.1	20.2	112	481	6.9	9.4	109	1381	5.8	26.9	91
NBC NIGHTLY NEWS-SAT	N	3375	569	3.5	16.9	83	618	4.2	18.3	102	*280	4.0	8.3	97	851	3.5	25.2	85
NBC NIGHTLY NEWS-SUN	N	3130	498	3.0	15.9	78	757	5.2	24.2	134	*222	3.2	7.1	83	790	3.3	25.2	85
NBC SUNDAY NIGHT MOVIE	N	8284	1923	11.7	23.2	114	1516	10.4	18.3	101	783	11.3	9.5	110	2496	10.4	30.1	102
NEWHART	C	9240	1723	10.5	18.6	92	1774	12.1	19.2	106	682	9.8	7.4	86	2836	11.8	30.7	104
ONE DAY AT A TIME	C	7288	1455	8.8	20.0	98	1178	8.1	16.2	90	674	9.7	9.2	108	2067	8.6	28.4	96
PEOPLE ARE FUNNY	N	4855	976	5.9	20.1	99	978	6.7	20.1	112	329	4.7	6.8	79	1315	5.5	27.1	91
REAL PEOPLE	N	8869	1748	10.6	19.7	97	1714	11.7	19.3	107	838	12.1	9.4	110	2551	10.6	28.8	97
REMINGTON STEELE	N	7743	1572	9.6	20.3	100	1286	8.8	16.6	92	662	9.5	8.5	100	2267	9.4	29.3	99
RIPLEY'S BELIEVE IT - NOT	A	5345	1084	6.6	20.3	100	1127	7.7	21.1	117	454	6.5	8.5	99	1645	6.9	30.8	104
RIPTIDE	N	6988	1538	9.4	22.0	108	1330	9.1	19.0	106	672	9.7	9.6	112	2146	8.9	30.7	104
SCARECROW & MRS. KING	C	10002	1842	11.2	18.4	91	2030	13.9	20.3	113	1043	15.0	10.4	122	2878	12.0	28.8	97
SIMON & SIMON	C	10638	2287	13.9	21.5	106	2367	16.2	22.3	123	1035	14.9	9.7	114	3285	13.7	30.9	104
60 MINUTES	C	13293	2261	13.7	17.0	84	2608	17.9	19.6	109	988	14.3	7.4	87	3489	14.5	26.2	89
ST. ELSEWHERE	N	7017	1556	9.5	22.2	109	1429	9.8	20.4	113	628	9.1	8.9	105	2271	9.5	32.4	109
THREE'S COMPANY	A	10917	2197	13.4	20.1	99	1826	12.5	16.7	93	1048	15.1	9.6	112	3322	13.8	30.4	103
T.J. HOOKER	A	9204	1895	11.5	20.6	101	1890	12.9	20.5	114	731	10.5	7.9	93	2527	10.5	27.5	93
TONIGHT SHOW	N	2372	430	2.6	18.1	89	499	3.4	21.0	117	148	2.1	6.2	73	772	3.2	32.5	110
TRAPPER JOHN, M.D.	C	9846	2001	12.2	20.3	100	1990	13.6	20.2	112	896	12.9	9.1	106	3049	12.7	31.0	104
TV BLOOPERS & PRAC. JOKES	N	9105	1910	11.6	21.0	103	1761	12.1	19.3	107	610	8.8	6.7	78	2672	11.1	29.3	99
20/20	A	9387	1743	10.6	18.6	91	1970	13.5	21.0	116	782	11.3	8.3	97	2759	11.5	29.4	99
WEBSTER	A	11067	2217	13.5	20.0	99	2009	13.8	18.2	101	926	13.4	8.4	98	3264	13.6	29.5	99
WORLD NEWS - SUN	A	3062	636	3.9	20.8	102	603	4.1	19.7	109	*240	3.5	7.8	92	816	3.4	26.6	90
YELLOW ROSE	N	4978	1079	6.6	21.7	107	1147	7.9	23.0	128	509	7.3	10.2	119	1490	6.2	29.9	101
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	1960	11.9	22.1	109	2048	14.0	23.1	128	938	13.5	10.6	123	3178	13.2	35.8	121
BASKETBALL - COLLEGE GAMES		4080	1016	6.2	24.9	123	720	4.9	17.6	98	*474	6.8	11.6	136	1649	6.9	40.4	136
BASKETBALL - PRO GAMES		3607	849	5.2	23.5	116	798	5.5	22.1	123	*318	4.6	8.8	103	1408	5.9	39.0	132
BOWLING		3883	881	5.4	22.7	112	768	5.3	19.8	110	*352	5.1	9.1	106	1357	5.7	34.9	118
BOXING		3928	1029	6.3	26.2	129	867	5.9	22.1	122	*390	5.6	9.9	116	1304	5.4	33.2	112
FOOTBALL - COLLEGE GAMES		6366	1424	8.7	22.4	110	1448	9.9	22.7	126	840	12.1	13.2	154	2455	10.2	38.6	130
FOOTBALL - PRO GAMES		11300	2947	17.9	26.1	128	2256	15.4	20.0	111	1410	20.3	12.5	146	4419	18.4	39.1	132
GOLF		3378	*528	3.2	15.6	77	625	4.3	18.5	103	**265	3.8	7.8	92	1069	4.5	31.6	107
POST-SEASON COLL. FOOTBALL		4906	982	6.0	20.0	99	986	6.7	20.1	111	*520	7.5	10.6	124	1875	7.8	38.2	129
POST-SEASON PRO FOOTBALL		6120	1512	9.2	24.7	122	1439	9.9	23.5	130	854	12.3	14.0	163	2664	11.1	43.5	147
TENNIS		3033	711	4.3	23.4	115	604	4.1	19.9	110	**236	3.4	7.8	91	1004	4.2	33.1	112
WRESTLING - PROFESSIONAL		3344	951	5.8	28.4	140	703	4.8	21.0	117	*360	5.2	10.8	126	1167	4.9	34.9	118

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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COOKIES (READY-TO-EAT): BRANDS
(FEMALE HOMEMAKERS)

0328
P-19

	TOTAL U.S. '000	OTHER NABISCO A '000	OTHER NABISCO B % DOWN	OTHER NABISCO C % ACROSS	OTHER NABISCO D INDX	PEPPERIDGE FARM A '000	PEPPERIDGE FARM B % DOWN	PEPPERIDGE FARM C % ACROSS	PEPPERIDGE FARM D INDX	STELLA D'ORO A '000	STELLA D'ORO B % DOWN	STELLA D'ORO C % ACROSS	STELLA D'ORO D INDX	SUNSHINE CHIP-A-ROOS A '000	SUNSHINE CHIP-A-ROOS B % DOWN	SUNSHINE CHIP-A-ROOS C % ACROSS	SUNSHINE CHIP-A-ROOS D INDX
TOTAL FEMALE HOMEMAKERS	80986	9775	100.0	12.1	100	9243	100.0	11.4	100	3481	100.0	4.3	100	3786	100.0	4.7	100
18 - 24	9282	1230	12.6	13.3	110	944	10.2	10.2	89	*279	8.0	3.0	70	*585	15.5	6.3	135
25 - 34	19072	2544	26.0	13.3	111	2268	24.5	11.9	104	906	26.0	4.8	111	1227	32.4	6.4	138
35 - 44	14591	1954	20.0	13.4	111	1776	19.2	12.2	107	*514	14.8	3.5	82	802	21.2	5.5	118
45 - 54	11345	1576	16.1	13.9	115	1323	14.3	11.7	102	*419	12.0	3.7	86	*516	13.6	4.5	97
55 - 64	11635	1133	11.6	9.7	81	1564	16.9	13.4	118	615	17.7	5.3	123	**318	8.4	2.7	58
65 OR OLDER	15061	1339	13.7	8.9	74	1369	14.8	9.1	80	748	21.5	5.0	116	*338	8.9	2.2	48
18 - 34	28354	3774	38.6	13.3	110	3211	34.7	11.3	99	1185	34.0	4.2	97	1812	47.9	6.4	137
18 - 49	48339	6553	67.0	13.6	112	5595	60.5	11.6	101	1894	54.4	3.9	91	2887	76.3	6.0	128
25 - 54	45008	6073	62.1	13.5	112	5367	58.1	11.9	104	1839	52.8	4.1	95	2545	67.2	5.7	121
35 - 49	19985	2779	28.4	13.9	115	2384	25.8	11.9	105	709	20.4	3.5	83	1075	28.4	5.4	115
50 OR OLDER	32647	3222	33.0	9.9	82	3648	39.5	11.2	98	1587	45.6	4.9	113	899	23.7	2.8	59
GRADUATED COLLEGE	11155	1304	13.3	11.7	97	2172	23.5	19.5	171	*463	13.3	4.2	97	*427	11.3	3.8	82
ATTENDED COLLEGE	13682	1686	17.2	12.3	102	2192	23.7	16.0	140	646	18.6	4.7	110	642	17.0	4.7	100
GRADUATED HIGH SCHOOL	33880	4324	44.2	12.8	106	3360	36.4	9.9	87	1414	40.6	4.2	97	1769	46.7	5.2	112
DID NOT GRADUATE HIGH SCHOOL	22270	2461	25.2	11.1	92	1520	16.4	6.8	60	959	27.5	4.3	100	949	25.1	4.3	91
EMPLOYED	40306	4914	50.3	12.2	101	5460	59.1	13.5	119	1800	51.7	4.5	104	2159	57.0	5.4	115
EMPLOYED FULL-TIME	32850	4093	41.9	12.5	103	4580	49.6	13.9	122	1427	41.0	4.3	101	1864	49.2	5.7	121
EMPLOYED PART-TIME	7456	821	8.4	11.0	91	880	9.5	11.8	103	*372	10.7	5.0	116	*294	7.8	3.9	84
NOT EMPLOYED	40680	4861	49.7	11.9	99	3784	40.9	9.3	82	1681	48.3	4.1	96	1628	43.0	4.0	86
PROFESSIONAL/MANAGER	10392	1200	12.3	11.5	96	1729	18.7	16.6	146	*443	12.7	4.3	99	*417	11.0	4.0	86
TECH/CLERICAL/SALES	17574	2249	23.0	12.8	106	2303	24.9	13.1	115	886	25.5	5.0	117	940	24.8	5.3	114
PRECISION/CRAFT	985	**69	0.7	7.0	58	**166	1.8	16.9	148	**41	1.2	4.2	97	**97	2.6	9.8	211
OTHER EMPLOYED	11354	1396	14.3	12.3	102	1262	13.7	11.1	97	*429	12.3	3.8	88	704	18.6	6.2	133
SINGLE	9863	1307	13.4	13.3	110	1499	16.2	15.2	133	496	14.2	5.0	117	*515	13.6	5.2	112
MARRIED	51375	6480	66.3	12.6	104	5523	59.8	10.8	94	2127	61.1	4.1	96	2486	65.7	4.8	104
DIVORCED/SEPARATED/WIDOWED	19748	1989	20.3	10.1	83	2222	24.0	11.3	99	858	24.6	4.3	101	785	20.7	4.0	85
PARENTS	32590	4562	46.7	14.0	116	3168	34.3	9.7	85	1248	35.9	3.8	89	2043	54.0	6.3	134
WHITE	70416	8300	84.9	11.8	98	8132	88.0	11.5	101	3167	91.0	4.5	105	3161	83.5	4.5	96
BLACK	8778	1138	11.6	13.0	107	777	8.4	8.9	78	*223	6.4	2.5	59	497	13.1	5.7	121
OTHER	1791	**337	3.4	18.8	156	**335	3.6	18.7	164	**91	2.6	5.1	118	**129	3.4	7.2	154
NORTHEAST-CENSUS	17786	2230	22.8	12.5	104	3383	36.6	19.0	167	2262	65.0	12.7	296	1073	28.3	6.0	129
NORTH CENTRAL	20741	2148	22.0	10.4	86	1364	14.8	6.6	58	*316	9.1	1.5	35	668	17.6	3.2	69
SOUTH	27775	3682	37.7	13.3	110	2712	29.3	9.8	86	*524	15.1	1.9	44	1377	36.4	5.0	106
WEST	14683	1715	17.5	11.7	97	1784	19.3	12.2	106	*379	10.9	2.6	60	*668	17.6	4.5	97
NORTHEAST-MKTG.	17961	2251	23.0	12.5	104	3585	38.8	20.0	175	2208	63.4	12.3	286	1148	30.3	6.4	137
EAST CENTRAL	11885	1317	13.5	11.1	92	941	10.2	7.9	69	*367	10.5	3.1	72	*443	11.7	3.7	80
WEST CENTRAL	14090	1312	13.4	9.3	77	834	9.0	5.9	52	**121	3.5	0.9	20	*342	9.0	2.4	52
SOUTH	24081	3398	34.8	14.1	117	2237	24.2	9.3	81	*416	12.0	1.7	40	1222	32.3	5.1	109
PACIFIC	12969	1498	15.3	11.6	96	1647	17.8	12.7	111	*369	10.6	2.8	66	*631	16.7	4.9	104
COUNTY SIZE A	32439	4180	42.8	12.9	107	5113	55.3	15.8	138	2279	65.5	7.0	163	1755	46.4	5.4	116
COUNTY SIZE B	24915	3076	31.5	12.3	102	2728	29.5	10.9	96	910	26.1	3.7	85	1149	30.3	4.6	99
COUNTY SIZE C	12930	1460	14.9	11.3	94	1030	11.1	8.0	70	**192	5.5	1.5	35	*522	13.8	4.0	86
COUNTY SIZE D	10703	1060	10.8	9.9	82	*373	4.0	3.5	31	**99	2.8	0.9	22	*360	9.5	3.4	72
METRO CENTRAL CITY	24518	3137	32.1	12.8	106	3046	33.0	12.4	109	1236	35.5	5.0	117	1429	37.7	5.8	125
METRO SUBURBAN	35919	4492	46.0	12.5	104	5122	55.4	14.3	125	1983	57.0	5.5	128	1560	41.2	4.3	93
NON METRO	20549	2146	22.0	10.4	87	1076	11.6	5.2	46	**262	7.5	1.3	30	798	21.1	3.9	83
TOP 5 ADI'S	18341	2384	24.4	13.0	108	3270	35.4	17.8	156	1823	52.4	9.9	231	1078	28.5	5.9	126
TOP 10 ADI'S	25378	3386	34.6	13.3	111	4282	46.3	16.9	148	2240	64.3	8.8	205	1431	37.8	5.6	121
TOP 20 ADI'S	36488	4647	47.5	12.7	106	5557	60.1	15.2	133	2583	74.2	7.1	165	2054	54.3	5.6	120
HSHLD INC. $50,000 OR MORE	6612	995	10.2	15.0	125	1422	15.4	21.5	188	*385	11.1	5.8	135	**367	9.7	5.6	119
$40,000 OR MORE	12659	1870	19.1	14.8	122	2439	26.4	19.3	169	697	20.0	5.5	128	*661	17.5	5.2	112
$30,000 OR MORE	24698	3511	35.9	14.2	118	4279	46.3	17.3	152	1323	38.0	5.4	125	1315	34.7	5.3	114
$25,000 OR MORE	32077	4434	45.4	13.8	115	5198	56.2	16.2	142	1614	46.4	5.0	117	1666	44.0	5.2	111
$20,000 - $24,999	9144	1216	12.4	13.3	110	993	10.7	10.9	95	*335	9.6	3.7	85	*391	10.3	4.3	91
$15,000 - $19,999	8728	701	7.2	8.0	67	697	7.5	8.0	70	*360	10.3	4.1	96	*455	12.0	5.2	112
$10,000 - $14,999	12562	1514	15.5	12.1	100	1137	12.3	9.1	79	572	16.4	4.6	106	614	16.2	4.9	105
UNDER $10,000	18475	1910	19.5	10.3	86	1218	13.2	6.6	58	600	17.2	3.2	76	660	17.4	3.6	76
HOUSEHOLD OF 1 PERSON	11987	1012	10.4	8.4	70	1514	16.4	12.6	111	463	13.3	3.9	90	*209	5.5	1.7	37
2 PEOPLE	26577	3108	31.8	11.7	97	3146	34.0	11.8	104	1258	36.1	4.7	110	920	24.3	3.5	74
3 OR 4 PEOPLE	30617	3902	39.9	12.7	106	3405	36.8	11.1	97	1196	34.4	3.9	91	1613	42.6	5.3	113
5 OR MORE PEOPLE	11804	1754	17.9	14.9	123	1178	12.7	10.0	87	*565	16.2	4.8	111	1044	27.6	8.8	189
NO CHILD IN HSHLD	46165	4897	50.1	10.6	88	5838	63.2	12.6	111	2148	61.7	4.7	108	1541	40.7	3.3	71
CHILD(REN) UNDER 2 YRS	5325	645	6.6	12.1	100	*542	5.9	10.2	89	**140	4.0	2.6	61	*404	10.7	7.6	162
2 - 5 YEARS	14221	1942	19.9	13.7	113	1336	14.5	9.4	82	*488	14.0	3.4	80	895	23.6	6.3	135
6 - 11 YEARS	15117	1995	20.4	13.2	109	1445	15.6	9.6	84	*606	17.4	4.0	93	1007	26.6	6.7	142
12 - 17 YEARS	16611	2245	23.0	13.5	112	1607	17.4	9.7	85	678	19.5	4.1	95	1024	27.0	6.2	132
RESIDENCE OWNED	55884	6806	69.6	12.2	101	6485	70.2	11.6	102	2394	68.8	4.3	100	2475	65.4	4.4	95
VALUE: $50,000 OR MORE	31744	4096	41.9	12.9	107	4798	51.9	15.1	132	1685	48.4	5.3	123	1487	39.3	4.7	100
VALUE: UNDER $50,000	24140	2711	27.7	11.2	93	1686	18.2	7.0	61	709	20.4	2.9	68	988	26.1	4.1	88

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COOKIES (READY-TO-EAT): BRANDS
(FEMALE HOMEMAKERS)

0329
P-19

		TOTAL U.S.	OTHER NABISCO A	OTHER NABISCO B	OTHER NABISCO C	OTHER NABISCO D	PEPPERIDGE FARM A	PEPPERIDGE FARM B	PEPPERIDGE FARM C	PEPPERIDGE FARM D	STELLA D'ORO A	STELLA D'ORO B	STELLA D'ORO C	STELLA D'ORO D	SUNSHINE CHIP-A-ROOS A	SUNSHINE CHIP-A-ROOS B	SUNSHINE CHIP-A-ROOS C	SUNSHINE CHIP-A-ROOS D
		'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS		80986	9775	100.0	12.1	100	9243	100.0	11.4	100	3481	100.0	4.3	100	3786	100.0	4.7	100
MAGAZINES	QUINTILE 1	15799	2263	23.2	14.3	119	2483	26.9	15.7	138	836	24.0	5.3	123	817	21.6	5.2	111
	QUINTILE 2	17259	2114	21.6	12.2	101	2384	25.8	13.8	121	698	20.1	4.0	94	930	24.6	5.4	115
	QUINTILE 3	13545	1536	15.7	11.3	94	1423	15.4	10.5	92	595	17.1	4.4	102	537	14.2	4.0	85
	QUINTILE 4	15133	1696	17.4	11.2	93	1361	14.7	9.0	79	604	17.4	4.0	93	710	18.8	4.7	100
	QUINTILE 5	19250	2167	22.2	11.3	93	1592	17.2	8.3	72	748	21.5	3.9	90	792	20.9	4.1	88
NEWSPAPERS	QUINTILE 1	12413	1592	16.3	12.8	106	2113	22.9	17.0	149	857	24.6	6.9	161	502	13.3	4.0	87
	QUINTILE 2	24116	2944	30.1	12.2	101	3113	33.7	12.9	113	1093	31.4	4.5	105	1367	36.1	5.7	121
	QUINTILE 3	11261	1403	14.4	12.5	103	1299	14.1	11.5	101	*499	14.3	4.4	103	*581	15.3	5.2	110
	QUINTILE 4	20255	2442	25.0	12.1	100	1807	19.5	8.9	78	688	19.8	3.4	79	852	22.5	4.2	90
	QUINTILE 5	12940	1395	14.3	10.8	89	911	9.9	7.0	62	*343	9.9	2.7	62	*484	12.8	3.7	80
OUTDOOR	QUINTILE 1	14852	1837	18.8	12.4	102	1870	20.2	12.6	110	717	20.6	4.8	112	718	19.0	4.8	103
	QUINTILE 2	15725	2159	22.1	13.7	114	2053	22.2	13.1	114	575	16.5	3.7	85	880	23.2	5.6	120
	QUINTILE 3	16330	1919	19.6	11.8	97	1938	21.0	11.9	104	678	19.5	4.2	97	895	23.6	5.5	117
	QUINTILE 4	16744	1913	19.6	11.4	95	1652	17.9	9.9	86	777	22.3	4.6	108	655	17.3	3.9	84
	QUINTILE 5	17334	1947	19.9	11.2	93	1729	18.7	10.0	87	735	21.1	4.2	99	639	16.9	3.7	79
RADIO-DRIVE TIME	QUINTILE 1	15911	2139	21.9	13.4	111	1977	21.4	12.4	109	706	20.3	4.4	103	929	24.5	5.8	125
	QUINTILE 2	14837	1725	17.6	11.6	96	1738	18.8	11.7	103	475	13.6	3.2	74	609	16.1	4.1	88
	QUINTILE 3	15339	2023	20.7	13.2	109	1842	19.9	12.0	105	865	24.8	5.6	131	891	23.5	5.8	124
	QUINTILE 4	16723	1950	19.9	11.7	97	1862	20.1	11.1	98	685	19.7	4.1	95	734	19.4	4.4	94
	QUINTILE 5	18176	1938	19.8	10.7	88	1826	19.8	10.0	88	751	21.6	4.1	96	623	16.5	3.4	73
RADIO-MID-DAY	TERCILE 1	21020	2538	26.0	12.1	100	2462	26.6	11.7	103	1003	28.8	4.8	111	1364	36.0	6.5	139
	TERCILE 2	21610	2833	29.0	13.1	109	2531	27.4	11.7	103	787	22.6	3.6	85	1102	29.1	5.1	109
	TERCILE 3	38355	4405	45.1	11.5	95	4250	46.0	11.1	97	1691	48.6	4.4	103	1321	34.9	3.4	74
RADIO-TOTAL	QUINTILE 1	15988	1953	20.0	12.2	101	1865	20.2	11.7	102	662	19.0	4.1	96	949	25.1	5.9	127
	QUINTILE 2	15626	2061	21.1	13.2	109	1724	18.7	11.0	97	695	20.0	4.4	103	901	23.8	5.8	123
	QUINTILE 3	16723	2074	21.2	12.4	103	2146	23.2	12.8	112	829	23.8	5.0	115	785	20.7	4.7	100
	QUINTILE 4	16342	1964	20.1	12.0	100	2022	21.9	12.4	108	601	17.3	3.7	86	718	19.0	4.4	94
	QUINTILE 5	16306	1723	17.6	10.6	88	1487	16.1	9.1	80	694	19.9	4.3	99	*433	11.4	2.7	57
TV-PRIME TIME	QUINTILE 1	15953	1860	19.0	11.7	97	1678	18.2	10.5	92	901	25.9	5.6	131	609	16.1	3.8	82
	QUINTILE 2	16137	2047	20.9	12.7	105	2193	23.7	13.6	119	813	23.4	5.0	117	1071	28.3	6.6	142
	QUINTILE 3	16420	1949	19.9	11.9	98	1757	19.0	10.7	94	604	17.4	3.7	86	827	21.8	5.0	108
	QUINTILE 4	16687	2300	23.5	13.8	114	2061	22.3	12.4	108	612	17.6	3.7	85	656	17.3	3.9	84
	QUINTILE 5	15789	1619	16.6	10.3	85	1555	16.8	9.8	86	551	15.8	3.5	81	624	16.5	4.0	85
TV-DAYTIME	TERCILE 1	27736	3401	34.8	12.3	102	2653	28.7	9.6	84	1132	32.5	4.1	95	1507	39.8	5.4	116
	TERCILE 2	26489	3083	31.5	11.6	96	3328	36.0	12.6	110	1033	29.7	3.9	91	1201	31.7	4.5	97
	TERCILE 3	26761	3291	33.7	12.3	102	3263	35.3	12.2	107	1316	37.8	4.9	114	1079	28.5	4.0	86
TV-TOTAL	QUINTILE 1	16345	1898	19.4	11.6	96	1664	18.0	10.2	89	702	20.2	4.3	100	852	22.5	5.2	112
	QUINTILE 2	16447	2075	21.2	12.6	105	1754	19.0	10.7	93	850	24.4	5.2	120	918	24.2	5.6	119
	QUINTILE 3	15980	1786	18.3	11.2	93	1969	21.3	12.3	108	673	19.3	4.2	98	540	14.3	3.4	72
	QUINTILE 4	15887	2231	22.8	14.0	116	2117	22.9	13.3	117	592	17.0	3.7	87	790	20.9	5.0	106
	QUINTILE 5	16326	1786	18.3	10.9	91	1738	18.8	10.6	93	664	19.1	4.1	95	686	18.1	4.2	90
MAGAZINES-NEWSPAPERS: DUAL		20721	2754	28.2	13.3	110	3400	36.8	16.4	144	1079	31.0	5.2	121	1170	30.9	5.6	121
MAGAZINE IMPERATIVE		19186	2431	24.9	12.7	105	2118	22.9	11.0	97	660	19.0	3.4	80	816	21.6	4.3	91
NEWSPAPER IMPERATIVE		21899	2532	25.9	11.6	96	2504	27.1	11.4	100	1209	34.7	5.5	128	1068	28.2	4.9	104
MAGAZINES-OUTDOOR: DUAL		15451	2177	22.3	14.1	117	2272	24.6	14.7	129	601	17.3	3.9	90	861	22.7	5.6	119
MAGAZINE IMPERATIVE		25953	3077	31.5	11.9	98	3352	36.3	12.9	113	1279	36.7	4.9	115	1201	31.7	4.6	99
OUTDOOR IMPERATIVE		24400	2834	29.0	11.6	96	2482	26.9	10.2	89	982	28.2	4.0	94	1219	32.2	5.0	107
MAGAZINES-RADIO: DUAL		18049	2140	21.9	11.9	98	2265	24.5	12.5	110	652	18.7	3.6	84	869	23.0	4.8	103
MAGAZINE IMPERATIVE		23571	3162	32.3	13.4	111	3502	37.9	14.9	130	1228	35.3	5.2	121	1114	29.4	4.7	101
RADIO IMPERATIVE		23278	2938	30.1	12.6	105	2109	22.8	9.1	79	1089	31.3	4.7	109	1369	36.2	5.9	126
MAGAZINES-TELEVISION: DUAL		15459	2026	20.7	13.1	109	2007	21.7	13.0	114	812	23.3	5.3	122	892	23.6	5.8	123
MAGAZINE IMPERATIVE		25829	3242	33.2	12.6	104	3744	40.5	14.5	127	1020	29.3	3.9	92	1149	30.3	4.4	95
TELEVISION IMPERATIVE		26039	2880	29.5	11.1	92	2231	24.1	8.6	75	1102	31.7	4.2	98	1102	29.1	4.2	91
NEWSPAPERS-OUTDOOR: DUAL		16605	2129	21.8	12.8	106	2617	28.3	15.8	138	748	21.5	4.5	105	863	22.8	5.2	111
NEWSPAPER IMPERATIVE		26834	3150	32.2	11.7	97	3439	37.2	12.8	112	1485	42.7	5.5	129	1274	33.7	4.7	102
OUTDOOR IMPERATIVE		23346	3061	31.3	13.1	109	2311	25.0	9.9	87	864	24.8	3.7	86	1281	33.8	5.5	117
NEWSPAPERS-RADIO: DUAL		17133	2088	21.4	12.2	101	2466	26.7	14.4	126	979	28.1	5.7	133	1059	28.0	6.2	132
NEWSPAPER IMPERATIVE		25892	3177	32.5	12.3	102	3567	38.6	13.8	121	1293	37.1	5.0	116	1075	28.4	4.2	89
RADIO IMPERATIVE		23167	3023	30.9	13.0	108	2082	22.5	9.0	79	856	24.6	3.7	86	1236	32.6	5.3	114
NEWSPAPERS-TELEVISION: DUAL		17159	2234	22.9	13.0	108	2263	24.5	13.2	116	991	28.5	5.8	134	842	22.2	4.9	105
NEWSPAPER IMPERATIVE		26214	3183	32.6	12.1	101	3839	41.5	14.6	128	1212	34.8	4.6	108	1288	34.0	4.9	105
TELEVISION IMPERATIVE		23412	2589	26.5	11.1	92	1916	20.7	8.2	72	815	23.4	3.5	81	1112	29.4	4.7	102
OUTDOOR-RADIO: DUAL		15303	2323	23.8	15.2	126	1950	21.1	12.7	112	657	18.9	4.3	100	1009	26.7	6.6	141
OUTDOOR IMPERATIVE		24901	2836	29.0	11.4	94	3148	34.1	12.6	111	1004	28.8	4.0	94	1025	27.1	4.1	88
RADIO IMPERATIVE		26492	2991	30.6	11.3	94	2902	31.4	11.0	96	1181	33.9	4.5	104	1248	33.0	4.7	101
OUTDOOR-TELEVISION: DUAL		14794	1890	19.3	12.8	106	1783	19.3	12.1	106	765	22.0	5.2	120	840	22.2	5.7	121
OUTDOOR IMPERATIVE		25437	3288	33.6	12.9	107	3429	37.1	13.5	118	929	26.7	3.7	85	1244	32.9	4.9	105
TELEVISION IMPERATIVE		27877	3113	31.8	11.2	93	2775	30.0	10.0	87	1256	36.1	4.5	105	1202	31.7	4.3	92
RADIO-TELEVISION: DUAL		15996	1860	19.0	11.6	96	1986	21.5	12.4	109	873	25.1	5.5	127	971	25.6	6.1	130
RADIO IMPERATIVE		25478	3295	33.7	12.9	107	2891	31.3	11.3	99	955	27.4	3.7	87	1308	34.5	5.1	110
TELEVISION IMPERATIVE		26573	3252	33.3	12.2	101	2709	29.3	10.2	89	1168	33.6	4.4	102	1132	29.9	4.3	91

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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COOKIES (READY-TO-EAT): BRANDS
(FEMALE HOMEMAKERS)

0330
P-19

	TOTAL U.S.	OTHER NABISCO				PEPPERIDGE FARM				STELLA D'ORO				SUNSHINE CHIP-A-ROOS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			%	ACROSS			%	ACROSS			%	ACROSS			%	ACROSS	
	'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL FEMALE HOMEMAKERS	80986	9775	100.0	12.1	100	9243	100.0	11.4	100	3481	100.0	4.3	100	3786	100.0	4.7	100
ATLANTIC MONTHLY	415	**18	0.2	4.3	36	**92	1.0	22.2	194	**19	0.5	4.6	107	**19	0.5	4.6	98
BARRON'S	453	**77	0.8	17.0	141	**115	1.2	25.4	222	**58	1.7	12.8	298	**64	1.7	14.1	302
BETTER HOMES & GARDENS	16256	2157	22.1	13.3	110	1906	20.6	11.7	103	777	22.3	4.8	111	830	21.9	5.1	109
BON APPETIT	2535	336	3.4	13.3	110	484	5.2	19.1	167	*238	6.8	9.4	218	**131	3.5	5.2	111
BUSINESS WEEK	1278	*167	1.7	13.1	108	255	2.8	20.0	175	**49	1.4	3.8	89	**58	1.5	4.5	97
CAR AND DRIVER	378	**53	0.5	14.0	116	**77	0.8	20.4	178	**27	0.8	7.1	166	**9	0.2	2.4	51
CBS MAGAZINE NETWORK (GROSS)	1498	*279	2.9	18.6	154	*257	2.8	17.2	150	**35	1.0	2.3	54	**90	2.4	6.0	129
CHANGING TIMES	1505	*184	1.9	12.2	101	*202	2.2	13.4	118	**83	2.4	5.5	128	**78	2.1	5.2	111
COLONIAL HOMES	1231	*230	2.4	18.7	155	*183	2.0	14.9	130	**31	0.9	2.5	59	**34	0.9	2.8	59
CONDE NAST MAG. PKG. (GROSS)	14146	2254	23.1	15.9	132	2490	26.9	17.6	154	807	23.2	5.7	133	757	20.0	5.4	114
CONSUMERS DIGEST	1323	*164	1.7	12.4	103	*181	2.0	13.7	120	**79	2.3	6.0	139	**105	2.8	7.9	170
COSMOPOLITAN	7102	871	8.9	12.3	102	947	10.2	13.3	117	492	14.1	6.9	161	369	9.7	5.2	111
COUNTRY LIVING	2481	299	3.1	12.1	100	357	3.9	14.4	126	**98	2.8	4.0	92	**156	4.1	6.3	135
CUISINE	1472	**127	1.3	8.6	71	241	2.6	16.4	143	**114	3.3	7.7	180	**40	1.1	2.7	58
CYCLE WORLD	425	**51	0.5	12.0	99	**63	0.7	14.8	130	**4	0.1	0.9	22	**24	0.6	5.6	121
DCI:CREATIVE IDEAS FOR LIV	2510	359	3.7	14.3	118	*256	2.8	10.2	89	**116	3.3	4.6	108	**126	3.3	5.0	107
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	1009	10.3	15.1	125	909	9.8	13.6	119	*200	5.7	3.0	70	*340	9.0	5.1	109
DISCOVER	894	**92	0.9	10.3	85	*135	1.5	15.1	132	**47	1.4	5.3	122	**30	0.8	3.4	72
EBONY	3507	530	5.4	15.1	125	342	3.7	9.8	85	**101	2.9	2.9	67	236	6.2	6.7	144
ESQUIRE	1083	*150	1.5	13.9	115	*141	1.5	13.0	114	**83	2.4	7.7	178	**90	2.4	8.3	178
ESSENCE	1830	200	2.0	10.9	91	*145	1.6	7.9	69	**29	0.8	1.6	37	*105	2.8	5.7	123
FAMILY CIRCLE	15930	2228	22.8	14.0	116	2151	23.3	13.5	118	918	26.4	5.8	134	827	21.8	5.2	111
THE FAMILY HANDYMAN	1126	**134	1.4	11.9	99	*142	1.5	12.6	110	**26	0.7	2.3	54	**95	2.5	8.4	180
FAMILY WEEKLY	11468	1495	15.3	13.0	108	1029	11.1	9.0	79	302	8.7	2.6	61	419	11.1	3.7	78
FIELD & STREAM	2234	*290	3.0	13.0	108	*168	1.8	7.5	66	**38	1.1	1.7	40	**95	2.5	4.3	91
FOOD & WINE	579	**88	0.9	15.2	126	*102	1.1	17.6	154	**15	0.4	2.6	60	**52	1.4	9.0	192
FORBES	728	**120	1.2	16.5	137	*245	2.7	33.7	295	**70	2.0	9.6	224	**93	2.5	12.8	273
FORTUNE	906	**133	1.4	14.7	122	*218	2.4	24.1	211	**71	2.0	7.8	182	**124	3.3	13.7	293
GENTLEMEN'S QUARTERLY	791	**203	2.1	25.7	213	*213	2.3	26.9	236	**46	1.3	5.8	135	**90	2.4	11.4	243
GLAMOUR	5265	768	7.9	14.6	121	920	10.0	17.5	153	279	8.0	5.3	123	309	8.2	5.9	126
GOLF DIGEST	636	**59	0.6	9.3	77	**59	0.6	9.3	81	**14	0.4	2.2	51	**4	0.1	0.6	13
GOLF DIGEST/TENNIS (GROSS)	1186	*145	1.5	12.2	101	*116	1.3	9.8	86	**20	0.6	1.7	39	**35	0.9	3.0	63
GOLF MAGAZINE	441	**48	0.5	10.9	90	**79	0.9	17.9	157	**47	1.4	10.7	248	**0	0.0	0.0	0
GOLF MAGAZINE/SKI (GROSS)	922	**67	0.7	7.3	60	*186	2.0	20.2	177	**53	1.5	5.7	134	**12	0.3	1.3	28
GOOD HOUSEKEEPING	16487	2110	21.6	12.8	106	2153	23.3	13.1	114	821	23.6	5.0	116	861	22.7	5.2	112
HARPER'S BAZAAR	2423	383	3.9	15.8	131	477	5.2	19.7	172	*144	4.1	5.9	138	*141	3.7	5.8	124
HEALTH	1994	*231	2.4	11.6	96	321	3.5	16.1	141	**96	2.8	4.8	112	**162	4.3	8.1	174
HEARST MAG CORP. BUY (GROSS)	44101	5716	58.5	13.0	107	5973	64.6	13.5	119	2144	61.6	4.9	113	2311	61.0	5.2	112
HEARST MAN POWER (GROSS)	1993	*344	3.5	17.3	143	*205	2.2	10.3	90	**106	3.0	5.3	124	**130	3.4	6.5	140
HEARST WOMAN POWER (GROSS)	31274	3942	40.3	12.6	104	4048	43.8	12.9	113	1583	45.5	5.1	118	1604	42.4	5.1	110
HOUSE BEAUTIFUL	3623	411	4.2	11.3	94	464	5.0	12.8	112	*153	4.4	4.2	98	*223	5.9	6.2	132
INC.	283	**61	0.6	21.6	179	**101	1.1	35.7	313	**38	1.1	13.4	312	**44	1.2	15.5	333
JET	2928	406	4.2	13.9	115	298	3.2	10.2	89	**81	2.3	2.8	64	245	6.5	8.4	179
LADIES' HOME JOURNAL	11918	1493	15.3	12.5	104	1632	17.7	13.7	120	456	13.1	3.8	89	627	16.6	5.3	113
LHJ FAMILY GRP COMBO(GROSS)	16764	2081	21.3	12.4	103	2317	25.1	13.8	121	628	18.0	3.7	87	959	25.3	5.7	122
LIFE	4254	637	6.5	15.0	124	810	8.8	19.0	167	*254	7.3	6.0	139	*282	7.4	6.6	142
L.A. TIMES HOME MAGAZINE	1145	**159	1.6	13.9	115	*270	2.9	23.6	207	**62	1.8	5.4	126	**100	2.6	8.7	187
MADEMOISELLE	2884	536	5.5	18.6	154	505	5.5	17.5	153	*181	5.2	6.3	146	*190	5.0	6.6	141
MC CALL'S	13460	1845	18.9	13.7	114	1859	20.1	13.8	121	603	17.3	4.5	104	637	16.8	4.7	101
MC CALL'S/WRK MOTHER (GROSS)	14606	2065	21.1	14.1	117	2070	22.4	14.2	124	690	19.8	4.7	110	709	18.7	4.9	104
MECHANIX ILLUSTRATED	772	**122	1.2	15.8	131	**114	1.2	14.8	129	**87	2.5	11.3	262	**54	1.4	7.0	150
METROPOLITAN HOME	967	*149	1.5	15.4	128	230	2.5	23.8	208	**71	2.0	7.3	171	**23	0.6	2.4	51
MONEY	1588	*206	2.1	13.0	107	408	4.4	25.7	225	**102	2.9	6.4	149	**112	3.0	7.1	151
MOTHER EARTH NEWS	1002	**127	1.3	12.7	105	**86	0.9	8.6	75	**26	0.7	2.6	60	**28	0.7	2.8	60
MS.	825	*105	1.1	12.7	105	*139	1.5	16.8	148	**25	0.7	3.0	71	**35	0.9	4.2	91
NATIONAL ENQUIRER	10336	1289	13.2	12.5	103	902	9.8	8.7	76	320	9.2	3.1	72	492	13.0	4.8	102
NATIONAL GEOGRAPHIC	9597	1354	13.9	14.1	117	1554	16.8	16.2	142	481	13.8	5.0	117	404	10.7	4.2	90
NATIONAL SUNDAY MAGAZINE PKG	49558	6120	62.6	12.3	102	6646	71.9	13.4	118	2375	68.2	4.8	111	2455	64.8	5.0	106
NATURAL HISTORY	573	**37	0.4	6.5	53	*145	1.6	25.3	222	**30	0.9	5.2	122	**20	0.5	3.5	75
NEW WOMAN	1699	*202	2.1	11.9	99	258	2.8	15.2	133	**62	1.8	3.6	85	**69	1.8	4.1	87
NEW YORK INCLUDING CUE	443	**36	0.4	8.1	67	*153	1.7	34.5	303	**47	1.4	10.6	247	**20	0.5	4.5	97
THE NEW YORKER	1270	*154	1.6	12.1	100	326	3.5	25.7	225	*102	2.9	8.0	187	**65	1.7	5.1	109
NEWSWEEK	6277	711	7.3	11.3	94	1218	13.2	19.4	170	323	9.3	5.1	120	*326	8.6	5.2	111
THE N.Y. TIMES DAILY EDITION	1205	*150	1.5	12.4	103	335	3.6	27.8	244	*171	4.9	14.2	330	**98	2.6	8.1	174
THE N.Y. TIMES MAGAZINE	2081	309	3.2	14.8	123	584	6.3	28.1	246	325	9.3	15.6	363	**170	4.5	8.2	175
OMNI	788	**112	1.1	14.2	118	*168	1.8	21.3	187	**71	2.0	9.0	210	**40	1.1	5.1	109
ON CABLE	1158	**128	1.3	11.1	92	*94	1.0	8.1	71	**10	0.3	0.9	20	**63	1.7	5.4	116
1001 HOME IDEAS	2852	356	3.6	12.5	103	365	3.9	12.8	112	**75	2.2	2.6	61	*170	4.5	6.0	128
ORGANIC GARDENING	1658	*162	1.7	9.8	81	**141	1.5	8.5	75	**52	1.5	3.1	73	**79	2.1	4.8	102
OUTDOOR LIFE	896	**117	1.2	13.1	108	**71	0.8	7.9	69	**19	0.5	2.1	49	**50	1.3	5.6	119
PARADE MAGAZINE	24275	2965	30.3	12.2	101	3314	35.9	13.7	120	1431	41.1	5.9	137	1233	32.6	5.1	109

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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COOKIES (READY-TO-EAT): BRANDS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	OTHER NABISCO A '000	OTHER NABISCO B % DOWN	OTHER NABISCO C % ACROSS	OTHER NABISCO D INDX	PEPPERIDGE FARM A '000	PEPPERIDGE FARM B % DOWN	PEPPERIDGE FARM C % ACROSS	PEPPERIDGE FARM D INDX	STELLA D'ORO A '000	STELLA D'ORO B % DOWN	STELLA D'ORO C % ACROSS	STELLA D'ORO D INDX	SUNSHINE CHIP-A-ROOS A '000	SUNSHINE CHIP-A-ROOS B % DOWN	SUNSHINE CHIP-A-ROOS C % ACROSS	SUNSHINE CHIP-A-ROOS D INDX
TOTAL FEMALE HOMEMAKERS	80986	9775	100.0	12.1	100	9243	100.0	11.4	100	3481	100.0	4.3	100	3786	100.0	4.7	100
PARENTS	3845	533	5.5	13.9	115	523	5.7	13.6	119	*143	4.1	3.7	87	*193	5.1	5.0	107
PENTHOUSE	831	**117	1.2	14.1	117	*129	1.4	15.5	136	**16	0.5	1.9	45	**39	1.0	4.7	100
PEOPLE	11645	1447	14.8	12.4	103	1644	17.8	14.1	124	531	15.3	4.6	106	675	17.8	5.8	124
PLAYBOY	2006	*210	2.1	10.5	87	261	2.8	13.0	114	**112	3.2	5.6	130	**97	2.6	4.8	103
POPULAR HOT RODDING	297	**36	0.4	12.1	100	**28	0.3	9.4	83	**4	0.1	1.3	31	**33	0.9	11.1	238
POPULAR MECHANICS	1018	**173	1.8	17.0	141	**126	1.4	12.4	108	**73	2.1	7.2	167	**72	1.9	7.1	151
POPULAR SCIENCE	878	**124	1.3	14.1	117	*139	1.5	15.8	139	**18	0.5	2.1	48	**63	1.7	7.2	153
PREVENTION	3913	333	3.4	8.5	71	423	4.6	10.8	95	266	7.6	6.8	158	*163	4.3	4.2	89
PSYCHOLOGY TODAY	1710	*165	1.7	9.6	80	387	4.2	22.6	198	**107	3.1	6.3	146	**92	2.4	5.4	115
READER'S DIGEST	22204	2788	28.5	12.6	104	2589	28.0	11.7	102	922	26.5	4.2	97	913	24.1	4.1	88
REDBOOK	7684	961	9.8	12.5	104	948	10.3	12.3	108	269	7.7	3.5	81	375	9.9	4.9	104
ROAD & TRACK	410	**40	0.4	9.8	81	**74	0.8	18.0	158	**5	0.1	1.2	28	**47	1.2	11.5	245
ROLLING STONE	969	*109	1.1	11.2	93	194	2.1	20.0	175	**50	1.4	5.2	120	**36	1.0	3.7	79
RUNNER'S WORLD	298	**41	0.4	13.8	114	**66	0.7	22.1	194	**8	0.2	2.7	62	**11	0.3	3.7	79
SATURDAY EVENING POST	1169	*133	1.4	11.4	94	*140	1.5	12.0	105	**36	1.0	3.1	72	**35	0.9	3.0	64
SCIENCE 84	587	**46	0.5	7.8	65	*147	1.6	25.0	219	**37	1.1	6.3	147	**31	0.8	5.3	113
SCIENCE DIGEST	482	**38	0.4	7.9	65	**49	0.5	10.2	89	**12	0.3	2.5	58	**22	0.6	4.6	98
SCIENTIFIC AMERICAN	594	**126	1.3	21.2	176	*127	1.4	21.4	187	**22	0.6	3.7	86	**10	0.3	1.7	36
SELF	2089	348	3.6	16.7	138	305	3.3	14.6	128	**119	3.4	5.7	133	**55	1.5	2.6	56
SEVENTEEN	2411	576	5.9	23.9	198	299	3.2	12.4	109	**116	3.3	4.8	112	**117	3.1	4.9	104
SKI	480	**19	0.2	4.0	33	**106	1.1	22.1	193	**6	0.2	1.3	29	**12	0.3	2.5	53
SMITHSONIAN	2760	320	3.3	11.6	96	633	6.8	22.9	201	*121	3.5	4.4	102	*102	2.7	3.7	79
SOAP OPERA DIGEST	3013	457	4.7	15.2	126	*214	2.3	7.1	62	**75	2.2	2.5	58	*157	4.1	5.2	111
SOUTHERN LIVING	4184	651	6.7	15.6	129	653	7.1	15.6	137	**84	2.4	2.0	47	*214	5.7	5.1	109
SPORT	559	**58	0.6	10.4	86	**93	1.0	16.6	146	**27	0.8	4.8	112	**20	0.5	3.6	77
THE SPORTING NEWS	436	**43	0.4	9.9	82	**88	1.0	20.2	177	**17	0.5	3.9	91	**8	0.2	1.8	39
SPORTS AFIELD	493	**133	1.4	27.0	224	**30	0.3	6.1	53	**22	0.6	4.5	104	**36	1.0	7.3	156
SPORTS ILLUSTRATED	2758	369	3.8	13.4	111	427	4.6	15.5	136	*188	5.4	6.8	159	**101	2.7	3.7	78
STAR	7456	876	9.0	11.7	97	705	7.6	9.5	83	319	9.2	4.3	100	367	9.7	4.9	105
SUNDAY	24936	3154	32.3	12.6	105	3922	42.4	15.7	138	1362	39.1	5.5	127	1331	35.2	5.3	114
SUNSET	2124	*353	3.6	16.6	138	410	4.4	19.3	169	**78	2.2	3.7	85	**71	1.9	3.3	72
TV GUIDE	21661	2741	28.0	12.7	105	2331	25.2	10.8	94	1071	30.8	4.9	115	987	26.1	4.6	97
TENNIS	550	**85	0.9	15.5	128	**57	0.6	10.4	91	**6	0.2	1.1	25	**31	0.8	5.6	121
TIME	8880	1138	11.6	12.8	106	1762	19.1	19.8	174	482	13.8	5.4	126	552	14.6	6.2	133
TOWN & COUNTRY	917	**106	1.1	11.6	96	231	2.5	25.2	221	**29	0.8	3.2	74	**22	0.6	2.4	51
TRAVEL & LEISURE	972	*138	1.4	14.2	118	*195	2.1	20.1	176	**43	1.2	4.4	103	**12	0.3	1.2	26
TRUE STORY	3356	424	4.3	12.6	105	*188	2.0	5.6	49	**50	1.4	1.5	35	*175	4.6	5.2	112
U.S.NEWS & WORLD REPORT	3410	269	2.8	7.9	65	560	6.1	16.4	144	**93	2.7	2.7	63	**105	2.8	3.1	66
USA TODAY	1759	*200	2.0	11.4	94	291	3.1	16.5	145	**72	2.1	4.1	95	**86	2.3	4.9	105
US	1873	*257	2.6	13.7	114	277	3.0	14.8	130	**104	3.0	5.6	129	**86	2.3	4.6	98
VOGUE	3909	602	6.2	15.4	128	761	8.2	19.5	171	228	6.5	5.8	136	*203	5.4	5.2	111
WALL STREET JOURNAL	1886	*243	2.5	12.9	107	401	4.3	21.3	186	**133	3.8	7.1	164	**57	1.5	3.0	65
WEIGHT WATCHERS	2120	291	3.0	13.7	114	320	3.5	15.1	132	**79	2.3	3.7	87	**88	2.3	4.2	89
WOMAN'S DAY	14172	1952	20.0	13.8	114	1974	21.4	13.9	122	784	22.5	5.5	129	718	19.0	5.1	108
WORKING MOTHER	1146	*219	2.2	19.1	158	*211	2.3	18.4	161	**87	2.5	7.6	177	**72	1.9	6.3	134
WORKING WOMAN	1322	*210	2.1	15.9	132	*259	2.8	19.6	172	**70	2.0	5.3	123	**79	2.1	6.0	128
WORLD TENNIS	*163	**40	0.4	24.5	203	**36	0.4	22.1	194	**0	0.0	0.0	0	**6	0.2	3.7	79
ZIFF-DAVIS MAG NETWK (GROSS)	2532	404	4.1	16.0	132	414	4.5	16.4	143	**104	3.0	4.1	96	**136	3.6	5.4	115
BLAIR INSERTS	43657	5457	55.8	12.5	104	6380	69.0	14.6	128	2317	66.6	5.3	123	2313	61.1	5.3	113
DAILY NEWSPAPERS																	
READ ANY	51633	6298	64.4	12.2	101	6539	70.7	12.7	111	2542	73.0	4.9	115	2545	67.2	4.9	105
READ ONE	43463	5309	54.3	12.2	101	5148	55.7	11.8	104	1994	57.3	4.6	107	2217	58.6	5.1	109
READ TWO OR MORE	8170	989	10.1	12.1	100	1390	15.0	17.0	149	548	15.7	6.7	156	328	8.7	4.0	86
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	6489	66.4	12.3	102	7090	76.7	13.5	118	2520	72.4	4.8	111	2672	70.6	5.1	109
READ ONE	46126	5605	57.3	12.2	101	6008	65.0	13.0	114	2041	58.6	4.4	103	2435	64.3	5.3	113
READ TWO OR MORE	6552	884	9.0	13.5	112	1082	11.7	16.5	145	479	13.8	7.3	170	237	6.3	3.6	77
OUTDOOR																	
100 SHMG - 30 DAY AV FREQ	27.55	29.75				28.89				29.32				30.26			
30 DAY REACH	71455	8618	88.2	12.1	100	8249	89.2	11.5	101	3091	88.8	4.3	101	3430	90.6	4.8	103
50 SHMG - 30 DAY AV FREQ	14.56	15.50				15.18				15.82				15.75			
30 DAY REACH	67742	8323	85.1	12.3	102	7860	85.0	11.6	102	2858	82.1	4.2	98	3300	87.2	4.9	104
25 SHMG - 30 DAY AV FREQ	7.94	8.36				8.15				8.45				8.30			
30 DAY REACH	62117	7705	78.8	12.4	103	7300	79.0	11.8	103	2672	76.8	4.3	100	3112	82.2	5.0	107
CABLE TV: HOME WIRED	32077	4476	45.8	14.0	116	3720	40.2	11.6	102	1413	40.6	4.4	102	1538	40.6	4.8	103
HOME NOT WIRED	48909	5299	54.2	10.8	90	5523	59.8	11.3	99	2068	59.4	4.2	98	2248	59.4	4.6	98
HAVE PAY CABLE	15935	2328	23.8	14.6	121	2167	23.4	13.6	119	826	23.7	5.2	121	926	24.5	5.8	124

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COOKIES (READY-TO-EAT): BRANDS
(FEMALE HOMEMAKERS)

0332
P-19

	TOTAL U.S. '000	OTHER NABISCO A '000	OTHER NABISCO B % DOWN	OTHER NABISCO C % ACROSS	OTHER NABISCO D INDX	PEPPERIDGE FARM A '000	PEPPERIDGE FARM B % DOWN	PEPPERIDGE FARM C % ACROSS	PEPPERIDGE FARM D INDX	STELLA D'ORO A '000	STELLA D'ORO B % DOWN	STELLA D'ORO C % ACROSS	STELLA D'ORO D INDX	SUNSHINE CHIP-A-ROOS A '000	SUNSHINE CHIP-A-ROOS B % DOWN	SUNSHINE CHIP-A-ROOS C % ACROSS	SUNSHINE CHIP-A-ROOS D INDX
TOTAL FEMALE HOMEMAKERS	80986	9775	100.0	12.1	100	9243	100.0	11.4	100	3481	100.0	4.3	100	3786	100.0	4.7	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	5473	56.0	12.5	103	5460	59.1	12.4	109	1966	56.5	4.5	104	2128	56.2	4.8	104
10:00 AM - 3:00 PM	30659	3763	38.5	12.3	102	3523	38.1	11.5	101	1287	37.0	4.2	98	1730	45.7	5.6	121
3:00 PM - 7:00 PM	31045	4005	41.0	12.9	107	3714	40.2	12.0	105	1272	36.5	4.1	95	1665	44.0	5.4	115
7:00 PM - MIDNIGHT	15767	2143	21.9	13.6	113	1808	19.6	11.5	100	726	20.9	4.6	107	863	22.8	5.5	117
MIDNIGHT - 6:00 AM	9120	1150	11.8	12.6	104	1255	13.6	13.8	121	411	11.8	4.5	105	474	12.5	5.2	111
6:00 AM - MIDNIGHT	58527	7251	74.2	12.4	103	7066	76.4	12.1	106	2500	71.8	4.3	99	2897	76.5	4.9	106
ENTIRE DAY	59311	7349	75.2	12.4	103	7223	78.1	12.2	107	2556	73.4	4.3	100	2951	77.9	5.0	106
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	2066	21.1	12.8	106	1973	21.3	12.2	107	674	19.4	4.2	97	823	21.7	5.1	109
ALL NEWS	2256	325	3.3	14.4	119	494	5.3	21.9	192	*167	4.8	7.4	172	**144	3.8	6.4	137
AOR/PROGRESSIVE	3874	629	6.4	16.2	135	627	6.8	16.2	142	*280	8.0	7.2	168	*350	9.2	9.0	193
BEAUTIFUL MUSIC	5660	593	6.1	10.5	87	862	9.3	15.2	133	290	8.3	5.1	119	*213	5.6	3.8	80
BLACK	2204	257	2.6	11.7	97	*138	1.5	6.3	55	**52	1.5	2.4	55	*97	2.6	4.4	94
CLASSICAL	1418	*210	2.1	14.8	123	268	2.9	18.9	166	**48	1.4	3.4	79	**54	1.4	3.8	81
CHR/ROCK	9538	1253	12.8	13.1	109	1238	13.4	13.0	114	507	14.6	5.3	124	637	16.8	6.7	143
COUNTRY	12648	1495	15.3	11.8	98	1028	11.1	8.1	71	337	9.7	2.7	62	532	14.1	4.2	90
GOLDEN OLDIES	1191	*159	1.6	13.4	111	**72	0.8	6.0	53	**45	1.3	3.8	88	**31	0.8	2.6	56
MOR/NOSTALGIA	4757	637	6.5	13.4	111	642	6.9	13.5	118	*245	7.0	5.2	120	*203	5.4	4.3	91
NEWS/TALK	3863	422	4.3	10.9	91	555	6.0	14.4	126	295	8.5	7.6	178	*146	3.9	3.8	81
RELIGIOUS	3084	*261	2.7	8.5	70	246	2.7	8.0	70	**116	3.3	3.8	88	**126	3.3	4.1	87
SOFT ROCK	521	**128	1.3	24.6	204	**55	0.6	10.6	92	**14	0.4	2.7	63	**33	0.9	6.3	135
URBAN CONTEMPORARY	1585	*200	2.0	12.6	105	*198	2.1	12.5	109	*116	3.3	7.3	170	*127	3.4	8.0	171
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	465	4.8	14.3	118	317	3.4	9.7	85	**140	4.0	4.3	100	*205	5.4	6.3	134
ABC DIRECTION	2316	349	3.6	15.1	125	277	3.0	12.0	105	*191	5.5	8.2	192	**113	3.0	4.9	104
ABC ENTERTAINMENT	4834	555	5.7	11.5	95	637	6.9	13.2	115	302	8.7	6.2	145	*290	7.7	6.0	128
ABC FM	2202	*267	2.7	12.1	100	*165	1.8	7.5	66	**33	0.9	1.5	35	**158	4.2	7.2	153
ABC INFORMATION	5425	831	8.5	15.3	127	559	6.0	10.3	90	237	6.8	4.4	102	*253	6.7	4.7	100
ABC ROCK	1677	*267	2.7	15.9	132	*236	2.6	14.1	123	**105	3.0	6.3	146	**118	3.1	7.0	151
CBS	4430	557	5.7	12.6	104	523	5.7	11.8	103	*121	3.5	2.7	64	*138	3.6	3.1	67
MUTUAL	4992	514	5.3	10.3	85	621	6.7	12.4	109	*153	4.4	3.1	71	*215	5.7	4.3	92
NBC	4679	512	5.2	10.9	91	591	6.4	12.6	111	*240	6.9	5.1	119	*230	6.1	4.9	105
RADIORADIO	1994	*222	2.3	11.1	92	*154	1.7	7.7	68	**105	3.0	5.3	123	**83	2.2	4.2	89
RKO ONE	2298	307	3.1	13.4	111	*193	2.1	8.4	74	**127	3.6	5.5	129	**108	2.9	4.7	101
RKO TWO	3311	430	4.4	13.0	108	421	4.6	12.7	111	214	6.1	6.5	150	*217	5.7	6.6	140
THE SOURCE	2114	*366	3.7	17.3	143	290	3.1	13.7	120	**105	3.0	5.0	116	**169	4.5	8.0	171
NON-WIRED : BLAIR	8654	1101	11.3	12.7	105	1031	11.2	11.9	104	400	11.5	4.6	108	442	11.7	5.1	109
INTERNET	12025	1706	17.5	14.2	118	1642	17.8	13.7	120	477	13.7	4.0	92	674	17.8	5.6	120
KATZ RADIO GROUP	15359	1762	18.0	11.5	95	2378	25.7	15.5	136	959	27.5	6.2	145	938	24.8	6.1	131
SUPERNET	10628	1426	14.6	13.4	111	1080	11.7	10.2	89	477	13.7	4.5	104	543	14.3	5.1	109
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	1001	10.2	11.6	96	1049	11.3	12.1	106	300	8.6	3.5	81	365	9.6	4.2	90
WKDAY 9:00 AM - 1:00 PM	12163	1436	14.7	11.8	98	1191	12.9	9.8	86	459	13.2	3.8	88	609	16.1	5.0	107
WKDAY 1:00 PM - 4:30 PM	16150	1947	19.9	12.1	100	1504	16.3	9.3	82	621	17.8	3.8	89	813	21.5	5.0	108
WKDAY 4:30 PM - 7:30 PM	22463	2674	27.4	11.9	99	2567	27.8	11.4	100	1005	28.9	4.5	104	1064	28.1	4.7	101
WKDAY 7:30 PM - 8:00 PM	31795	3872	39.6	12.2	101	3608	39.0	11.3	99	1443	41.5	4.5	106	1474	38.9	4.6	99
WKDAY 11:00 PM - 11:30 PM	23977	2916	29.8	12.2	101	2728	29.5	11.4	100	1159	33.3	4.8	112	1138	30.1	4.7	102
WKDAY 11:30 PM - 1:00 AM	7703	989	10.1	12.8	106	780	8.4	10.1	89	326	9.4	4.2	98	376	9.9	4.9	104
M-SAT 8-11 PM+SUN 7-11 PM	33800	4163	42.6	12.3	102	3925	42.5	11.6	102	1634	46.9	4.8	112	1643	43.4	4.9	104
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	847	8.7	13.0	107	685	7.4	10.5	92	302	8.7	4.6	107	426	11.3	6.5	139
ANOTHER WORLD N	4620	518	5.3	11.2	93	458	5.0	9.9	87	205	5.9	4.4	103	198	5.2	4.3	92
AS THE WORLD TURNS C	5614	647	6.6	11.5	95	403	4.4	7.2	63	*117	3.4	2.1	48	237	6.3	4.2	90
CAPITOL C	3396	453	4.6	13.3	111	248	2.7	7.3	64	*70	2.0	2.1	48	139	3.7	4.1	88
CBS MORN. NEWS 1 C	1446	151	1.5	10.4	87	126	1.4	8.7	76	*35	1.0	2.4	56	**23	0.6	1.6	34
CBS MORN. NEWS 2 C	1207	108	1.1	8.9	74	105	1.1	8.7	76	**25	0.7	2.1	48	**24	0.6	2.0	43
DAYS OF OUR LIVES N	5877	668	6.8	11.4	94	656	7.1	11.2	98	229	6.6	3.9	91	252	6.7	4.3	92
FACTS OF LIFE - DAYTIME N	2290	180	1.8	7.9	65	212	2.3	9.3	81	*65	1.9	2.8	66	147	3.9	6.4	137
FAMILY FEUD A	3023	295	3.0	9.8	81	217	2.3	7.2	63	*76	2.2	2.5	58	113	3.0	3.7	80
GENERAL HOSPITAL A	6097	755	7.7	12.4	103	565	6.1	9.3	81	234	6.7	3.8	89	319	8.4	5.2	112
GOOD MORNING, AMERICA-730 A	3515	430	4.4	12.2	101	411	4.4	11.7	102	116	3.3	3.3	77	118	3.1	3.4	72
GOOD MORNING, AMERICA-830 A	2818	319	3.3	11.3	94	351	3.8	12.5	109	97	2.8	3.4	80	105	2.8	3.7	80
GUIDING LIGHT C	5339	742	7.6	13.9	115	512	5.5	9.6	84	164	4.7	3.1	71	290	7.7	5.4	116
ONE LIFE TO LIVE A	4478	529	5.4	11.8	98	323	3.5	7.2	63	133	3.8	3.0	69	227	6.0	5.1	108
PRESS YOUR LUCK C	2244	249	2.5	11.1	92	158	1.7	7.0	62	*128	3.7	5.7	133	*77	2.0	3.4	73
PRICE IS RIGHT 1 C	4348	535	5.5	12.3	102	361	3.9	8.3	73	176	5.1	4.0	94	224	5.9	5.2	110
PRICE IS RIGHT 2 C	5014	605	6.2	12.1	100	426	4.6	8.5	74	189	5.4	3.8	88	239	6.3	4.8	102
RYAN'S HOPE A	3150	355	3.6	11.3	93	326	3.5	10.3	91	181	5.2	5.7	134	206	5.4	6.5	140
SALE OF THE CENTURY N	2695	248	2.5	9.2	76	241	2.6	8.9	78	*71	2.0	2.6	61	120	3.2	4.5	95
SEARCH FOR TOMORROW N	2319	236	2.4	10.2	84	318	3.4	13.7	120	**102	2.9	4.4	102	**88	2.3	3.8	81
TODAY SHOW 1 N	2693	318	3.3	11.8	98	406	4.4	15.1	132	*110	3.2	4.1	95	*95	2.5	3.5	75
TODAY SHOW 2 N	2498	308	3.2	12.3	102	269	2.9	10.8	94	*126	3.6	5.0	117	*64	1.7	2.6	55
$25,000 PYRAMID C	2753	335	3.4	12.2	101	251	2.7	9.1	80	171	4.9	6.2	145	*78	2.1	2.8	61
WHEEL OF FORTUNE N	4388	561	5.7	12.8	106	460	5.0	10.5	92	138	4.0	3.1	73	215	5.7	4.9	105
YOUNG AND THE RESTLESS C	5695	698	7.1	12.3	102	433	4.7	7.6	67	*111	3.2	1.9	45	295	7.8	5.2	111
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	150	1.5	8.5	71	193	2.1	11.0	96	*61	1.8	3.5	81	**75	2.0	4.3	91
NBA PLAYOFF GAME -1 C	1136	*139	1.4	12.2	101	*122	1.3	10.7	94	**61	1.8	5.4	125	**37	1.0	3.3	70
NBC MAJOR LEAGUE PRE-GAME N	953	**63	0.6	6.6	55	**92	1.0	9.7	85	**36	1.0	3.8	88	**28	0.7	2.9	63
SPORTSWORLD - SUN N	1233	*156	1.6	12.7	105	*104	1.1	8.4	74	**23	0.7	1.9	43	**73	1.9	5.9	127
SUNDAY MORNING C	1611	*195	2.0	12.1	100	177	1.9	11.0	96	**82	2.4	5.1	118	**18	0.5	1.1	24

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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COOKIES (READY-TO-EAT): BRANDS
(FEMALE HOMEMAKERS)

0333
P-19

		TOTAL U.S. '000	OTHER NABISCO A '000	OTHER NABISCO B % DOWN	OTHER NABISCO C % ACROSS	OTHER NABISCO D INDX	PEPPERIDGE FARM A '000	PEPPERIDGE FARM B % DOWN	PEPPERIDGE FARM C % ACROSS	PEPPERIDGE FARM D INDX	STELLA D'ORO A '000	STELLA D'ORO B % DOWN	STELLA D'ORO C % ACROSS	STELLA D'ORO D INDX	SUNSHINE CHIP-A-ROOS A '000	SUNSHINE CHIP-A-ROOS B % DOWN	SUNSHINE CHIP-A-ROOS C % ACROSS	SUNSHINE CHIP-A-ROOS D INDX
TOTAL FEMALE HOMEMAKERS		80986	9775	100.0	12.1	100	9243	100.0	11.4	100	3481	100.0	4.3	100	3786	100.0	4.7	100
MKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	3167	32.4	12.2	101	2930	31.7	11.2	99	1065	30.6	4.1	95	1099	29.0	4.2	90
NETWORK AFFILIATES - LATE		20261	2468	25.2	12.2	101	2272	24.6	11.2	98	996	28.6	4.9	114	932	24.6	4.6	98
INDEPENDENTS - LATE		2076	252	2.6	12.1	101	390	4.2	18.8	165	198	5.7	9.5	222	114	3.0	5.5	117
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	1296	13.3	12.4	103	1076	11.6	10.3	90	419	12.0	4.0	93	454	12.0	4.3	93
ABC MONDAY NIGHT MOVIE	A	6412	882	9.0	13.8	114	797	8.6	12.4	109	321	9.2	5.0	116	369	9.7	5.8	123
ABC SUNDAY NIGHT MOVIE	A	12407	1611	16.5	13.0	108	1441	15.6	11.6	102	677	19.4	5.5	127	579	15.3	4.7	100
ABC WORLD NEWS TONIGHT	A	6176	674	6.9	10.9	90	709	7.7	11.5	101	191	5.5	3.1	72	293	7.7	4.7	101
AFTERMASH	C	5863	727	7.4	12.4	103	711	7.7	12.1	106	*237	6.8	4.0	94	*287	7.6	4.9	105
ALICE	C	9594	1101	11.3	11.5	95	1021	11.0	10.6	93	493	14.2	5.1	120	419	11.1	4.4	93
AMERICAN PARADE	C	6622	720	7.4	10.9	90	794	8.6	12.0	105	240	6.9	3.6	84	301	8.0	4.5	97
BENSON	A	10886	1186	12.1	10.9	90	1254	13.6	11.5	101	567	16.3	5.2	121	514	13.6	4.7	101
BLUE THUNDER	A	5036	524	5.4	10.4	86	501	5.4	9.9	87	*206	5.9	4.1	95	299	7.9	5.9	127
CAGNEY & LACEY	C	9965	1254	12.8	12.6	104	968	10.5	9.7	85	529	15.2	5.3	124	540	14.3	5.4	116
CBS EVENING NEWS-DEAN	C	3491	396	4.1	11.3	94	446	4.8	12.8	112	*208	6.0	6.0	139	**73	1.9	2.1	45
CBS EVENING NEWS-RATHER	C	7123	927	9.5	13.0	108	947	10.2	13.3	116	233	6.7	3.3	76	222	5.9	3.1	67
CBS SAT. NEWS-SCHIEFFER	C	3621	456	4.7	12.6	104	530	5.7	14.6	128	155	4.5	4.3	100	90	2.4	2.5	53
CBS SATURDAY NIGHT MOVIE	C	5436	593	6.1	10.9	90	631	6.8	11.6	102	243	7.0	4.5	104	263	6.9	4.8	103
CBS WEDNESDAY NIGHT MOVIE	C	6100	790	8.1	13.0	107	566	6.1	9.3	81	261	7.5	4.3	100	225	5.9	3.7	79
CHEERS	N	8889	1123	11.5	12.6	105	1103	11.9	12.4	109	412	11.8	4.6	108	419	11.1	4.7	101
DALLAS	C	22109	3096	31.7	14.0	116	2451	26.5	11.1	97	906	26.0	4.1	95	897	23.7	4.1	87
DIFF'RENT STROKES	N	6940	778	8.0	11.2	93	729	7.9	10.5	92	318	9.1	4.6	107	421	11.1	6.1	130
DOUBLE TROUBLE	N	7223	919	9.4	12.7	105	709	7.7	9.8	86	298	8.6	4.1	96	443	11.7	6.1	131
DUCK FACTORY	N	5595	650	6.6	11.6	96	559	6.0	10.0	88	*186	5.3	3.3	77	*177	4.7	3.2	68
DUKES OF HAZZARD	C	5768	850	8.7	14.7	122	501	5.4	8.7	76	*229	6.6	4.0	92	295	7.8	5.1	109
DYNASTY	A	20053	2522	25.8	12.6	104	2089	22.6	10.4	91	904	26.0	4.5	105	771	20.4	3.8	82
FACTS OF LIFE	N	8087	1098	11.2	13.6	112	755	8.2	9.3	82	294	8.4	3.6	85	437	11.5	5.4	116
FALCON CREST	C	20046	2827	28.9	14.1	117	2251	24.4	11.2	98	829	23.8	4.1	96	862	22.8	4.3	92
FALL GUY	A	9084	1095	11.2	12.1	100	875	9.5	9.6	84	353	10.1	3.9	90	403	10.6	4.4	95
FAMILY TIES	N	7964	1032	10.6	13.0	107	671	7.3	8.4	74	369	10.6	4.6	108	441	11.6	5.5	118
FANTASY ISLAND	A	7687	906	9.3	11.8	98	860	9.3	11.2	98	387	11.1	5.0	117	312	8.2	4.1	87
FOULUPS,BLEEPS & BLUNDERS	A	8861	967	9.9	10.9	90	967	10.5	10.9	96	450	12.9	5.1	118	367	9.7	4.1	89
FOUR SEASONS	C	5095	667	6.8	13.1	108	628	6.8	12.3	108	*258	7.4	5.1	118	*272	7.2	5.3	114
GIMME A BREAK	N	8838	1182	12.1	13.4	111	821	8.9	9.3	81	430	12.4	4.9	113	413	10.9	4.7	100
HART TO HART	A	8978	1049	10.7	11.7	97	985	10.7	11.0	96	441	12.7	4.9	114	406	10.7	4.5	97
HILL STREET BLUES	N	8590	1139	11.7	13.3	110	1105	12.0	12.9	113	426	12.2	5.0	115	466	12.3	5.4	116
HOTEL	A	14085	1722	17.6	12.2	101	1516	16.4	10.8	94	683	19.6	4.8	113	672	17.7	4.8	102
JEFFERSONS	C	9360	1204	12.3	12.9	107	958	10.4	10.2	90	481	13.8	5.1	120	513	13.5	5.5	117
JENNIFER SLEPT HERE	N	5841	693	7.1	11.9	98	661	7.2	11.3	99	249	7.2	4.3	99	338	8.9	5.8	124
KATE & ALLIE	C	9206	1035	10.6	11.2	93	1031	11.2	11.2	98	402	11.5	4.4	102	431	11.4	4.7	100
KNIGHT RIDER	N	7076	849	8.7	12.0	99	847	9.2	12.0	105	305	8.8	4.3	100	378	10.0	5.3	114
LOVE BOAT	A	12219	1378	14.1	11.3	93	1531	16.6	12.5	110	505	14.5	4.1	96	502	13.3	4.1	88
MAGNUM PI	C	11199	1423	14.6	12.7	105	1289	13.9	11.5	101	404	11.6	3.6	84	489	12.9	4.4	93
MAMA'S FAMILY	N	6057	702	7.2	11.6	96	682	7.4	11.3	99	284	8.2	4.7	109	277	7.3	4.6	98
MASTER, THE	N	3598	342	3.5	9.5	79	371	4.0	10.3	90	*125	3.6	3.5	81	*173	4.6	4.8	103
MATT HOUSTON	A	6344	744	7.6	11.7	97	711	7.7	11.2	98	300	8.6	4.7	110	362	9.6	5.7	122
NBC MONDAY NIGHT MOVIE	N	11994	1360	13.9	11.3	94	1184	12.8	9.9	86	482	13.8	4.0	93	486	12.8	4.1	87
NBC NIGHTLY NEWS	N	5132	640	6.5	12.5	103	613	6.6	11.9	105	325	9.3	6.3	147	224	5.9	4.4	93
NBC NIGHTLY NEWS-SAT	N	3375	427	4.4	12.7	105	402	4.3	11.9	104	*124	3.6	3.7	85	**114	3.0	3.4	72
NBC NIGHTLY NEWS-SUN	N	3130	439	4.5	14.0	116	492	5.3	15.7	138	*176	5.1	5.6	131	**135	3.6	4.3	92
NBC SUNDAY NIGHT MOVIE	N	8284	973	10.0	11.7	97	900	9.7	10.9	95	*291	8.4	3.5	82	408	10.8	4.9	105
NEWHART	C	9240	1109	11.3	12.0	99	1022	11.1	11.1	97	441	12.7	4.8	111	490	12.9	5.3	113
ONE DAY AT A TIME	C	7288	941	9.6	12.9	107	783	8.5	10.7	94	385	11.1	5.3	123	356	9.4	4.9	104
PEOPLE ARE FUNNY	N	4855	510	5.2	10.5	87	546	5.9	11.2	99	*193	5.5	4.0	92	*253	6.7	5.2	111
REAL PEOPLE	N	8869	1148	11.7	12.9	107	734	7.9	8.3	73	398	11.4	4.5	104	390	10.3	4.4	94
REMINGTON STEELE	N	7743	963	9.9	12.4	103	829	9.0	10.7	94	379	10.9	4.9	114	375	9.9	4.8	104
RIPLEY'S BELIEVE IT - NOT	A	5345	648	6.6	12.1	100	558	6.0	10.4	91	242	7.0	4.5	105	335	8.8	6.3	134
RIPTIDE	N	6988	942	9.6	13.5	112	649	7.0	9.3	81	295	8.5	4.2	98	356	9.4	5.1	109
SCARECROW & MRS. KING	C	10002	1126	11.5	11.3	93	958	10.4	9.6	84	428	12.3	4.3	100	302	8.0	3.0	65
SIMON & SIMON	C	10638	1279	13.1	12.0	100	1091	11.8	10.3	90	495	14.2	4.7	108	495	13.1	4.7	100
60 MINUTES	C	13293	1444	14.8	10.9	90	1768	19.1	13.3	117	608	17.5	4.6	106	581	15.3	4.4	93
ST. ELSEWHERE	N	7017	879	9.0	12.5	104	815	8.8	11.6	102	312	9.0	4.4	103	380	10.0	5.4	116
THREE'S COMPANY	A	10917	1370	14.0	12.5	104	1170	12.7	10.7	94	494	14.2	4.5	105	485	12.8	4.4	95
T.J. HOOKER	A	9204	979	10.0	10.6	88	1061	11.5	11.5	101	388	11.1	4.2	98	392	10.4	4.3	91
TONIGHT SHOW	N	2372	305	3.1	12.9	107	299	3.2	12.6	110	143	4.1	6.0	140	107	2.8	4.5	96
TRAPPER JOHN, M.D.	C	9846	1098	11.2	11.2	92	1032	11.2	10.5	92	420	12.1	4.3	99	443	11.7	4.5	96
TV BLOOPERS & PRAC. JOKES	N	9105	1190	12.2	13.1	108	1042	11.3	11.4	100	449	12.9	4.9	115	428	11.3	4.7	101
20/20	A	9387	942	9.6	10.0	83	1152	12.5	12.3	108	434	12.5	4.6	108	418	11.0	4.5	95
WEBSTER	A	11067	1217	12.5	11.0	91	1212	13.1	11.0	96	582	16.7	5.3	122	555	14.7	5.0	107
WORLD NEWS - SUN	A	3062	320	3.3	10.5	87	346	3.7	11.3	99	*196	5.6	6.4	149	*151	4.0	4.9	105
YELLOW ROSE	N	4978	700	7.2	14.1	117	378	4.1	7.6	67	*199	5.7	4.0	93	*190	5.0	3.8	82
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	1011	10.3	11.4	94	1181	12.8	13.3	117	*373	10.7	4.2	98	*422	11.1	4.8	102
BASKETBALL - COLLEGE GAMES		4080	525	5.4	12.9	107	609	6.6	14.9	131	**132	3.8	3.2	75	**187	4.9	4.6	98
BASKETBALL - PRO GAMES		3607	*409	4.2	11.3	94	558	6.0	15.5	136	*213	6.1	5.9	137	**183	4.8	5.1	109
BOWLING		3883	*430	4.4	11.1	92	*408	4.4	10.5	92	**169	4.9	4.4	101	*280	7.4	7.2	154
BOXING		3928	*499	5.1	12.7	105	*396	4.3	10.1	88	**85	2.4	2.2	50	**167	4.4	4.3	91
FOOTBALL - COLLEGE GAMES		6366	932	9.5	14.6	121	957	10.4	15.0	132	**260	7.5	4.1	95	**265	7.0	4.2	89
FOOTBALL - PRO GAMES		11300	1741	17.8	15.4	128	1461	15.8	12.9	113	*371	10.7	3.3	76	*588	15.5	5.2	111
GOLF		3378	*361	3.7	10.7	89	614	6.6	18.2	159	**172	4.9	5.1	118	**19	0.5	0.6	12
POST-SEASON COLL. FOOTBALL		4906	609	6.2	12.4	103	757	8.2	15.4	135	**206	5.9	4.2	98	**101	2.7	2.1	44
POST-SEASON PRO FOOTBALL		6120	916	9.4	15.0	124	911	9.9	14.9	130	*244	7.0	4.0	93	*293	7.7	4.8	102
TENNIS		3033	*301	3.1	9.9	82	616	6.7	20.3	178	**164	4.7	5.4	126	**89	2.4	2.9	63
WRESTLING - PROFESSIONAL		3344	*556	5.7	16.6	138	*261	2.8	7.8	68	**112	3.2	3.3	78	**194	5.1	5.8	124

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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COOKIES (READY-TO-EAT): BRANDS
(FEMALE HOMEMAKERS)

0334
P-19

	TOTAL U.S.	SUNSHINE HYDROX A	B	C	D	SUNSHINE VIENNA FINGERS A	B	C	D	OTHER SUNSHINE A	B	C	D	A	B	C	D
			% ACROSS				% ACROSS				% ACROSS				% ACROSS		
	'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL FEMALE HOMEMAKERS	80986	7638	100.0	9.4	100	5687	100.0	7.0	100	5515	100.0	6.8	100				
18 - 24	9282	*551	7.2	5.9	63	*559	9.8	6.0	86	*626	11.4	6.7	99				
25 - 34	19072	1960	25.7	10.3	109	1486	26.1	7.8	111	1585	28.7	8.3	122				
35 - 44	14591	1737	22.7	11.9	126	1212	21.3	8.3	118	1109	20.1	7.6	112				
45 - 54	11345	1276	16.7	11.2	119	1007	17.7	8.9	126	613	11.1	5.4	79				
55 - 64	11635	1105	14.5	9.5	101	828	14.6	7.1	101	718	13.0	6.2	91				
65 OR OLDER	15061	1009	13.2	6.7	71	595	10.5	4.0	56	865	15.7	5.7	84				
18 - 34	28354	2511	32.9	8.9	94	2045	36.0	7.2	103	2211	40.1	7.8	115				
18 - 49	48339	4934	64.6	10.2	108	3745	65.9	7.7	110	3687	66.9	7.6	112				
25 - 54	45008	4973	65.1	11.0	117	3705	65.1	8.2	117	3306	59.9	7.3	108				
35 - 49	19985	2423	31.7	12.1	129	1700	29.9	8.5	121	1476	26.8	7.4	108				
50 OR OLDER	32647	2704	35.4	8.3	88	1943	34.2	6.0	85	1829	33.2	5.6	82				
GRADUATED COLLEGE	11155	971	12.7	8.7	92	787	13.8	7.1	100	743	13.5	6.7	98				
ATTENDED COLLEGE	13682	1538	20.1	11.2	119	1108	19.5	8.1	115	804	14.6	5.9	86				
GRADUATED HIGH SCHOOL	33880	3199	41.9	9.4	100	2458	43.2	7.3	103	2359	42.8	7.0	102				
DID NOT GRADUATE HIGH SCHOOL	22270	1930	25.3	8.7	92	1334	23.5	6.0	85	1610	29.2	7.2	106				
EMPLOYED	40306	3732	48.9	9.3	98	2934	51.6	7.3	104	2660	48.2	6.6	97				
EMPLOYED FULL-TIME	32850	2946	38.6	9.0	95	2337	41.1	7.1	101	2261	41.0	6.9	101				
EMPLOYED PART-TIME	7456	786	10.3	10.5	112	597	10.5	8.0	114	*400	7.3	5.4	79				
NOT EMPLOYED	40680	3906	51.1	9.6	102	2753	48.4	6.8	96	2855	51.8	7.0	103				
PROFESSIONAL/MANAGER	10392	896	11.7	8.6	91	861	15.1	8.3	118	*626	11.4	6.0	88				
TECH/CLERICAL/SALES	17574	1797	23.5	10.2	108	1276	22.4	7.3	103	1189	21.6	6.8	99				
PRECISION/CRAFT	985	**107	1.4	10.9	115	**147	2.6	14.9	213	**34	0.6	3.5	51				
OTHER EMPLOYED	11354	932	12.2	8.2	87	649	11.4	5.7	81	811	14.7	7.1	105				
SINGLE	9863	766	10.0	7.8	82	762	13.4	7.7	110	571	10.4	5.8	85				
MARRIED	51375	5239	68.6	10.2	108	3800	66.8	7.4	105	3729	67.6	7.3	107				
DIVORCED/SEPARATED/WIDOWED	19748	1633	21.4	8.3	88	1125	19.8	5.7	81	1216	22.0	6.2	90				
PARENTS	32590	3606	47.2	11.1	117	2578	45.3	7.9	113	2588	46.9	7.9	117				
WHITE	70416	6669	87.3	9.5	100	4840	85.1	6.9	98	4632	84.0	6.6	97				
BLACK	8778	765	10.0	8.7	92	697	12.3	7.9	113	739	13.4	8.4	124				
OTHER	1791	**204	2.7	11.4	121	**151	2.7	8.4	120	**144	2.6	8.0	118				
NORTHEAST-CENSUS	17786	2225	29.1	12.5	133	2293	40.3	12.9	184	1468	26.6	8.3	121				
NORTH CENTRAL	20741	1595	20.9	7.7	82	672	11.8	3.2	46	971	17.6	4.7	69				
SOUTH	27775	1930	25.3	6.9	74	2012	35.4	7.2	103	1956	35.5	7.0	103				
WEST	14683	1888	24.7	12.9	136	709	12.5	4.8	69	1120	20.3	7.6	112				
NORTHEAST-MKTG.	17961	2385	31.2	13.3	141	2371	41.7	13.2	188	1518	27.5	8.5	124				
EAST CENTRAL	11885	677	8.9	5.7	60	482	8.5	4.1	58	506	9.2	4.3	63				
WEST CENTRAL	14090	1184	15.5	8.4	89	*392	6.9	2.8	40	647	11.7	4.6	67				
SOUTH	24081	1595	20.9	6.6	70	1784	31.4	7.4	105	1789	32.4	7.4	109				
PACIFIC	12969	1798	23.5	13.9	147	659	11.6	5.1	72	1056	19.1	8.1	120				
COUNTY SIZE A	32439	3437	45.0	10.6	112	2655	46.7	8.2	117	2553	46.3	7.9	116				
COUNTY SIZE B	24915	2388	31.3	9.6	102	1803	31.7	7.2	103	1643	29.8	6.6	97				
COUNTY SIZE C	12930	1001	13.1	7.7	82	762	13.4	5.9	84	699	12.7	5.4	79				
COUNTY SIZE D	10703	812	10.6	7.6	80	*467	8.2	4.4	62	620	11.2	5.8	85				
METRO CENTRAL CITY	24518	2539	33.2	10.4	110	1674	29.4	6.8	97	1932	35.0	7.9	116				
METRO SUBURBAN	35919	3585	46.9	10.0	106	2977	52.3	8.3	118	2549	46.2	7.1	104				
NON METRO	20549	1514	19.8	7.4	78	1036	18.2	5.0	72	1035	18.8	5.0	74				
TOP 5 ADI'S	18341	2086	27.3	11.4	121	1601	28.2	8.7	124	1554	28.2	8.5	124				
TOP 10 ADI'S	25378	2633	34.5	10.4	110	2291	40.3	9.0	129	2219	40.2	8.7	128				
TOP 20 ADI'S	36488	3832	50.2	10.5	111	3124	54.9	8.6	122	3100	56.2	8.5	125				
HSHLD INC. $50,000 OR MORE	6612	759	9.9	11.5	122	*657	11.6	9.9	142	*490	8.9	7.4	109				
$40,000 OR MORE	12659	1219	16.0	9.6	102	1133	19.9	9.0	127	936	17.0	7.4	109				
$30,000 OR MORE	24698	2647	34.7	10.7	114	2078	36.5	8.4	120	1806	32.7	7.3	107				
$25,000 OR MORE	32077	3399	44.5	10.6	112	2549	44.8	7.9	113	2219	40.2	6.9	102				
$20,000 - $24,999	9144	875	11.5	9.6	101	*560	9.8	6.1	87	768	13.9	8.4	123				
$15,000 - $19,999	8728	858	11.2	9.8	104	625	11.0	7.2	102	622	11.3	7.1	105				
$10,000 - $14,999	12562	1226	16.1	9.8	103	974	17.1	7.8	110	861	15.6	6.9	101				
UNDER $10,000	18475	1281	16.8	6.9	74	979	17.2	5.3	75	1045	18.9	5.7	83				
HOUSEHOLD OF 1 PERSON	11987	714	9.3	6.0	63	623	11.0	5.2	74	427	7.7	3.6	52				
2 PEOPLE	26577	2193	28.7	8.3	87	1517	26.7	5.7	81	1794	32.5	6.8	99				
3 OR 4 PEOPLE	30617	3014	39.5	9.8	104	2301	40.5	7.5	107	2211	40.1	7.2	106				
5 OR MORE PEOPLE	11804	1717	22.5	14.5	154	1246	21.9	10.6	150	1083	19.6	9.2	135				
NO CHILD IN HSHLD	46165	3774	49.4	8.2	87	2864	50.4	6.2	88	2714	49.2	5.9	86				
CHILD(REN) UNDER 2 YRS	5325	*442	5.8	8.3	88	**238	4.2	4.5	64	**273	5.0	5.1	75				
2 - 5 YEARS	14221	1521	19.9	10.7	113	1011	17.8	7.1	101	1205	21.8	8.5	124				
6 - 11 YEARS	15117	2002	26.2	13.2	140	1414	24.9	9.4	133	1291	23.4	8.5	125				
12 - 17 YEARS	16611	1942	25.4	11.7	124	1559	27.4	9.4	134	1281	23.2	7.7	113				
RESIDENCE OWNED	55884	5674	74.3	10.2	108	4022	70.7	7.2	102	3842	69.7	6.9	101				
VALUE: $50,000 OR MORE	31744	3502	45.8	11.0	117	2447	43.0	7.7	110	2307	41.8	7.3	107				
VALUE: UNDER $50,000	24140	2172	28.4	9.0	95	1576	27.7	6.5	93	1536	27.9	6.4	93				

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COOKIES (READY-TO-EAT): BRANDS
(FEMALE HOMEMAKERS)

0335
P-19

		TOTAL U.S. '000	SUNSHINE HYDROX A '000	B % DOWN	C % ACROSS	D INDX	SUNSHINE VIENNA FINGERS A '000	B % DOWN	C % ACROSS	D INDX	OTHER SUNSHINE A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	7638	100.0	9.4	100	5687	100.0	7.0	100	5515	100.0	6.8	100				
MAGAZINES	QUINTILE 1	15799	1777	23.3	11.2	119	1283	22.6	8.1	116	1165	21.1	7.4	108				
	QUINTILE 2	17259	1653	21.6	9.6	102	1351	23.8	7.8	111	1066	19.3	6.2	91				
	QUINTILE 3	13545	1327	17.4	9.8	104	944	16.6	7.0	99	1022	18.5	7.5	111				
	QUINTILE 4	15133	1406	18.4	9.3	99	1130	19.9	7.5	106	1036	18.8	6.8	101				
	QUINTILE 5	19250	1475	19.3	7.7	81	979	17.2	5.1	72	1226	22.2	6.4	94				
NEWSPAPERS	QUINTILE 1	12413	1442	18.9	11.6	123	1019	17.9	8.2	117	918	16.6	7.4	109				
	QUINTILE 2	24116	2822	36.9	11.7	124	1996	35.1	8.3	118	1631	29.6	6.8	99				
	QUINTILE 3	11261	907	11.9	8.1	85	869	15.3	7.7	110	720	13.1	6.4	94				
	QUINTILE 4	20255	1701	22.3	8.4	89	1292	22.7	6.4	91	1427	25.9	7.0	103				
	QUINTILE 5	12940	766	10.0	5.9	63	*511	9.0	3.9	56	820	14.9	6.3	93				
OUTDOOR	QUINTILE 1	14852	1321	17.3	8.9	94	854	15.0	5.8	82	918	16.6	6.2	91				
	QUINTILE 2	15725	1606	21.0	10.2	108	1321	23.2	8.4	120	1202	21.8	7.6	112				
	QUINTILE 3	16330	1650	21.6	10.1	107	1323	23.3	8.1	115	1089	19.7	6.7	98				
	QUINTILE 4	16744	1404	18.4	8.4	89	1104	19.4	6.6	94	1161	21.1	6.9	102				
	QUINTILE 5	17334	1658	21.7	9.6	101	1085	19.1	6.3	89	1147	20.8	6.6	97				
RADIO-DRIVE TIME	QUINTILE 1	15911	1724	22.6	10.8	115	1375	24.2	8.6	123	1195	21.7	7.5	110				
	QUINTILE 2	14837	1387	18.2	9.3	99	1015	17.8	6.8	97	982	17.8	6.6	97				
	QUINTILE 3	15339	1561	20.4	10.2	108	1143	20.1	7.5	106	1191	21.6	7.8	114				
	QUINTILE 4	16723	1430	18.7	8.6	91	1022	18.0	6.1	87	1054	19.1	6.3	93				
	QUINTILE 5	18176	1535	20.1	8.4	90	1132	19.9	6.2	89	1093	19.8	6.0	88				
RADIO-MID-DAY	TERCILE 1	21020	2179	28.5	10.4	110	1618	28.5	7.7	110	1740	31.6	8.3	122				
	TERCILE 2	21610	2372	31.1	11.0	116	1731	30.4	8.0	114	1463	26.5	6.8	99				
	TERCILE 3	38355	3088	40.4	8.1	85	2338	41.1	6.1	87	2312	41.9	6.0	89				
RADIO-TOTAL	QUINTILE 1	15988	1682	22.0	10.5	112	1249	22.0	7.8	111	1211	22.0	7.6	111				
	QUINTILE 2	15626	1716	22.5	11.0	116	1234	21.7	7.9	112	1232	22.3	7.9	116				
	QUINTILE 3	16723	1531	20.0	9.2	97	1158	20.4	6.9	99	1075	19.5	6.4	94				
	QUINTILE 4	16342	1495	19.6	9.1	97	1042	18.3	6.4	91	1003	18.2	6.1	90				
	QUINTILE 5	16306	1214	15.9	7.4	79	1004	17.7	6.2	88	994	18.0	6.1	90				
TV-PRIME TIME	QUINTILE 1	15953	1614	21.1	10.1	107	1094	19.2	6.9	98	1011	18.3	6.3	93				
	QUINTILE 2	16137	1656	21.7	10.3	109	1409	24.8	8.7	124	1113	20.2	6.9	101				
	QUINTILE 3	16420	1623	21.2	9.9	105	1029	18.1	6.3	89	1134	20.6	6.9	101				
	QUINTILE 4	16687	1353	17.7	8.1	86	1132	19.9	6.8	97	1253	22.7	7.5	110				
	QUINTILE 5	15789	1392	18.2	8.8	93	1024	18.0	6.5	92	1005	18.2	6.4	93				
TV-DAYTIME	TERCILE 1	27736	2635	34.5	9.5	101	1994	35.1	7.2	102	1912	34.7	6.9	101				
	TERCILE 2	26489	2522	33.0	9.5	101	1827	32.1	6.9	98	1777	32.2	6.7	99				
	TERCILE 3	26761	2481	32.5	9.3	98	1866	32.8	7.0	99	1827	33.1	6.8	100				
TV-TOTAL	QUINTILE 1	16345	1549	20.3	9.5	100	1105	19.4	6.8	96	1082	19.6	6.6	97				
	QUINTILE 2	16447	1683	22.0	10.2	108	1113	19.6	6.8	96	1146	20.8	7.0	102				
	QUINTILE 3	15980	1459	19.1	9.1	97	1095	19.3	6.9	98	916	16.6	5.7	84				
	QUINTILE 4	15887	1474	19.3	9.3	98	1196	21.0	7.5	107	1260	22.8	7.9	116				
	QUINTILE 5	16326	1473	19.3	9.0	96	1178	20.7	7.2	103	1112	20.2	6.8	100				
MAGAZINES-NEWSPAPERS: DUAL		20721	2479	32.5	12.0	127	1841	32.4	8.9	127	1473	26.7	7.1	104				
MAGAZINE IMPERATIVE		19186	1616	21.2	8.4	89	1229	21.6	6.4	91	1266	23.0	6.6	97				
NEWSPAPER IMPERATIVE		21899	2375	31.1	10.8	115	1675	29.5	7.6	109	1539	27.9	7.0	103				
MAGAZINES-OUTDOOR: DUAL		15451	1662	21.8	10.8	114	1126	19.8	7.3	104	1078	19.5	7.0	102				
MAGAZINE IMPERATIVE		25953	2524	33.0	9.7	103	2050	36.0	7.9	112	1697	30.8	6.5	96				
OUTDOOR IMPERATIVE		24400	2174	28.5	8.9	94	1627	28.6	6.7	95	1664	30.2	6.8	100				
MAGAZINES-RADIO: DUAL		18049	1765	23.1	9.8	104	1351	23.8	7.5	107	1286	23.3	7.1	105				
MAGAZINE IMPERATIVE		23571	2426	31.8	10.3	109	1849	32.5	7.8	112	1498	27.2	6.4	93				
RADIO IMPERATIVE		23278	2417	31.6	10.4	110	1723	30.3	7.4	105	1819	33.0	7.8	115				
MAGAZINES-TELEVISION: DUAL		15459	1636	21.4	10.6	112	1109	19.5	7.2	102	1082	19.6	7.0	103				
MAGAZINE IMPERATIVE		25829	2559	33.5	9.9	105	2122	37.3	8.2	117	1704	30.9	6.6	97				
TELEVISION IMPERATIVE		26039	2329	30.5	8.9	95	1534	27.0	5.9	84	1650	29.9	6.3	93				
NEWSPAPERS-OUTDOOR: DUAL		16605	1876	24.6	11.3	120	1469	25.8	8.8	126	1183	21.5	7.1	105				
NEWSPAPER IMPERATIVE		26834	2949	38.6	11.0	117	2139	37.6	8.0	114	1722	31.2	6.4	94				
OUTDOOR IMPERATIVE		23346	1926	25.2	8.2	87	1370	24.1	5.9	84	1589	28.8	6.8	100				
NEWSPAPERS-RADIO: DUAL		17133	2155	28.2	12.6	133	1426	25.1	8.3	119	1430	25.9	8.3	123				
NEWSPAPER IMPERATIVE		25892	2543	33.3	9.8	104	2008	35.3	7.8	110	1498	27.2	5.8	85				
RADIO IMPERATIVE		23167	1896	24.8	8.2	87	1659	29.2	7.2	102	1578	28.6	6.8	100				
NEWSPAPERS-TELEVISION: DUAL		17159	1952	25.6	11.4	121	1308	23.0	7.6	109	1068	19.4	6.2	91				
NEWSPAPER IMPERATIVE		26214	2806	36.7	10.7	113	2189	38.5	8.4	119	1884	34.2	7.2	106				
TELEVISION IMPERATIVE		23412	1754	23.0	7.5	79	1360	23.9	5.8	83	1532	27.8	6.5	96				
OUTDOOR-RADIO: DUAL		15303	1692	22.2	11.1	117	1075	18.9	7.0	100	1183	21.5	7.7	114				
OUTDOOR IMPERATIVE		24901	2118	27.7	8.5	90	1728	30.4	6.9	99	1507	27.3	6.1	89				
RADIO IMPERATIVE		26492	2681	35.1	10.1	107	2067	36.3	7.8	111	1960	35.5	7.4	109				
OUTDOOR-TELEVISION: DUAL		14794	1449	19.0	9.8	104	966	17.0	6.5	93	1001	18.2	6.8	99				
OUTDOOR IMPERATIVE		25437	2464	32.3	9.7	103	2095	36.8	8.2	117	1780	32.3	7.0	103				
TELEVISION IMPERATIVE		27877	2652	34.7	9.5	101	1847	32.5	6.6	94	1785	32.4	6.4	94				
RADIO-TELEVISION: DUAL		15996	1673	21.9	10.5	111	1247	21.9	7.8	111	1153	20.9	7.2	106				
RADIO IMPERATIVE		25478	2671	35.0	10.5	111	2028	35.7	8.0	113	1981	35.9	7.8	114				
TELEVISION IMPERATIVE		26573	2446	32.0	9.2	98	1684	29.6	6.3	90	1595	28.9	6.0	88				

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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COOKIES (READY-TO-EAT): BRANDS
(FEMALE HOMEMAKERS)

0336
P-19

	TOTAL U.S. '000	SUNSHINE HYDROX A '000	B % DOWN	C % ACROSS	D INDX	SUNSHINE VIENNA FINGERS A '000	B % DOWN	C % ACROSS	D INDX	OTHER SUNSHINE A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	7638	100.0	9.4	100	5687	100.0	7.0	100	5515	100.0	6.8	100				
ATLANTIC MONTHLY	415	**32	0.4	7.7	82	**33	0.6	8.0	113	**13	0.2	3.1	46				
BARRON'S	453	**83	1.1	18.3	194	**34	0.6	7.5	107	**71	1.3	15.7	230				
BETTER HOMES & GARDENS	16256	1759	23.0	10.8	115	1357	23.9	8.3	119	1231	22.3	7.6	111				
BON APPETIT	2535	278	3.6	11.0	116	*267	4.7	10.5	150	*130	2.4	5.1	75				
BUSINESS WEEK	1278	**146	1.9	11.4	121	**96	1.7	7.5	107	**63	1.1	4.9	72				
CAR AND DRIVER	378	**29	0.4	7.7	81	**13	0.2	3.4	49	**14	0.3	3.7	54				
CBS MAGAZINE NETWORK (GROSS)	1498	**157	2.1	10.5	111	**82	1.4	5.5	78	**139	2.5	9.3	136				
CHANGING TIMES	1505	**143	1.9	9.5	101	**67	1.2	4.5	63	**62	1.1	4.1	60				
COLONIAL HOMES	1231	**73	1.0	5.9	63	**76	1.3	6.2	88	**46	0.8	3.7	55				
CONDE NAST MAG. PKG. (GROSS)	14146	1144	15.0	8.1	86	1083	19.0	7.7	109	1012	18.3	7.2	105				
CONSUMERS DIGEST	1323	*218	2.9	16.5	175	**98	1.7	7.4	105	**68	1.2	5.1	75				
COSMOPOLITAN	7102	707	9.3	10.0	106	521	9.2	7.3	104	488	8.8	6.9	101				
COUNTRY LIVING	2481	*197	2.6	7.9	84	*204	3.6	8.2	117	*197	3.6	7.9	117				
CUISINE	1472	**120	1.6	8.2	86	**76	1.3	5.2	74	**55	1.0	3.7	55				
CYCLE WORLD	425	**53	0.7	12.5	132	**36	0.6	8.5	121	**75	1.4	17.6	259				
DCI:CREATIVE IDEAS FOR LIV	2510	*265	3.5	10.6	112	*199	3.5	7.9	113	*162	2.9	6.5	95				
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	541	7.1	8.1	86	552	9.7	8.2	117	389	7.1	5.8	85				
DISCOVER	894	**75	1.0	8.4	89	**76	1.3	8.5	121	**50	0.9	5.6	82				
EBONY	3507	305	4.0	8.7	92	323	5.7	9.2	131	314	5.7	9.0	131				
ESQUIRE	1083	**107	1.4	9.9	105	**55	1.0	5.1	72	**67	1.2	6.2	91				
ESSENCE	1830	*180	2.4	9.8	104	*120	2.1	6.6	93	*162	2.9	8.9	130				
FAMILY CIRCLE	15930	1845	24.2	11.6	123	1459	25.7	9.2	130	1084	19.7	6.8	100				
THE FAMILY HANDYMAN	1126	**122	1.6	10.8	115	**70	1.2	6.2	89	**28	0.5	2.5	37				
FAMILY WEEKLY	11468	1264	16.5	11.0	117	814	14.3	7.1	101	779	14.1	6.8	100				
FIELD & STREAM	2234	*184	2.4	8.2	87	*155	2.7	6.9	99	**140	2.5	6.3	92				
FOOD & WINE	579	**76	1.0	13.1	139	**16	0.3	2.8	39	**48	0.9	8.3	122				
FORBES	728	**87	1.1	12.0	127	**71	1.2	9.8	139	**82	1.5	11.3	165				
FORTUNE	906	**98	1.3	10.8	115	**60	1.1	6.6	94	**88	1.6	9.7	143				
GENTLEMEN'S QUARTERLY	791	**29	0.4	3.7	39	**26	0.5	3.3	47	**123	2.2	15.5	228				
GLAMOUR	5265	479	6.3	9.1	96	502	8.8	9.5	136	402	7.3	7.6	112				
GOLF DIGEST	636	**72	0.9	11.3	120	**56	1.0	8.8	125	**16	0.3	2.5	37				
GOLF DIGEST/TENNIS (GROSS)	1186	**96	1.3	8.1	86	**77	1.4	6.5	92	**66	1.2	5.6	82				
GOLF MAGAZINE	441	**61	0.8	13.8	147	**31	0.5	7.0	100	**0	0.0	0.0	0				
GOLF MAGAZINE/SKI (GROSS)	922	**89	1.2	9.7	102	**43	0.8	4.7	66	**1	0.0	0.1	2				
GOOD HOUSEKEEPING	16487	1744	22.8	10.6	112	1228	21.6	7.4	106	1083	19.6	6.6	96				
HARPER'S BAZAAR	2423	*230	3.0	9.5	101	*154	2.7	6.4	91	*173	3.1	7.1	105				
HEALTH	1994	*214	2.8	10.7	114	*172	3.0	8.6	123	*227	4.1	11.4	167				
HEARST MAG CORP. BUY (GROSS)	44101	4377	57.3	9.9	105	3257	57.3	7.4	105	2926	53.1	6.6	97				
HEARST MAN POWER (GROSS)	1993	*204	2.7	10.2	109	**90	1.6	4.5	64	*187	3.4	9.4	138				
HEARST WOMAN POWER (GROSS)	31274	3194	41.8	10.2	108	2325	40.9	7.4	106	1992	36.1	6.4	94				
HOUSE BEAUTIFUL	3623	410	5.4	11.3	120	344	6.0	9.5	135	270	4.9	7.5	109				
INC.	283	**50	0.7	17.7	187	**22	0.4	7.8	111	**53	1.0	18.7	275				
JET	2928	377	4.9	12.9	137	309	5.4	10.6	150	266	4.8	9.1	133				
LADIES' HOME JOURNAL	11918	1178	15.4	9.9	105	813	14.3	6.8	97	721	13.1	6.0	89				
LHJ FAMILY GRP COMBO(GROSS)	16764	1717	22.5	10.2	109	1183	20.8	7.1	100	1195	21.7	7.1	105				
LIFE	4254	471	6.2	11.1	117	372	6.5	8.7	125	348	6.3	8.2	120				
L.A. TIMES HOME MAGAZINE	1145	**202	2.6	17.6	187	**26	0.5	2.3	32	**67	1.2	5.9	86				
MADEMOISELLE	2884	*246	3.2	8.5	90	*234	4.1	8.1	116	*248	4.5	8.6	126				
MC CALL'S	13460	1301	17.0	9.7	102	1059	18.6	7.9	112	961	17.4	7.1	105				
MC CALL'S/WRK MOTHER (GROSS)	14606	1432	18.7	9.8	104	1151	20.2	7.9	112	1115	20.2	7.6	112				
MECHANIX ILLUSTRATED	772	**90	1.2	11.7	124	**50	0.9	6.5	92	**99	1.8	12.8	188				
METROPOLITAN HOME	967	**61	0.8	6.3	67	**60	1.1	6.2	88	**59	1.1	6.1	90				
MONEY	1588	*212	2.8	13.4	142	*115	2.0	7.2	103	**119	2.2	7.5	110				
MOTHER EARTH NEWS	1002	**44	0.6	4.4	47	**14	0.2	1.4	20	**67	1.2	6.7	98				
MS.	825	**88	1.2	10.7	113	**27	0.5	3.3	47	**44	0.8	5.3	78				
NATIONAL ENQUIRER	10336	1045	13.7	10.1	107	748	13.2	7.2	103	643	11.7	6.2	91				
NATIONAL GEOGRAPHIC	9597	967	12.7	10.1	107	674	11.9	7.0	100	736	13.3	7.7	113				
NATIONAL SUNDAY MAGAZINE PKG	49558	5338	69.9	10.8	114	3815	67.1	7.7	110	3491	63.3	7.0	103				
NATURAL HISTORY	573	**17	0.2	3.0	31	**18	0.3	3.1	45	**69	1.3	12.0	177				
NEW WOMAN	1699	*110	1.4	6.5	69	**91	1.6	5.4	76	**62	1.1	3.6	54				
NEW YORK INCLUDING CUE	443	**28	0.4	6.3	67	**17	0.3	3.8	55	**12	0.2	2.7	40				
THE NEW YORKER	1270	*110	1.4	8.7	92	**76	1.3	6.0	85	**43	0.8	3.4	50				
NEWSWEEK	6277	572	7.5	9.1	97	466	8.2	7.4	106	411	7.5	6.5	96				
THE N.Y. TIMES DAILY EDITION	1205	*124	1.6	10.3	109	*165	2.9	13.7	195	**119	2.2	9.9	145				
THE N.Y. TIMES MAGAZINE	2081	*221	2.9	10.6	113	*261	4.6	12.5	179	*186	3.4	8.9	131				
OMNI	788	**85	1.1	10.8	114	**54	0.9	6.9	98	**37	0.7	4.7	69				
ON CABLE	1158	**156	2.0	13.5	143	**120	2.1	10.4	148	**38	0.7	3.3	48				
1001 HOME IDEAS	2852	*324	4.2	11.4	120	*197	3.5	6.9	98	*247	4.5	8.7	127				
ORGANIC GARDENING	1658	*213	2.8	12.8	136	**92	1.6	5.5	79	**81	1.5	4.9	72				
OUTDOOR LIFE	896	**84	1.1	9.4	99	**38	0.7	4.2	60	**66	1.2	7.4	108				
PARADE MAGAZINE	24275	2567	33.6	10.6	112	2046	36.0	8.4	120	1856	33.7	7.6	112				

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COOKIES (READY-TO-EAT): BRANDS
(FEMALE HOMEMAKERS)

0337
P-19

	TOTAL U.S. '000	SUNSHINE HYDROX A '000	B % DOWN	C % ACROSS	D INDX	SUNSHINE VIENNA FINGERS A '000	B % DOWN	C % ACROSS	D INDX	OTHER SUNSHINE A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	7638	100.0	9.4	100	5687	100.0	7.0	100	5515	100.0	6.8	100				
PARENTS	3845	413	5.4	10.7	114	308	5.4	8.0	114	*281	5.1	7.3	107				
PENTHOUSE	831	**85	1.1	10.2	108	**78	1.4	9.4	134	**47	0.9	5.7	83				
PEOPLE	11645	1325	17.3	11.4	121	955	16.8	8.2	117	762	13.8	6.5	96				
PLAYBOY	2006	*153	2.0	7.6	81	**136	2.4	6.8	97	**127	2.3	6.3	93				
POPULAR HOT RODDING	297	**24	0.3	8.1	86	**40	0.7	13.5	192	**20	0.4	6.7	99				
POPULAR MECHANICS	1018	**162	2.1	15.9	169	**67	1.2	6.6	94	**135	2.4	13.3	195				
POPULAR SCIENCE	878	**97	1.3	11.0	117	**78	1.4	8.9	127	**46	0.8	5.2	77				
PREVENTION	3913	335	4.4	8.6	91	271	4.8	6.9	99	*268	4.9	6.8	101				
PSYCHOLOGY TODAY	1710	*213	2.8	12.5	132	**91	1.6	5.3	76	**82	1.5	4.8	70				
READER'S DIGEST	22204	2260	29.6	10.2	108	1609	28.3	7.2	103	1497	27.1	6.7	99				
REDBOOK	7684	743	9.7	9.7	103	577	10.1	7.5	107	421	7.6	5.5	80				
ROAD & TRACK	410	**58	0.8	14.1	150	**6	0.1	1.5	21	**22	0.4	5.4	79				
ROLLING STONE	969	**87	1.1	9.0	95	**77	1.4	7.9	113	**66	1.2	6.8	100				
RUNNER'S WORLD	298	**29	0.4	9.7	103	**11	0.2	3.7	53	**22	0.4	7.4	108				
SATURDAY EVENING POST	1169	*99	1.3	8.5	90	**106	1.9	9.1	129	**52	0.9	4.4	65				
SCIENCE 84	587	**65	0.9	11.1	117	**63	1.1	10.7	153	**32	0.6	5.5	80				
SCIENCE DIGEST	482	**20	0.3	4.1	44	**17	0.3	3.5	50	**15	0.3	3.1	46				
SCIENTIFIC AMERICAN	594	**28	0.4	4.7	50	**27	0.5	4.5	65	**32	0.6	5.4	79				
SELF	2089	*110	1.4	5.3	56	**72	1.3	3.4	49	**90	1.6	4.3	63				
SEVENTEEN	2411	*195	2.6	8.1	86	*248	4.4	10.3	146	*176	3.2	7.3	107				
SKI	480	**28	0.4	5.8	62	**12	0.2	2.5	36	**1	0.0	0.2	3				
SMITHSONIAN	2760	*222	2.9	8.0	85	*203	3.6	7.4	105	*119	2.2	4.3	63				
SOAP OPERA DIGEST	3013	*282	3.7	9.4	99	*184	3.2	6.1	87	*170	3.1	5.6	83				
SOUTHERN LIVING	4184	276	3.6	6.6	70	353	6.2	8.4	120	*227	4.1	5.4	80				
SPORT	559	**21	0.3	3.8	40	**60	1.1	10.7	153	**58	1.1	10.4	152				
THE SPORTING NEWS	436	**37	0.5	8.5	90	**47	0.8	10.8	154	**42	0.8	9.6	141				
SPORTS AFIELD	493	**22	0.3	4.5	47	**6	0.1	1.2	17	**36	0.7	7.3	107				
SPORTS ILLUSTRATED	2758	*260	3.4	9.4	100	*232	4.1	8.4	120	*217	3.9	7.9	116				
STAR	7456	747	9.8	10.0	106	613	10.8	8.2	117	504	9.1	6.8	99				
SUNDAY	24936	2705	35.4	10.8	115	1989	35.0	8.0	114	1902	34.5	7.6	112				
SUNSET	2124	439	5.7	20.7	219	**141	2.5	6.6	95	**145	2.6	6.8	100				
TV GUIDE	21661	2496	32.7	11.5	122	1857	32.7	8.6	122	1672	30.3	7.7	113				
TENNIS	550	**24	0.3	4.4	46	**21	0.4	3.8	54	**50	0.9	9.1	133				
TIME	8880	842	11.0	9.5	101	713	12.5	8.0	114	580	10.5	6.5	96				
TOWN & COUNTRY	917	**69	0.9	7.5	80	**57	1.0	6.2	89	**48	0.9	5.2	77				
TRAVEL & LEISURE	972	**63	0.8	6.5	69	**73	1.3	7.5	107	**31	0.6	3.2	47				
TRUE STORY	3356	370	4.8	11.0	117	*223	3.9	6.6	95	*216	3.9	6.4	95				
U.S.NEWS & WORLD REPORT	3410	299	3.9	8.8	93	*197	3.5	5.8	82	*170	3.1	5.0	73				
USA TODAY	1759	*209	2.7	11.9	126	*173	3.0	9.8	140	**97	1.8	5.5	81				
US	1873	*177	2.3	9.5	100	**85	1.5	4.5	65	**52	0.9	2.8	41				
VOGUE	3909	309	4.0	7.9	84	276	4.9	7.1	101	273	5.0	7.0	103				
WALL STREET JOURNAL	1886	*169	2.2	9.0	95	*134	2.4	7.1	101	**84	1.5	4.5	65				
WEIGHT WATCHERS	2120	*187	2.4	8.8	94	*125	2.2	5.9	84	**98	1.8	4.6	68				
WOMAN'S DAY	14172	1653	21.6	11.7	124	1334	23.5	9.4	134	1049	19.0	7.4	109				
WORKING MOTHER	1146	**131	1.7	11.4	121	**92	1.6	8.0	114	**154	2.8	13.4	197				
WORKING WOMAN	1322	*142	1.9	10.7	114	**94	1.7	7.1	101	**97	1.8	7.3	108				
WORLD TENNIS	*163	**17	0.2	10.4	111	**13	0.2	8.0	114	**9	0.2	5.5	81				
ZIFF-DAVIS MAG NETWK (GROSS)	2532	317	4.2	12.5	133	*226	4.0	8.9	127	*183	3.3	7.2	106				
BLAIR INSERTS	43657	4631	60.6	10.6	112	3380	59.4	7.7	110	3030	54.9	6.9	102				
DAILY NEWSPAPERS																	
READ ANY	51633	5503	72.0	10.7	113	4094	72.0	7.9	113	3507	63.6	6.8	100				
READ ONE	43463	4557	59.7	10.5	111	3389	59.6	7.8	111	2878	52.2	6.6	97				
READ TWO OR MORE	8170	947	12.4	11.6	123	705	12.4	8.6	123	629	11.4	7.7	113				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	5571	72.9	10.6	112	4035	71.0	7.7	109	3689	66.9	7.0	103				
READ ONE	46126	4875	63.8	10.6	112	3547	62.4	7.7	110	3158	57.3	6.8	101				
READ TWO OR MORE	6552	696	9.1	10.6	113	488	8.6	7.4	106	531	9.6	8.1	119				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.84				27.73				29.68							
30 DAY REACH	71455	6728	88.1	9.4	100	5061	89.0	7.1	101	4847	87.9	6.8	100				
50 SHWG - 30 DAY AV FREQ	14.56	14.56				14.66				15.45							
30 DAY REACH	67742	6434	84.2	9.5	101	4808	84.5	7.1	101	4664	84.6	6.9	101				
25 SHWG - 30 DAY AV FREQ	7.94	7.97				7.75				8.34							
30 DAY REACH	62117	5845	76.5	9.4	100	4503	79.2	7.2	103	4320	78.3	7.0	102				
CABLE TV: HOME WIRED	32077	3262	42.7	10.2	108	2389	42.0	7.4	106	2261	41.0	7.0	104				
HOME NOT WIRED	48909	4376	57.3	8.9	95	3298	58.0	6.7	96	3254	59.0	6.7	98				
HAVE PAY CABLE	15935	1759	23.0	11.0	117	1166	20.5	7.3	104	1184	21.5	7.4	109				

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0338
P-19

	TOTAL U.S. '000	SUNSHINE HYDROX A '000	B % DOWN	C % ACROSS	D INDX	SUNSHINE VIENNA FINGERS A '000	B % DOWN	C % ACROSS	D INDX	OTHER SUNSHINE A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	7638	100.0	9.4	100	5687	100.0	7.0	100	5515	100.0	6.8	100				
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	4510	59.0	10.3	109	3250	57.1	7.4	105	3000	54.4	6.8	100				
10:00 AM - 3:00 PM	30659	3224	42.2	10.5	111	2322	40.8	7.6	108	2305	41.8	7.5	110				
3:00 PM - 7:00 PM	31045	3083	40.4	9.9	105	2359	41.5	7.6	108	2248	40.8	7.2	106				
7:00 PM - MIDNIGHT	15767	1554	20.3	9.9	105	1133	19.9	7.2	102	1150	20.9	7.3	107				
MIDNIGHT - 6:00 AM	9120	929	12.2	10.2	108	736	12.9	8.1	115	679	12.3	7.4	109				
6:00 AM - MIDNIGHT	58527	5795	75.9	9.9	105	4257	74.9	7.3	104	4045	73.3	6.9	101				
ENTIRE DAY	59311	5877	76.9	9.9	105	4306	75.7	7.3	103	4089	74.1	6.9	101				
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	1679	22.0	10.4	110	1045	18.4	6.5	92	1107	20.1	6.8	101				
ALL NEWS	2256	349	4.6	15.5	164	*140	2.5	6.2	88	*241	4.4	10.7	157				
AOR/PROGRESSIVE	3874	424	5.6	10.9	116	297	5.2	7.7	109	424	7.7	10.9	161				
BEAUTIFUL MUSIC	5660	487	6.4	8.6	91	449	7.9	7.9	113	278	5.0	4.9	72				
BLACK	2204	*163	2.1	7.4	78	*164	2.9	7.4	106	*95	1.7	4.3	63				
CLASSICAL	1418	**130	1.7	9.2	97	**87	1.5	6.1	87	**115	2.1	8.1	119				
CHR/ROCK	9538	968	12.7	10.1	108	855	15.0	9.0	128	645	11.7	6.8	99				
COUNTRY	12648	1066	14.0	8.4	89	932	16.4	7.4	105	858	15.6	6.8	100				
GOLDEN OLDIES	1191	**101	1.3	8.5	90	**31	0.5	2.6	37	**112	2.0	9.4	138				
MOR/NOSTALGIA	4757	563	7.4	11.8	125	295	5.2	6.2	88	360	6.5	7.6	111				
NEWS/TALK	3863	542	7.1	14.0	149	303	5.3	7.8	112	316	5.7	8.2	120				
RELIGIOUS	3084	*220	2.9	7.1	76	*235	4.1	7.6	109	*202	3.7	6.5	96				
SOFT ROCK	521	**86	1.1	16.5	175	**64	1.1	12.3	175	**55	1.0	10.6	155				
URBAN CONTEMPORARY	1585	*233	3.1	14.7	156	*224	3.9	14.1	201	**135	2.4	8.5	125				
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	378	4.9	11.6	123	*251	4.4	7.7	110	*204	3.7	6.3	92				
ABC DIRECTION	2316	283	3.7	12.2	130	*162	2.8	7.0	100	**125	2.3	5.4	79				
ABC ENTERTAINMENT	4834	551	7.2	11.4	121	439	7.7	9.1	129	467	8.5	9.7	142				
ABC FM	2202	*166	2.2	7.5	80	*183	3.2	8.3	118	**126	2.3	5.7	84				
ABC INFORMATION	5425	560	7.3	10.3	109	339	6.0	6.2	89	442	8.0	8.1	120				
ABC ROCK	1677	*181	2.4	10.8	114	**100	1.8	6.0	85	**142	2.6	8.5	124				
CBS	4430	617	8.1	13.9	148	311	5.5	7.0	100	338	6.1	7.6	112				
MUTUAL	4992	490	6.4	9.8	104	328	5.8	6.6	94	306	5.5	6.1	90				
NBC	4679	483	6.3	10.3	109	368	6.5	7.9	112	383	6.9	8.2	120				
RADIORADIO	1994	*195	2.6	9.8	104	**167	2.9	8.4	119	**143	2.6	7.2	105				
RKO ONE	2298	*216	2.8	9.4	100	*189	3.3	8.2	117	*168	3.0	7.3	107				
RKO TWO	3311	334	4.4	10.1	107	302	5.3	9.1	130	*256	4.6	7.7	114				
THE SOURCE	2114	*136	1.8	6.4	68	*221	3.9	10.5	149	**180	3.3	8.5	125				
NON-WIRED : BLAIR	8654	953	12.5	11.0	117	641	11.3	7.4	105	624	11.3	7.2	106				
INTERNET	12025	1318	17.3	11.0	116	949	16.7	7.9	112	966	17.5	8.0	118				
KATZ RADIO GROUP	15359	1531	20.0	10.0	106	1153	20.3	7.5	107	1176	21.3	7.7	112				
SUPERNET	10628	1152	15.1	10.8	115	815	14.3	7.7	109	759	13.8	7.1	105				
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	731	9.6	8.4	90	586	10.3	6.8	96	546	9.9	6.3	93				
MKDAY 9:00 AM - 1:00 PM	12163	1089	14.3	9.0	95	895	15.7	7.4	105	822	14.9	6.8	99				
MKDAY 1:00 PM - 4:30 PM	16150	1487	19.5	9.2	98	1152	20.3	7.1	102	1084	19.7	6.7	99				
MKDAY 4:30 PM - 7:30 PM	22463	2151	28.2	9.6	102	1570	27.6	7.0	100	1393	25.3	6.2	91				
MKDAY 7:30 PM - 8:00 PM	31795	2921	38.2	9.2	97	2223	39.1	7.0	100	2029	36.8	6.4	94				
MKDAY 11:00 PM - 11:30 PM	23977	2336	30.6	9.7	103	1595	28.0	6.7	95	1717	31.1	7.2	105				
MKDAY 11:30 PM - 1:00 AM	7703	811	10.6	10.5	112	489	8.6	6.3	90	565	10.2	7.3	108				
M-SAT 8-11 PM+SUN 7-11 PM	33800	3352	43.9	9.9	105	2445	43.0	7.2	103	2302	41.7	6.8	100				
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	655	8.6	10.0	106	437	7.7	6.7	95	513	9.3	7.8	115				
ANOTHER WORLD N	4620	452	5.9	9.8	104	359	6.3	7.8	111	262	4.8	5.7	83				
AS THE WORLD TURNS C	5614	474	6.2	8.4	90	367	6.5	6.5	93	367	6.7	6.5	96				
CAPITOL C	3396	264	3.5	7.8	82	208	3.7	6.1	87	237	4.3	7.0	102				
CBS MORN. NEWS 1 C	1446	91	1.2	6.3	67	*75	1.3	5.2	74	*54	1.0	3.7	55				
CBS MORN. NEWS 2 C	1207	*101	1.3	8.4	89	*61	1.1	5.1	72	*60	1.1	5.0	73				
DAYS OF OUR LIVES N	5877	588	7.7	10.0	106	450	7.9	7.7	109	361	6.5	6.1	90				
FACTS OF LIFE - DAYTIME N	2290	170	2.2	7.4	79	172	3.0	7.5	107	147	2.7	6.4	94				
FAMILY FEUD A	3023	155	2.0	5.1	54	143	2.5	4.7	67	154	2.8	5.1	75				
GENERAL HOSPITAL A	6097	511	6.7	8.4	89	399	7.0	6.5	93	410	7.4	6.7	99				
GOOD MORNING, AMERICA-730 A	3515	327	4.3	9.3	99	251	4.4	7.1	102	265	4.8	7.5	111				
GOOD MORNING, AMERICA-830 A	2818	242	3.2	8.6	91	211	3.7	7.5	107	168	3.0	6.0	88				
GUIDING LIGHT C	5339	476	6.2	8.9	95	436	7.7	8.2	116	457	8.3	8.6	126				
ONE LIFE TO LIVE A	4478	407	5.3	9.1	96	284	5.0	6.3	90	306	5.5	6.8	100				
PRESS YOUR LUCK C	2244	236	3.1	10.5	112	178	3.1	7.9	113	155	2.8	6.9	101				
PRICE IS RIGHT 1 C	4348	414	5.4	9.5	101	314	5.5	7.2	103	331	6.0	7.6	112				
PRICE IS RIGHT 2 C	5014	523	6.8	10.4	111	403	7.1	8.0	114	365	6.6	7.3	107				
RYAN'S HOPE A	3150	296	3.9	9.4	100	306	5.4	9.7	138	278	5.0	8.8	130				
SALE OF THE CENTURY N	2695	265	3.5	9.8	104	183	3.2	6.8	97	115	2.1	4.3	63				
SEARCH FOR TOMORROW N	2319	284	3.7	12.2	130	*195	3.4	8.4	120	*106	1.9	4.6	67				
TODAY SHOW 1 N	2693	194	2.5	7.2	76	171	3.0	6.3	90	138	2.5	5.1	75				
TODAY SHOW 2 N	2498	154	2.0	6.2	65	128	2.3	5.1	73	126	2.3	5.0	74				
$25,000 PYRAMID C	2753	300	3.9	10.9	116	260	4.6	9.4	134	156	2.8	5.7	83				
WHEEL OF FORTUNE N	4388	385	5.0	8.8	93	326	5.7	7.4	106	236	4.3	5.4	79				
YOUNG AND THE RESTLESS C	5695	373	4.9	6.5	69	315	5.5	5.5	79	438	7.9	7.7	113				
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	167	2.2	9.5	101	*116	2.0	6.6	94	*89	1.6	5.1	74				
NBA PLAYOFF GAME -1 C	1136	*83	1.1	7.3	77	*73	1.3	6.4	92	*103	1.9	9.1	133				
NBC MAJOR LEAGUE PRE-GAME N	953	**53	0.7	5.6	59	**41	0.7	4.3	61	**65	1.2	6.8	100				
SPORTSWORLD - SUN N	1233	*169	2.2	13.7	145	**67	1.2	5.4	77	**71	1.3	5.8	85				
SUNDAY MORNING C	1611	*114	1.5	7.1	75	**92	1.6	5.7	81	**38	0.7	2.4	35				

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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COOKIES (READY-TO-EAT): BRANDS
(FEMALE HOMEMAKERS)

0339
P-19

		TOTAL U.S. '000	SUNSHINE HYDROX A '000	B % DOWN	C % ACROSS	D INDX	SUNSHINE VIENNA FINGERS A '000	B % DOWN	C % ACROSS	D INDX	OTHER SUNSHINE A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	7638	100.0	9.4	100	5687	100.0	7.0	100	5515	100.0	6.8	100				
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	2443	32.0	9.4	99	1809	31.8	6.9	99	1727	31.3	6.6	97				
NETWORK AFFILIATES - LATE		20261	1967	25.8	9.7	103	1367	24.0	6.7	96	1464	26.5	7.2	106				
INDEPENDENTS - LATE		2076	270	3.5	13.0	138	163	2.9	7.9	112	152	2.8	7.3	108				
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	1102	14.4	10.5	112	852	15.0	8.2	116	677	12.3	6.5	95				
ABC MONDAY NIGHT MOVIE	A	6412	707	9.3	11.0	117	465	8.2	7.3	103	464	8.4	7.2	106				
ABC SUNDAY NIGHT MOVIE	A	12407	1239	16.2	10.0	106	903	15.9	7.3	104	869	15.8	7.0	103				
ABC WORLD NEWS TONIGHT	A	6176	555	7.3	9.0	95	425	7.5	6.9	98	363	6.6	5.9	86				
AFTERMASH	C	5863	490	6.4	8.4	89	441	7.8	7.5	107	400	7.3	6.8	100				
ALICE	C	9594	869	11.4	9.1	96	623	11.0	6.5	92	675	12.2	7.0	103				
AMERICAN PARADE	C	6622	654	8.6	9.9	105	348	6.1	5.3	75	449	8.1	6.8	100				
BENSON	A	10886	1061	13.9	9.7	103	773	13.6	7.1	101	746	13.5	6.9	101				
BLUE THUNDER	A	5036	483	6.3	9.6	102	364	6.4	7.2	103	379	6.9	7.5	111				
CAGNEY & LACEY	C	9965	941	12.3	9.4	100	694	12.2	7.0	99	791	14.3	7.9	117				
CBS EVENING NEWS-DEAN	C	3491	*292	3.8	8.4	89	*204	3.6	5.8	83	*178	3.2	5.1	75				
CBS EVENING NEWS-RATHER	C	7123	675	8.8	9.5	100	401	7.1	5.6	80	457	8.3	6.4	94				
CBS SAT. NEWS-SCHIEFFER	C	3621	239	3.1	6.6	70	171	3.0	4.7	67	218	4.0	6.0	88				
CBS SATURDAY NIGHT MOVIE	C	5436	562	7.4	10.3	110	473	8.3	8.7	124	330	6.0	6.1	89				
CBS WEDNESDAY NIGHT MOVIE	C	6100	669	8.8	11.0	116	429	7.5	7.0	100	417	7.6	6.8	100				
CHEERS	N	8889	937	12.3	10.5	112	635	11.2	7.1	102	560	10.2	6.3	93				
DALLAS	C	22109	2128	27.9	9.6	102	1404	24.7	6.4	90	1375	24.9	6.2	91				
DIFF'RENT STROKES	N	6940	657	8.6	9.5	100	556	9.8	8.0	114	446	8.1	6.4	94				
DOUBLE TROUBLE	N	7223	673	8.8	9.3	99	478	8.4	6.6	94	622	11.3	8.6	126				
DUCK FACTORY	N	5595	511	6.7	9.1	97	416	7.3	7.4	106	336	6.1	6.0	88				
DUKES OF HAZZARD	C	5768	599	7.8	10.4	110	398	7.0	6.9	98	396	7.2	6.9	101				
DYNASTY	A	20053	1709	22.4	8.5	90	1442	25.4	7.2	102	1253	22.7	6.2	92				
FACTS OF LIFE	N	8087	711	9.3	8.8	93	542	9.5	6.7	95	657	11.9	8.1	119				
FALCON CREST	C	20046	1978	25.9	9.9	105	1228	21.6	6.1	87	1222	22.2	6.1	90				
FALL GUY	A	9084	903	11.8	9.9	105	612	10.8	6.7	96	586	10.6	6.5	95				
FAMILY TIES	N	7964	861	11.3	10.8	115	574	10.1	7.2	103	474	8.6	6.0	87				
FANTASY ISLAND	A	7687	712	9.3	9.3	98	562	9.9	7.3	104	485	8.8	6.3	93				
FOULUPS,BLEEPS & BLUNDERS	A	8861	793	10.4	8.9	95	566	10.0	6.4	91	531	9.6	6.0	88				
FOUR SEASONS	C	5095	554	7.3	10.9	115	420	7.4	8.2	117	341	6.2	6.7	98				
GIMME A BREAK	N	8838	834	10.9	9.4	100	564	9.9	6.4	91	561	10.2	6.3	93				
HART TO HART	A	8978	906	11.9	10.1	107	712	12.5	7.9	113	680	12.3	7.6	111				
HILL STREET BLUES	N	8590	871	11.4	10.1	108	684	12.0	8.0	113	721	13.1	8.4	123				
HOTEL	A	14085	1492	19.5	10.6	112	946	16.6	6.7	96	927	16.8	6.6	97				
JEFFERSONS	C	9360	930	12.2	9.9	105	597	10.5	6.4	91	755	13.7	8.1	118				
JENNIFER SLEPT HERE	N	5841	571	7.5	9.8	104	383	6.7	6.6	93	419	7.6	7.2	105				
KATE & ALLIE	C	9206	854	11.2	9.3	98	636	11.2	6.9	98	559	10.1	6.1	89				
KNIGHT RIDER	N	7076	661	8.7	9.3	99	479	8.4	6.8	96	548	9.9	7.7	114				
LOVE BOAT	A	12219	1131	14.8	9.3	98	821	14.4	6.7	96	789	14.3	6.5	95				
MAGNUM PI	C	11199	1051	13.8	9.4	100	723	12.7	6.5	92	729	13.2	6.5	96				
MAMA'S FAMILY	N	6057	708	9.3	11.7	124	502	8.8	8.3	118	381	6.9	6.3	92				
MASTER, THE	N	3598	294	3.8	8.2	87	240	4.2	6.7	95	*232	4.2	6.4	95				
MATT HOUSTON	A	6344	504	6.6	7.9	84	458	8.1	7.2	103	578	10.5	9.1	134				
NBC MONDAY NIGHT MOVIE	N	11994	1070	14.0	8.9	95	960	16.9	8.0	114	687	12.5	5.7	84				
NBC NIGHTLY NEWS	N	5132	489	6.4	9.5	101	345	6.1	6.7	96	290	5.3	5.7	83				
NBC NIGHTLY NEWS-SAT	N	3375	285	3.7	8.4	90	*173	3.0	5.1	73	*182	3.3	5.4	79				
NBC NIGHTLY NEWS-SUN	N	3130	*283	3.7	9.0	96	*168	3.0	5.4	76	*208	3.8	6.6	98				
NBC SUNDAY NIGHT MOVIE	N	8284	886	11.6	10.7	113	611	10.7	7.4	105	602	10.9	7.3	107				
NEWHART	C	9240	826	10.8	8.9	95	636	11.2	6.9	98	634	11.5	6.9	101				
ONE DAY AT A TIME	C	7288	593	7.8	8.1	86	548	9.6	7.5	107	484	8.8	6.6	98				
PEOPLE ARE FUNNY	N	4855	632	8.3	13.0	138	346	6.1	7.1	101	347	6.3	7.1	105				
REAL PEOPLE	N	8869	793	10.4	8.9	95	527	9.3	5.9	85	618	11.2	7.0	102				
REMINGTON STEELE	N	7743	659	8.6	8.5	90	457	8.0	5.9	84	531	9.6	6.9	101				
RIPLEY'S BELIEVE IT - NOT	A	5345	540	7.1	10.1	107	420	7.4	7.9	112	410	7.4	7.7	113				
RIPTIDE	N	6988	671	8.8	9.6	102	489	8.6	7.0	100	559	10.1	8.0	117				
SCARECROW & MRS. KING	C	10002	920	12.0	9.2	98	667	11.7	6.7	95	676	12.3	6.8	99				
SIMON & SIMON	C	10638	936	12.3	8.8	93	719	12.6	6.8	96	770	14.0	7.2	106				
60 MINUTES	C	13293	1361	17.8	10.2	109	898	15.8	6.8	96	788	14.3	5.9	87				
ST. ELSEWHERE	N	7017	620	8.1	8.8	94	461	8.1	6.6	94	472	8.6	6.7	99				
THREE'S COMPANY	A	10917	1023	13.4	9.4	99	760	13.4	7.0	99	714	12.9	6.5	96				
T.J. HOOKER	A	9204	952	12.5	10.3	110	806	14.2	8.8	125	620	11.2	6.7	99				
TONIGHT SHOW	N	2372	243	3.2	10.2	109	149	2.6	6.3	89	173	3.1	7.3	107				
TRAPPER JOHN, M.D.	C	9846	954	12.5	9.7	103	725	12.7	7.4	105	732	13.3	7.4	109				
TV BLOOPERS & PRAC. JOKES	N	9105	875	11.5	9.6	102	677	11.9	7.4	106	598	10.8	6.6	96				
20/20	A	9387	908	11.9	9.7	103	709	12.5	7.6	108	630	11.4	6.7	99				
WEBSTER	A	11067	1049	13.7	9.5	101	699	12.3	6.3	90	745	13.5	6.7	99				
WORLD NEWS - SUN	A	3062	300	3.9	9.8	104	*185	3.3	6.0	86	*227	4.1	7.4	109				
YELLOW ROSE	N	4978	473	6.2	9.5	101	327	5.7	6.6	94	366	6.6	7.4	108				
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	1064	13.9	12.0	127	701	12.3	7.9	112	518	9.4	5.8	86				
BASKETBALL - COLLEGE GAMES		4080	*549	7.2	13.5	143	*305	5.4	7.5	106	*306	5.5	7.5	110				
BASKETBALL - PRO GAMES		3607	*515	6.7	14.3	151	*431	7.6	11.9	170	*312	5.7	8.6	127				
BOWLING		3883	*445	5.8	11.5	122	*457	8.0	11.8	168	*225	4.1	5.8	85				
BOXING		3928	*459	6.0	11.7	124	**237	4.2	6.0	86	**230	4.2	5.9	86				
FOOTBALL - COLLEGE GAMES		6366	892	11.7	14.0	149	*461	8.1	7.2	103	*489	8.9	7.7	113				
FOOTBALL - PRO GAMES		11300	1416	18.5	12.5	133	918	16.1	8.1	116	*624	11.3	5.5	81				
GOLF		3378	*392	5.1	11.6	123	*265	4.7	7.8	112	**219	4.0	6.5	95				
POST-SEASON COLL. FOOTBALL		4906	*500	6.5	10.2	108	*379	6.7	7.7	110	*304	5.5	6.2	91				
POST-SEASON PRO FOOTBALL		6120	793	10.4	13.0	137	*542	9.5	8.9	126	*332	6.0	5.4	80				
TENNIS		3033	**174	2.3	5.7	61	**185	3.3	6.1	87	**83	1.5	2.7	40				
WRESTLING - PROFESSIONAL		3344	*365	4.8	10.9	116	*331	5.8	9.9	141	**204	3.7	6.1	90				

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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EGG SUBSTITUTES

BASE = FEMALE HOMEMAKERS (80986)

	'000	%	UNWEIGHTED
2A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE THEM?			
YES	3929	4.9	499
NO	77057	95.1	8936

	ALL		SOLE		PRIMARY		SECONDARY		
	'000	%	'000	%	'000	%	'000	%	UNWEIGHTED
IF YES									
2B. WHICH BRANDS ARE USED BY YOUR HOUSEHOLD?									
EGG BEATERS	2014	2.5	1707	2.1	299	.4	7	*	258
MORNINGSTAR FARMS SCRAMBLERS	1159	1.4	901	1.1	202	.2	55	.1	147
OTHER BRANDS	1040	1.3	864	1.1	96	.1	80	.1	130
DO NOT KNOW	101	.1							14

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EGG SUBSTITUTES: USAGE
(FEMALE HOMEMAKERS)

0342
P-19

	TOTAL U.S. '000	USE EGG SUBSTITUTES A '000	B % DOWN	C % ACROSS	D INDX	DO NOT USE EGG SUBSTITUTES A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	3929	100.0	4.9	100	77057	100.0	95.1	100								
18 - 24	9282	*440	11.2	4.7	98	8842	11.5	95.3	100								
25 - 34	19072	732	18.6	3.8	79	18341	23.8	96.2	101								
35 - 44	14591	472	12.0	3.2	67	14119	18.3	96.8	102								
45 - 54	11345	626	15.9	5.5	114	10719	13.9	94.5	99								
55 - 64	11635	728	18.5	6.3	129	10907	14.2	93.7	99								
65 OR OLDER	15061	931	23.7	6.2	127	14130	18.3	93.8	99								
18 - 34	28354	1172	29.8	4.1	85	27182	35.3	95.9	101								
18 - 49	48339	1943	49.5	4.0	83	46396	60.2	96.0	101								
25 - 54	45008	1829	46.6	4.1	84	43179	56.0	95.9	101								
35 - 49	19985	771	19.6	3.9	80	19214	24.9	96.1	101								
50 OR OLDER	32647	1986	50.5	6.1	125	30661	39.8	93.9	99								
GRADUATED COLLEGE	11155	*443	11.3	4.0	82	10712	13.9	96.0	101								
ATTENDED COLLEGE	13682	*571	14.5	4.2	86	13111	17.0	95.8	101								
GRADUATED HIGH SCHOOL	33880	1199	30.5	3.5	73	32681	42.4	96.5	101								
DID NOT GRADUATE HIGH SCHOOL	22270	1717	43.7	7.7	159	20553	26.7	92.3	97								
EMPLOYED	40306	1628	41.4	4.0	83	38678	50.2	96.0	101								
EMPLOYED FULL-TIME	32850	1269	32.3	3.9	80	31580	41.0	96.1	101								
EMPLOYED PART-TIME	7456	*359	9.1	4.8	99	7098	9.2	95.2	100								
NOT EMPLOYED	40680	2301	58.6	5.7	117	38379	49.8	94.3	99								
PROFESSIONAL/MANAGER	10392	*452	11.5	4.3	90	9940	12.9	95.7	101								
TECH/CLERICAL/SALES	17574	536	13.6	3.0	63	17038	22.1	97.0	102								
PRECISION/CRAFT	985	**45	1.1	4.6	94	940	1.2	95.4	100								
OTHER EMPLOYED	11354	595	15.1	5.2	108	10760	14.0	94.8	100								
SINGLE	9863	570	14.5	5.8	119	9292	12.1	94.2	99								
MARRIED	51375	2296	58.4	4.5	92	49079	63.7	95.5	100								
DIVORCED/SEPARATED/WIDOWED	19748	1062	27.0	5.4	111	18686	24.2	94.6	99								
PARENTS	32590	1314	33.4	4.0	83	31276	40.6	96.0	101								
WHITE	70416	2951	75.1	4.2	86	67465	87.6	95.8	101								
BLACK	8778	843	21.5	9.6	198	7935	10.3	90.4	95								
OTHER	1791	**134	3.4	7.5	154	1657	2.2	92.5	97								
NORTHEAST-CENSUS	17786	794	20.2	4.5	92	16992	22.1	95.5	100								
NORTH CENTRAL	20741	778	19.8	3.8	77	19963	25.9	96.2	101								
SOUTH	27775	1786	45.5	6.4	133	25989	33.7	93.6	98								
WEST	14683	571	14.5	3.9	80	14113	18.3	96.1	101								
NORTHEAST-MKTG.	17961	1037	26.4	5.8	119	16924	22.0	94.2	99								
EAST CENTRAL	11885	475	12.1	4.0	82	11410	14.8	96.0	101								
WEST CENTRAL	14090	524	13.3	3.7	77	13566	17.6	96.3	101								
SOUTH	24081	1373	34.9	5.7	118	22708	29.5	94.3	99								
PACIFIC	12969	*520	13.2	4.0	83	12449	16.2	96.0	101								
COUNTY SIZE A	32439	1553	39.5	4.8	99	30886	40.1	95.2	100								
COUNTY SIZE B	24915	965	24.6	3.9	80	23950	31.1	96.1	101								
COUNTY SIZE C	12930	603	15.3	4.7	96	12327	16.0	95.3	100								
COUNTY SIZE D	10703	807	20.5	7.5	155	9895	12.8	92.5	97								
METRO CENTRAL CITY	24518	1212	30.8	4.9	102	23306	30.2	95.1	100								
METRO SUBURBAN	35919	1486	37.8	4.1	85	34434	44.7	95.9	101								
NON METRO	20549	1231	31.3	6.0	123	19318	25.1	94.0	99								
TOP 5 ADI'S	18341	788	20.1	4.3	89	17553	22.8	95.7	101								
TOP 10 ADI'S	25378	1299	33.1	5.1	106	24079	31.2	94.9	100								
TOP 20 ADI'S	36488	1783	45.4	4.9	101	34705	45.0	95.1	100								
HSHLD INC. $50,000 OR MORE	6612	**240	6.1	3.6	75	6372	8.3	96.4	101								
$40,000 OR MORE	12659	*385	9.8	3.0	63	12274	15.9	97.0	102								
$30,000 OR MORE	24698	961	24.5	3.9	80	23737	30.8	96.1	101								
$25,000 OR MORE	32077	1139	29.0	3.6	73	30938	40.1	96.4	101								
$20,000 - $24,999	9144	*368	9.4	4.0	83	8776	11.4	96.0	101								
$15,000 - $19,999	8728	*272	6.9	3.1	64	8456	11.0	96.9	102								
$10,000 - $14,999	12562	674	17.2	5.4	111	11887	15.4	94.6	99								
UNDER $10,000	18475	1476	37.6	8.0	165	17000	22.1	92.0	97								
HOUSEHOLD OF 1 PERSON	11987	627	16.0	5.2	108	11360	14.7	94.8	100								
2 PEOPLE	26577	1631	41.5	6.1	126	24947	32.4	93.9	99								
3 OR 4 PEOPLE	30617	1012	25.8	3.3	68	29606	38.4	96.7	102								
5 OR MORE PEOPLE	11804	*659	16.8	5.6	115	11145	14.5	94.4	99								
NO CHILD IN HSHLD	46165	2438	62.1	5.3	109	43727	56.7	94.7	100								
CHILD(REN) UNDER 2 YRS	5325	**319	8.1	6.0	123	5006	6.5	94.0	99								
2 - 5 YEARS	14221	694	17.7	4.9	101	13527	17.6	95.1	100								
6 - 11 YEARS	15117	724	18.4	4.8	99	14394	18.7	95.2	100								
12 - 17 YEARS	16611	684	17.4	4.1	85	15928	20.7	95.9	101								
RESIDENCE OWNED	55884	2475	63.0	4.4	91	53410	69.3	95.6	100								
VALUE: $50,000 OR MORE	31744	1387	35.3	4.4	90	30358	39.4	95.6	101								
VALUE: UNDER $50,000	24140	1088	27.7	4.5	93	23052	29.9	95.5	100								

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EGG SUBSTITUTES: USAGE
(FEMALE HOMEMAKERS)

0343
P-19

		TOTAL U.S. '000	USE EGG SUBSTITUTES A '000	B % DOWN	C % ACROSS	D INDX	DO NOT USE EGG SUBSTITUTES A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	3929	100.0	4.9	100	77057	100.0	95.1	100								
MAGAZINES	QUINTILE 1	15799	657	16.7	4.2	86	15141	19.6	95.8	101								
	QUINTILE 2	17259	718	18.3	4.2	86	16541	21.5	95.8	101								
	QUINTILE 3	13545	597	15.2	4.4	91	12948	16.8	95.6	100								
	QUINTILE 4	15133	661	16.8	4.4	90	14473	18.8	95.6	101								
	QUINTILE 5	19250	1296	33.0	6.7	139	17954	23.3	93.3	98								
NEWSPAPERS	QUINTILE 1	12413	*453	11.5	3.6	75	11960	15.5	96.4	101								
	QUINTILE 2	24116	1112	28.3	4.6	95	23004	29.9	95.4	100								
	QUINTILE 3	11261	567	14.4	5.0	104	10694	13.9	95.0	100								
	QUINTILE 4	20255	1001	25.5	4.9	102	19255	25.0	95.1	100								
	QUINTILE 5	12940	796	20.3	6.2	127	12145	15.8	93.9	99								
OUTDOOR	QUINTILE 1	14852	505	12.9	3.4	70	14347	18.6	96.6	102								
	QUINTILE 2	15725	685	17.4	4.4	90	15041	19.5	95.7	101								
	QUINTILE 3	16330	811	20.6	5.0	102	15520	20.1	95.0	100								
	QUINTILE 4	16744	918	23.4	5.5	113	15825	20.5	94.5	99								
	QUINTILE 5	17334	1009	25.7	5.8	120	16325	21.2	94.2	99								
RADIO-DRIVE TIME	QUINTILE 1	15911	691	17.6	4.3	90	15219	19.8	95.7	101								
	QUINTILE 2	14837	651	16.6	4.4	90	14186	18.4	95.6	100								
	QUINTILE 3	15339	843	21.5	5.5	113	14496	18.8	94.5	99								
	QUINTILE 4	16723	693	17.6	4.1	85	16029	20.8	95.9	101								
	QUINTILE 5	18176	1050	26.7	5.8	119	17127	22.2	94.2	99								
RADIO-MID-DAY	TERCILE 1	21020	873	22.2	4.2	86	20148	26.1	95.9	101								
	TERCILE 2	21610	1195	30.4	5.5	114	20416	26.5	94.5	99								
	TERCILE 3	38355	1861	47.4	4.9	100	36494	47.4	95.1	100								
RADIO-TOTAL	QUINTILE 1	15988	700	17.8	4.4	90	15289	19.8	95.6	101								
	QUINTILE 2	15626	664	16.9	4.2	88	14962	19.4	95.8	101								
	QUINTILE 3	16723	866	22.0	5.2	107	15858	20.6	94.8	100								
	QUINTILE 4	16342	738	18.8	4.5	93	15604	20.2	95.5	100								
	QUINTILE 5	16306	961	24.5	5.9	121	15345	19.9	94.1	99								
TV-PRIME TIME	QUINTILE 1	15953	744	18.9	4.7	96	15209	19.7	95.3	100								
	QUINTILE 2	16137	923	23.5	5.7	118	15214	19.7	94.3	99								
	QUINTILE 3	16420	810	20.6	4.9	102	15610	20.3	95.1	100								
	QUINTILE 4	16687	816	20.8	4.9	101	15871	20.6	95.1	100								
	QUINTILE 5	15789	636	16.2	4.0	83	15153	19.7	96.0	101								
TV-DAYTIME	TERCILE 1	27736	1633	41.6	5.9	121	26103	33.9	94.1	99								
	TERCILE 2	26489	1228	31.3	4.6	96	25261	32.8	95.4	100								
	TERCILE 3	26761	1068	27.2	4.0	82	25693	33.3	96.0	101								
TV-TOTAL	QUINTILE 1	16345	983	25.0	6.0	124	15362	19.9	94.0	99								
	QUINTILE 2	16447	920	23.4	5.6	115	15527	20.2	94.4	99								
	QUINTILE 3	15980	751	19.1	4.7	97	15230	19.8	95.3	100								
	QUINTILE 4	15887	655	16.7	4.1	85	15232	19.8	95.9	101								
	QUINTILE 5	16326	620	15.8	3.8	78	15706	20.4	96.2	101								
MAGAZINES-NEWSPAPERS: DUAL		20721	908	23.1	4.4	90	19813	25.7	95.6	100								
MAGAZINE IMPERATIVE		19186	815	20.7	4.2	88	18371	23.8	95.8	101								
NEWSPAPER IMPERATIVE		21899	992	25.2	4.5	93	20908	27.1	95.5	100								
MAGAZINES-OUTDOOR: DUAL		15451	479	12.2	3.1	64	14972	19.4	96.9	102								
MAGAZINE IMPERATIVE		25953	1275	32.5	4.9	101	24678	32.0	95.1	100								
OUTDOOR IMPERATIVE		24400	1168	29.7	4.8	99	23232	30.1	95.2	100								
MAGAZINES-RADIO: DUAL		18049	672	17.1	3.7	77	17376	22.5	96.3	101								
MAGAZINE IMPERATIVE		23571	1012	25.8	4.3	88	22559	29.3	95.7	101								
RADIO IMPERATIVE		23278	1155	29.4	5.0	102	22123	28.7	95.0	100								
MAGAZINES-TELEVISION: DUAL		15459	776	19.8	5.0	103	14683	19.1	95.0	100								
MAGAZINE IMPERATIVE		25829	841	21.4	3.3	67	24988	32.4	96.7	102								
TELEVISION IMPERATIVE		26039	1567	39.9	6.0	124	24472	31.8	94.0	99								
NEWSPAPERS-OUTDOOR: DUAL		16605	525	13.4	3.2	65	16080	20.9	96.8	102								
NEWSPAPER IMPERATIVE		26834	1406	35.8	5.2	108	25428	33.0	94.8	100								
OUTDOOR IMPERATIVE		23346	1134	28.9	4.9	100	22213	28.8	95.1	100								
NEWSPAPERS-RADIO: DUAL		17133	642	16.3	3.7	77	16490	21.4	96.2	101								
NEWSPAPER IMPERATIVE		25892	1204	30.6	4.7	96	24688	32.0	95.3	100								
RADIO IMPERATIVE		23167	1139	29.0	4.9	101	22028	28.6	95.1	100								
NEWSPAPERS-TELEVISION: DUAL		17159	862	21.9	5.0	104	16297	21.1	95.0	100								
NEWSPAPER IMPERATIVE		26214	942	24.0	3.6	74	25272	32.8	96.4	101								
TELEVISION IMPERATIVE		23412	1515	38.6	6.5	133	21897	28.4	93.5	98								
OUTDOOR-RADIO: DUAL		15303	540	13.7	3.5	73	14763	19.2	96.5	101								
OUTDOOR IMPERATIVE		24901	1103	28.1	4.4	91	23798	30.9	95.6	100								
RADIO IMPERATIVE		26492	1486	37.8	5.6	116	25006	32.5	94.4	99								
OUTDOOR-TELEVISION: DUAL		14794	683	17.4	4.6	95	14111	18.3	95.4	100								
OUTDOOR IMPERATIVE		25437	913	23.2	3.6	74	24523	31.8	96.4	101								
TELEVISION IMPERATIVE		27877	1696	43.2	6.1	125	26181	34.0	93.9	99								
RADIO-TELEVISION: DUAL		15996	867	22.1	5.4	112	15129	19.6	94.6	99								
RADIO IMPERATIVE		25478	967	24.6	3.8	78	24512	31.8	96.2	101								
TELEVISION IMPERATIVE		26573	1519	38.7	5.7	118	25054	32.5	94.3	99								

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EGG SUBSTITUTES: USAGE
(FEMALE HOMEMAKERS)

0344
P-19

	TOTAL U.S. '000	USE EGG SUBSTITUTES A '000	B % DOWN	C % ACROSS	D INDX	DO NOT USE EGG SUBSTITUTES A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	3929	100.0	4.9	100	77057	100.0	95.1	100								
ATLANTIC MONTHLY	415	**16	0.4	3.9	79	399	0.5	96.1	101								
BARRON'S	453	**40	1.0	8.8	182	413	0.5	91.2	96								
BETTER HOMES & GARDENS	16256	930	23.7	5.7	118	15326	19.9	94.3	99								
BON APPETIT	2535	*144	3.7	5.7	117	2391	3.1	94.3	99								
BUSINESS WEEK	1278	**105	2.7	8.2	169	1173	1.5	91.8	96								
CAR AND DRIVER	378	**33	0.8	8.7	180	345	0.4	91.3	96								
CBS MAGAZINE NETWORK (GROSS)	1498	**89	2.3	5.9	122	1409	1.8	94.1	99								
CHANGING TIMES	1505	**79	2.0	5.2	108	1425	1.8	94.7	100								
COLONIAL HOMES	1231	**82	2.1	6.7	137	1149	1.5	93.3	98								
CONDE NAST MAG. PKG. (GROSS)	14146	579	14.7	4.1	84	13567	17.6	95.9	101								
CONSUMERS DIGEST	1323	**87	2.2	6.6	136	1236	1.6	93.4	98								
COSMOPOLITAN	7102	364	9.3	5.1	106	6738	8.7	94.9	100								
COUNTRY LIVING	2481	*176	4.5	7.1	146	2305	3.0	92.9	98								
CUISINE	1472	**96	2.4	6.5	134	1376	1.8	93.5	98								
CYCLE WORLD	425	**48	1.2	11.3	233	377	0.5	88.7	93								
DCI:CREATIVE IDEAS FOR LIV	2510	*153	3.9	6.1	126	2358	3.1	93.9	99								
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	419	10.7	6.3	129	6275	8.1	93.7	99								
DISCOVER	894	**25	0.6	2.8	58	869	1.1	97.2	102								
EBONY	3507	282	7.2	8.0	166	3225	4.2	92.0	97								
ESQUIRE	1083	*142	3.6	13.1	270	941	1.2	86.9	91								
ESSENCE	1830	*120	3.1	6.6	135	1711	2.2	93.5	98								
FAMILY CIRCLE	15930	781	19.9	4.9	101	15149	19.7	95.1	100								
THE FAMILY HANDYMAN	1126	**39	1.0	3.5	71	1087	1.4	96.5	101								
FAMILY WEEKLY	11468	518	13.2	4.5	93	10950	14.2	95.5	100								
FIELD & STREAM	2234	**51	1.3	2.3	47	2182	2.8	97.7	103								
FOOD & WINE	579	**27	0.7	4.7	96	553	0.7	95.5	100								
FORBES	728	**53	1.3	7.3	150	675	0.9	92.7	97								
FORTUNE	906	**56	1.4	6.2	127	851	1.1	93.9	99								
GENTLEMEN'S QUARTERLY	791	**46	1.2	5.8	120	745	1.0	94.2	99								
GLAMOUR	5265	221	5.6	4.2	87	5043	6.5	95.8	101								
GOLF DIGEST	636	**19	0.5	3.0	62	617	0.8	97.0	102								
GOLF DIGEST/TENNIS (GROSS)	1186	**75	1.9	6.3	130	1111	1.4	93.7	98								
GOLF MAGAZINE	441	**4	0.1	0.9	19	437	0.6	99.1	104								
GOLF MAGAZINE/SKI (GROSS)	922	**35	0.9	3.8	78	887	1.2	96.2	101								
GOOD HOUSEKEEPING	16487	691	17.6	4.2	86	15797	20.5	95.8	101								
HARPER'S BAZAAR	2423	**70	1.8	2.9	60	2352	3.1	97.1	102								
HEALTH	1994	*90	2.3	4.5	93	1904	2.5	95.5	100								
HEARST MAG CORP. BUY (GROSS)	44101	1985	50.5	4.5	93	42116	54.7	95.5	100								
HEARST MAN POWER (GROSS)	1993	**83	2.1	4.2	86	1910	2.5	95.8	101								
HEARST WOMAN POWER (GROSS)	31274	1398	35.6	4.5	92	29876	38.8	95.5	100								
HOUSE BEAUTIFUL	3623	*141	3.6	3.9	80	3482	4.5	96.1	101								
INC.	283	**15	0.4	5.3	109	269	0.3	95.1	100								
JET	2928	255	6.5	8.7	180	2673	3.5	91.3	96								
LADIES' HOME JOURNAL	11918	487	12.4	4.1	84	11431	14.8	95.9	101								
LHJ FAMILY GRP COMBO(GROSS)	16764	711	18.1	4.2	87	16053	20.8	95.8	101								
LIFE	4254	288	7.3	6.8	140	3967	5.1	93.3	98								
L.A. TIMES HOME MAGAZINE	1145	**37	0.9	3.2	67	1108	1.4	96.8	102								
MADEMOISELLE	2884	*130	3.3	4.5	93	2754	3.6	95.5	100								
MC CALL'S	13460	456	11.6	3.4	70	13004	16.9	96.6	102								
MC CALL'S/WRK MOTHER (GROSS)	14606	521	13.3	3.6	74	14085	18.3	96.4	101								
MECHANIX ILLUSTRATED	772	**37	0.9	4.8	99	734	1.0	95.1	100								
METROPOLITAN HOME	967	**64	1.6	6.6	136	903	1.2	93.4	98								
MONEY	1588	*76	1.9	4.8	99	1512	2.0	95.2	100								
MOTHER EARTH NEWS	1002	**13	0.3	1.3	27	988	1.3	98.6	104								
MS.	825	**19	0.5	2.3	47	806	1.0	97.7	103								
NATIONAL ENQUIRER	10336	526	13.4	5.1	105	9810	12.7	94.9	100								
NATIONAL GEOGRAPHIC	9597	428	10.9	4.5	92	9169	11.9	95.5	100								
NATIONAL SUNDAY MAGAZINE PKG	49558	2315	58.9	4.7	96	47243	61.3	95.3	100								
NATURAL HISTORY	573	**25	0.6	4.4	90	547	0.7	95.5	100								
NEW WOMAN	1699	**60	1.5	3.5	73	1640	2.1	96.5	101								
NEW YORK INCLUDING CUE	443	**42	1.1	9.5	195	401	0.5	90.5	95								
THE NEW YORKER	1270	**92	2.3	7.2	149	1179	1.5	92.8	98								
NEWSWEEK	6277	301	7.7	4.8	99	5976	7.8	95.2	100								
THE N.Y. TIMES DAILY EDITION	1205	**52	1.3	4.3	89	1153	1.5	95.7	101								
THE N.Y. TIMES MAGAZINE	2081	**75	1.9	3.6	74	2005	2.6	96.3	101								
OMNI	788	**22	0.6	2.8	58	766	1.0	97.2	102								
ON CABLE	1158	**34	0.9	2.9	61	1124	1.5	97.1	102								
1001 HOME IDEAS	2852	*134	3.4	4.7	97	2718	3.5	95.3	100								
ORGANIC GARDENING	1658	**174	4.4	10.5	216	1484	1.9	89.5	94								
OUTDOOR LIFE	896	**43	1.1	4.8	99	854	1.1	95.3	100								
PARADE MAGAZINE	24275	1302	33.1	5.4	111	22973	29.8	94.6	99								

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EGG SUBSTITUTES: USAGE
(FEMALE HOMEMAKERS)

0345
P-19

	TOTAL U.S. '000	USE EGG SUBSTITUTES A '000	B % DOWN	C % ACROSS	D INDX	DO NOT USE EGG SUBSTITUTES A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	3929	100.0	4.9	100	77057	100.0	95.1	100
PARENTS	3845	*182	4.6	4.7	98	3663	4.8	95.3	100
PENTHOUSE	831	**39	1.0	4.7	97	792	1.0	95.3	100
PEOPLE	11645	460	11.7	4.0	81	11185	14.5	96.0	101
PLAYBOY	2006	*108	2.7	5.4	111	1898	2.5	94.6	99
POPULAR HOT RODDING	297	**21	0.5	7.1	146	276	0.4	92.9	98
POPULAR MECHANICS	1018	**56	1.4	5.5	113	962	1.2	94.5	99
POPULAR SCIENCE	878	**54	1.4	6.2	127	824	1.1	93.8	99
PREVENTION	3913	*228	5.8	5.8	120	3685	4.8	94.2	99
PSYCHOLOGY TODAY	1710	**50	1.3	2.9	60	1660	2.2	97.1	102
READER'S DIGEST	22204	745	19.0	3.4	69	21458	27.8	96.6	102
REDBOOK	7684	343	8.7	4.5	92	7341	9.5	95.5	100
ROAD & TRACK	410	**16	0.4	3.9	80	394	0.5	96.1	101
ROLLING STONE	969	**31	0.8	3.2	66	938	1.2	96.8	102
RUNNER'S WORLD	298	**6	0.2	2.0	42	292	0.4	98.0	103
SATURDAY EVENING POST	1169	**96	2.4	8.2	169	1073	1.4	91.8	96
SCIENCE 84	587	**32	0.8	5.5	112	555	0.7	94.5	99
SCIENCE DIGEST	482	**16	0.4	3.3	68	466	0.6	96.7	102
SCIENTIFIC AMERICAN	594	**41	1.0	6.9	142	553	0.7	93.1	98
SELF	2089	**39	1.0	1.9	38	2051	2.7	98.2	103
SEVENTEEN	2411	*119	3.0	4.9	102	2292	3.0	95.1	100
SKI	480	**30	0.8	6.3	129	450	0.6	93.8	99
SMITHSONIAN	2760	*102	2.6	3.7	76	2658	3.4	96.3	101
SOAP OPERA DIGEST	3013	*149	3.8	4.9	102	2864	3.7	95.1	100
SOUTHERN LIVING	4184	*267	6.8	6.4	132	3917	5.1	93.6	98
SPORT	559	**16	0.4	2.9	59	543	0.7	97.1	102
THE SPORTING NEWS	436	**13	0.3	3.0	61	422	0.5	96.8	102
SPORTS AFIELD	493	**11	0.3	2.2	46	482	0.6	97.8	103
SPORTS ILLUSTRATED	2758	**92	2.3	3.3	69	2666	3.5	96.7	102
STAR	7456	353	9.0	4.7	98	7103	9.2	95.3	100
SUNDAY	24936	1400	35.6	5.6	116	23536	30.5	94.4	99
SUNSET	2124	**106	2.7	5.0	103	2018	2.6	95.0	100
TV GUIDE	21661	941	24.0	4.3	90	20721	26.9	95.7	101
TENNIS	550	**56	1.4	10.2	210	494	0.6	89.8	94
TIME	8880	415	10.6	4.7	96	8465	11.0	95.3	100
TOWN & COUNTRY	917	**35	0.9	3.8	79	882	1.1	96.2	101
TRAVEL & LEISURE	972	**44	1.1	4.5	93	928	1.2	95.5	100
TRUE STORY	3356	*182	4.6	5.4	112	3174	4.1	94.6	99
U.S.NEWS & WORLD REPORT	3410	*116	3.0	3.4	70	3294	4.3	96.6	102
USA TODAY	1759	**59	1.5	3.4	69	1700	2.2	96.6	102
US	1873	**42	1.1	2.2	46	1831	2.4	97.8	103
VOGUE	3909	*189	4.8	4.8	100	3719	4.8	95.1	100
WALL STREET JOURNAL	1886	**72	1.8	3.8	79	1814	2.4	96.2	101
WEIGHT WATCHERS	2120	*82	2.1	3.9	80	2038	2.6	96.1	101
WOMAN'S DAY	14172	651	16.6	4.6	95	13522	17.5	95.4	100
WORKING MOTHER	1146	**65	1.7	5.7	117	1082	1.4	94.4	99
WORKING WOMAN	1322	**82	2.1	6.2	128	1240	1.6	93.8	99
WORLD TENNIS	*163	**6	0.2	3.7	76	*156	0.2	95.7	101
ZIFF-DAVIS MAG NETWK (GROSS)	2532	*122	3.1	4.8	99	2410	3.1	95.2	100
BLAIR INSERTS	43657	1985	50.5	4.5	94	41673	54.1	95.5	100
DAILY NEWSPAPERS									
READ ANY	51633	2342	59.6	4.5	93	49292	64.0	95.5	100
READ ONE	43463	2039	51.9	4.7	97	41425	53.8	95.3	100
READ TWO OR MORE	8170	303	7.7	3.7	76	7867	10.2	96.3	101
WEEKEND/SUNDAY NEWSPAPERS									
READ ANY	52678	2339	59.5	4.4	92	50339	65.3	95.6	100
READ ONE	46126	2076	52.8	4.5	93	44051	57.2	95.5	100
READ TWO OR MORE	6552	263	6.7	4.0	83	6288	8.2	96.0	101
OUTDOOR									
100 SHWG - 30 DAY AV FREQ	27.55	22.76				27.78			
30 DAY REACH	71455	3361	85.5	4.7	97	68093	88.4	95.3	100
50 SHWG - 30 DAY AV FREQ	14.56	12.13				14.68			
30 DAY REACH	67742	3150	80.2	4.6	96	64592	83.8	95.3	100
25 SHWG - 30 DAY AV FREQ	7.94	6.66				8.00			
30 DAY REACH	62117	2860	72.8	4.6	95	59257	76.9	95.4	100
CABLE TV: HOME WIRED	32077	1393	35.5	4.3	90	30684	39.8	95.7	101
HOME NOT WIRED	48909	2536	64.5	5.2	107	46374	60.2	94.8	100
HAVE PAY CABLE	15935	686	17.5	4.3	89	15250	19.8	95.7	101

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EGG SUBSTITUTES: USAGE
(FEMALE HOMEMAKERS)

0346
P-19

	TOTAL U.S. '000	USE EGG SUBSTITUTES A '000	B % DOWN	C % ACROSS %	D INDX	DO NOT USE EGG SUBSTITUTES A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX	A '000	B % DOWN	C % ACROSS %	D INDX
TOTAL FEMALE HOMEMAKERS	80986	3929	100.0	4.9	100	77057	100.0	95.1	100								
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	2000	50.9	4.6	94	41921	54.4	95.4	100								
10:00 AM - 3:00 PM	30659	1423	36.2	4.6	96	29236	37.9	95.4	100								
3:00 PM - 7:00 PM	31045	1261	32.1	4.1	84	29785	38.7	95.9	101								
7:00 PM - MIDNIGHT	15767	658	16.7	4.2	86	15109	19.6	95.8	101								
MIDNIGHT - 6:00 AM	9120	450	11.5	4.9	102	8670	11.3	95.1	100								
6:00 AM - MIDNIGHT	58527	2643	67.3	4.5	93	55884	72.5	95.5	100								
ENTIRE DAY	59311	2689	68.4	4.5	93	56622	73.5	95.5	100								
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	784	20.0	4.8	100	15388	20.0	95.2	100								
ALL NEWS	2256	*109	2.8	4.8	100	2148	2.8	95.2	100								
AOR/PROGRESSIVE	3874	*172	4.4	4.4	92	3703	4.8	95.6	100								
BEAUTIFUL MUSIC	5660	*234	6.0	4.1	85	5426	7.0	95.9	101								
BLACK	2204	*109	2.8	4.9	102	2095	2.7	95.1	100								
CLASSICAL	1418	**73	1.9	5.1	106	1346	1.7	94.9	100								
CHR/ROCK	9538	303	7.7	3.2	65	9235	12.0	96.8	102								
COUNTRY	12648	493	12.5	3.9	80	12155	15.8	96.1	101								
GOLDEN OLDIES	1191	**70	1.8	5.9	121	1121	1.5	94.1	99								
MOR/NOSTALGIA	4757	*264	6.7	5.5	114	4493	5.8	94.5	99								
NEWS/TALK	3863	*111	2.8	2.9	59	3752	4.9	97.1	102								
RELIGIOUS	3084	*159	4.0	5.2	106	2925	3.8	94.8	100								
SOFT ROCK	521	**10	0.3	1.9	40	511	0.7	98.1	103								
URBAN CONTEMPORARY	1585	*140	3.6	8.8	182	1445	1.9	91.2	96								
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	*151	3.8	4.6	95	3110	4.0	95.4	100								
ABC DIRECTION	2316	*107	2.7	4.6	95	2209	2.9	95.4	100								
ABC ENTERTAINMENT	4834	*212	5.4	4.4	90	4623	6.0	95.6	101								
ABC FM	2202	**64	1.6	2.9	60	2138	2.8	97.1	102								
ABC INFORMATION	5425	*166	4.2	3.1	63	5259	6.8	96.9	102								
ABC ROCK	1677	**37	0.9	2.2	45	1640	2.1	97.8	103								
CBS	4430	*189	4.8	4.3	88	4241	5.5	95.7	101								
MUTUAL	4992	285	7.3	5.7	118	4708	6.1	94.3	99								
NBC	4679	*178	4.5	3.8	78	4501	5.8	96.2	101								
RADIORADIO	1994	**86	2.2	4.3	89	1907	2.5	95.6	101								
RKO ONE	2298	**105	2.7	4.6	94	2193	2.8	95.4	100								
RKO TWO	3311	*122	3.1	3.7	76	3189	4.1	96.3	101								
THE SOURCE	2114	**101	2.6	4.8	98	2013	2.6	95.2	100								
NON-WIRED : BLAIR	8654	379	9.6	4.4	90	8275	10.7	95.6	100								
INTERNET	12025	464	11.8	3.9	80	11561	15.0	96.1	101								
KATZ RADIO GROUP	15359	641	16.3	4.2	86	14718	19.1	95.8	101								
SUPERNET	10628	504	12.8	4.7	98	10123	13.1	95.2	100								
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	475	12.1	5.5	113	8184	10.6	94.5	99								
WKDAY 9:00 AM - 1:00 PM	12163	706	18.0	5.8	120	11457	14.9	94.2	99								
WKDAY 1:00 PM - 4:30 PM	16150	913	23.2	5.7	117	15237	19.8	94.3	99								
WKDAY 4:30 PM - 7:30 PM	22463	1225	31.2	5.5	112	21238	27.6	94.5	99								
WKDAY 7:30 PM - 8:00 PM	31795	1617	41.2	5.1	105	30179	39.2	94.9	100								
WKDAY 11:00 PM - 11:30 PM	23977	1189	30.3	5.0	102	22788	29.6	95.0	100								
WKDAY 11:30 PM - 1:00 AM	7703	447	11.4	5.8	120	7256	9.4	94.2	99								
M-SAT 8-11 PM+SUN 7-11 PM	33800	1692	43.1	5.0	103	32108	41.7	95.0	100								
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	417	10.6	6.4	131	6122	7.9	93.6	98								
ANOTHER WORLD N	4620	284	7.2	6.1	127	4336	5.6	93.9	99								
AS THE WORLD TURNS C	5614	334	8.5	5.9	123	5280	6.9	94.1	99								
CAPITOL C	3396	204	5.2	6.0	124	3192	4.1	94.0	99								
CBS MORN. NEWS 1 C	1446	*65	1.7	4.5	93	1381	1.8	95.5	100								
CBS MORN. NEWS 2 C	1207	*63	1.6	5.2	108	1144	1.5	94.8	100								
DAYS OF OUR LIVES N	5877	335	8.5	5.7	117	5543	7.2	94.3	99								
FACTS OF LIFE - DAYTIME N	2290	144	3.7	6.3	130	2146	2.8	93.7	98								
FAMILY FEUD A	3023	207	5.3	6.8	141	2816	3.7	93.2	98								
GENERAL HOSPITAL A	6097	293	7.5	4.8	99	5804	7.5	95.2	100								
GOOD MORNING, AMERICA-730 A	3515	135	3.4	3.8	79	3380	4.4	96.2	101								
GOOD MORNING, AMERICA-830 A	2818	126	3.2	4.5	92	2693	3.5	95.6	100								
GUIDING LIGHT C	5339	353	9.0	6.6	136	4986	6.5	93.4	98								
ONE LIFE TO LIVE A	4478	210	5.3	4.7	97	4268	5.5	95.3	100								
PRESS YOUR LUCK C	2244	104	2.6	4.6	96	2140	2.8	95.4	100								
PRICE IS RIGHT 1 C	4348	165	4.2	3.8	78	4184	5.4	96.2	101								
PRICE IS RIGHT 2 C	5014	208	5.3	4.1	86	4805	6.2	95.8	101								
RYAN'S HOPE A	3150	193	4.9	6.1	126	2957	3.8	93.9	99								
SALE OF THE CENTURY N	2695	170	4.3	6.3	130	2525	3.3	93.7	98								
SEARCH FOR TOMORROW N	2319	*132	3.4	5.7	117	2187	2.8	94.3	99								
TODAY SHOW 1 N	2693	161	4.1	6.0	123	2532	3.3	94.0	99								
TODAY SHOW 2 N	2498	139	3.5	5.6	115	2359	3.1	94.4	99								
$25,000 PYRAMID C	2753	137	3.5	5.0	103	2616	3.4	95.0	100								
WHEEL OF FORTUNE N	4388	324	8.2	7.4	152	4064	5.3	92.6	97								
YOUNG AND THE RESTLESS C	5695	345	8.8	6.1	125	5350	6.9	93.9	99								
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	*81	2.1	4.6	95	1678	2.2	95.3	100								
NBA PLAYOFF GAME -1 C	1136	*107	2.7	9.4	194	1029	1.3	90.6	95								
NBC MAJOR LEAGUE PRE-GAME N	953	**59	1.5	6.2	128	893	1.2	93.7	98								
SPORTSWORLD - SUN N	1233	**54	1.4	4.4	90	1179	1.5	95.6	100								
SUNDAY MORNING C	1611	*96	2.4	6.0	123	1516	2.0	94.1	99								

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EGG SUBSTITUTES: USAGE
(FEMALE HOMEMAKERS)

0347
P-19

		TOTAL U.S. '000	USE EGG SUBSTITUTES A '000	B % DOWN	C % ACROSS	D INDX	DO NOT USE EGG SUBSTITUTES A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	3929	100.0	4.9	100	77057	100.0	95.1	100								
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	1335	34.0	5.1	106	24728	32.1	94.9	100								
NETWORK AFFILIATES - LATE		20261	962	24.5	4.7	98	19299	25.0	95.3	100								
INDEPENDENTS - LATE		2076	115	2.9	5.5	114	1961	2.5	94.5	99								
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	604	15.4	5.8	119	9849	12.8	94.2	99								
ABC MONDAY NIGHT MOVIE	A	6412	328	8.3	5.1	105	6084	7.9	94.9	100								
ABC SUNDAY NIGHT MOVIE	A	12407	592	15.1	4.8	98	11815	15.3	95.2	100								
ABC WORLD NEWS TONIGHT	A	6176	256	6.5	4.1	85	5921	7.7	95.9	101								
AFTERMASH	C	5863	*248	6.3	4.2	87	5615	7.3	95.8	101								
ALICE	C	9594	503	12.8	5.2	108	9091	11.8	94.8	100								
AMERICAN PARADE	C	6622	391	10.0	5.9	122	6230	8.1	94.1	99								
BENSON	A	10886	567	14.4	5.2	107	10319	13.4	94.8	100								
BLUE THUNDER	A	5036	255	6.5	5.1	104	4780	6.2	94.9	100								
CAGNEY & LACEY	C	9965	407	10.4	4.1	84	9558	12.4	95.9	101								
CBS EVENING NEWS-DEAN	C	3491	224	5.7	6.4	132	3267	4.2	93.6	98								
CBS EVENING NEWS-RATHER	C	7123	391	10.0	5.5	113	6731	8.7	94.5	99								
CBS SAT. NEWS-SCHIEFFER	C	3621	188	4.8	5.2	107	3433	4.5	94.8	100								
CBS SATURDAY NIGHT MOVIE	C	5436	249	6.3	4.6	94	5187	6.7	95.4	100								
CBS WEDNESDAY NIGHT MOVIE	C	6100	230	5.9	3.8	78	5870	7.6	96.2	101								
CHEERS	N	8889	396	10.1	4.5	92	8493	11.0	95.5	100								
DALLAS	C	22109	1048	26.7	4.7	98	21061	27.3	95.3	100								
DIFF'RENT STROKES	N	6940	387	9.8	5.6	115	6554	8.5	94.4	99								
DOUBLE TROUBLE	N	7223	290	7.4	4.0	83	6933	9.0	96.0	101								
DUCK FACTORY	N	5595	324	8.2	5.8	119	5271	6.8	94.2	99								
DUKES OF HAZZARD	C	5768	418	10.6	7.2	149	5350	6.9	92.8	97								
DYNASTY	A	20053	1047	26.6	5.2	108	19006	24.7	94.8	100								
FACTS OF LIFE	N	8087	427	10.9	5.3	109	7660	9.9	94.7	100								
FALCON CREST	C	20046	922	23.5	4.6	95	19124	24.8	95.4	100								
FALL GUY	A	9084	499	12.7	5.5	113	8585	11.1	94.5	99								
FAMILY TIES	N	7964	344	8.8	4.3	89	7620	9.9	95.7	101								
FANTASY ISLAND	A	7687	476	12.1	6.2	128	7211	9.4	93.8	99								
FOULUPS,BLEEPS & BLUNDERS	A	8861	327	8.3	3.7	76	8535	11.1	96.3	101								
FOUR SEASONS	C	5095	336	8.6	6.6	136	4759	6.2	93.4	98								
GIMME A BREAK	N	8838	504	12.8	5.7	118	8334	10.8	94.3	99								
HART TO HART	A	8978	461	11.7	5.1	106	8517	11.1	94.9	100								
HILL STREET BLUES	N	8590	430	10.9	5.0	103	8159	10.6	95.0	100								
HOTEL	A	14085	713	18.1	5.1	104	13372	17.4	94.9	100								
JEFFERSONS	C	9360	484	12.3	5.2	107	8876	11.5	94.8	100								
JENNIFER SLEPT HERE	N	5841	330	8.4	5.6	116	5510	7.2	94.3	99								
KATE & ALLIE	C	9206	385	9.8	4.2	86	8821	11.4	95.8	101								
KNIGHT RIDER	N	7076	292	7.4	4.1	85	6784	8.8	95.9	101								
LOVE BOAT	A	12219	790	20.1	6.5	133	11429	14.8	93.5	98								
MAGNUM PI	C	11199	505	12.9	4.5	93	10694	13.9	95.5	100								
MAMA'S FAMILY	N	6057	284	7.2	4.7	97	5773	7.5	95.3	100								
MASTER, THE	N	3598	*213	5.4	5.9	122	3385	4.4	94.1	99								
MATT HOUSTON	A	6344	317	8.1	5.0	103	6028	7.8	95.0	100								
NBC MONDAY NIGHT MOVIE	N	11994	541	13.8	4.5	93	11452	14.9	95.5	100								
NBC NIGHTLY NEWS	N	5132	288	7.3	5.6	116	4843	6.3	94.4	99								
NBC NIGHTLY NEWS-SAT	N	3375	*143	3.6	4.2	87	3232	4.2	95.8	101								
NBC NIGHTLY NEWS-SUN	N	3130	*195	5.0	6.2	128	2935	3.8	93.8	99								
NBC SUNDAY NIGHT MOVIE	N	8284	437	11.1	5.3	109	7847	10.2	94.7	100								
NEWHART	C	9240	418	10.6	4.5	93	8822	11.4	95.5	100								
ONE DAY AT A TIME	C	7288	329	8.4	4.5	93	6959	9.0	95.5	100								
PEOPLE ARE FUNNY	N	4855	266	6.8	5.5	113	4590	6.0	94.5	99								
REAL PEOPLE	N	8869	440	11.2	5.0	102	8429	10.9	95.0	100								
REMINGTON STEELE	N	7743	334	8.5	4.3	89	7409	9.6	95.7	101								
RIPLEY'S BELIEVE IT - NOT	A	5345	*237	6.0	4.4	91	5108	6.6	95.6	100								
RIPTIDE	N	6988	295	7.5	4.2	87	6693	8.7	95.8	101								
SCARECROW & MRS. KING	C	10002	424	10.8	4.2	87	9578	12.4	95.8	101								
SIMON & SIMON	C	10638	581	14.8	5.5	113	10057	13.1	94.5	99								
60 MINUTES	C	13293	743	18.9	5.6	115	12549	16.3	94.4	99								
ST. ELSEWHERE	N	7017	300	7.6	4.3	88	6717	8.7	95.7	101								
THREE'S COMPANY	A	10917	590	15.0	5.4	111	10327	13.4	94.6	99								
T.J. HOOKER	A	9204	513	13.1	5.6	115	8691	11.3	94.4	99								
TONIGHT SHOW	N	2372	146	3.7	6.2	127	2226	2.9	93.8	99								
TRAPPER JOHN, M.D.	C	9846	504	12.8	5.1	106	9343	12.1	94.9	100								
TV BLOOPERS & PRAC. JOKES	N	9105	420	10.7	4.6	95	8685	11.3	95.4	100								
20/20	A	9387	430	10.9	4.6	94	8957	11.6	95.4	100								
WEBSTER	A	11067	525	13.4	4.7	98	10541	13.7	95.2	100								
WORLD NEWS - SUN	A	3062	*152	3.9	5.0	102	2911	3.8	95.1	100								
YELLOW ROSE	N	4978	234	6.0	4.7	97	4743	6.2	95.3	100								
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	*372	9.5	4.2	86	8506	11.0	95.8	101								
BASKETBALL - COLLEGE GAMES		4080	*242	6.2	5.9	122	3838	5.0	94.1	99								
BASKETBALL - PRO GAMES		3607	*211	5.4	5.8	121	3396	4.4	94.2	99								
BOWLING		3883	*241	6.1	6.2	128	3642	4.7	93.8	99								
BOXING		3928	*247	6.3	6.3	130	3680	4.8	93.7	98								
FOOTBALL - COLLEGE GAMES		6366	*276	7.0	4.3	89	6090	7.9	95.7	101								
FOOTBALL - PRO GAMES		11300	*288	7.3	2.5	53	11012	14.3	97.5	102								
GOLF		3378	**198	5.0	5.9	121	3180	4.1	94.1	99								
POST-SEASON COLL. FOOTBALL		4906	**156	4.0	3.2	66	4750	6.2	96.8	102								
POST-SEASON PRO FOOTBALL		6120	**146	3.7	2.4	49	5974	7.8	97.6	103								
TENNIS		3033	**124	3.2	4.1	84	2909	3.8	95.9	101								
WRESTLING - PROFESSIONAL		3344	*291	7.4	8.7	179	3053	4.0	91.3	96								

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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		'000	%	UNWEIGHTED
1A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE THEM?				
	YES	60093	74.2	6910
	NO	20893	25.8	2525

	ALL		SOLE		PRIMARY		SECONDARY		
IF YES	'000	%	'000	%	'000	%	'000	%	UNWEIGHTED
1B. WHICH BRANDS ARE USED BY YOUR HOUSEHOLD?									
D-ZERTA	4309	5.3	825	1.0	2359	2.9	1124	1.4	479
JELL-O	56380	69.6	37045	45.7	18054	22.3	1282	1.6	6430
ROYAL	17845	22.0	1769	2.2	10072	12.4	6004	7.4	2058
OTHER BRANDS	4016	5.0	538	.7	1843	2.3	1636	2.0	457
DO NOT KNOW	177	.2							27

		'000	%	UNWEIGHTED
1C. ABOUT HOW MANY PACKAGES OF FLAVORED GELATIN WERE USED BY YOUR ENTIRE HOUSEHOLD IN THE LAST 30 DAYS?				
10 OR MORE	H	1062	1.3	117
7 - 9	H	1257	1.6	151
4 - 6	H	7962	9.8	908
3	M	8941	11.0	991
2	M	14006	17.3	1583
1	L	11971	14.8	1393
LESS THAN 1	L	3341	4.1	428
NONE	L	11552	14.3	1339

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FLAVORED GELATIN DESSERTS: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0350
P-19

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FOUR OR MORE A '000	HEAVY USERS FOUR OR MORE B % DOWN	HEAVY USERS FOUR OR MORE C % ACROSS	HEAVY USERS FOUR OR MORE D INDX	MEDIUM USERS TWO-THREE A '000	MEDIUM USERS TWO-THREE B % DOWN	MEDIUM USERS TWO-THREE C % ACROSS	MEDIUM USERS TWO-THREE D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL FEMALE HOMEMAKERS	80986	60093	100.0	74.2	100	10282	100.0	12.7	100	22947	100.0	28.3	100	26865	100.0	33.2	100
18 - 24	9282	5651	9.4	60.9	82	725	7.1	7.8	62	2063	9.0	22.2	78	2864	10.7	30.9	93
25 - 34	19072	13701	22.8	71.8	97	2115	20.6	11.1	87	4662	20.3	24.4	86	6924	25.8	36.3	109
35 - 44	14591	11450	19.1	78.5	106	1860	18.1	12.7	100	4461	19.4	30.6	108	5128	19.1	35.1	106
45 - 54	11345	8777	14.6	77.4	104	1620	15.8	14.3	112	3221	14.0	28.4	100	3936	14.7	34.7	105
55 - 64	11636	9121	15.2	78.4	106	1627	15.8	14.0	110	3521	15.3	30.3	107	3974	14.8	34.2	103
65 OR OLDER	15061	11393	19.0	75.6	102	2335	22.7	15.5	122	5019	21.9	33.3	118	4040	15.0	26.8	81
18 - 34	28354	19352	32.2	68.3	92	2840	27.6	10.0	79	6725	29.3	23.7	84	9788	36.4	34.5	104
18 - 49	48339	34998	58.2	72.4	98	5402	52.5	11.2	88	12687	55.3	26.2	93	16909	62.9	35.0	105
25 - 54	45008	33928	56.5	75.4	102	5596	54.4	12.4	98	12345	53.8	27.4	97	15988	59.5	35.5	107
35 - 49	19985	15645	26.0	78.3	106	2562	24.9	12.8	101	5963	26.0	29.8	105	7121	26.5	35.6	107
50 OR OLDER	32647	25096	41.8	76.9	104	4880	47.5	14.9	118	10260	44.7	31.4	111	9956	37.1	30.5	92
GRADUATED COLLEGE	11155	7969	13.3	71.4	96	1028	10.0	9.2	73	2923	12.7	26.2	92	4018	15.0	36.0	109
ATTENDED COLLEGE	13682	10489	17.5	76.7	103	1849	18.0	13.5	106	3667	16.0	26.8	95	4974	18.5	36.4	110
GRADUATED HIGH SCHOOL	33880	25905	43.1	76.5	103	4328	42.1	12.8	101	9603	41.8	28.3	100	11973	44.6	35.3	107
DID NOT GRADUATE HIGH SCHOOL	22270	15730	26.2	70.6	95	3077	29.9	13.8	109	6754	29.4	30.3	107	5900	22.0	26.5	80
EMPLOYED	40306	29203	48.6	72.5	98	4586	44.6	11.4	90	10052	43.8	24.9	88	14565	54.2	36.1	109
EMPLOYED FULL-TIME	32850	23475	39.1	71.5	96	3493	34.0	10.6	84	8276	36.1	25.2	89	11706	43.6	35.6	107
EMPLOYED PART-TIME	7456	5728	9.5	76.8	104	1092	10.6	14.6	115	1777	7.7	23.8	84	2859	10.6	38.3	116
NOT EMPLOYED	40680	30890	51.4	75.9	102	5696	55.4	14.0	110	12895	56.2	31.7	112	12300	45.8	30.2	91
PROFESSIONAL/MANAGER	10392	7495	12.5	72.1	97	1051	10.2	10.1	80	2465	10.7	23.7	84	3979	14.8	38.3	115
TECH/CLERICAL/SALES	17574	12931	21.5	73.6	99	1929	18.8	11.0	86	4267	18.6	24.3	86	6735	25.1	38.3	116
PRECISION/CRAFT	985	738	1.2	74.9	101	**79	0.8	8.0	63	**232	1.0	23.6	83	*427	1.6	43.4	131
OTHER EMPLOYED	11354	8039	13.4	70.8	95	1527	14.9	13.4	106	3088	13.5	27.2	96	3424	12.7	30.2	91
SINGLE	9863	5936	9.9	60.2	81	931	9.1	9.4	74	2152	9.4	21.8	77	2854	10.6	28.9	87
MARRIED	51375	39852	66.3	77.6	105	6869	66.8	13.4	105	15288	66.6	29.8	105	17695	65.9	34.4	104
DIVORCED/SEPARATED/WIDOWED	19748	14306	23.8	72.4	98	2482	24.1	12.6	99	5507	24.0	27.9	98	6317	23.5	32.0	96
PARENTS	32590	25304	42.1	77.6	105	4225	41.1	13.0	102	9647	42.0	29.6	104	11433	42.6	35.1	106
WHITE	70416	53155	88.5	75.5	102	8939	86.9	12.7	100	20294	88.4	28.8	102	23921	89.0	34.0	102
BLACK	8778	5697	9.5	64.9	87	1042	10.1	11.9	93	2283	9.9	26.0	92	2372	8.8	27.0	81
OTHER	1791	1242	2.1	69.3	93	**300	2.9	16.8	132	**370	1.6	20.7	73	*572	2.1	31.9	96
NORTHEAST-CENSUS	17786	13243	22.0	74.5	100	2464	24.0	13.9	109	4932	21.5	27.7	98	5847	21.8	32.9	99
NORTH CENTRAL	20741	16968	28.2	81.8	110	3575	34.8	17.2	136	6408	27.9	30.9	109	6984	26.0	33.7	102
SOUTH	27775	19723	32.8	71.0	96	2594	25.2	9.3	74	7991	34.8	28.8	102	9138	34.0	32.9	99
WEST	14683	10160	16.9	69.2	93	1648	16.0	11.2	88	3616	15.8	24.6	87	4896	18.2	33.3	101
NORTHEAST-MKTG.	17961	12962	21.6	72.2	97	2199	21.4	12.2	96	4987	21.7	27.8	98	5777	21.5	32.2	97
EAST CENTRAL	11885	9431	15.7	79.4	107	1888	18.4	15.9	125	3380	14.7	28.4	100	4163	15.5	35.0	106
WEST CENTRAL	14090	11658	19.4	82.7	112	2504	24.4	17.8	140	4408	19.2	31.3	110	4746	17.7	33.7	102
SOUTH	24081	17215	28.6	71.5	96	2264	22.0	9.4	74	7042	30.7	29.2	103	7909	29.4	32.8	99
PACIFIC	12969	8827	14.7	68.1	92	1427	13.9	11.0	87	3129	13.6	24.1	85	4271	15.9	32.9	99
COUNTY SIZE A	32439	23187	38.6	71.5	96	3672	35.7	11.3	89	9192	40.1	28.3	100	10323	38.4	31.8	96
COUNTY SIZE B	24915	18756	31.2	75.3	101	3174	30.9	12.7	100	6664	29.0	26.7	94	8918	33.2	35.8	108
COUNTY SIZE C	12930	9831	16.4	76.0	102	1699	16.5	13.1	103	3651	15.9	28.2	100	4481	16.7	34.7	104
COUNTY SIZE D	10703	8319	13.8	77.7	105	1736	16.9	16.2	128	3440	15.0	32.1	113	3143	11.7	29.4	89
METRO CENTRAL CITY	24518	17214	28.6	70.2	95	2736	26.6	11.2	88	6770	29.5	27.6	97	7708	28.7	31.4	95
METRO SUBURBAN	35919	26941	44.8	75.0	101	4579	44.5	12.7	100	9650	42.1	26.9	95	12712	47.3	35.4	107
NON METRO	20549	15939	26.5	77.6	105	2967	28.9	14.4	114	6527	28.4	31.8	112	6445	24.0	31.4	95
TOP 5 ADI'S	18341	12699	21.1	69.2	93	2132	20.7	11.6	92	4947	21.6	27.0	95	5620	20.9	30.6	92
TOP 10 ADI'S	25378	17916	29.8	70.6	95	2743	26.7	10.8	85	7200	31.4	28.4	100	7973	29.7	31.4	95
TOP 20 ADI'S	36488	26267	43.7	72.0	97	4272	41.5	11.7	92	10177	44.4	27.9	98	11818	44.0	32.4	98
HSHLD INC. $50,000 OR MORE	6612	5262	8.8	79.6	107	857	8.3	13.0	102	1902	8.3	28.8	102	2503	9.3	37.9	114
$40,000 OR MORE	12659	9940	16.5	78.5	106	1526	14.8	12.1	95	3531	15.4	27.9	98	4884	18.2	38.6	116
$30,000 OR MORE	24698	19343	32.2	78.3	106	3144	30.6	12.7	100	7178	31.3	29.1	103	9021	33.6	36.5	110
$25,000 OR MORE	32077	25240	42.0	78.7	106	4085	39.7	12.7	100	9369	40.8	29.2	103	11786	43.9	36.7	111
$20,000 - $24,999	9144	6584	11.0	72.0	97	1102	10.7	12.1	95	2231	9.7	24.4	86	3251	12.1	35.6	107
$15,000 - $19,999	8728	6492	10.8	74.4	100	1024	10.0	11.7	92	2706	11.8	31.0	109	2763	10.3	31.7	95
$10,000 - $14,999	12562	9219	15.3	73.4	99	1753	17.0	14.0	110	3422	14.9	27.2	96	4044	15.1	32.2	97
UNDER $10,000	18475	12558	20.9	68.0	92	2319	22.6	12.6	99	5219	22.7	28.2	100	5021	18.7	27.2	82
HOUSEHOLD OF 1 PERSON	11987	8249	13.7	68.8	93	1292	12.6	10.8	85	2963	12.9	24.7	87	3995	14.9	33.3	100
2 PEOPLE	26577	18831	31.3	70.9	95	2974	28.9	11.2	88	7174	31.3	27.0	95	8683	32.3	32.7	98
3 OR 4 PEOPLE	30617	23571	39.2	77.0	104	3985	38.8	13.0	103	8963	39.1	29.3	103	10623	39.5	34.7	105
5 OR MORE PEOPLE	11804	9442	15.7	80.0	108	2031	19.8	17.2	136	3846	16.8	32.6	115	3564	13.3	30.2	91
NO CHILD IN HSHLD	46165	33069	55.0	71.6	97	5617	54.6	12.2	96	12582	54.8	27.3	96	14871	55.4	32.2	97
CHILD(REN) UNDER 2 YRS	5325	4092	6.8	76.8	104	583	5.7	10.9	86	1540	6.7	28.9	102	1969	7.3	37.0	111
2 - 5 YEARS	14221	10656	17.7	74.9	101	2035	19.8	14.3	113	4100	17.9	28.8	102	4522	16.8	31.8	96
6 - 11 YEARS	15117	11927	19.8	78.9	106	2104	20.5	13.9	110	4595	20.0	30.4	107	5228	19.5	34.6	104
12 - 17 YEARS	16611	13238	22.0	79.7	107	2468	24.0	14.9	117	5307	23.1	31.9	113	5464	20.3	32.9	99
RESIDENCE OWNED	55884	43998	73.2	78.7	106	7677	74.7	13.7	108	16980	74.0	30.4	107	19341	72.0	34.6	104
VALUE: $50,000 OR MORE	31744	25112	41.8	79.1	107	4248	41.3	13.4	105	9425	41.1	29.7	105	11439	42.6	36.0	109
VALUE: UNDER $50,000	24140	18886	31.4	78.2	105	3429	33.3	14.2	112	7555	32.9	31.3	110	7902	29.4	32.7	99

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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FLAVORED GELATIN DESSERTS: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0351
P-19

		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FOUR OR MORE A '000	HEAVY USERS FOUR OR MORE B % DOWN	HEAVY USERS FOUR OR MORE C % ACROSS	HEAVY USERS FOUR OR MORE D INDX	MEDIUM USERS TWO-THREE A '000	MEDIUM USERS TWO-THREE B % DOWN	MEDIUM USERS TWO-THREE C % ACROSS	MEDIUM USERS TWO-THREE D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL FEMALE HOMEMAKERS		80986	60093	100.0	74.2	100	10282	100.0	12.7	100	22947	100.0	28.3	100	26865	100.0	33.2	100
MAGAZINES	QUINTILE 1	15799	12141	20.2	76.8	104	2256	21.9	14.3	112	4732	20.6	30.0	106	5153	19.2	32.6	98
	QUINTILE 2	17259	13678	22.8	79.3	107	2201	21.4	12.8	100	5044	22.0	29.2	103	6434	23.9	37.3	112
	QUINTILE 3	13545	9963	16.6	73.6	99	1768	17.2	13.1	103	3707	16.2	27.4	97	4487	16.7	33.1	100
	QUINTILE 4	15133	11153	18.6	73.7	99	1845	17.9	12.2	96	4121	18.0	27.2	96	5188	19.3	34.3	103
	QUINTILE 5	19250	13158	21.9	68.4	92	2212	21.5	11.5	91	5343	23.3	27.8	98	5603	20.9	29.1	88
NEWSPAPERS	QUINTILE 1	12413	9791	16.3	78.9	106	1918	18.7	15.5	122	3969	17.3	32.0	113	3905	14.5	31.5	95
	QUINTILE 2	24116	18730	31.2	77.7	105	3190	31.0	13.2	104	7179	31.3	29.8	105	8361	31.1	34.7	105
	QUINTILE 3	11261	8306	13.8	73.8	99	1484	14.4	13.2	104	3075	13.4	27.3	96	3748	14.0	33.3	100
	QUINTILE 4	20255	14548	24.2	71.8	97	2183	21.2	10.8	85	5340	23.3	26.4	93	7025	26.1	34.7	105
	QUINTILE 5	12940	8719	14.5	67.4	91	1507	14.7	11.6	92	3386	14.8	26.2	92	3827	14.2	29.6	89
OUTDOOR	QUINTILE 1	14852	10872	18.1	73.2	99	1645	16.0	11.1	87	3975	17.3	26.8	94	5251	19.5	35.4	107
	QUINTILE 2	15725	11735	19.5	74.6	101	1979	19.2	12.6	99	4447	19.4	28.3	100	5309	19.8	33.8	102
	QUINTILE 3	16330	12232	20.4	74.9	101	2136	20.8	13.1	103	4439	19.3	27.2	96	5658	21.1	34.6	104
	QUINTILE 4	16744	12609	21.0	75.3	101	2268	22.1	13.5	107	5000	21.8	29.9	105	5342	19.9	31.9	96
	QUINTILE 5	17334	12645	21.0	72.9	98	2254	21.9	13.0	102	5086	22.2	29.3	104	5305	19.7	30.6	92
RADIO-DRIVE TIME	QUINTILE 1	15911	12078	20.1	75.9	102	2263	22.0	14.2	112	4766	20.8	30.0	106	5049	18.8	31.7	96
	QUINTILE 2	14837	10934	18.2	73.7	99	1977	19.2	13.3	105	4241	18.5	28.6	101	4716	17.6	31.8	96
	QUINTILE 3	15339	11437	19.0	74.6	100	1708	16.6	11.1	88	4219	18.4	27.5	97	5510	20.5	35.9	108
	QUINTILE 4	16723	12448	20.7	74.4	100	2140	20.8	12.8	101	4599	20.0	27.5	97	5709	21.3	34.1	103
	QUINTILE 5	18176	13197	22.0	72.6	98	2194	21.3	12.1	95	5122	22.3	28.2	99	5881	21.9	32.4	98
RADIO-MID-DAY	TERCILE 1	21020	15740	26.2	74.9	101	2908	28.3	13.8	109	6315	27.5	30.0	106	6518	24.3	31.0	93
	TERCILE 2	21610	16546	27.5	76.6	103	2973	28.9	13.8	108	6281	27.4	29.1	103	7293	27.1	33.7	102
	TERCILE 3	38355	27807	46.3	72.5	98	4401	42.8	11.5	90	10351	45.1	27.0	95	13054	48.6	34.0	103
RADIO-TOTAL	QUINTILE 1	15988	11925	19.8	74.6	101	2138	20.8	13.4	105	4890	21.3	30.6	108	4897	18.2	30.6	92
	QUINTILE 2	15626	11478	19.1	73.5	99	2352	22.9	15.1	119	4188	18.3	26.8	95	4938	18.4	31.6	95
	QUINTILE 3	16723	12814	21.3	76.6	103	2006	19.5	12.0	94	4839	21.1	28.9	102	5969	22.2	35.7	108
	QUINTILE 4	16342	12110	20.2	74.1	100	1762	17.1	10.8	85	4618	20.1	28.3	100	5730	21.3	35.1	106
	QUINTILE 5	16306	11767	19.6	72.2	97	2024	19.7	12.4	98	4412	19.2	27.1	95	5331	19.8	32.7	99
TV-PRIME TIME	QUINTILE 1	15953	12168	20.2	76.3	103	2038	19.8	12.8	101	4713	20.5	29.5	104	5417	20.2	34.0	102
	QUINTILE 2	16137	12298	20.5	76.2	103	2285	22.2	14.2	112	4694	20.5	29.1	103	5319	19.8	33.0	99
	QUINTILE 3	16420	12191	20.3	74.2	100	1874	18.2	11.4	90	4598	20.0	28.0	99	5719	21.3	34.8	105
	QUINTILE 4	16687	12239	20.4	73.3	99	2015	19.6	12.1	95	4574	19.9	27.4	97	5650	21.0	33.9	102
	QUINTILE 5	15789	11198	18.6	70.9	96	2070	20.1	13.1	103	4368	19.0	27.7	98	4760	17.7	30.1	91
TV-DAYTIME	TERCILE 1	27736	20673	34.4	74.5	100	3594	35.0	13.0	102	8174	35.6	29.5	104	8905	33.1	32.1	97
	TERCILE 2	26489	19794	32.9	74.7	101	3419	33.3	12.9	102	7279	31.7	27.5	97	9096	33.9	34.3	104
	TERCILE 3	26761	19627	32.7	73.3	99	3269	31.8	12.2	96	7494	32.7	28.0	99	8864	33.0	33.1	100
TV-TOTAL	QUINTILE 1	16345	12072	20.1	73.9	100	2000	19.5	12.2	96	4803	20.9	29.4	104	5268	19.6	32.2	97
	QUINTILE 2	16447	12802	21.3	77.8	105	2335	22.7	14.2	112	4972	21.7	30.2	107	5495	20.5	33.4	101
	QUINTILE 3	15980	11996	20.0	75.1	101	2212	21.5	13.8	109	4055	17.7	25.4	90	5729	21.3	35.9	108
	QUINTILE 4	15887	11673	19.4	73.5	99	1759	17.1	11.1	87	4575	19.9	28.8	102	5339	19.9	33.6	101
	QUINTILE 5	16326	11550	19.2	70.7	95	1976	19.2	12.1	95	4540	19.8	27.8	98	5034	18.7	30.8	93
MAGAZINES-NEWSPAPERS: DUAL		20721	16410	27.3	79.2	107	3124	30.4	15.1	119	6220	27.1	30.0	106	7066	26.3	34.1	103
MAGAZINE IMPERATIVE		19186	14221	23.7	74.1	100	2171	21.1	11.3	89	5286	23.0	27.6	97	6764	25.2	35.3	106
NEWSPAPER IMPERATIVE		21899	16488	27.4	75.3	101	2832	27.5	12.9	102	6505	28.3	29.7	105	7150	26.6	32.6	98
MAGAZINES-OUTDOOR: DUAL		15451	11797	19.6	76.4	103	1884	18.3	12.2	96	4213	18.4	27.3	96	5700	21.2	36.9	111
MAGAZINE IMPERATIVE		25953	20002	33.3	77.1	104	3708	36.1	14.3	113	7710	33.6	29.7	105	8585	32.0	33.1	100
OUTDOOR IMPERATIVE		24400	17385	28.9	71.3	96	2878	28.0	11.8	93	6593	28.7	27.0	95	7915	29.5	32.4	98
MAGAZINES-RADIO: DUAL		18049	13808	23.0	76.5	103	2534	24.6	14.0	111	5348	23.3	29.6	105	5926	22.1	32.8	99
MAGAZINE IMPERATIVE		23571	18395	30.6	78.0	105	2934	28.5	12.4	98	6833	29.8	29.0	102	8627	32.1	36.6	110
RADIO IMPERATIVE		23278	16882	28.1	72.5	98	3077	29.9	13.2	104	6492	28.3	27.9	98	7313	27.2	31.4	95
MAGAZINES-TELEVISION: DUAL		15459	12403	20.6	80.2	108	1917	18.6	12.4	98	4834	21.1	31.3	110	5652	21.0	36.6	110
MAGAZINE IMPERATIVE		25829	19300	32.1	74.7	101	3434	33.4	13.3	105	7012	30.6	27.1	96	8855	33.0	34.3	103
TELEVISION IMPERATIVE		26039	18856	31.4	72.4	98	3521	34.2	13.5	107	7157	31.2	27.5	97	8178	30.4	31.4	95
NEWSPAPERS-OUTDOOR: DUAL		16605	12892	21.5	77.6	105	2112	20.5	12.7	100	4936	21.5	29.7	105	5845	21.8	35.2	106
NEWSPAPER IMPERATIVE		26834	20744	34.5	77.3	104	3967	38.6	14.8	116	8125	35.4	30.3	107	8652	32.2	32.2	97
OUTDOOR IMPERATIVE		23346	16579	27.6	71.0	96	2673	26.0	11.4	90	5966	26.0	25.6	90	7939	29.6	34.0	103
NEWSPAPERS-RADIO: DUAL		17133	13219	22.0	77.2	104	2649	25.8	15.5	122	4902	21.4	28.6	101	5668	21.1	33.1	100
NEWSPAPER IMPERATIVE		25892	20120	33.5	77.7	105	3240	31.5	12.5	99	7922	34.5	30.6	108	8958	33.3	34.6	104
RADIO IMPERATIVE		23167	16558	27.6	71.5	96	2819	27.4	12.2	96	6497	28.3	28.0	99	7242	27.0	31.3	94
NEWSPAPERS-TELEVISION: DUAL		17159	13689	22.8	79.8	108	2328	22.6	13.6	107	5618	24.5	32.7	116	5742	21.4	33.5	101
NEWSPAPER IMPERATIVE		26214	19824	33.0	75.6	102	3623	35.2	13.8	109	7403	32.3	28.2	100	8797	32.7	33.6	101
TELEVISION IMPERATIVE		23412	16885	28.1	72.1	97	2923	28.4	12.5	98	6202	27.0	26.5	93	7760	28.9	33.1	100
OUTDOOR-RADIO: DUAL		15303	11454	19.1	74.8	101	2102	20.4	13.7	108	4271	18.6	27.9	99	5081	18.9	33.2	100
OUTDOOR IMPERATIVE		24901	18255	30.4	73.3	99	2743	26.7	11.0	87	6734	29.3	27.0	95	8778	32.7	35.3	106
RADIO IMPERATIVE		26492	19763	32.9	74.6	101	3666	35.7	13.8	109	7833	34.1	29.6	104	8264	30.8	31.2	94
OUTDOOR-TELEVISION: DUAL		14794	11125	18.5	75.2	101	1869	18.2	12.6	100	4027	17.5	27.2	96	5229	19.5	35.3	107
OUTDOOR IMPERATIVE		25437	18554	30.9	72.9	98	3006	29.2	11.8	93	7015	30.6	27.6	97	8533	31.8	33.5	101
TELEVISION IMPERATIVE		27877	21325	35.5	76.5	103	3903	38.0	14.0	110	8375	36.5	30.0	106	9047	33.7	32.5	98
RADIO-TELEVISION: DUAL		15996	12247	20.4	76.6	103	2131	20.7	13.3	105	4965	21.6	31.0	110	5150	19.2	32.2	97
RADIO IMPERATIVE		25478	18685	31.1	73.3	99	3483	33.9	13.7	108	7015	30.6	27.5	97	8187	30.5	32.1	97
TELEVISION IMPERATIVE		26573	20027	33.3	75.4	102	3437	33.4	12.9	102	7228	31.5	27.2	96	9363	34.9	35.2	106

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FLAVORED GELATIN DESSERTS: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0352
P-19

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FOUR OR MORE A '000	HEAVY USERS FOUR OR MORE B % DOWN	HEAVY USERS FOUR OR MORE C % ACROSS	HEAVY USERS FOUR OR MORE D INDX	MEDIUM USERS TWO-THREE A '000	MEDIUM USERS TWO-THREE B % DOWN	MEDIUM USERS TWO-THREE C % ACROSS	MEDIUM USERS TWO-THREE D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL FEMALE HOMEMAKERS	80986	60093	100.0	74.2	100	10282	100.0	12.7	100	22947	100.0	28.3	100	26865	100.0	33.2	100
ATLANTIC MONTHLY	415	305	0.5	73.5	99	**69	0.7	16.6	131	**100	0.4	24.1	85	*136	0.5	32.8	99
BARRON'S	453	349	0.6	77.0	104	**29	0.3	6.4	50	**152	0.7	33.6	118	*167	0.6	36.9	111
BETTER HOMES & GARDENS	16256	13098	21.8	80.6	109	2538	24.7	15.6	123	5037	22.0	31.0	109	5523	20.6	34.0	102
BON APPETIT	2535	1895	3.2	74.8	101	326	3.2	12.9	101	546	2.4	21.5	76	1024	3.8	40.4	122
BUSINESS WEEK	1278	916	1.5	71.7	97	**150	1.5	11.7	92	359	1.6	28.1	99	407	1.5	31.8	96
CAR AND DRIVER	378	*238	0.4	63.0	85	**10	0.1	2.6	21	**83	0.4	22.0	77	*145	0.5	38.4	116
CBS MAGAZINE NETWORK (GROSS)	1498	1100	1.8	73.4	99	*156	1.5	10.4	82	496	2.2	33.1	117	448	1.7	29.9	90
CHANGING TIMES	1505	1140	1.9	75.7	102	*159	1.5	10.6	83	429	1.9	28.5	101	552	2.1	36.7	111
COLONIAL HOMES	1231	945	1.6	76.8	103	*164	1.6	13.3	105	347	1.5	28.2	99	434	1.6	35.3	106
CONDE NAST MAG. PKG. (GROSS)	14146	10304	17.1	72.8	98	1755	17.1	12.4	98	3773	16.4	26.7	94	4776	17.8	33.8	102
CONSUMERS DIGEST	1323	1099	1.8	83.1	112	*113	1.1	8.5	67	381	1.7	28.8	102	605	2.3	45.7	138
COSMOPOLITAN	7102	5035	8.4	70.9	96	753	7.3	10.6	84	1852	8.1	26.1	92	2430	9.0	34.2	103
COUNTRY LIVING	2481	2069	3.4	83.4	112	266	2.6	10.7	84	787	3.4	31.7	112	1016	3.8	41.0	123
CUISINE	1472	1097	1.8	74.5	100	*171	1.7	11.6	91	385	1.7	26.2	92	542	2.0	36.8	111
CYCLE WORLD	425	332	0.6	78.1	105	**63	0.6	14.8	117	**148	0.6	34.8	123	**121	0.5	28.5	86
DCI:CREATIVE IDEAS FOR LIV	2510	2139	3.6	85.2	115	459	4.5	18.3	144	755	3.3	30.1	106	925	3.4	36.9	111
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	5449	9.1	81.4	110	881	8.6	13.2	104	2129	9.3	31.8	112	2439	9.1	36.4	110
DISCOVER	894	622	1.0	69.6	94	**113	1.1	12.6	100	*177	0.8	19.8	70	332	1.2	37.1	112
EBONY	3507	2370	3.9	67.6	91	430	4.2	12.3	97	1039	4.5	29.6	105	902	3.4	25.7	78
ESQUIRE	1083	659	1.1	60.8	82	*168	1.6	15.5	122	*214	0.9	19.8	70	276	1.0	25.5	77
ESSENCE	1830	1208	2.0	66.0	89	173	1.7	9.5	74	488	2.1	26.7	94	548	2.0	29.9	90
FAMILY CIRCLE	15930	13004	21.6	81.6	110	2403	23.4	15.1	119	4759	20.7	29.9	105	5842	21.7	36.7	111
THE FAMILY HANDYMAN	1126	975	1.6	86.6	117	*182	1.8	16.2	127	331	1.4	29.4	104	462	1.7	41.0	124
FAMILY WEEKLY	11468	9018	15.0	78.6	106	1641	16.0	14.3	113	3177	13.8	27.7	98	4199	15.6	36.6	110
FIELD & STREAM	2234	1823	3.0	81.6	110	383	3.7	17.1	135	777	3.4	34.8	123	663	2.5	29.7	89
FOOD & WINE	579	433	0.7	74.8	101	**48	0.5	8.3	65	*173	0.8	29.9	105	*212	0.8	36.6	110
FORBES	728	507	0.8	69.6	94	**44	0.4	6.0	48	*192	0.8	26.4	93	271	1.0	37.2	112
FORTUNE	906	631	1.1	69.6	94	**87	0.8	9.6	76	**158	0.7	17.4	62	386	1.4	42.6	128
GENTLEMEN'S QUARTERLY	791	457	0.8	57.8	78	**100	1.0	12.6	100	*109	0.5	13.8	49	249	0.9	31.5	95
GLAMOUR	5265	3979	6.6	75.6	102	630	6.1	12.0	94	1476	6.4	28.0	99	1873	7.0	35.6	107
GOLF DIGEST	636	511	0.9	80.3	108	**98	1.0	15.4	121	*179	0.8	28.1	99	*234	0.9	36.8	111
GOLF DIGEST/TENNIS (GROSS)	1186	884	1.5	74.5	100	*167	1.6	14.1	111	314	1.4	26.5	93	403	1.5	34.0	102
GOLF MAGAZINE	441	378	0.6	85.7	116	**58	0.6	13.2	104	**152	0.7	34.5	122	*168	0.6	38.1	115
GOLF MAGAZINE/SKI (GROSS)	922	720	1.2	78.1	105	**110	1.1	11.9	94	*258	1.1	28.0	99	352	1.3	38.2	115
GOOD HOUSEKEEPING	16487	13168	21.9	79.9	108	2446	23.8	14.8	117	5123	22.3	31.1	110	5599	20.8	34.0	102
HARPER'S BAZAAR	2423	1749	2.9	72.2	97	371	3.6	15.3	121	624	2.7	25.8	91	754	2.8	31.1	94
HEALTH	1994	1523	2.5	76.4	103	321	3.1	16.1	127	650	2.8	32.6	115	553	2.1	27.7	84
HEARST MAG CORP. BUY (GROSS)	44101	34144	56.8	77.4	104	6161	59.9	14.0	110	13165	57.4	29.9	105	14818	55.2	33.6	101
HEARST MAN POWER (GROSS)	1993	1627	2.7	81.6	110	389	3.8	19.5	154	709	3.1	35.6	126	529	2.0	26.5	80
HEARST WOMAN POWER (GROSS)	31274	24298	40.4	77.7	105	4388	42.7	14.0	111	9426	41.1	30.1	106	10485	39.0	33.5	101
HOUSE BEAUTIFUL	3623	2736	4.6	75.5	102	481	4.7	13.3	105	1015	4.4	28.0	99	1240	4.6	34.2	103
INC.	283	*236	0.4	83.4	112	**15	0.1	5.3	42	**138	0.6	48.8	172	**83	0.3	29.3	88
JET	2928	1964	3.3	67.1	90	331	3.2	11.3	89	834	3.6	28.5	101	800	3.0	27.3	82
LADIES' HOME JOURNAL	11918	9476	15.8	79.5	107	1712	16.7	14.4	113	3535	15.4	29.7	105	4229	15.7	35.5	107
LHJ FAMILY GRP COMBO(GROSS)	16764	13285	22.1	79.2	107	2413	23.5	14.4	113	5048	22.0	30.1	106	5824	21.7	34.7	105
LIFE	4254	3140	5.2	73.8	99	488	4.7	11.5	90	1287	5.6	30.3	107	1365	5.1	32.1	97
L.A. TIMES HOME MAGAZINE	1145	724	1.2	63.2	85	**66	0.6	5.8	45	322	1.4	28.1	99	337	1.3	29.4	89
MADEMOISELLE	2884	2139	3.6	74.2	100	346	3.4	12.0	94	826	3.6	28.6	101	966	3.6	33.5	101
MC CALL'S	13460	10645	17.7	79.1	107	2191	21.3	16.3	128	3973	17.3	29.5	104	4481	16.7	33.3	100
MC CALL'S/WRK MOTHER (GROSS)	14606	11552	19.2	79.1	107	2358	22.9	16.1	127	4305	18.8	29.5	104	4889	18.2	33.5	101
MECHANIX ILLUSTRATED	772	638	1.1	82.6	111	**130	1.3	16.8	133	*247	1.1	32.0	113	*261	1.0	33.8	102
METROPOLITAN HOME	967	674	1.1	69.7	94	**90	0.9	9.3	73	*220	1.0	22.8	80	364	1.4	37.6	113
MONEY	1588	1147	1.9	72.2	97	*240	2.3	15.1	119	460	2.0	29.0	102	447	1.7	28.1	85
MOTHER EARTH NEWS	1002	814	1.4	81.2	109	*152	1.5	15.2	119	314	1.4	31.3	111	348	1.3	34.7	105
MS.	825	543	0.9	65.8	89	**54	0.5	6.5	52	*254	1.1	30.8	109	234	0.9	28.4	86
NATIONAL ENQUIRER	10336	8103	13.5	78.4	106	1512	14.7	14.6	115	3068	13.4	29.7	105	3523	13.1	34.1	103
NATIONAL GEOGRAPHIC	9597	7508	12.5	78.2	105	1354	13.2	14.1	111	2728	11.9	28.4	100	3426	12.8	35.7	108
NATIONAL SUNDAY MAGAZINE PKG	49558	37890	63.1	76.5	103	6468	62.9	13.1	103	14427	62.9	29.1	103	16995	63.3	34.3	103
NATURAL HISTORY	573	390	0.6	68.1	92	**41	0.4	7.2	56	*216	0.9	37.7	133	*133	0.5	23.2	70
NEW WOMAN	1699	1178	2.0	69.3	93	*174	1.7	10.2	81	421	1.8	24.8	87	583	2.2	34.3	103
NEW YORK INCLUDING CUE	443	269	0.4	60.7	82	**40	0.4	9.0	71	**100	0.4	22.6	80	*129	0.5	29.1	88
THE NEW YORKER	1270	899	1.5	70.8	95	*141	1.4	11.1	87	248	1.1	19.5	69	510	1.9	40.2	121
NEWSWEEK	6277	4627	7.7	73.7	99	883	8.6	14.1	111	1645	7.2	26.2	92	2099	7.8	33.4	101
THE N.Y. TIMES DAILY EDITION	1205	807	1.3	67.0	90	**110	1.1	9.1	72	316	1.4	26.2	93	381	1.4	31.6	95
THE N.Y. TIMES MAGAZINE	2081	1285	2.1	61.7	83	*213	2.1	10.2	81	461	2.0	22.2	78	611	2.3	29.4	89
OMNI	788	540	0.9	68.5	92	**102	1.0	12.9	102	*191	0.8	24.2	86	247	0.9	31.3	94
ON CABLE	1158	873	1.5	75.4	102	*121	1.2	10.4	82	*301	1.3	26.0	92	450	1.7	38.9	117
1001 HOME IDEAS	2852	2286	3.8	80.2	108	380	3.7	13.3	105	864	3.8	30.3	107	1042	3.9	36.5	110
ORGANIC GARDENING	1658	1340	2.2	80.8	109	295	2.9	17.8	140	523	2.3	31.5	111	523	1.9	31.5	95
OUTDOOR LIFE	896	687	1.1	76.7	103	*154	1.5	17.2	135	320	1.4	35.7	126	213	0.8	23.8	72
PARADE MAGAZINE	24275	18568	30.9	76.5	103	3147	30.6	13.0	102	7334	32.0	30.2	107	8087	30.1	33.3	100

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FLAVORED GELATIN DESSERTS: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0353
P-19

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FOUR OR MORE A '000	HEAVY USERS FOUR OR MORE B % DOWN	HEAVY USERS FOUR OR MORE C % ACROSS	HEAVY USERS FOUR OR MORE D INDX	MEDIUM USERS TWO-THREE A '000	MEDIUM USERS TWO-THREE B % DOWN	MEDIUM USERS TWO-THREE C % ACROSS	MEDIUM USERS TWO-THREE D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL FEMALE HOMEMAKERS	80986	60093	100.0	74.2	100	10282	100.0	12.7	100	22947	100.0	28.3	100	26865	100.0	33.2	100
PARENTS	3845	3038	5.1	79.0	106	483	4.7	12.6	99	1154	5.0	30.0	106	1401	5.2	36.4	110
PENTHOUSE	831	584	1.0	70.3	95	**103	1.0	12.4	98	*263	1.1	31.6	112	*218	0.8	26.2	79
PEOPLE	11645	8801	14.6	75.6	102	1502	14.6	12.9	102	3248	14.2	27.9	98	4051	15.1	34.8	105
PLAYBOY	2006	1296	2.2	64.6	87	*194	1.9	9.7	76	493	2.1	24.6	87	609	2.3	30.4	92
POPULAR HOT RODDING	297	*202	0.3	68.0	92	**57	0.6	19.2	151	**50	0.2	16.8	59	**96	0.4	32.3	97
POPULAR MECHANICS	1018	886	1.5	87.0	117	*246	2.4	24.2	190	368	1.6	36.1	128	*272	1.0	26.7	81
POPULAR SCIENCE	878	769	1.3	87.6	118	**121	1.2	13.8	109	291	1.3	33.1	117	357	1.3	40.7	123
PREVENTION	3913	3072	5.1	78.5	106	662	6.4	16.9	133	984	4.3	25.1	89	1426	5.3	36.4	110
PSYCHOLOGY TODAY	1710	1293	2.2	75.6	102	*151	1.5	8.8	70	569	2.5	33.3	117	573	2.1	33.5	101
READER'S DIGEST	22204	17551	29.2	79.0	107	3058	29.7	13.8	108	7414	32.3	33.4	118	7080	26.4	31.9	96
REDBOOK	7684	6096	10.1	79.3	107	1189	11.6	15.5	122	2450	10.7	31.9	113	2456	9.1	32.0	96
ROAD & TRACK	410	310	0.5	75.6	102	**28	0.3	6.8	54	**77	0.3	18.8	66	*206	0.8	50.2	151
ROLLING STONE	969	732	1.2	75.5	102	**75	0.7	7.7	61	306	1.3	31.6	111	350	1.3	36.1	109
RUNNER'S WORLD	298	*212	0.4	71.1	96	**49	0.5	16.4	130	**65	0.3	21.8	77	**98	0.4	32.9	99
SATURDAY EVENING POST	1169	911	1.5	77.9	105	*143	1.4	12.2	96	493	2.1	42.2	149	275	1.0	23.5	71
SCIENCE 84	587	437	0.7	74.4	100	**131	1.3	22.3	176	*148	0.6	25.2	89	*158	0.6	26.9	81
SCIENCE DIGEST	482	346	0.6	71.8	97	**58	0.6	12.0	95	*160	0.7	33.2	117	*128	0.5	26.6	80
SCIENTIFIC AMERICAN	594	416	0.7	70.0	94	**61	0.6	10.3	81	**101	0.4	17.0	60	*255	0.9	42.9	129
SELF	2089	1408	2.3	67.4	91	*256	2.5	12.3	97	389	1.7	18.6	66	763	2.8	36.5	110
SEVENTEEN	2411	1774	3.0	73.6	99	356	3.5	14.8	116	599	2.6	24.8	88	819	3.0	34.0	102
SKI	480	342	0.6	71.3	96	**52	0.5	10.8	85	**106	0.5	22.1	78	*185	0.7	38.5	116
SMITHSONIAN	2760	2137	3.6	77.4	104	237	2.3	8.6	68	897	3.9	32.5	115	1003	3.7	36.3	110
SOAP OPERA DIGEST	3013	2240	3.7	74.3	100	367	3.6	12.2	96	943	4.1	31.3	110	930	3.5	30.9	93
SOUTHERN LIVING	4184	3310	5.5	79.1	107	423	4.1	10.1	80	1374	6.0	32.8	116	1514	5.6	36.2	109
SPORT	559	414	0.7	74.1	100	**76	0.7	13.6	107	*225	1.0	40.3	142	**113	0.4	20.2	61
THE SPORTING NEWS	436	*380	0.6	87.2	117	**54	0.5	12.4	98	**205	0.9	47.0	166	**121	0.5	27.8	84
SPORTS AFIELD	493	396	0.7	80.3	108	**85	0.8	17.2	136	*181	0.8	36.7	130	*130	0.5	26.4	79
SPORTS ILLUSTRATED	2758	1990	3.3	72.2	97	323	3.1	11.7	92	721	3.1	26.1	92	947	3.5	34.3	104
STAR	7456	5675	9.4	76.1	103	1053	10.2	14.1	111	2294	10.0	30.8	109	2328	8.7	31.2	94
SUNDAY	24936	18805	31.3	75.4	102	3268	31.8	13.1	103	7027	30.6	28.2	99	8509	31.7	34.1	103
SUNSET	2124	1660	2.8	78.2	105	*304	3.0	14.3	113	545	2.4	25.7	91	812	3.0	38.2	115
TV GUIDE	21661	16493	27.4	76.1	103	2711	26.4	12.5	99	6347	27.7	29.3	103	7434	27.7	34.3	103
TENNIS	550	373	0.6	67.8	91	**69	0.7	12.5	99	**135	0.6	24.5	87	*169	0.6	30.7	93
TIME	8880	6550	10.9	73.8	99	1048	10.2	11.8	93	2490	10.9	28.0	99	3012	11.2	33.9	102
TOWN & COUNTRY	917	606	1.0	66.1	89	**67	0.7	7.3	58	*225	1.0	24.5	87	314	1.2	34.2	103
TRAVEL & LEISURE	972	733	1.2	75.4	102	**64	0.6	6.6	52	255	1.1	26.2	93	414	1.5	42.6	128
TRUE STORY	3356	2538	4.2	75.6	102	516	5.0	15.4	121	1064	4.6	31.7	112	959	3.6	28.6	86
U.S.NEWS & WORLD REPORT	3410	2558	4.3	75.0	101	428	4.2	12.6	99	942	4.1	27.6	97	1189	4.4	34.9	105
USA TODAY	1759	1332	2.2	75.7	102	*279	2.7	15.9	125	427	1.9	24.3	86	627	2.3	35.6	107
US	1873	1383	2.3	73.8	100	*292	2.8	15.6	123	463	2.0	24.7	87	628	2.3	33.5	101
VOGUE	3909	2778	4.6	71.1	96	523	5.1	13.4	105	1082	4.7	27.7	98	1173	4.4	30.0	90
WALL STREET JOURNAL	1886	1430	2.4	75.8	102	*301	2.9	16.0	126	461	2.0	24.4	86	668	2.5	35.4	107
WEIGHT WATCHERS	2120	1754	2.9	82.7	112	*240	2.3	11.3	89	790	3.4	37.3	132	724	2.7	34.2	103
WOMAN'S DAY	14172	11605	19.3	81.9	110	2457	23.9	17.3	137	4227	18.4	29.8	105	4921	18.3	34.7	105
WORKING MOTHER	1146	907	1.5	79.1	107	*167	1.6	14.6	115	331	1.4	28.9	102	408	1.5	35.6	107
WORKING WOMAN	1322	988	1.6	74.7	101	*139	1.4	10.5	83	345	1.5	26.1	92	504	1.9	38.1	115
WORLD TENNIS	*163	*116	0.2	71.2	96	**19	0.2	11.7	92	**57	0.2	35.0	123	**40	0.1	24.5	74
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1879	3.1	74.2	100	275	2.7	10.9	86	656	2.9	25.9	91	948	3.5	37.4	113
BLAIR INSERTS	43657	33016	54.9	75.6	102	5477	53.3	12.5	99	12768	55.6	29.2	103	14771	55.0	33.8	102
DAILY NEWSPAPERS																	
READ ANY	51633	39751	66.1	77.0	104	6994	68.0	13.5	107	15308	66.7	29.6	105	17450	65.0	33.8	102
READ ONE	43463	33252	55.3	76.5	103	5885	57.2	13.5	107	12580	54.8	28.9	102	14787	55.0	34.0	103
READ TWO OR MORE	8170	6499	10.8	79.5	107	1109	10.8	13.6	107	2728	11.9	33.4	118	2662	9.9	32.6	98
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	40219	66.9	76.3	103	6995	68.0	13.3	105	15465	67.4	29.4	104	17759	66.1	33.7	102
READ ONE	46126	35108	58.4	76.1	103	6045	58.8	13.1	103	13515	58.9	29.3	103	15548	57.9	33.7	102
READ TWO OR MORE	6552	5111	8.5	78.0	105	950	9.2	14.5	114	1950	8.5	29.8	105	2211	8.2	33.7	102
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.45				24.18				27.40				28.73			
30 DAY REACH	71455	53013	88.2	74.2	100	9105	88.6	12.7	100	19860	86.5	27.8	98	24048	89.5	33.7	101
50 SHWG - 30 DAY AV FREQ	14.56	14.46				12.83				14.36				15.15			
30 DAY REACH	67742	50447	83.9	74.5	100	8595	83.6	12.7	100	18990	82.8	28.0	99	22861	85.1	33.7	102
25 SHWG - 30 DAY AV FREQ	7.94	7.87				7.03				7.81				8.23			
30 DAY REACH	62117	46269	77.0	74.5	100	7813	76.0	12.6	99	17462	76.1	28.1	99	20995	78.2	33.8	102
CABLE TV: HOME WIRED	32077	24600	40.9	76.7	103	4102	39.9	12.8	101	8441	36.8	26.3	93	12057	44.9	37.6	113
HOME NOT WIRED	48909	35493	59.1	72.6	98	6180	60.1	12.6	100	14506	63.2	29.7	105	14808	55.1	30.3	91
HAVE PAY CABLE	15935	12374	20.6	77.7	105	2142	20.8	13.4	106	3948	17.2	24.8	87	6284	23.4	39.4	119

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FLAVORED GELATIN DESSERTS: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0354
P-19

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FOUR OR MORE A '000	HEAVY USERS FOUR OR MORE B % DOWN	HEAVY USERS FOUR OR MORE C % ACROSS	HEAVY USERS FOUR OR MORE D INDX	MEDIUM USERS TWO-THREE A '000	MEDIUM USERS TWO-THREE B % DOWN	MEDIUM USERS TWO-THREE C % ACROSS	MEDIUM USERS TWO-THREE D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL FEMALE HOMEMAKERS	80986	60093	100.0	74.2	100	10282	100.0	12.7	100	22947	100.0	28.3	100	26865	100.0	33.2	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	32988	54.9	75.1	101	5700	55.4	13.0	102	12621	55.0	28.7	101	14667	54.6	33.4	101
10:00 AM - 3:00 PM	30659	23205	38.6	75.7	102	4284	41.7	14.0	110	8985	39.2	29.3	103	9936	37.0	32.4	98
3:00 PM - 7:00 PM	31045	22956	38.2	73.9	100	3939	38.3	12.7	100	8820	38.4	28.4	100	10196	38.0	32.8	99
7:00 PM - MIDNIGHT	15767	11354	18.9	72.0	97	1996	19.4	12.7	100	4380	19.1	27.8	98	4978	18.5	31.6	95
MIDNIGHT - 6:00 AM	9120	6849	11.4	75.1	101	1206	11.7	13.2	104	2632	11.5	28.9	102	3012	11.2	33.0	100
6:00 AM - MIDNIGHT	58527	43630	72.6	74.5	100	7613	74.0	13.0	102	16583	72.3	28.3	100	19434	72.3	33.2	100
ENTIRE DAY	59311	44232	73.6	74.6	101	7724	75.1	13.0	103	16835	73.4	28.4	100	19673	73.2	33.2	100
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	12438	20.7	76.9	104	2243	21.8	13.9	109	4586	20.0	28.4	100	5608	20.9	34.7	105
ALL NEWS	2256	1730	2.9	76.7	103	252	2.5	11.2	88	763	3.3	33.8	119	715	2.7	31.7	96
AOR/PROGRESSIVE	3874	2747	4.6	70.9	96	470	4.6	12.1	96	871	3.8	22.5	79	1407	5.2	36.3	109
BEAUTIFUL MUSIC	5660	4367	7.3	77.2	104	716	7.0	12.7	100	1785	7.8	31.5	111	1866	6.9	33.0	99
BLACK	2204	1461	2.4	66.3	89	238	2.3	10.8	85	662	2.9	30.0	106	561	2.1	25.5	77
CLASSICAL	1418	1038	1.7	73.2	99	*213	2.1	15.0	118	305	1.3	21.5	76	520	1.9	36.7	111
CHR/ROCK	9538	6878	11.4	72.1	97	1126	11.0	11.8	93	2551	11.1	26.7	94	3201	11.9	33.6	101
COUNTRY	12648	9719	16.2	76.8	104	1655	16.1	13.1	103	3636	15.8	28.7	101	4428	16.5	35.0	106
GOLDEN OLDIES	1191	798	1.3	67.0	90	*150	1.5	12.6	99	342	1.5	28.7	101	306	1.1	25.7	77
MOR/NOSTALGIA	4757	3690	6.1	77.6	105	597	5.8	12.5	99	1355	5.9	28.5	101	1739	6.5	36.6	110
NEWS/TALK	3863	2822	4.7	73.1	98	544	5.3	14.1	111	1104	4.8	28.6	101	1174	4.4	30.4	92
RELIGIOUS	3084	2171	3.6	70.4	95	411	4.0	13.3	105	874	3.8	28.3	100	885	3.3	28.7	87
SOFT ROCK	521	399	0.7	76.6	103	**104	1.0	20.0	157	*127	0.6	24.4	86	*167	0.6	32.1	97
URBAN CONTEMPORARY	1585	1025	1.7	64.7	87	237	2.3	15.0	118	372	1.6	23.5	83	416	1.5	26.2	79
HIRED NETWORKS:																	
ABC CONTEMPORARY	3261	2316	3.9	71.0	96	486	4.7	14.9	117	872	3.8	26.7	94	957	3.6	29.3	88
ABC DIRECTION	2316	1772	2.9	76.5	103	401	3.9	17.3	136	695	3.0	30.0	106	676	2.5	29.2	88
ABC ENTERTAINMENT	4834	3834	6.4	79.3	107	527	5.1	10.9	86	1443	6.3	29.9	105	1864	6.9	38.6	116
ABC FM	2202	1629	2.7	74.0	100	302	2.9	13.7	108	548	2.4	24.9	88	779	2.9	35.4	107
ABC INFORMATION	5425	4158	6.9	76.6	103	780	7.6	14.4	113	1544	6.7	28.5	100	1834	6.8	33.8	102
ABC ROCK	1677	1279	2.1	76.3	103	*195	1.9	11.6	92	422	1.8	25.2	89	662	2.5	39.5	119
CBS	4430	3457	5.8	78.0	105	595	5.8	13.4	106	1334	5.8	30.1	106	1528	5.7	34.5	104
MUTUAL	4992	3747	6.2	75.1	101	785	7.6	15.7	124	1247	5.4	25.0	88	1714	6.4	34.3	104
NBC	4679	3734	6.2	79.8	108	630	6.1	13.5	106	1390	6.1	29.7	105	1714	6.4	36.6	110
RADIORADIO	1994	1422	2.4	71.3	96	*261	2.5	13.1	103	544	2.4	27.3	96	616	2.3	30.9	93
RKO ONE	2298	1450	2.4	63.1	85	*251	2.4	10.9	86	556	2.4	24.2	85	644	2.4	28.0	84
RKO TWO	3311	2316	3.9	69.9	94	391	3.8	11.8	93	911	4.0	27.5	97	1014	3.8	30.6	92
THE SOURCE	2114	1466	2.4	69.3	93	*222	2.2	10.5	83	545	2.4	25.8	91	699	2.6	33.1	100
NON-WIRED : BLAIR	8654	6808	11.3	78.7	106	1266	12.3	14.6	115	2500	10.9	28.9	102	3042	11.3	35.2	106
INTERNET	12025	8680	14.4	72.2	97	1579	15.4	13.1	103	3119	13.6	25.9	92	3983	14.8	33.1	100
KATZ RADIO GROUP	15359	11392	19.0	74.2	100	1731	16.8	11.3	89	4329	18.9	28.2	99	5332	19.8	34.7	105
SUPERNET	10628	8069	13.4	75.9	102	1281	12.5	12.1	95	3216	14.0	30.3	107	3572	13.3	33.6	101
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	6499	10.8	75.1	101	1081	10.5	12.5	98	2486	10.8	28.7	101	2931	10.9	33.8	102
WKDAY 9:00 AM - 1:00 PM	12163	8984	15.0	73.9	100	1597	15.5	13.1	103	3504	15.3	28.8	102	3882	14.5	31.9	96
WKDAY 1:00 PM - 4:30 PM	16150	12002	20.0	74.3	100	2162	21.0	13.4	105	4655	20.3	28.8	102	5185	19.3	32.1	97
WKDAY 4:30 PM - 7:30 PM	22463	16704	27.8	74.4	100	2937	28.6	13.1	103	6429	28.0	28.6	101	7338	27.3	32.7	98
WKDAY 7:30 PM - 8:00 PM	31795	23689	39.4	74.5	100	4081	39.7	12.8	101	9215	40.2	29.0	102	10394	38.7	32.7	99
WKDAY 11:00 PM - 11:30 PM	23977	18507	30.8	77.2	104	3395	33.0	14.2	112	6900	30.1	28.8	102	8212	30.6	34.2	103
WKDAY 11:30 PM - 1:00 AM	7703	6015	10.0	78.1	105	1035	10.1	13.4	106	2199	9.6	28.5	101	2781	10.4	36.1	109
M-SAT 8-11 PM+SUN 7-11 PM	33800	25465	42.4	75.3	102	4342	42.2	12.8	101	9736	42.4	28.8	102	11386	42.4	33.7	102
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	4749	7.9	72.6	98	902	8.8	13.8	109	1882	8.2	28.8	102	1966	7.3	30.1	91
ANOTHER WORLD N	4620	3389	5.6	73.4	99	536	5.2	11.6	91	1298	5.7	28.1	99	1554	5.8	33.6	101
AS THE WORLD TURNS C	5614	4115	6.8	73.3	99	695	6.8	12.4	98	1625	7.1	28.9	102	1795	6.7	32.0	96
CAPITOL C	3396	2501	4.2	73.6	99	465	4.5	13.7	108	992	4.3	29.2	103	1044	3.9	30.7	93
CBS MORN. NEWS 1 C	1446	1111	1.8	76.8	104	152	1.5	10.5	83	450	2.0	31.1	110	508	1.9	35.1	106
CBS MORN. NEWS 2 C	1207	918	1.5	76.1	102	141	1.4	11.7	92	334	1.5	27.7	98	442	1.6	36.6	110
DAYS OF OUR LIVES N	5877	4407	7.3	75.0	101	832	8.1	14.2	112	1625	7.1	27.7	98	1950	7.3	33.2	100
FACTS OF LIFE - DAYTIME N	2290	1633	2.7	71.3	96	334	3.2	14.6	115	627	2.7	27.4	97	671	2.5	29.3	88
FAMILY FEUD A	3023	2105	3.5	69.6	94	342	3.3	11.3	89	871	3.8	28.8	102	893	3.3	29.5	89
GENERAL HOSPITAL A	6097	4548	7.6	74.6	101	768	7.5	12.6	99	1839	8.0	30.2	106	1941	7.2	31.8	96
GOOD MORNING, AMERICA-730 A	3515	2677	4.5	76.2	103	487	4.7	13.9	109	961	4.2	27.3	96	1229	4.6	35.0	105
GOOD MORNING, AMERICA-830 A	2818	2286	3.8	81.1	109	408	4.0	14.5	114	800	3.5	28.4	100	1078	4.0	38.3	115
GUIDING LIGHT C	5339	3988	6.6	74.7	101	756	7.4	14.2	112	1535	6.7	28.8	101	1697	6.3	31.8	96
ONE LIFE TO LIVE A	4478	3338	5.6	74.5	100	628	6.1	14.0	110	1246	5.4	27.8	98	1464	5.4	32.7	99
PRESS YOUR LUCK C	2244	1749	2.9	77.9	105	287	2.8	12.8	101	692	3.0	30.8	109	770	2.9	34.3	103
PRICE IS RIGHT 1 C	4348	3299	5.5	75.9	102	542	5.3	12.5	98	1346	5.9	31.0	109	1411	5.3	32.5	98
PRICE IS RIGHT 2 C	5014	3792	6.3	75.6	102	644	6.3	12.8	101	1456	6.3	29.0	102	1692	6.3	33.7	102
RYAN'S HOPE A	3150	2257	3.8	71.7	97	394	3.8	12.5	99	878	3.8	27.9	98	985	3.7	31.3	94
SALE OF THE CENTURY N	2695	1814	3.0	67.3	91	375	3.6	13.9	110	704	3.1	26.1	92	736	2.7	27.3	82
SEARCH FOR TOMORROW N	2319	1660	2.8	71.6	96	245	2.4	10.6	83	771	3.4	33.2	117	643	2.4	27.7	84
TODAY SHOW 1 N	2693	1961	3.3	72.8	98	358	3.5	13.3	105	820	3.6	30.4	107	783	2.9	29.1	88
TODAY SHOW 2 N	2498	1832	3.0	73.3	99	306	3.0	12.2	96	793	3.5	31.7	112	733	2.7	29.3	88
$25,000 PYRAMID C	2753	2084	3.5	75.7	102	334	3.2	12.1	96	837	3.6	30.4	107	913	3.4	33.2	100
WHEEL OF FORTUNE N	4388	3104	5.2	70.7	95	721	7.0	16.4	129	1105	4.8	25.2	89	1278	4.8	29.1	88
YOUNG AND THE RESTLESS C	5695	4136	6.9	72.6	98	738	7.2	13.0	102	1573	6.9	27.6	97	1824	6.8	32.0	97
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	1327	2.2	75.4	102	201	2.0	11.4	90	621	2.7	35.3	125	505	1.9	28.7	86
NBA PLAYOFF GAME -1 C	1136	793	1.3	69.8	94	167	1.6	14.7	116	339	1.5	29.8	105	286	1.1	25.2	76
NBC MAJOR LEAGUE PRE-GAME N	953	611	1.0	64.1	86	*148	1.4	15.5	122	*212	0.9	22.2	79	252	0.9	26.4	80
SPORTSWORLD - SUN N	1233	978	1.6	79.3	107	*152	1.5	12.3	97	341	1.5	27.7	98	485	1.8	39.3	119
SUNDAY MORNING C	1611	1247	2.1	77.4	104	*130	1.3	8.1	64	425	1.9	26.4	93	692	2.6	43.0	129

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FLAVORED GELATIN DESSERTS: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0355
P-19

		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FOUR OR MORE A '000	HEAVY USERS FOUR OR MORE B % DOWN	HEAVY USERS FOUR OR MORE C % ACROSS	HEAVY USERS FOUR OR MORE D INDX	MEDIUM USERS TWO-THREE A '000	MEDIUM USERS TWO-THREE B % DOWN	MEDIUM USERS TWO-THREE C % ACROSS	MEDIUM USERS TWO-THREE D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL FEMALE HOMEMAKERS		80986	60093	100.0	74.2	100	10282	100.0	12.7	100	22947	100.0	28.3	100	26865	100.0	33.2	100
MKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	19642	32.7	75.4	102	3593	34.9	13.8	109	7695	33.5	29.5	104	8355	31.1	32.1	97
NETWORK AFFILIATES - LATE		20261	15592	25.9	77.0	104	2968	28.9	14.6	115	5807	25.3	28.7	101	6817	25.4	33.6	101
INDEPENDENTS - LATE		2076	1559	2.6	75.1	101	222	2.2	10.7	84	618	2.7	29.8	105	719	2.7	34.6	104
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	7803	13.0	74.6	101	1418	13.8	13.6	107	3067	13.4	29.3	104	3318	12.4	31.7	96
ABC MONDAY NIGHT MOVIE	A	6412	5017	8.3	78.2	105	829	8.1	12.9	102	1814	7.9	28.3	100	2374	8.8	37.0	112
ABC SUNDAY NIGHT MOVIE	A	12407	9311	15.5	75.0	101	1530	14.9	12.3	97	3487	15.2	28.1	99	4293	16.0	34.6	104
ABC WORLD NEWS TONIGHT	A	6176	4659	7.8	75.4	102	889	8.6	14.4	113	1816	7.9	29.4	104	1954	7.3	31.6	95
AFTERMASH	C	5863	4498	7.5	76.7	103	771	7.5	13.2	104	1482	6.5	25.3	89	2245	8.4	38.3	115
ALICE	C	9594	7430	12.4	77.4	104	1304	12.7	13.6	107	2674	11.7	27.9	98	3452	12.8	36.0	108
AMERICAN PARADE	C	6622	5086	8.5	76.8	104	931	9.1	14.1	111	1882	8.2	28.4	100	2272	8.5	34.3	103
BENSON	A	10886	7915	13.2	72.7	98	1399	13.6	12.9	101	3140	13.7	28.8	102	3376	12.6	31.0	93
BLUE THUNDER	A	5036	3730	6.2	74.1	100	660	6.4	13.1	103	1459	6.4	29.0	102	1611	6.0	32.0	96
CAGNEY & LACEY	C	9965	7870	13.1	79.0	106	1541	15.0	15.5	122	2840	12.4	28.5	101	3489	13.0	35.0	106
CBS EVENING NEWS-DEAN	C	3491	2640	4.4	75.6	102	396	3.9	11.3	89	1056	4.6	30.2	107	1188	4.4	34.0	103
CBS EVENING NEWS-RATHER	C	7123	5531	9.2	77.6	105	1045	10.2	14.7	116	2031	8.9	28.5	101	2455	9.1	34.5	104
CBS SAT. NEWS-SCHIEFFER	C	3621	2666	4.4	73.6	99	515	5.0	14.2	112	967	4.2	26.7	94	1185	4.4	32.7	99
CBS SATURDAY NIGHT MOVIE	C	5436	4079	6.8	75.0	101	694	6.7	12.8	101	1642	7.2	30.2	107	1742	6.5	32.0	97
CBS WEDNESDAY NIGHT MOVIE	C	6100	4583	7.6	75.1	101	823	8.0	13.5	106	1637	7.1	26.8	95	2123	7.9	34.8	105
CHEERS	N	8889	6633	11.0	74.6	101	972	9.5	10.9	86	2619	11.4	29.5	104	3042	11.3	34.2	103
DALLAS	C	22109	16848	28.0	76.2	103	3174	30.9	14.4	113	6127	26.7	27.7	98	7548	28.1	34.1	103
DIFF'RENT STROKES	N	6940	5057	8.4	72.9	98	1003	9.8	14.5	114	1929	8.4	27.8	98	2126	7.9	30.6	92
DOUBLE TROUBLE	N	7223	5609	9.3	77.7	105	924	9.0	12.8	101	2243	9.8	31.1	110	2442	9.1	33.8	102
DUCK FACTORY	N	5595	4053	6.7	72.4	98	593	5.8	10.6	83	1595	7.0	28.5	101	1865	6.9	33.3	100
DUKES OF HAZZARD	C	5768	4478	7.5	77.6	105	855	8.3	14.8	117	1614	7.0	28.0	99	2009	7.5	34.8	105
DYNASTY	A	20053	14545	24.2	72.5	98	2473	24.1	12.3	97	5738	25.0	28.6	101	6335	23.6	31.6	95
FACTS OF LIFE	N	8087	6224	10.4	77.0	104	1172	11.4	14.5	114	2471	10.8	30.6	108	2581	9.6	31.9	96
FALCON CREST	C	20046	15580	25.9	77.7	105	2858	27.8	14.3	112	5783	25.2	28.8	102	6940	25.8	34.6	104
FALL GUY	A	9084	6678	11.1	73.5	99	1284	12.5	14.1	111	2495	10.9	27.5	97	2899	10.8	31.9	96
FAMILY TIES	N	7964	5972	9.9	75.0	101	1095	10.6	13.7	108	2513	11.0	31.6	111	2364	8.8	29.7	89
FANTASY ISLAND	A	7687	5618	9.3	73.1	98	1056	10.3	13.7	108	2118	9.2	27.6	97	2444	9.1	31.8	96
FOULUPS,BLEEPS & BLUNDERS	A	8861	6680	11.1	75.4	102	1339	13.0	15.1	119	2440	10.6	27.5	97	2901	10.8	32.7	99
FOUR SEASONS	C	5095	3996	6.6	78.4	106	649	6.3	12.7	100	1259	5.5	24.7	87	2088	7.8	41.0	124
GIMME A BREAK	N	8838	6568	10.9	74.3	100	1115	10.8	12.6	99	2916	12.7	33.0	116	2537	9.4	28.7	87
HART TO HART	A	8978	6747	11.2	75.2	101	1320	12.8	14.7	116	2560	11.2	28.5	101	2867	10.7	31.9	96
HILL STREET BLUES	N	8590	6505	10.8	75.7	102	1164	11.3	13.6	107	2391	10.4	27.8	98	2950	11.0	34.3	104
HOTEL	A	14085	10743	17.9	76.3	103	1969	19.1	14.0	110	4218	18.4	29.9	106	4557	17.0	32.4	98
JEFFERSONS	C	9360	7121	11.8	76.1	103	1283	12.5	13.7	108	2564	11.2	27.4	97	3273	12.2	35.0	105
JENNIFER SLEPT HERE	N	5841	4282	7.1	73.3	99	837	8.1	14.3	113	1597	7.0	27.3	96	1847	6.9	31.6	95
KATE & ALLIE	C	9206	7035	11.7	76.4	103	1313	12.8	14.3	112	2691	11.7	29.2	103	3031	11.3	32.9	99
KNIGHT RIDER	N	7076	5192	8.6	73.4	99	867	8.4	12.3	97	2010	8.8	28.4	100	2315	8.6	32.7	99
LOVE BOAT	A	12219	8835	14.7	72.3	97	1609	15.6	13.2	104	3506	15.3	28.7	101	3720	13.8	30.4	92
MAGNUM PI	C	11199	8420	14.0	75.2	101	1544	15.0	13.8	109	3119	13.6	27.9	98	3757	14.0	33.5	101
MAMA'S FAMILY	N	6057	4611	7.7	76.1	103	931	9.1	15.4	121	1626	7.1	26.8	95	2053	7.6	33.9	102
MASTER, THE	N	3598	2682	4.5	74.5	100	486	4.7	13.5	106	915	4.0	25.4	90	1281	4.8	35.6	107
MATT HOUSTON	A	6344	4769	7.9	75.2	101	772	7.5	12.2	96	2028	8.8	32.0	113	1969	7.3	31.0	94
NBC MONDAY NIGHT MOVIE	N	11994	8848	14.7	73.8	99	1605	15.6	13.4	105	3391	14.8	28.3	100	3852	14.3	32.1	97
NBC NIGHTLY NEWS	N	5132	3818	6.4	74.4	100	730	7.1	14.2	112	1497	6.5	29.2	103	1590	5.9	31.0	93
NBC NIGHTLY NEWS-SAT	N	3375	2417	4.0	71.6	97	481	4.7	14.3	112	993	4.3	29.4	104	943	3.5	27.9	84
NBC NIGHTLY NEWS-SUN	N	3130	2229	3.7	71.2	96	355	3.5	11.3	89	956	4.2	30.5	108	918	3.4	29.3	88
NBC SUNDAY NIGHT MOVIE	N	8284	5864	9.8	70.8	95	815	7.9	9.8	77	2327	10.1	28.1	99	2723	10.1	32.9	99
NEWHART	C	9240	7171	11.9	77.6	105	1282	12.5	13.9	109	2736	11.9	29.6	105	3153	11.7	34.1	103
ONE DAY AT A TIME	C	7288	5453	9.1	74.8	101	867	8.4	11.9	94	2046	8.9	28.1	99	2540	9.5	34.9	105
PEOPLE ARE FUNNY	N	4855	3767	6.3	77.6	105	809	7.9	16.7	131	1271	5.5	26.2	92	1688	6.3	34.8	105
REAL PEOPLE	N	8869	6689	11.1	75.4	102	1168	11.4	13.2	104	2450	10.7	27.6	97	3070	11.4	34.6	104
REMINGTON STEELE	N	7743	5805	9.7	75.0	101	996	9.7	12.9	101	2104	9.2	27.2	96	2706	10.1	34.9	105
RIPLEY'S BELIEVE IT - NOT	A	5345	4102	6.8	76.7	103	690	6.7	12.9	102	1610	7.0	30.1	106	1801	6.7	33.7	102
RIPTIDE	N	6988	5284	8.8	75.6	102	794	7.7	11.4	89	1971	8.6	28.2	100	2518	9.4	36.0	109
SCARECROW & MRS. KING	C	10002	7517	12.5	75.2	101	1401	13.6	14.0	110	2983	13.0	29.8	105	3132	11.7	31.3	94
SIMON & SIMON	C	10638	8271	13.8	77.7	105	1360	13.2	12.8	101	3081	13.4	29.0	102	3830	14.3	36.0	109
60 MINUTES	C	13293	10093	16.8	75.9	102	1552	15.1	11.7	92	4045	17.6	30.4	107	4497	16.7	33.8	102
ST. ELSEWHERE	N	7017	5608	9.3	79.9	108	993	9.7	14.2	111	2293	10.0	32.7	115	2321	8.6	33.1	100
THREE'S COMPANY	A	10917	8336	13.9	76.4	103	1539	15.0	14.1	111	3268	14.2	29.9	106	3529	13.1	32.3	97
T.J. HOOKER	A	9204	6774	11.3	73.6	99	1370	13.3	14.9	117	2374	10.3	25.8	91	3031	11.3	32.9	99
TONIGHT SHOW	N	2372	1851	3.1	78.0	105	341	3.3	14.4	113	667	2.9	28.1	99	843	3.1	35.5	107
TRAPPER JOHN, M.D.	C	9846	7525	12.5	76.4	103	1320	12.8	13.4	106	2838	12.4	28.8	102	3367	12.5	34.2	103
TV BLOOPERS & PRAC. JOKES	N	9105	6777	11.3	74.4	100	1247	12.1	13.7	108	2497	10.9	27.4	97	3032	11.3	33.3	100
20/20	A	9387	7297	12.1	77.7	105	1204	11.7	12.8	101	2816	12.3	30.0	106	3277	12.2	34.9	105
WEBSTER	A	11067	8079	13.4	73.0	98	1450	14.1	13.1	103	3243	14.1	29.3	103	3387	12.6	30.6	92
WORLD NEWS - SUN	A	3062	2384	4.0	77.9	105	467	4.5	15.3	120	880	3.8	28.7	101	1038	3.9	33.9	102
YELLOW ROSE	N	4978	3916	6.5	78.7	106	720	7.0	14.5	114	1476	6.4	29.7	105	1720	6.4	34.6	104
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	7092	11.8	79.9	108	1346	13.1	15.2	119	2620	11.4	29.5	104	3126	11.6	35.2	106
BASKETBALL - COLLEGE GAMES		4080	3182	5.3	78.0	105	571	5.6	14.0	110	1322	5.8	32.4	114	1290	4.8	31.6	95
BASKETBALL - PRO GAMES		3607	2800	4.7	77.6	105	589	5.7	16.3	129	989	4.3	27.4	97	1222	4.5	33.9	102
BOWLING		3883	3203	5.3	82.5	111	602	5.9	15.5	122	1387	6.0	35.7	126	1214	4.5	31.3	94
BOXING		3928	3166	5.3	80.6	109	718	7.0	18.3	144	1136	5.0	28.9	102	1312	4.9	33.4	101
FOOTBALL - COLLEGE GAMES		6366	4952	8.2	77.8	105	936	9.1	14.7	116	1838	8.0	28.9	102	2179	8.1	34.2	103
FOOTBALL - PRO GAMES		11300	9104	15.1	80.6	109	1639	15.9	14.5	114	3212	14.0	28.4	100	4254	15.8	37.6	113
GOLF		3378	2806	4.7	83.1	112	547	5.3	16.2	128	1014	4.4	30.0	106	1245	4.6	36.9	111
POST-SEASON COLL. FOOTBALL		4906	3686	6.1	75.1	101	711	6.9	14.5	114	1494	6.5	30.5	107	1481	5.5	30.2	91
POST-SEASON PRO FOOTBALL		6120	4893	8.1	80.0	108	773	7.5	12.6	99	1944	8.5	31.8	112	2176	8.1	35.6	107
TENNIS		3033	2419	4.0	79.8	107	*420	4.1	13.8	109	978	4.3	32.2	114	1021	3.8	33.7	101
WRESTLING - PROFESSIONAL		3344	2637	4.4	78.9	106	662	6.4	19.8	156	1075	4.7	32.1	113	900	3.4	26.9	81

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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FLAVORED GELATIN DESSERTS: BRANDS
(FEMALE HOMEMAKERS)

0356
P-19

	TOTAL U.S. '000	D-ZERTA A '000	D-ZERTA B % DOWN	D-ZERTA C % ACROSS	D-ZERTA D INDX	JELL-O A '000	JELL-O B % DOWN	JELL-O C % ACROSS	JELL-O D INDX	ROYAL A '000	ROYAL B % DOWN	ROYAL C % ACROSS	ROYAL D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	4309	100.0	5.3	100	56380	100.0	69.6	100	17845	100.0	22.0	100				
18 - 24	9282	*331	7.7	3.6	67	5214	9.2	56.2	81	1547	8.7	16.7	76				
25 - 34	19072	803	18.6	4.2	79	13046	23.1	68.4	98	3802	21.3	19.9	90				
35 - 44	14591	765	17.8	5.2	99	10908	19.3	74.8	107	3265	18.3	22.4	102				
45 - 54	11345	635	14.7	5.6	105	8253	14.6	72.7	104	2361	13.2	20.8	94				
55 - 64	11635	857	19.9	7.4	138	8569	15.2	73.6	106	2968	16.6	25.5	116				
65 OR OLDER	15061	917	21.3	6.1	114	10391	18.4	69.0	99	3902	21.9	25.9	118				
18 - 34	28354	1134	26.3	4.0	75	18261	32.4	64.4	93	5349	30.0	18.9	86				
18 - 49	48339	2207	51.2	4.6	86	33086	58.7	68.4	98	9821	55.0	20.3	92				
25 - 54	45008	2203	51.1	4.9	92	32207	57.1	71.6	103	9428	52.8	20.9	95				
35 - 49	19985	1072	24.9	5.4	101	14825	26.3	74.2	107	4472	25.1	22.4	102				
50 OR OLDER	32647	2102	48.8	6.4	121	23295	41.3	71.4	102	8024	45.0	24.6	112				
GRADUATED COLLEGE	11155	682	15.8	6.1	115	7615	13.5	68.3	98	2496	14.0	22.4	102				
ATTENDED COLLEGE	13682	873	20.3	6.4	120	10075	17.9	73.6	106	3129	17.5	22.9	104				
GRADUATED HIGH SCHOOL	33880	1721	39.9	5.1	95	24362	43.2	71.9	103	7485	41.9	22.1	100				
DID NOT GRADUATE HIGH SCHOOL	22270	1033	24.0	4.6	87	14328	25.4	64.3	92	4735	26.5	21.3	96				
EMPLOYED	40306	2303	53.4	5.7	107	27651	49.0	68.6	99	8238	46.2	20.4	93				
EMPLOYED FULL-TIME	32850	1842	42.7	5.6	105	22150	39.3	67.4	97	6619	37.1	20.1	91				
EMPLOYED PART-TIME	7456	*461	10.7	6.2	116	5502	9.8	73.8	106	1620	9.1	21.7	99				
NOT EMPLOYED	40680	2006	46.6	4.9	93	28729	51.0	70.6	101	9607	53.8	23.6	107				
PROFESSIONAL/MANAGER	10392	*674	15.6	6.5	122	7204	12.8	69.3	100	2048	11.5	19.7	89				
TECH/CLERICAL/SALES	17574	1109	25.7	6.3	119	12263	21.8	69.8	100	3509	19.7	20.0	91				
PRECISION/CRAFT	985	**65	1.5	6.6	124	632	1.1	64.2	92	**218	1.2	22.1	100				
OTHER EMPLOYED	11354	455	10.6	4.0	75	7553	13.4	66.5	96	2463	13.8	21.7	98				
SINGLE	9863	*467	10.8	4.7	89	5512	9.8	55.9	80	1491	8.4	15.1	69				
MARRIED	51375	2787	64.7	5.4	102	37545	66.6	73.1	105	11945	66.9	23.3	106				
DIVORCED/SEPARATED/WIDOWED	19748	1055	24.5	5.3	100	13324	23.6	67.5	97	4409	24.7	22.3	101				
PARENTS	32590	1551	36.0	4.8	89	24087	42.7	73.9	106	7521	42.1	23.1	105				
WHITE	70416	3779	87.7	5.4	101	49925	88.6	70.9	102	16066	90.0	22.8	104				
BLACK	8778	*475	11.0	5.4	102	5253	9.3	59.8	86	1447	8.1	16.5	75				
OTHER	1791	**55	1.3	3.1	58	1202	2.1	67.1	96	**332	1.9	18.5	84				
NORTHEAST-CENSUS	17786	911	21.1	5.1	96	12271	21.8	69.0	99	4489	25.2	25.2	115				
NORTH CENTRAL	20741	939	21.8	4.5	85	16082	28.5	77.5	111	5556	31.1	26.8	122				
SOUTH	27775	1436	33.3	5.2	97	18418	32.7	66.3	95	4976	27.9	17.9	81				
WEST	14683	1023	23.7	7.0	131	9609	17.0	65.4	94	2825	15.8	19.2	87				
NORTHEAST-MKTG.	17961	909	21.1	5.1	95	11801	20.9	65.7	94	4193	23.5	23.3	106				
EAST CENTRAL	11885	525	12.2	4.4	83	8812	15.6	74.1	107	3336	18.7	28.1	127				
WEST CENTRAL	14090	633	14.7	4.5	84	11106	19.7	78.8	113	3635	20.4	25.8	117				
SOUTH	24081	1282	29.8	5.3	100	16302	28.9	67.7	97	4118	23.1	17.1	78				
PACIFIC	12969	959	22.3	7.4	139	8359	14.8	64.5	93	2563	14.4	19.8	90				
COUNTY SIZE A	32439	1728	40.1	5.3	100	21509	38.2	66.3	95	6528	36.6	20.1	91				
COUNTY SIZE B	24915	1291	30.0	5.2	97	17639	31.3	70.8	102	5887	33.0	23.6	107				
COUNTY SIZE C	12930	741	17.2	5.7	108	9325	16.5	72.1	104	2800	15.7	21.7	98				
COUNTY SIZE D	10703	548	12.7	5.1	96	7908	14.0	73.9	106	2631	14.7	24.6	112				
METRO CENTRAL CITY	24518	1132	26.3	4.6	87	15859	28.1	64.7	93	4920	27.6	20.1	91				
METRO SUBURBAN	35919	2014	46.7	5.6	105	25485	45.2	71.0	102	8052	45.1	22.4	102				
NON METRO	20549	1163	27.0	5.7	106	15036	26.7	73.2	105	4874	27.3	23.7	108				
TOP 5 ADI'S	18341	947	22.0	5.2	97	11865	21.0	64.7	93	3536	19.8	19.3	87				
TOP 10 ADI'S	25378	1323	30.7	5.2	98	16460	29.2	64.9	93	4887	27.4	19.3	87				
TOP 20 ADI'S	36488	2015	46.8	5.5	104	24318	43.1	66.6	96	7760	43.5	21.3	97				
HSHLD INC. $50,000 OR MORE	6612	*484	11.2	7.3	138	5051	9.0	76.4	110	1377	7.7	20.8	95				
$40,000 OR MORE	12659	928	21.5	7.3	138	9544	16.9	75.4	108	2629	14.7	20.8	94				
$30,000 OR MORE	24698	1573	36.5	6.4	120	18471	32.8	74.8	107	5457	30.6	22.1	100				
$25,000 OR MORE	32077	2037	47.3	6.4	119	24028	42.6	74.9	108	7300	40.9	22.8	103				
$20,000 - $24,999	9144	*429	10.0	4.7	88	6330	11.2	69.2	99	1818	10.2	19.9	90				
$15,000 - $19,999	8728	*331	7.7	3.8	71	6121	10.9	70.1	101	1963	11.0	22.5	102				
$10,000 - $14,999	12562	665	15.4	5.3	99	8399	14.9	66.9	96	2986	16.7	23.8	108				
UNDER $10,000	18475	848	19.7	4.6	86	11503	20.4	62.3	89	3779	21.2	20.5	93				
HOUSEHOLD OF 1 PERSON	11987	622	14.4	5.2	98	7626	13.5	63.6	91	2256	12.6	18.8	85				
2 PEOPLE	26577	1423	33.0	5.4	101	17346	30.8	65.3	94	6085	34.1	22.9	104				
3 OR 4 PEOPLE	30617	1706	39.6	5.6	105	22236	39.4	72.6	104	6320	35.4	20.6	94				
5 OR MORE PEOPLE	11804	*558	12.9	4.7	89	9173	16.3	77.7	112	3185	17.8	27.0	122				
NO CHILD IN HSHLD	46165	2622	60.8	5.7	107	30638	54.3	66.4	95	9979	55.9	21.6	98				
CHILD(REN) UNDER 2 YRS	5325	**184	4.3	3.5	65	3951	7.0	74.2	107	1188	6.7	22.3	101				
2 - 5 YEARS	14221	*705	16.4	5.0	93	10078	17.9	70.9	102	3392	19.0	23.9	108				
6 - 11 YEARS	15117	776	18.0	5.1	96	11311	20.1	74.8	107	3473	19.5	23.0	104				
12 - 17 YEARS	16611	769	17.8	4.6	87	12697	22.5	76.4	110	3777	21.2	22.7	103				
RESIDENCE OWNED	55884	3344	77.6	6.0	112	41620	73.8	74.5	107	13249	74.2	23.7	108				
VALUE: $50,000 OR MORE	31744	2021	46.9	6.4	120	23715	42.1	74.7	107	7700	43.1	24.3	110				
VALUE: UNDER $50,000	24140	1323	30.7	5.5	103	17905	31.8	74.2	107	5549	31.1	23.0	104				

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FLAVORED GELATIN DESSERTS: BRANDS
(FEMALE HOMEMAKERS)

0357
P-19

		TOTAL U.S. '000	D-ZERTA A '000	D-ZERTA B % DOWN	D-ZERTA C % ACROSS	D-ZERTA D INDX	JELL-O A '000	JELL-O B % DOWN	JELL-O C % ACROSS	JELL-O D INDX	ROYAL A '000	ROYAL B % DOWN	ROYAL C % ACROSS	ROYAL D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	4309	100.0	5.3	100	56380	100.0	69.6	100	17845	100.0	22.0	100				
MAGAZINES	QUINTILE 1	15799	1084	25.2	6.9	129	11560	20.5	73.2	105	3716	20.8	23.5	107				
	QUINTILE 2	17259	996	23.1	5.8	108	12956	23.0	75.1	108	4228	23.7	24.5	111				
	QUINTILE 3	13545	649	15.1	4.8	90	9459	16.8	69.8	100	2880	16.1	21.3	96				
	QUINTILE 4	15133	754	17.5	5.0	94	10438	18.5	69.0	99	3205	18.0	21.2	96				
	QUINTILE 5	19250	826	19.2	4.3	81	11968	21.2	62.2	89	3817	21.4	19.8	90				
NEWSPAPERS	QUINTILE 1	12413	877	20.4	7.1	133	9174	16.3	73.9	106	3148	17.6	25.4	115				
	QUINTILE 2	24116	1372	31.8	5.7	107	17726	31.4	73.5	106	5762	32.3	23.9	108				
	QUINTILE 3	11261	590	13.7	5.2	98	7807	13.8	69.3	100	2175	12.2	19.3	88				
	QUINTILE 4	20255	906	21.0	4.5	84	13656	24.2	67.4	97	4350	24.4	21.5	97				
	QUINTILE 5	12940	565	13.1	4.4	82	8018	14.2	62.0	89	2409	13.5	18.6	84				
OUTDOOR	QUINTILE 1	14852	949	22.0	6.4	120	10211	18.1	68.8	99	3542	19.8	23.8	108				
	QUINTILE 2	15725	843	19.6	5.4	101	11062	19.6	70.3	101	3503	19.6	22.3	101				
	QUINTILE 3	16330	821	19.1	5.0	94	11560	20.5	70.8	102	3522	19.7	21.6	98				
	QUINTILE 4	16744	883	20.5	5.3	99	11766	20.9	70.3	101	3902	21.9	23.3	106				
	QUINTILE 5	17334	813	18.9	4.7	88	11783	20.9	68.0	98	3375	18.9	19.5	88				
RADIO-DRIVE TIME	QUINTILE 1	15911	1039	24.1	6.5	123	11378	20.2	71.5	103	4007	22.5	25.2	114				
	QUINTILE 2	14837	622	14.4	4.2	79	10298	18.3	69.4	100	3320	18.6	22.4	102				
	QUINTILE 3	15339	854	19.8	5.6	105	10644	18.9	69.4	100	3229	18.1	21.1	96				
	QUINTILE 4	16723	755	17.5	4.5	85	11755	20.8	70.3	101	3415	19.1	20.4	93				
	QUINTILE 5	18176	1039	24.1	5.7	107	12306	21.8	67.7	97	3874	21.7	21.3	97				
RADIO-MID-DAY	TERCILE 1	21020	1117	25.9	5.3	100	14701	26.1	69.9	100	5247	29.4	25.0	113				
	TERCILE 2	21610	1186	27.5	5.5	103	15512	27.5	71.8	103	5205	29.2	24.1	109				
	TERCILE 3	38355	2006	46.6	5.2	98	26167	46.4	68.2	98	7393	41.4	19.3	87				
RADIO-TOTAL	QUINTILE 1	15988	985	22.9	6.2	116	11094	19.7	69.4	100	3944	22.1	24.7	112				
	QUINTILE 2	15626	720	16.7	4.6	87	10713	19.0	68.6	98	3523	19.7	22.5	102				
	QUINTILE 3	16723	926	21.5	5.5	104	12178	21.6	72.8	105	3743	21.0	22.4	102				
	QUINTILE 4	16342	810	18.8	5.0	93	11450	20.3	70.1	101	3208	18.0	19.6	89				
	QUINTILE 5	16306	868	20.1	5.3	100	10947	19.4	67.1	96	3427	19.2	21.0	95				
TV-PRIME TIME	QUINTILE 1	15953	928	21.5	5.8	109	11292	20.0	70.8	102	3879	21.7	24.3	110				
	QUINTILE 2	16137	758	17.6	4.7	88	11505	20.4	71.3	102	3679	20.6	22.8	103				
	QUINTILE 3	16420	752	17.5	4.6	86	11536	20.5	70.3	101	3500	19.6	21.3	97				
	QUINTILE 4	16687	840	19.5	5.0	95	11678	20.7	70.0	101	3320	18.6	19.9	90				
	QUINTILE 5	15789	1032	23.9	6.5	123	10370	18.4	65.7	94	3467	19.4	22.0	100				
TV-DAYTIME	TERCILE 1	27736	1397	32.4	5.0	95	19104	33.9	68.9	99	6216	34.8	22.4	102				
	TERCILE 2	26489	1346	31.2	5.1	96	18704	33.2	70.6	101	5761	32.3	21.7	99				
	TERCILE 3	26761	1566	36.3	5.9	110	18572	32.9	69.4	100	5868	32.9	21.9	100				
TV-TOTAL	QUINTILE 1	16345	954	22.1	5.8	110	11060	19.6	67.7	97	3977	22.3	24.3	110				
	QUINTILE 2	16447	805	18.7	4.9	92	11911	21.1	72.4	104	3946	22.1	24.0	109				
	QUINTILE 3	15980	884	20.5	5.5	104	11508	20.4	72.0	103	3199	17.9	20.0	91				
	QUINTILE 4	15887	615	14.3	3.9	73	11020	19.5	69.4	100	3211	18.0	20.2	92				
	QUINTILE 5	16326	1050	24.4	6.4	121	10881	19.3	66.6	96	3512	19.7	21.5	98				
MAGAZINES-NEWSPAPERS: DUAL		20721	1408	32.7	6.8	128	15465	27.4	74.6	107	5338	29.9	25.8	117				
MAGAZINE IMPERATIVE		19186	976	22.7	5.1	96	13629	24.2	71.0	102	3903	21.9	20.3	92				
NEWSPAPER IMPERATIVE		21899	1106	25.7	5.1	95	15492	27.5	70.7	102	4738	26.6	21.6	98				
MAGAZINES-OUTDOOR: DUAL		15451	930	21.6	6.0	113	11229	19.9	72.7	104	3681	20.6	23.8	108				
MAGAZINE IMPERATIVE		25953	1468	34.1	5.7	106	18894	33.5	72.8	105	5948	33.3	22.9	104				
OUTDOOR IMPERATIVE		24400	1187	27.5	4.9	91	16165	28.7	66.3	95	5296	29.7	21.7	99				
MAGAZINES-RADIO: DUAL		18049	1082	25.1	6.0	113	13052	23.2	72.3	104	4227	23.7	23.4	106				
MAGAZINE IMPERATIVE		23571	1347	31.3	5.7	107	17561	31.1	74.5	107	5382	30.2	22.8	104				
RADIO IMPERATIVE		23278	1132	26.3	4.9	91	15638	27.7	67.2	96	5206	29.2	22.4	101				
MAGAZINES-TELEVISION: DUAL		15459	977	22.7	6.3	119	11610	20.6	75.1	108	4145	23.2	26.8	122				
MAGAZINE IMPERATIVE		25829	1562	36.2	6.0	114	18517	32.8	71.7	103	5429	30.4	21.0	95				
TELEVISION IMPERATIVE		26039	1192	27.7	4.6	86	17433	30.9	66.9	96	5430	30.4	20.9	95				
NEWSPAPERS-OUTDOOR: DUAL		16605	1066	24.7	6.4	121	12234	21.7	73.7	106	3937	22.1	23.7	108				
NEWSPAPER IMPERATIVE		26834	1526	35.4	5.7	107	19460	34.5	72.5	104	6188	34.7	23.1	105				
OUTDOOR IMPERATIVE		23346	1179	27.4	5.1	95	15468	27.4	66.3	95	4999	28.0	21.4	97				
NEWSPAPERS-RADIO: DUAL		17133	914	21.2	5.3	100	12439	22.1	72.6	104	4367	24.5	25.5	116				
NEWSPAPER IMPERATIVE		25892	1620	37.6	6.3	118	19012	33.7	73.4	105	5732	32.1	22.1	100				
RADIO IMPERATIVE		23167	1190	27.6	5.1	97	15409	27.3	66.5	96	4835	27.1	20.9	95				
NEWSPAPERS-TELEVISION: DUAL		17159	1193	27.7	7.0	131	12697	22.5	74.0	106	4580	25.7	26.7	121				
NEWSPAPER IMPERATIVE		26214	1484	34.4	5.7	106	18914	33.5	72.2	104	5637	31.6	21.5	98				
TELEVISION IMPERATIVE		23412	930	21.6	4.0	75	15704	27.9	67.1	96	4734	26.5	20.2	92				
OUTDOOR-RADIO: DUAL		15303	768	17.8	5.0	94	10794	19.1	70.5	101	3743	21.0	24.5	111				
OUTDOOR IMPERATIVE		24901	1475	34.2	5.9	111	17204	30.5	69.1	99	5403	30.3	21.7	98				
RADIO IMPERATIVE		26492	1457	33.8	5.5	103	18449	32.7	69.6	100	6056	33.9	22.9	104				
OUTDOOR-TELEVISION: DUAL		14794	926	21.5	6.3	118	10352	18.4	70.0	101	3458	19.4	23.4	106				
OUTDOOR IMPERATIVE		25437	1356	31.5	5.3	100	17673	31.3	69.5	100	5419	30.4	21.3	97				
TELEVISION IMPERATIVE		27877	1416	32.9	5.1	95	19885	35.3	71.3	102	6419	36.0	23.0	104				
RADIO-TELEVISION: DUAL		15996	786	18.2	4.9	92	11364	20.2	71.0	102	3959	22.2	24.7	112				
RADIO IMPERATIVE		25478	1453	33.7	5.7	107	17685	31.4	69.4	100	5619	31.5	22.1	100				
TELEVISION IMPERATIVE		26573	1582	36.7	6.0	112	18733	33.2	70.5	101	5938	33.3	22.3	101				

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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FLAVORED GELATIN DESSERTS: BRANDS
(FEMALE HOMEMAKERS)

0358
P-19

	TOTAL U.S. '000	D-ZERTA A '000	D-ZERTA B % DOWN	D-ZERTA C % ACROSS	D-ZERTA D INDX	JELL-O A '000	JELL-O B % DOWN	JELL-O C % ACROSS	JELL-O D INDX	ROYAL A '000	ROYAL B % DOWN	ROYAL C % ACROSS	ROYAL D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	4309	100.0	5.3	100	56380	100.0	69.6	100	17845	100.0	22.0	100				
ATLANTIC MONTHLY	415	**20	0.5	4.8	91	302	0.5	72.8	105	**58	0.3	14.0	63				
BARRON'S	453	**44	1.0	9.7	183	331	0.6	73.1	105	**117	0.7	25.8	117				
BETTER HOMES & GARDENS	16256	907	21.0	5.6	105	12483	22.1	76.8	110	4241	23.8	26.1	118				
BON APPETIT	2535	*217	5.0	8.6	161	1874	3.3	73.9	106	541	3.0	21.3	97				
BUSINESS WEEK	1278	**156	3.6	12.2	229	849	1.5	66.4	95	*266	1.5	20.8	94				
CAR AND DRIVER	378	**45	1.0	11.9	224	*214	0.4	56.6	81	**52	0.3	13.8	62				
CBS MAGAZINE NETWORK (GROSS)	1498	**86	2.0	5.7	108	1046	1.9	69.8	100	322	1.8	21.5	98				
CHANGING TIMES	1505	**77	1.8	5.1	96	1112	2.0	73.9	106	370	2.1	24.6	112				
COLONIAL HOMES	1231	**63	1.5	5.1	96	926	1.6	75.2	108	245	1.4	19.9	90				
CONDE NAST MAG. PKG. (GROSS)	14146	981	22.8	6.9	130	9746	17.3	68.9	99	3048	17.1	21.5	98				
CONSUMERS DIGEST	1323	**45	1.0	3.4	64	1079	1.9	81.6	117	350	2.0	26.5	120				
COSMOPOLITAN	7102	375	8.7	5.3	99	4697	8.3	66.1	95	1532	8.6	21.6	98				
COUNTRY LIVING	2481	*141	3.3	5.7	107	1986	3.5	80.0	115	554	3.1	22.3	101				
CUISINE	1472	**93	2.2	6.3	119	1076	1.9	73.1	105	306	1.7	20.8	94				
CYCLE WORLD	425	**26	0.6	6.1	115	328	0.6	77.2	111	**126	0.7	29.6	135				
DCI:CREATIVE IDEAS FOR LIV	2510	**145	3.4	5.8	109	2050	3.6	81.7	117	552	3.1	22.0	100				
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	407	9.4	6.1	114	5235	9.3	78.2	112	1327	7.4	19.8	90				
DISCOVER	894	**53	1.2	5.9	111	597	1.1	66.8	96	*163	0.9	18.2	83				
EBONY	3507	*172	4.0	4.9	92	2166	3.8	61.8	89	663	3.7	18.9	86				
ESQUIRE	1083	**34	0.8	3.1	59	633	1.1	58.4	84	*229	1.3	21.1	96				
ESSENCE	1830	**107	2.5	5.8	110	1095	1.9	59.8	86	342	1.9	18.7	85				
FAMILY CIRCLE	15930	1026	23.8	6.4	121	12307	21.8	77.3	111	3832	21.5	24.1	109				
THE FAMILY HANDYMAN	1126	**57	1.3	5.1	95	932	1.7	82.8	119	315	1.8	28.0	127				
FAMILY WEEKLY	11468	638	14.8	5.6	105	8594	15.2	74.9	108	2470	13.8	21.5	98				
FIELD & STREAM	2234	**171	4.0	7.7	144	1754	3.1	78.5	113	603	3.4	27.0	122				
FOOD & WINE	579	**33	0.8	5.7	107	403	0.7	69.6	100	*143	0.8	24.7	112				
FORBES	728	**83	1.9	11.4	214	463	0.8	63.6	91	*193	1.1	26.5	120				
FORTUNE	906	**25	0.6	2.8	52	611	1.1	67.4	97	*180	1.0	19.9	90				
GENTLEMEN'S QUARTERLY	791	**66	1.5	8.3	157	429	0.8	54.2	78	**169	0.9	21.4	97				
GLAMOUR	5265	*355	8.2	6.7	127	3749	6.6	71.2	102	1193	6.7	22.7	103				
GOLF DIGEST	636	**49	1.1	7.7	145	495	0.9	77.8	112	*172	1.0	27.0	123				
GOLF DIGEST/TENNIS (GROSS)	1186	**80	1.9	6.7	127	831	1.5	70.1	101	322	1.8	27.2	123				
GOLF MAGAZINE	441	**79	1.8	17.9	337	358	0.6	81.2	117	**95	0.5	21.5	98				
GOLF MAGAZINE/SKI (GROSS)	922	**79	1.8	8.6	161	687	1.2	74.5	107	*175	1.0	19.0	86				
GOOD HOUSEKEEPING	16487	1005	23.3	6.1	115	12567	22.3	76.2	109	4189	23.5	25.4	115				
HARPER'S BAZAAR	2423	*157	3.6	6.5	122	1664	3.0	68.7	99	562	3.1	23.2	105				
HEALTH	1994	**82	1.9	4.1	77	1473	2.6	73.9	106	525	2.9	26.3	119				
HEARST MAG CORP. BUY (GROSS)	44101	2633	61.1	6.0	112	32544	57.7	73.8	106	10577	59.3	24.0	109				
HEARST MAN POWER (GROSS)	1993	*178	4.1	8.9	168	1539	2.7	77.2	111	660	3.7	33.1	150				
HEARST WOMAN POWER (GROSS)	31274	1830	42.5	5.9	110	23104	41.0	73.9	106	7552	42.3	24.1	110				
HOUSE BEAUTIFUL	3623	*232	5.4	6.4	120	2637	4.7	72.8	105	791	4.4	21.8	99				
INC.	283	**32	0.7	11.3	213	*232	0.4	82.0	118	**109	0.6	38.5	175				
JET	2928	*170	3.9	5.8	109	1821	3.2	62.2	89	520	2.9	17.8	81				
LADIES' HOME JOURNAL	11918	699	16.2	5.9	110	9083	16.1	76.2	109	2825	15.8	23.7	108				
LHJ FAMILY GRP COMBO(GROSS)	16764	892	20.7	5.3	100	12759	22.6	76.1	109	4051	22.7	24.2	110				
LIFE	4254	*253	5.9	5.9	112	2912	5.2	68.5	98	924	5.2	21.7	99				
L.A. TIMES HOME MAGAZINE	1145	**68	1.6	5.9	112	673	1.2	58.8	84	*234	1.3	20.4	93				
MADEMOISELLE	2884	*180	4.2	6.2	117	2021	3.6	70.1	101	646	3.6	22.4	102				
MC CALL'S	13460	892	20.7	6.6	125	10217	18.1	75.9	109	2956	16.6	22.0	100				
MC CALL'S/WRK MOTHER (GROSS)	14606	937	21.7	6.4	121	11114	19.7	76.1	109	3237	18.1	22.2	101				
MECHANIX ILLUSTRATED	772	**78	1.8	10.1	190	595	1.1	77.1	111	*282	1.6	36.5	166				
METROPOLITAN HOME	967	**75	1.7	7.8	146	661	1.2	68.4	98	*229	1.3	23.7	107				
MONEY	1588	**73	1.7	4.6	86	1111	2.0	70.0	100	389	2.2	24.5	111				
MOTHER EARTH NEWS	1002	**40	0.9	4.0	75	760	1.3	75.8	109	*244	1.4	24.4	111				
MS.	825	**29	0.7	3.5	66	524	0.9	63.5	91	*166	0.9	20.1	91				
NATIONAL ENQUIRER	10336	523	12.1	5.1	95	7690	13.6	74.4	107	2228	12.5	21.6	98				
NATIONAL GEOGRAPHIC	9597	598	13.9	6.2	117	7127	12.6	74.3	107	2528	14.2	26.3	120				
NATIONAL SUNDAY MAGAZINE PKG	49558	2758	64.0	5.6	105	35724	63.4	72.1	104	11495	64.4	23.2	105				
NATURAL HISTORY	573	**41	1.0	7.2	134	366	0.6	63.9	92	*153	0.9	26.7	121				
NEW WOMAN	1699	**82	1.9	4.8	91	1112	2.0	65.5	94	377	2.1	22.2	101				
NEW YORK INCLUDING CUE	443	**34	0.8	7.7	144	234	0.4	52.8	76	*117	0.7	26.4	120				
THE NEW YORKER	1270	**104	2.4	8.2	154	841	1.5	66.2	95	304	1.7	23.9	109				
NEWSWEEK	6277	313	7.3	5.0	94	4422	7.8	70.4	101	1394	7.8	22.2	101				
THE N.Y. TIMES DAILY EDITION	1205	**81	1.9	6.7	126	731	1.3	60.7	87	280	1.6	23.2	105				
THE N.Y. TIMES MAGAZINE	2081	**135	3.1	6.5	122	1199	2.1	57.6	83	495	2.8	23.8	108				
OMNI	788	**59	1.4	7.5	141	510	0.9	64.7	93	*204	1.1	25.9	117				
ON CABLE	1158	**74	1.7	6.4	120	804	1.4	69.4	100	*290	1.6	25.0	114				
1001 HOME IDEAS	2852	**111	2.6	3.9	73	2203	3.9	77.2	111	701	3.9	24.6	112				
ORGANIC GARDENING	1658	**99	2.3	6.0	112	1284	2.3	77.4	111	456	2.6	27.5	125				
OUTDOOR LIFE	896	**63	1.5	7.0	132	649	1.2	72.4	104	*235	1.3	26.2	119				
PARADE MAGAZINE	24275	1323	30.7	5.5	102	17496	31.0	72.1	104	5721	32.1	23.6	107				

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FLAVORED GELATIN DESSERTS: BRANDS
(FEMALE HOMEMAKERS)

0359
P-19

	TOTAL U.S. '000	D-ZERTA A '000	D-ZERTA B % DOWN	D-ZERTA C % ACROSS	D-ZERTA D INDX	JELL-O A '000	JELL-O B % DOWN	JELL-O C % ACROSS	JELL-O D INDX	ROYAL A '000	ROYAL B % DOWN	ROYAL C % ACROSS	ROYAL D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	4309	100.0	5.3	100	56380	100.0	69.6	100	17845	100.0	22.0	100				
PARENTS	3845	**93	2.2	2.4	45	2933	5.2	76.3	110	933	5.2	24.3	110				
PENTHOUSE	831	**62	1.4	7.5	140	529	0.9	63.7	91	*168	0.9	20.2	92				
PEOPLE	11645	667	15.5	5.7	108	8312	14.7	71.4	103	2479	13.9	21.3	97				
PLAYBOY	2006	**145	3.4	7.2	136	1208	2.1	60.2	87	434	2.4	21.6	98				
POPULAR HOT RODDING	297	**18	0.4	6.1	114	*185	0.3	62.3	89	**83	0.5	27.9	127				
POPULAR MECHANICS	1018	**87	2.0	8.5	161	836	1.5	82.1	118	350	2.0	34.4	156				
POPULAR SCIENCE	878	**105	2.4	12.0	225	733	1.3	83.5	120	*249	1.4	28.4	129				
PREVENTION	3913	347	8.1	8.9	167	2884	5.1	73.7	106	992	5.6	25.4	115				
PSYCHOLOGY TODAY	1710	**142	3.3	8.3	156	1209	2.1	70.7	102	326	1.8	19.1	87				
READER'S DIGEST	22204	1300	30.2	5.9	110	16728	29.7	75.3	108	5531	31.0	24.9	113				
REDBOOK	7684	450	10.4	5.9	110	5840	10.4	76.0	109	1831	10.3	23.8	108				
ROAD & TRACK	410	**36	0.8	8.8	165	*279	0.5	68.0	98	**77	0.4	18.8	85				
ROLLING STONE	969	**67	1.6	6.9	130	672	1.2	69.3	100	*248	1.4	25.6	116				
RUNNER'S WORLD	298	**17	0.4	5.7	107	*197	0.3	66.1	95	**69	0.4	23.2	105				
SATURDAY EVENING POST	1169	**134	3.1	11.5	215	827	1.5	70.7	102	292	1.6	25.0	113				
SCIENCE 84	587	**38	0.9	6.5	122	417	0.7	71.0	102	**99	0.6	16.9	77				
SCIENCE DIGEST	482	**57	1.3	11.8	222	331	0.6	68.7	99	*137	0.8	28.4	129				
SCIENTIFIC AMERICAN	594	**54	1.3	9.1	171	399	0.7	67.2	96	*145	0.8	24.4	111				
SELF	2089	**131	3.0	6.3	118	1360	2.4	65.1	94	395	2.2	18.9	86				
SEVENTEEN	2411	**141	3.3	5.8	110	1699	3.0	70.5	101	444	2.5	18.4	84				
SKI	480	**0	0.0	0.0	0	328	0.6	68.3	98	**80	0.4	16.7	76				
SMITHSONIAN	2760	*139	3.2	5.0	95	2053	3.6	74.4	107	686	3.8	24.9	113				
SOAP OPERA DIGEST	3013	**163	3.8	5.4	102	2132	3.8	70.8	102	521	2.9	17.3	78				
SOUTHERN LIVING	4184	261	6.1	6.2	117	3186	5.7	76.1	109	774	4.3	18.5	84				
SPORT	559	**64	1.5	11.4	215	368	0.7	65.8	95	*208	1.2	37.2	169				
THE SPORTING NEWS	436	**44	1.0	10.1	190	*338	0.6	77.5	111	**82	0.5	18.8	85				
SPORTS AFIELD	493	**34	0.8	6.9	130	373	0.7	75.7	109	*173	1.0	35.1	159				
SPORTS ILLUSTRATED	2758	*188	4.4	6.8	128	1907	3.4	69.1	99	667	3.7	24.2	110				
STAR	7456	360	8.4	4.8	91	5438	9.6	72.9	105	1709	9.6	22.9	104				
SUNDAY	24936	1551	36.0	6.2	117	17581	31.2	70.5	101	6181	34.6	24.8	112				
SUNSET	2124	*247	5.7	11.6	219	1591	2.8	74.9	108	592	3.3	27.9	126				
TV GUIDE	21661	1223	28.4	5.6	106	15613	27.7	72.1	104	4668	26.2	21.6	98				
TENNIS	550	**31	0.7	5.6	106	336	0.6	61.1	88	**150	0.8	27.3	124				
TIME	8880	575	13.3	6.5	122	6141	10.9	69.2	99	1925	10.8	21.7	98				
TOWN & COUNTRY	917	**24	0.6	2.6	49	573	1.0	62.5	90	*198	1.1	21.6	98				
TRAVEL & LEISURE	972	**59	1.4	6.1	114	703	1.2	72.3	104	*220	1.2	22.6	103				
TRUE STORY	3356	*167	3.9	5.0	94	2341	4.2	69.8	100	655	3.7	19.5	89				
U.S.NEWS & WORLD REPORT	3410	*298	6.9	8.7	164	2365	4.2	69.4	100	738	4.1	21.6	98				
USA TODAY	1759	**118	2.7	6.7	126	1286	2.3	73.1	105	368	2.1	20.9	95				
US	1873	**40	0.9	2.1	40	1339	2.4	71.5	103	353	2.0	18.8	86				
VOGUE	3909	315	7.3	8.1	151	2616	4.6	66.9	96	814	4.6	20.8	95				
WALL STREET JOURNAL	1886	**136	3.2	7.2	136	1356	2.4	71.9	103	423	2.4	22.4	102				
WEIGHT WATCHERS	2120	*176	4.1	8.3	156	1675	3.0	79.0	113	626	3.5	29.5	134				
WOMAN'S DAY	14172	983	22.8	6.9	130	10991	19.5	77.6	111	3538	19.8	25.0	113				
WORKING MOTHER	1146	**45	1.0	3.9	74	897	1.6	78.3	112	*281	1.6	24.5	111				
WORKING WOMAN	1322	**53	1.2	4.0	75	924	1.6	69.9	100	307	1.7	23.2	105				
WORLD TENNIS	*163	**15	0.3	9.2	173	*114	0.2	69.9	100	**37	0.2	22.7	103				
ZIFF-DAVIS MAG NETWK (GROSS)	2532	**129	3.0	5.1	96	1759	3.1	69.5	100	474	2.7	18.7	85				
BLAIR INSERTS	43657	2606	60.5	6.0	112	31088	55.1	71.2	102	10283	57.6	23.6	107				
DAILY NEWSPAPERS																	
READ ANY	51633	3041	70.6	5.9	111	37438	66.4	72.5	104	12053	67.5	23.3	106				
READ ONE	43463	2453	56.9	5.6	106	31396	55.7	72.2	104	10084	56.5	23.2	105				
READ TWO OR MORE	8170	588	13.6	7.2	135	6042	10.7	74.0	106	1969	11.0	24.1	109				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	2975	69.0	5.6	106	37892	67.2	71.9	103	12345	69.2	23.4	106				
READ ONE	46126	2497	57.9	5.4	102	33064	58.6	71.7	103	10698	59.9	23.2	105				
READ TWO OR MORE	6552	478	11.1	7.3	137	4828	8.6	73.7	106	1646	9.2	25.1	114				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	30.82				27.48				28.22							
30 DAY REACH	71455	3846	89.3	5.4	101	49739	88.2	69.6	100	15979	89.5	22.4	101				
50 SHWG - 30 DAY AV FREQ	14.56	16.12				14.46				14.81							
30 DAY REACH	67742	3694	85.7	5.5	102	47375	84.0	69.9	100	15248	85.4	22.5	102				
25 SHWG - 30 DAY AV FREQ	7.94	8.62				7.85				8.01							
30 DAY REACH	62117	3434	79.7	5.5	104	43585	77.3	70.2	101	14065	78.8	22.6	103				
CABLE TV: HOME WIRED	32077	1804	41.9	5.6	106	23330	41.4	72.7	104	7230	40.5	22.5	102				
HOME NOT WIRED	48909	2505	58.1	5.1	96	33051	58.6	67.6	97	10615	59.5	21.7	98				
HAVE PAY CABLE	15935	972	22.6	6.1	115	11903	21.1	74.7	107	3484	19.5	21.9	99				

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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FLAVORED GELATIN DESSERTS: BRANDS
(FEMALE HOMEMAKERS)

0360
P-19

	TOTAL U.S. '000	D-ZERTA A '000	D-ZERTA B % DOWN	D-ZERTA C % ACROSS	D-ZERTA D INDX	JELL-O A '000	JELL-O B % DOWN	JELL-O C % ACROSS	JELL-O D INDX	ROYAL A '000	ROYAL B % DOWN	ROYAL C % ACROSS	ROYAL D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	4309	100.0	5.3	100	56380	100.0	69.6	100	17845	100.0	22.0	100				
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	2471	57.3	5.6	106	31153	55.3	70.9	102	9986	56.0	22.7	103				
10:00 AM - 3:00 PM	30659	1640	38.1	5.3	101	21765	38.6	71.0	102	7591	42.5	24.8	112				
3:00 PM - 7:00 PM	31045	1675	38.9	5.4	101	21614	38.3	69.6	100	6891	38.6	22.2	101				
7:00 PM - MIDNIGHT	15767	879	20.4	5.6	105	10649	18.9	67.5	97	3421	19.2	21.7	98				
MIDNIGHT - 6:00 AM	9120	609	14.1	6.7	126	6351	11.3	69.6	100	2076	11.6	22.8	103				
6:00 AM - MIDNIGHT	58527	3137	72.8	5.4	101	41054	72.8	70.1	101	13298	74.5	22.7	103				
ENTIRE DAY	59311	3201	74.3	5.4	101	41625	73.8	70.2	101	13475	75.5	22.7	103				
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	1085	25.2	6.7	126	11664	20.7	72.1	104	4207	23.6	26.0	118				
ALL NEWS	2256	*175	4.1	7.8	146	1590	2.8	70.5	101	677	3.8	30.0	136				
AOR/PROGRESSIVE	3874	*171	4.0	4.4	83	2603	4.6	67.2	97	698	3.9	18.0	82				
BEAUTIFUL MUSIC	5660	512	11.9	9.0	170	3999	7.1	70.7	101	1353	7.6	23.9	108				
BLACK	2204	**80	1.9	3.6	68	1374	2.4	62.3	90	430	2.4	19.5	89				
CLASSICAL	1418	**48	1.1	3.4	64	975	1.7	68.8	99	303	1.7	21.4	97				
CHR/ROCK	9538	354	8.2	3.7	70	6576	11.7	68.9	99	1909	10.7	20.0	91				
COUNTRY	12648	495	11.5	3.9	74	9284	16.5	73.4	105	2719	15.2	21.5	98				
GOLDEN OLDIES	1191	**63	1.5	5.3	99	760	1.3	63.8	92	*256	1.4	21.5	98				
MOR/NOSTALGIA	4757	*262	6.1	5.5	104	3472	6.2	73.0	105	1264	7.1	26.6	121				
NEWS/TALK	3863	*273	6.3	7.1	133	2673	4.7	69.2	99	1051	5.9	27.2	123				
RELIGIOUS	3084	*198	4.6	6.4	121	1968	3.5	63.8	92	898	5.0	29.1	132				
SOFT ROCK	521	**17	0.4	3.3	61	371	0.7	71.2	102	**131	0.7	25.1	114				
URBAN CONTEMPORARY	1585	**79	1.8	5.0	94	938	1.7	59.2	85	351	2.0	22.1	101				
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	**120	2.8	3.7	69	2216	3.9	68.0	98	706	4.0	21.6	98				
ABC DIRECTION	2316	*167	3.9	7.2	136	1635	2.9	70.6	101	661	3.7	28.5	130				
ABC ENTERTAINMENT	4834	*210	4.9	4.3	82	3644	6.5	75.4	108	1137	6.4	23.5	107				
ABC FM	2202	**73	1.7	3.3	62	1545	2.7	70.2	101	390	2.2	17.7	80				
ABC INFORMATION	5425	*240	5.6	4.4	83	3929	7.0	72.4	104	1362	7.6	25.1	114				
ABC ROCK	1677	**59	1.4	3.5	66	1229	2.2	73.3	105	310	1.7	18.5	84				
CBS	4430	390	9.1	8.8	165	3264	5.8	73.7	106	1335	7.5	30.1	137				
MUTUAL	4992	337	7.8	6.8	127	3534	6.3	70.8	102	1287	7.2	25.8	117				
NBC	4679	319	7.4	6.8	128	3519	6.2	75.2	108	1513	8.5	32.3	147				
RADIORADIO	1994	**36	0.8	1.8	34	1354	2.4	67.9	98	397	2.2	19.9	90				
RKO ONE	2298	**51	1.2	2.2	42	1376	2.4	59.9	86	459	2.6	20.0	91				
RKO TWO	3311	*176	4.1	5.3	100	2193	3.9	66.2	95	774	4.3	23.4	106				
THE SOURCE	2114	**100	2.3	4.7	89	1338	2.4	63.3	91	436	2.4	20.6	94				
NON-WIRED : BLAIR	8654	425	9.9	4.9	92	6452	11.4	74.6	107	2010	11.3	23.2	105				
INTERNET	12025	675	15.7	5.6	105	8242	14.6	68.5	98	2802	15.7	23.3	106				
KATZ RADIO GROUP	15359	965	22.4	6.3	118	10800	19.2	70.3	101	3834	21.5	25.0	113				
SUPERNET	10628	576	13.4	5.4	102	7587	13.5	71.4	103	2565	14.4	24.1	110				
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	528	12.3	6.1	115	5980	10.6	69.1	99	2038	11.4	23.5	107				
WKDAY 9:00 AM - 1:00 PM	12163	653	15.2	5.4	101	8311	14.7	68.3	98	2732	15.3	22.5	102				
WKDAY 1:00 PM - 4:30 PM	16150	751	17.4	4.7	87	11149	19.8	69.0	99	3563	20.0	22.1	100				
WKDAY 4:30 PM - 7:30 PM	22463	1243	28.8	5.5	104	15554	27.6	69.2	99	5220	29.3	23.2	105				
WKDAY 7:30 PM - 8:00 PM	31795	1647	38.2	5.2	97	22110	39.2	69.5	100	7272	40.8	22.9	104				
WKDAY 11:00 PM - 11:30 PM	23977	1158	26.9	4.8	91	17391	30.8	72.5	104	5902	33.1	24.6	112				
WKDAY 11:30 PM - 1:00 AM	7703	327	7.6	4.2	80	5600	9.9	72.7	104	2054	11.5	26.7	121				
M-SAT 8-11 PM+SUN 7-11 PM	33800	1759	40.8	5.2	98	23858	42.3	70.6	101	7720	43.3	22.8	104				
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	296	6.9	4.5	85	4435	7.9	67.8	97	1384	7.8	21.2	96				
ANOTHER WORLD N	4620	227	5.3	4.9	92	3130	5.6	67.7	97	1157	6.5	25.0	114				
AS THE WORLD TURNS C	5614	291	6.8	5.2	97	3802	6.7	67.7	97	1160	6.5	20.7	94				
CAPITOL C	3396	*128	3.0	3.8	71	2310	4.1	68.0	98	648	3.6	19.1	87				
CBS MORN. NEWS 1 C	1446	*59	1.4	4.1	77	1010	1.8	69.8	100	370	2.1	25.6	116				
CBS MORN. NEWS 2 C	1207	*46	1.1	3.8	72	872	1.5	72.2	104	312	1.7	25.8	117				
DAYS OF OUR LIVES N	5877	333	7.7	5.7	106	4103	7.3	69.8	100	1443	8.1	24.6	111				
FACTS OF LIFE - DAYTIME N	2290	169	3.9	7.4	139	1435	2.5	62.7	90	556	3.1	24.3	110				
FAMILY FEUD A	3023	159	3.7	5.3	99	1941	3.4	64.2	92	521	2.9	17.2	78				
GENERAL HOSPITAL A	6097	237	5.5	3.9	73	4213	7.5	69.1	99	1433	8.0	23.5	107				
GOOD MORNING, AMERICA-730 A	3515	213	4.9	6.1	114	2487	4.4	70.8	102	775	4.3	22.0	100				
GOOD MORNING, AMERICA-830 A	2818	226	5.2	8.0	151	2088	3.7	74.1	106	639	3.6	22.7	103				
GUIDING LIGHT C	5339	240	5.6	4.5	84	3692	6.5	69.2	99	1129	6.3	21.1	96				
ONE LIFE TO LIVE A	4478	158	3.7	3.5	66	3133	5.6	70.0	100	894	5.0	20.0	91				
PRESS YOUR LUCK C	2244	*104	2.4	4.6	87	1659	2.9	73.9	106	551	3.1	24.6	111				
PRICE IS RIGHT 1 C	4348	181	4.2	4.2	78	3101	5.5	71.3	102	916	5.1	21.1	96				
PRICE IS RIGHT 2 C	5014	230	5.3	4.6	86	3534	6.3	70.5	101	1054	5.9	21.0	95				
RYAN'S HOPE A	3150	*118	2.7	3.7	70	2150	3.8	68.3	98	725	4.1	23.0	104				
SALE OF THE CENTURY N	2695	150	3.5	5.6	105	1618	2.9	60.0	86	520	2.9	19.3	88				
SEARCH FOR TOMORROW N	2319	185	4.3	8.0	150	1510	2.7	65.1	94	541	3.0	23.3	106				
TODAY SHOW 1 N	2693	194	4.5	7.2	135	1796	3.2	66.7	96	625	3.5	23.2	105				
TODAY SHOW 2 N	2498	142	3.3	5.7	107	1660	2.9	66.5	95	641	3.6	25.7	116				
$25,000 PYRAMID C	2753	126	2.9	4.6	86	1942	3.4	70.5	101	676	3.8	24.6	111				
WHEEL OF FORTUNE N	4388	242	5.6	5.5	104	2875	5.1	65.5	94	961	5.4	21.9	99				
YOUNG AND THE RESTLESS C	5695	281	6.5	4.9	93	3825	6.8	67.2	96	1151	6.4	20.2	92				
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	*95	2.2	5.4	101	1227	2.2	69.7	100	422	2.4	24.0	109				
NBA PLAYOFF GAME -1 C	1136	**78	1.8	6.9	129	745	1.3	65.6	94	325	1.8	28.6	130				
NBC MAJOR LEAGUE PRE-GAME N	953	**40	0.9	4.2	79	579	1.0	60.8	87	*199	1.1	20.9	95				
SPORTSWORLD - SUN N	1233	**42	1.0	3.4	64	938	1.7	76.1	109	266	1.5	21.6	98				
SUNDAY MORNING C	1611	**72	1.7	4.5	84	1114	2.0	69.1	99	434	2.4	26.9	122				

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FLAVORED GELATIN DESSERTS: BRANDS
(FEMALE HOMEMAKERS)

0361
P-19

		TOTAL U.S. '000	D-ZERTA A '000	D-ZERTA B % DOWN	D-ZERTA C % ACROSS	D-ZERTA D INDX	JELL-O A '000	JELL-O B % DOWN	JELL-O C % ACROSS	JELL-O D INDX	ROYAL A '000	ROYAL B % DOWN	ROYAL C % ACROSS	ROYAL D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	4309	100.0	5.3	100	56380	100.0	69.6	100	17845	100.0	22.0	100				
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	1507	35.0	5.8	109	18314	32.5	70.3	101	6197	34.7	23.8	108				
NETWORK AFFILIATES - LATE		20261	1010	23.4	5.0	94	14653	26.0	72.3	104	4944	27.7	24.4	111				
INDEPENDENTS - LATE		2076	154	3.6	7.4	139	1457	2.6	70.2	101	442	2.5	21.3	97				
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	414	9.6	4.0	74	7370	13.1	70.5	101	2324	13.0	22.2	101				
ABC MONDAY NIGHT MOVIE	A	6412	306	7.1	4.8	90	4684	8.3	73.1	105	1376	7.7	21.5	97				
ABC SUNDAY NIGHT MOVIE	A	12407	632	14.7	5.1	96	8706	15.4	70.2	101	2690	15.1	21.7	98				
ABC WORLD NEWS TONIGHT	A	6176	315	7.3	5.1	96	4359	7.7	70.6	101	1422	8.0	23.0	104				
AFTERMASH	C	5863	*290	6.7	4.9	93	4174	7.4	71.2	102	1350	7.6	23.0	104				
ALICE	C	9594	467	10.8	4.9	91	7001	12.4	73.0	105	2308	12.9	24.1	109				
AMERICAN PARADE	C	6622	395	9.2	6.0	112	4741	8.4	71.6	103	1666	9.3	25.2	114				
BENSON	A	10886	671	15.6	6.2	116	7328	13.0	67.3	97	2631	14.7	24.2	110				
BLUE THUNDER	A	5036	241	5.6	4.8	90	3511	6.2	69.7	100	1048	5.9	20.8	94				
CAGNEY & LACEY	C	9965	419	9.7	4.2	79	7427	13.2	74.5	107	2372	13.3	23.8	108				
CBS EVENING NEWS-DEAN	C	3491	*235	5.5	6.7	127	2448	4.3	70.1	101	989	5.5	28.3	129				
CBS EVENING NEWS-RATHER	C	7123	440	10.2	6.2	116	5208	9.2	73.1	105	1887	10.6	26.5	120				
CBS SAT. NEWS-SCHIEFFER	C	3621	148	3.4	4.1	77	2506	4.4	69.2	99	924	5.2	25.5	116				
CBS SATURDAY NIGHT MOVIE	C	5436	249	5.8	4.6	86	3876	6.9	71.3	102	1261	7.1	23.2	105				
CBS WEDNESDAY NIGHT MOVIE	C	6100	273	6.3	4.5	84	4283	7.6	70.2	101	1243	7.0	20.4	92				
CHEERS	N	8889	384	8.9	4.3	81	6279	11.1	70.6	101	2347	13.2	26.4	120				
DALLAS	C	22109	1133	26.3	5.1	96	15964	28.3	72.2	104	5277	29.6	23.9	108				
DIFF'RENT STROKES	N	6940	256	5.9	3.7	69	4793	8.5	69.1	99	1614	9.0	23.3	106				
DOUBLE TROUBLE	N	7223	405	9.4	5.6	105	5272	9.4	73.0	105	1712	9.6	23.7	108				
DUCK FACTORY	N	5595	300	7.0	5.4	101	3811	6.8	68.1	98	1437	8.1	25.7	117				
DUKES OF HAZZARD	C	5768	261	6.1	4.5	85	4164	7.4	72.2	104	1447	8.1	25.1	114				
DYNASTY	A	20053	945	21.9	4.7	89	13678	24.3	68.2	98	4213	23.6	21.0	95				
FACTS OF LIFE	N	8087	426	9.9	5.3	99	5929	10.5	73.3	105	1937	10.9	24.0	109				
FALCON CREST	C	20046	1075	24.9	5.4	101	14740	26.1	73.5	106	4816	27.0	24.0	109				
FALL GUY	A	9084	422	9.8	4.6	87	6239	11.1	68.7	99	2008	11.3	22.1	100				
FAMILY TIES	N	7964	346	8.0	4.3	82	5586	9.9	70.1	101	2015	11.3	25.3	115				
FANTASY ISLAND	A	7687	301	7.0	3.9	74	5292	9.4	68.8	99	1583	8.9	20.6	93				
FOULUPS,BLEEPS & BLUNDERS	A	8861	449	10.4	5.1	95	6277	11.1	70.8	102	2000	11.2	22.6	102				
FOUR SEASONS	C	5095	*212	4.9	4.2	78	3708	6.6	72.8	105	1138	6.4	22.3	101				
GIMME A BREAK	N	8838	379	8.8	4.3	81	6126	10.9	69.3	100	2138	12.0	24.2	110				
HART TO HART	A	8978	390	9.1	4.3	82	6395	11.3	71.2	102	2007	11.2	22.4	101				
HILL STREET BLUES	N	8590	406	9.4	4.7	89	6185	11.0	72.0	103	2154	12.1	25.1	114				
HOTEL	A	14085	748	17.4	5.3	100	10113	17.9	71.8	103	3208	18.0	22.8	103				
JEFFERSONS	C	9360	397	9.2	4.2	80	6720	11.9	71.8	103	2221	12.4	23.7	108				
JENNIFER SLEPT HERE	N	5841	260	6.0	4.5	84	4067	7.2	69.6	100	1451	8.1	24.8	113				
KATE & ALLIE	C	9206	404	9.4	4.4	82	6692	11.9	72.7	104	2203	12.3	23.9	109				
KNIGHT RIDER	N	7076	359	8.3	5.1	95	4910	8.7	69.4	100	1359	7.6	19.2	87				
LOVE BOAT	A	12219	494	11.5	4.0	76	8299	14.7	67.9	98	2776	15.6	22.7	103				
MAGNUM PI	C	11199	619	14.4	5.5	104	7835	13.9	70.0	100	2574	14.4	23.0	104				
MAMA'S FAMILY	N	6057	313	7.3	5.2	97	4364	7.7	72.0	103	1452	8.1	24.0	109				
MASTER, THE	N	3598	*151	3.5	4.2	79	2559	4.5	71.1	102	676	3.8	18.8	85				
MATT HOUSTON	A	6344	305	7.1	4.8	90	4445	7.9	70.1	101	1649	9.2	26.0	118				
NBC MONDAY NIGHT MOVIE	N	11994	538	12.5	4.5	84	8323	14.8	69.4	100	2715	15.2	22.6	103				
NBC NIGHTLY NEWS	N	5132	263	6.1	5.1	96	3563	6.3	69.4	100	1198	6.7	23.3	106				
NBC NIGHTLY NEWS-SAT	N	3375	*146	3.4	4.3	81	2269	4.0	67.2	97	779	4.4	23.1	105				
NBC NIGHTLY NEWS-SUN	N	3130	*259	6.0	8.3	156	1982	3.5	63.3	91	793	4.4	25.3	115				
NBC SUNDAY NIGHT MOVIE	N	8284	365	8.5	4.4	83	5514	9.8	66.6	96	1835	10.3	22.2	101				
NEWHART	C	9240	393	9.1	4.3	80	6830	12.1	73.9	106	2384	13.4	25.8	117				
ONE DAY AT A TIME	C	7288	321	7.4	4.4	83	5162	9.2	70.8	102	1434	8.0	19.7	89				
PEOPLE ARE FUNNY	N	4855	*249	5.8	5.1	96	3595	6.4	74.0	106	1106	6.2	22.8	103				
REAL PEOPLE	N	8869	410	9.5	4.6	87	6348	11.3	71.6	103	1903	10.7	21.5	97				
REMINGTON STEELE	N	7743	381	8.8	4.9	92	5455	9.7	70.5	101	1703	9.5	22.0	100				
RIPLEY'S BELIEVE IT - NOT	A	5345	281	6.5	5.3	99	3856	6.8	72.1	104	1191	6.7	22.3	101				
RIPTIDE	N	6988	305	7.1	4.4	82	5034	8.9	72.0	103	1615	9.1	23.1	105				
SCARECROW & MRS. KING	C	10002	559	13.0	5.6	105	7041	12.5	70.4	101	2514	14.1	25.1	114				
SIMON & SIMON	C	10638	527	12.2	5.0	93	7814	13.9	73.5	106	2537	14.2	23.8	108				
60 MINUTES	C	13293	789	18.3	5.9	112	9335	16.6	70.2	101	3457	19.4	26.0	118				
ST. ELSEWHERE	N	7017	347	8.1	4.9	93	5324	9.4	75.9	109	2011	11.3	28.7	130				
THREE'S COMPANY	A	10917	573	13.3	5.2	99	7868	14.0	72.1	104	2431	13.6	22.3	101				
T.J. HOOKER	A	9204	421	9.8	4.6	86	6301	11.2	68.5	98	1990	11.2	21.6	98				
TONIGHT SHOW	N	2372	101	2.3	4.3	80	1710	3.0	72.1	104	662	3.7	27.9	127				
TRAPPER JOHN, M.D.	C	9846	425	9.9	4.3	81	7220	12.8	73.3	105	2391	13.4	24.3	110				
TV BLOOPERS & PRAC. JOKES	N	9105	417	9.7	4.6	86	6348	11.3	69.7	100	2008	11.3	22.1	100				
20/20	A	9387	529	12.3	5.6	106	6791	12.0	72.3	104	2341	13.1	24.9	113				
WEBSTER	A	11067	697	16.2	6.3	118	7491	13.3	67.7	97	2715	15.2	24.5	111				
WORLD NEWS - SUN	A	3062	*160	3.7	5.2	98	2210	3.9	72.2	104	621	3.5	20.3	92				
YELLOW ROSE	N	4978	233	5.4	4.7	88	3651	6.5	73.3	105	1211	6.8	24.3	110				
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	**444	10.3	5.0	94	6825	12.1	76.9	110	1866	10.5	21.0	95				
BASKETBALL - COLLEGE GAMES		4080	*345	8.0	8.5	159	3041	5.4	74.5	107	1073	6.0	26.3	119				
BASKETBALL - PRO GAMES		3607	*332	7.7	9.2	173	2689	4.8	74.5	107	900	5.0	25.0	113				
BOWLING		3883	*235	5.5	6.1	114	3030	5.4	78.0	112	1179	6.6	30.4	138				
BOXING		3928	**219	5.1	5.6	105	3037	5.4	77.3	111	1276	7.2	32.5	147				
FOOTBALL - COLLEGE GAMES		6366	*425	9.9	6.7	125	4717	8.4	74.1	106	1795	10.1	28.2	128				
FOOTBALL - PRO GAMES		11300	696	16.2	6.2	116	8676	15.4	76.8	110	2658	14.9	23.5	107				
GOLF		3378	**235	5.5	7.0	131	2703	4.8	80.0	115	928	5.2	27.5	125				
POST-SEASON COLL. FOOTBALL		4906	*393	9.1	8.0	151	3558	6.3	72.5	104	1307	7.3	26.6	121				
POST-SEASON PRO FOOTBALL		6120	*471	10.9	7.7	145	4671	8.3	76.3	110	1536	8.6	25.1	114				
TENNIS		3033	*258	6.0	8.5	160	2308	4.1	76.1	109	718	4.0	23.7	107				
WRESTLING - PROFESSIONAL		3344	*243	5.6	7.3	137	2467	4.4	73.8	106	784	4.4	23.4	106				

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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	'000	%	UNWEIGHTED
6A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE THEM?			
YES	32395	40.0	3733
NO	48591	60.0	5702

	ALL		SOLE		PRIMARY		SECONDARY		
	'000	%	'000	%	'000	%	'000	%	UNWEIGHTED
IF YES									
6B. WHICH BRANDS ARE USED BY YOUR HOUSEHOLD?									
BANQUET (PIES)	6780	8.4	1144	1.4	4508	5.6	1128	1.4	778
CHEF PIERRE (PASTRIES)	564	.7	12	*	410	.5	142	.2	68
CHEF PIERRE (PIES)	2255	2.8	438	.5	1331	1.6	486	.6	269
DRESSEL'S (CAKES)	1218	1.5	66	.1	877	1.1	275	.3	130
DRESSEL'S (PASTRIES)	604	.7	56	.1	209	.3	339	.4	65
EDWARDS (PIES)	1540	1.9	106	.1	1097	1.4	337	.4	172
JOHNSTON'S (PIES)	2018	2.5	131	.2	1252	1.5	635	.8	220
LLOYD HARRIS (PIES)	1650	2.0	112	.1	1185	1.5	354	.4	183
MORTON (CAKES)	1978	2.4	260	.3	1183	1.5	535	.7	223
MORTON (PASTRIES)	1713	2.1	81	.1	1055	1.3	576	.7	215
MORTON (PIES)	4363	5.4	549	.7	2764	3.4	1050	1.3	469
MOUNTAIN TOP (PIES)	1756	2.2	127	.2	1210	1.5	420	.5	223
MRS. SMITH (PIES)	12301	15.2	1997	2.5	8132	10.0	2172	2.7	1392
OREGON FARMS (CAKES)	1734	2.1	135	.2	1074	1.3	525	.6	218
OREGON FARMS (PASTRIES)	417	.5	7	*	262	.3	148	.2	53
PEPPERIDGE FARM (CAKES)	9151	11.3	721	.9	6070	7.5	2361	2.9	1064
PEPPERIDGE FARM (PASTRIES)	4366	5.4	318	.4	2485	3.1	1563	1.9	496
PILLSBURY STRUDEL	1162	1.4			895	1.1	267	.3	123
PET RITZ (PASTRIES)	1329	1.6	74	.1	929	1.1	326	.4	162
PET RITZ (PIES)	3013	3.7	296	.4	1997	2.5	721	.9	324
RICH'S (PASTRIES)	1670	2.1	112	.1	1027	1.3	530	.7	189
SARA LEE (CAKES)	13410	16.6	1706	2.1	8963	11.1	2741	3.4	1518
SARA LEE (PASTRIES)	6992	8.6	638	.8	4211	5.2	2143	2.6	827
STOUFFER (CAKES)	1377	1.7	53	.1	745	.9	579	.7	177
STOUFFER (PASTRIES)	1066	1.3	31	*	647	.8	388	.5	129
OTHER BRANDS	3099	3.8	714	.9	1497	1.8	889	1.1	335
DO NOT KNOW	198	.2							28

		'000	%	UNWEIGHTED
6C. ABOUT HOW MANY PACKAGES OF FROZEN DESSERT PIES, CAKES OR PASTRIES WERE USED BY YOUR ENTIRE HOUSEHOLD IN THE LAST 30 DAYS?				
SIX OR MORE	H	962	1.2	92
FIVE	H	570	.7	67
FOUR	H	1608	2.0	179
THREE	H	3158	3.9	354
TWO	M	7087	8.8	809
ONE	M	8231	10.2	967
LESS THAN ONE	L	3582	4.4	418
NONE	L	7197	8.9	847

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P-19 0365

FROZEN DESSERT PIES, CAKES & PASTRIES (CONTINUED) BASE = FEMALE HOMEMAKERS (80986)

	ALL		SOLE		
	'000	%	'000	%	UNWEIGHTED
TYPES USED					
PIES	22544	27.8	7784	9.6	2561
BANQUET (PIES) CHEF PIERRE (PIES) EDWARDS (PIES) JOHNSTON'S (PIES) LLOYD HARRIS (PIES)					
MORTON (PIES) MOUNTAIN TOP (PIES) MRS. SMITH (PIES) PET RITZ (PIES)					
CAKES	19375	23.9	4554	5.6	2214
DRESSEL'S (CAKES) MORTON (CAKES) OREGON FARMS (CAKES)					
PEPPERIDGE FARM (CAKES) SARA LEE (CAKES) STOUFFER (CAKES)					
PASTRIES	13226	16.3	1595	2.0	1549
CHEF PIERRE (PASTRIES) DRESSEL'S (PASTRIES) MORTON (PASTRIES) OREGON FARMS (PASTRIES)					
PEPPERIDGE FARM (PASTRIES) PET RITZ (PASTRIES) PILLSBURY STRUDEL					
RICH'S (PASTRIES) SARA LEE (PASTRIES) STOUFFER (PASTRIES)					
DO NOT KNOW TYPES	912	1.1			111

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FROZEN DESSERT PIES, CAKES & PASTRIES: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0366
P-19

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS THREE OR MORE A '000	HEAVY USERS THREE OR MORE B % DOWN	HEAVY USERS THREE OR MORE C % ACROSS	HEAVY USERS THREE OR MORE D INDX	MEDIUM USERS ONE-TWO A '000	MEDIUM USERS ONE-TWO B % DOWN	MEDIUM USERS ONE-TWO C % ACROSS	MEDIUM USERS ONE-TWO D INDX	LIGHT USERS LESS THAN ONE A '000	LIGHT USERS LESS THAN ONE B % DOWN	LIGHT USERS LESS THAN ONE C % ACROSS	LIGHT USERS LESS THAN ONE D INDX
TOTAL FEMALE HOMEMAKERS	80986	32395	100.0	40.0	100	6298	100.0	7.8	100	15318	100.0	18.9	100	10779	100.0	13.3	100
18 - 24	9282	2886	8.9	31.1	78	*617	9.8	6.6	85	1283	8.4	13.8	73	987	9.2	10.6	80
25 - 34	19072	7850	24.2	41.2	103	1203	19.1	6.3	81	3413	22.3	17.9	95	3233	30.0	17.0	127
35 - 44	14591	6521	20.1	44.7	112	1321	21.0	9.1	116	3018	19.7	20.7	109	2183	20.3	15.0	112
45 - 54	11345	4918	15.2	43.3	108	952	15.1	8.4	108	2404	15.7	21.2	112	1562	14.5	13.8	103
55 - 64	11635	4830	14.9	41.5	104	1069	17.0	9.2	118	2287	14.9	19.7	104	1473	13.7	12.7	95
65 OR OLDER	15061	5391	16.6	35.8	89	1135	18.0	7.5	97	2913	19.0	19.3	102	1342	12.5	8.9	67
18 - 34	28354	10736	33.1	37.9	95	1820	28.9	6.4	83	4696	30.7	16.6	88	4220	39.2	14.9	112
18 - 49	48339	19530	60.3	40.4	101	3468	55.1	7.2	92	8820	57.6	18.2	96	7241	67.2	15.0	113
25 - 54	45008	19288	59.5	42.9	107	3476	55.2	7.7	99	8835	57.7	19.6	104	6977	64.7	15.5	116
35 - 49	19985	8794	27.1	44.0	110	1648	26.2	8.2	106	4124	26.9	20.6	109	3022	28.0	15.1	114
50 OR OLDER	32647	12865	39.7	39.4	99	2829	44.9	8.7	111	6498	42.4	19.9	105	3538	32.8	10.8	81
GRADUATED COLLEGE	11155	4528	14.0	40.6	101	704	11.2	6.3	81	2170	14.2	19.5	103	1653	15.3	14.8	111
ATTENDED COLLEGE	13682	5882	18.2	43.0	107	779	12.4	5.7	73	2961	19.3	21.6	114	2143	19.9	15.7	118
GRADUATED HIGH SCHOOL	33880	14309	44.2	42.2	106	2903	46.1	8.6	110	6528	42.6	19.3	102	4879	45.3	14.4	108
DID NOT GRADUATE HIGH SCHOOL	22270	7676	23.7	34.5	86	1911	30.3	8.6	110	3660	23.9	16.4	87	2105	19.5	9.5	71
EMPLOYED	40306	16831	52.0	41.8	104	2684	42.6	6.7	86	8118	53.0	20.1	106	6030	55.9	15.0	112
EMPLOYED FULL-TIME	32850	13865	42.8	42.2	106	2306	36.6	7.0	90	6644	43.4	20.2	107	4915	45.6	15.0	112
EMPLOYED PART-TIME	7456	2966	9.2	39.8	99	*378	6.0	5.1	65	1474	9.6	19.8	105	1114	10.3	14.9	112
NOT EMPLOYED	40680	15564	48.0	38.3	96	3614	57.4	8.9	114	7200	47.0	17.7	94	4750	44.1	11.7	88
PROFESSIONAL/MANAGER	10392	4088	12.6	39.3	98	*531	8.4	5.1	66	2280	14.9	21.9	116	1277	11.8	12.3	92
TECH/CLERICAL/SALES	17574	7799	24.1	44.4	111	1216	19.3	6.9	89	3354	21.9	19.1	101	3230	30.0	18.4	138
PRECISION/CRAFT	985	*398	1.2	40.4	101	**77	1.2	7.8	101	**194	1.3	19.7	104	**127	1.2	12.9	97
OTHER EMPLOYED	11354	4547	14.0	40.0	100	861	13.7	7.6	98	2290	14.9	20.2	107	1396	13.0	12.3	92
SINGLE	9863	3787	11.7	38.4	96	844	13.4	8.6	110	1767	11.5	17.9	95	1176	10.9	11.9	90
MARRIED	51375	21066	65.0	41.0	103	4067	64.6	7.9	102	9671	63.1	18.8	100	7328	68.0	14.3	107
DIVORCED/SEPARATED/WIDOWED	19748	7542	23.3	38.2	95	1387	22.0	7.0	90	3880	25.3	19.6	104	2275	21.1	11.5	87
PARENTS	32590	13750	42.4	42.2	105	2611	41.5	8.0	103	6344	41.4	19.5	103	4796	44.5	14.7	111
WHITE	70416	28333	87.5	40.2	101	5340	84.8	7.6	98	13518	88.2	19.2	101	9475	87.9	13.5	101
BLACK	8778	3388	10.5	38.6	96	827	13.1	9.4	121	1576	10.3	18.0	95	985	9.1	11.2	84
OTHER	1791	*674	2.1	37.6	94	**131	2.1	7.3	94	**224	1.5	12.5	66	**319	3.0	17.8	134
NORTHEAST-CENSUS	17786	7339	22.7	41.3	103	1866	29.6	10.5	135	3539	23.1	19.9	105	1934	17.9	10.9	82
NORTH CENTRAL	20741	8094	25.0	39.0	98	1301	20.7	6.3	81	3758	24.5	18.1	96	3035	28.2	14.6	110
SOUTH	27775	11456	35.4	41.2	103	2446	38.8	8.8	113	5463	35.7	19.7	104	3546	32.9	12.8	96
WEST	14683	5507	17.0	37.5	94	685	10.9	4.7	60	2558	16.7	17.4	92	2264	21.0	15.4	116
NORTHEAST-MKTG.	17961	7824	24.2	43.6	109	1951	31.0	10.9	140	3942	25.7	21.9	116	1931	17.9	10.8	81
EAST CENTRAL	11885	4637	14.3	39.0	98	848	13.5	7.1	92	2285	14.9	19.2	102	1504	14.0	12.7	95
WEST CENTRAL	14090	5186	16.0	36.8	92	824	13.1	5.8	75	2236	14.6	15.9	84	2127	19.7	15.1	113
SOUTH	24081	9839	30.4	40.9	102	2085	33.1	8.7	111	4528	29.6	18.8	99	3227	29.9	13.4	101
PACIFIC	12969	4909	15.2	37.9	95	*591	9.4	4.6	59	2327	15.2	17.9	95	1991	18.5	15.4	115
COUNTY SIZE A	32439	13615	42.0	42.0	105	2825	44.9	8.7	112	6506	42.5	20.1	106	4284	39.7	13.2	99
COUNTY SIZE B	24915	9928	30.6	39.8	100	1725	27.4	6.9	89	4753	31.0	19.1	101	3451	32.0	13.9	104
COUNTY SIZE C	12930	5283	16.3	40.9	102	980	15.6	7.6	97	2448	16.0	18.9	100	1855	17.2	14.3	108
COUNTY SIZE D	10703	3568	11.0	33.3	83	768	12.2	7.2	92	1610	10.5	15.0	80	1190	11.0	11.1	84
METRO CENTRAL CITY	24518	9670	29.9	39.4	99	1865	29.6	7.6	98	4757	31.1	19.4	103	3049	28.3	12.4	93
METRO SUBURBAN	35919	15282	47.2	42.5	106	2671	42.4	7.4	96	7311	47.7	20.4	108	5300	49.2	14.8	111
NON METRO	20549	7443	23.0	36.2	91	1762	28.0	8.6	110	3251	21.2	15.8	84	2430	22.5	11.8	89
TOP 5 ADI'S	18341	7636	23.6	41.6	104	1643	26.1	9.0	115	3841	25.1	20.9	111	2152	20.0	11.7	88
TOP 10 ADI'S	25378	10519	32.5	41.4	104	2124	33.7	8.4	108	5205	34.0	20.5	108	3190	29.6	12.6	94
TOP 20 ADI'S	36488	15040	46.4	41.2	103	3060	48.6	8.4	108	7152	46.7	19.6	104	4828	44.8	13.2	99
HSHLD INC. $50,000 OR MORE	6612	3198	9.9	48.4	121	*652	10.4	9.9	127	1602	10.5	24.2	128	945	8.8	14.3	107
$40,000 OR MORE	12659	6022	18.6	47.6	119	1182	18.8	9.3	120	2933	19.1	23.2	122	1907	17.7	15.1	113
$30,000 OR MORE	24698	11134	34.4	45.1	113	1952	31.0	7.9	102	5550	36.2	22.5	119	3632	33.7	14.7	110
$25,000 OR MORE	32077	14355	44.3	44.8	112	2575	40.9	8.0	103	6993	45.7	21.8	115	4787	44.4	14.9	112
$20,000 - $24,999	9144	3502	10.8	38.3	96	*564	9.0	6.2	79	1620	10.6	17.7	94	1318	12.2	14.4	108
$15,000 - $19,999	8728	3332	10.3	38.2	95	703	11.2	8.1	104	1503	9.8	17.2	91	1126	10.4	12.9	97
$10,000 - $14,999	12562	5232	16.2	41.6	104	1102	17.5	8.8	113	2392	15.6	19.0	101	1738	16.1	13.8	104
UNDER $10,000	18475	5974	18.4	32.3	81	1353	21.5	7.3	94	2811	18.4	15.2	80	1811	16.8	9.8	74
HOUSEHOLD OF 1 PERSON	11987	3987	12.3	33.3	83	544	8.6	4.5	58	1969	12.9	16.4	87	1473	13.7	12.3	92
2 PEOPLE	26577	10280	31.7	38.7	97	2013	32.0	7.6	97	5006	32.7	18.8	100	3261	30.3	12.3	92
3 OR 4 PEOPLE	30617	12952	40.0	42.3	106	2563	40.7	8.4	108	6047	39.5	19.8	104	4341	40.3	14.2	107
5 OR MORE PEOPLE	11804	5176	16.0	43.8	110	1178	18.7	10.0	128	2296	15.0	19.5	103	1703	15.8	14.4	108
NO CHILD IN HSHLD	46165	17690	54.6	38.3	96	3473	55.1	7.5	97	8471	55.3	18.3	97	5746	53.3	12.4	94
CHILD(REN) UNDER 2 YRS	5325	1912	5.9	35.9	90	*348	5.5	6.5	84	724	4.7	13.6	72	841	7.8	15.8	119
2 - 5 YEARS	14221	5258	16.2	37.0	92	940	14.9	6.6	85	2400	15.7	16.9	89	1919	17.8	13.5	101
6 - 11 YEARS	15117	6530	20.2	43.2	108	1185	18.8	7.8	101	3151	20.6	20.8	110	2194	20.4	14.5	109
12 - 17 YEARS	16611	7513	23.2	45.2	113	1732	27.5	10.4	134	3427	22.4	20.6	109	2355	21.8	14.2	107
RESIDENCE OWNED	55884	23201	71.6	41.5	104	4207	66.8	7.5	97	11413	74.5	20.4	108	7581	70.3	13.6	102
VALUE: $50,000 OR MORE	31744	13442	41.5	42.3	106	2279	36.2	7.2	92	6558	42.8	20.7	109	4604	42.7	14.5	109
VALUE: UNDER $50,000	24140	9759	30.1	40.4	101	1928	30.6	8.0	103	4855	31.7	20.1	106	2976	27.6	12.3	93

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FROZEN DESSERT PIES, CAKES & PASTRIES: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0367
P-19

		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS THREE OR MORE A '000	HEAVY USERS THREE OR MORE B % DOWN	HEAVY USERS THREE OR MORE C % ACROSS	HEAVY USERS THREE OR MORE D INDX	MEDIUM USERS ONE-TWO A '000	MEDIUM USERS ONE-TWO B % DOWN	MEDIUM USERS ONE-TWO C % ACROSS	MEDIUM USERS ONE-TWO D INDX	LIGHT USERS LESS THAN ONE A '000	LIGHT USERS LESS THAN ONE B % DOWN	LIGHT USERS LESS THAN ONE C % ACROSS	LIGHT USERS LESS THAN ONE D INDX
TOTAL FEMALE HOMEMAKERS		80988	32395	100.0	40.0	100	6298	100.0	7.8	100	15318	100.0	18.9	100	10779	100.0	13.3	100
MAGAZINES	QUINTILE 1	15799	7201	22.2	45.6	114	1335	21.2	8.4	109	3566	23.3	22.6	119	2301	21.3	14.6	109
	QUINTILE 2	17259	7586	23.4	44.0	110	1445	22.9	8.4	108	3342	21.8	19.4	102	2799	26.0	16.2	122
	QUINTILE 3	13545	5137	15.9	37.9	95	1041	16.5	7.7	99	2351	15.3	17.4	92	1746	16.2	12.9	97
	QUINTILE 4	15133	5915	18.3	39.1	98	1197	19.0	7.9	102	2802	18.3	18.5	98	1916	17.8	12.7	95
	QUINTILE 5	19250	6556	20.2	34.1	85	1280	20.3	6.6	86	3258	21.3	16.9	89	2018	18.7	10.5	79
NEWSPAPERS	QUINTILE 1	12413	5793	17.9	46.7	117	1366	21.7	11.0	142	2733	17.8	22.0	116	1695	15.7	13.7	103
	QUINTILE 2	24116	10037	31.0	41.6	104	1940	30.8	8.0	103	4863	31.7	20.2	107	3234	30.0	13.4	101
	QUINTILE 3	11261	4671	14.4	41.5	104	940	14.9	8.3	107	1973	12.9	17.5	93	1758	16.3	15.6	117
	QUINTILE 4	20255	7660	23.6	37.8	95	1149	18.2	5.7	73	3793	24.8	18.7	99	2718	25.2	13.4	101
	QUINTILE 5	12940	4235	13.1	32.7	82	904	14.4	7.0	90	1956	12.8	15.1	80	1375	12.8	10.6	80
OUTDOOR	QUINTILE 1	14852	6206	19.2	41.8	104	1048	16.6	7.1	91	2837	18.5	19.1	101	2321	21.5	15.6	117
	QUINTILE 2	15725	6519	20.1	41.5	104	1127	17.9	7.2	92	3120	20.4	19.8	105	2272	21.1	14.4	109
	QUINTILE 3	16330	6826	21.1	41.8	104	1291	20.5	7.9	102	3437	22.4	21.0	111	2097	19.5	12.8	96
	QUINTILE 4	16744	6147	19.0	36.7	92	1246	19.8	7.4	96	2848	18.6	17.0	90	2052	19.0	12.3	92
	QUINTILE 5	17334	6698	20.7	38.6	97	1586	25.2	9.1	118	3076	20.1	17.7	94	2036	18.9	11.7	88
RADIO-DRIVE TIME	QUINTILE 1	15911	6562	20.3	41.2	103	1148	18.2	7.2	93	3437	22.4	21.6	114	1977	18.3	12.4	93
	QUINTILE 2	14837	6174	19.1	41.6	104	1319	20.9	8.9	114	2834	18.5	19.1	101	2021	18.7	13.6	102
	QUINTILE 3	15389	6266	19.3	40.9	102	1187	18.8	7.7	100	3057	20.0	19.9	105	2023	18.8	13.2	99
	QUINTILE 4	16723	6935	21.4	41.5	104	1410	22.4	8.4	108	3070	20.0	18.4	97	2455	22.8	14.7	110
	QUINTILE 5	18176	6459	19.9	35.5	89	1234	19.6	6.8	87	2921	19.1	16.1	85	2304	21.4	12.7	95
RADIO-MID-DAY	TERCILE 1	21020	8747	27.0	41.6	104	1740	27.6	8.3	106	4223	27.6	20.1	106	2784	25.8	13.2	100
	TERCILE 2	21610	8910	27.5	41.2	103	1786	28.4	8.3	106	3971	25.9	18.4	97	3154	29.3	14.6	110
	TERCILE 3	38355	14738	45.5	38.4	96	2772	44.0	7.2	93	7124	46.5	18.6	98	4841	44.9	12.6	95
RADIO-TOTAL	QUINTILE 1	15988	6510	20.1	40.7	102	1272	20.2	8.0	102	3290	21.5	20.6	109	1948	18.1	12.2	92
	QUINTILE 2	15626	6467	20.0	41.4	103	1336	21.2	8.5	110	2972	19.4	19.0	101	2160	20.0	13.8	104
	QUINTILE 3	16723	6913	21.3	41.3	103	1295	20.6	7.7	100	3246	21.2	19.4	103	2372	22.0	14.2	107
	QUINTILE 4	16342	6996	21.6	42.8	107	1323	21.0	8.1	104	3292	21.5	20.1	107	2381	22.1	14.6	109
	QUINTILE 5	16306	5509	17.0	33.8	84	1072	17.0	6.6	85	2518	16.4	15.4	82	1919	17.8	11.8	88
TV-PRIME TIME	QUINTILE 1	15953	6516	20.1	40.8	102	1502	23.8	9.4	121	3168	20.7	19.9	105	1846	17.1	11.6	87
	QUINTILE 2	16137	7016	21.7	43.5	109	1284	20.4	8.0	102	3129	20.4	19.4	103	2603	24.1	16.1	121
	QUINTILE 3	16420	6717	20.7	40.9	102	1159	18.4	7.1	91	3059	20.0	18.6	98	2499	23.2	15.2	114
	QUINTILE 4	16687	6547	20.2	39.2	98	1240	19.7	7.4	96	3395	22.2	20.3	108	1912	17.7	11.5	86
	QUINTILE 5	15789	5600	17.3	35.5	89	1113	17.7	7.0	91	2566	16.8	16.3	86	1920	17.8	12.2	91
TV-DAYTIME	TERCILE 1	27736	11228	34.7	40.5	101	2359	37.5	8.5	109	5137	33.5	18.5	98	3732	34.6	13.5	101
	TERCILE 2	26489	10444	32.2	39.4	99	2072	32.9	7.8	101	4842	31.6	18.3	97	3530	32.7	13.3	100
	TERCILE 3	26761	10724	33.1	40.1	100	1867	29.6	7.0	90	5340	34.9	20.0	105	3517	32.6	13.1	99
TV-TOTAL	QUINTILE 1	16345	6608	20.4	40.4	101	1512	24.0	9.3	119	2985	19.5	18.3	97	2111	19.6	12.9	97
	QUINTILE 2	16447	6788	21.0	41.3	103	1443	22.9	8.8	113	3225	21.1	19.6	104	2121	19.7	12.9	97
	QUINTILE 3	15980	6687	20.6	41.8	105	1240	19.7	7.8	100	3328	21.7	20.8	110	2119	19.7	13.3	100
	QUINTILE 4	15887	6289	19.4	39.6	99	1011	16.1	6.4	82	2871	18.7	18.1	96	2408	22.3	15.2	114
	QUINTILE 5	16326	6023	18.6	36.9	92	1092	17.3	6.7	86	2910	19.0	17.8	94	2022	18.8	12.4	93
MAGAZINES-NEWSPAPERS: DUAL		20721	9457	29.2	45.6	114	1879	29.8	9.1	117	4383	28.6	21.2	112	3194	29.6	15.4	116
MAGAZINE IMPERATIVE		19186	7932	24.5	41.3	103	1464	23.2	7.6	98	3627	23.7	18.9	100	2841	26.4	14.8	111
NEWSPAPER IMPERATIVE		21899	8814	27.2	40.2	101	1949	30.9	8.9	114	4258	27.8	19.4	103	2607	24.2	11.9	89
MAGAZINES-OUTDOOR: DUAL		15451	7050	21.8	45.6	114	1199	19.0	7.8	100	3344	21.8	21.6	114	2508	23.3	16.2	122
MAGAZINE IMPERATIVE		25953	10840	33.5	41.8	104	2215	35.2	8.5	110	5074	33.1	19.6	103	3551	32.9	13.7	103
OUTDOOR IMPERATIVE		24400	9211	28.4	37.8	94	1760	27.9	7.2	93	4335	28.3	17.8	94	3117	28.9	12.8	96
MAGAZINES-RADIO: DUAL		18049	7755	23.9	43.0	107	1516	24.1	8.4	108	3663	23.9	20.3	107	2576	23.9	14.3	107
MAGAZINE IMPERATIVE		23571	10219	31.5	43.4	108	1866	29.6	7.9	102	4676	30.5	19.8	105	3678	34.1	15.6	117
RADIO IMPERATIVE		23278	8986	27.7	38.6	97	1845	29.3	7.9	102	4351	28.4	18.7	99	2789	25.9	12.0	90
MAGAZINES-TELEVISION: DUAL		15459	6914	21.3	44.7	112	1365	21.7	8.8	114	3289	21.5	21.3	112	2260	21.0	14.6	110
MAGAZINE IMPERATIVE		25829	10919	33.7	42.3	106	1893	30.1	7.3	94	5084	33.2	19.7	104	3942	36.6	15.3	115
TELEVISION IMPERATIVE		26039	9810	30.3	37.7	94	2233	35.5	8.6	110	4584	29.9	17.6	93	2994	27.8	11.5	86
NEWSPAPERS-OUTDOOR: DUAL		16605	7097	21.9	42.7	107	1374	21.8	8.3	106	3316	21.6	20.0	106	2407	22.3	14.5	109
NEWSPAPER IMPERATIVE		26834	11487	35.5	42.8	107	2459	39.0	9.2	118	5427	35.4	20.2	107	3601	33.4	13.4	101
OUTDOOR IMPERATIVE		23346	9150	28.2	39.2	98	1408	22.4	6.0	78	4418	28.8	18.9	100	3323	30.8	14.2	107
NEWSPAPERS-RADIO: DUAL		17133	7470	23.1	43.6	109	1703	27.0	9.9	128	3608	23.6	21.1	111	2159	20.0	12.6	95
NEWSPAPER IMPERATIVE		25892	11056	34.1	42.7	107	2173	34.5	8.4	108	5135	33.5	19.8	105	3748	34.8	14.5	109
RADIO IMPERATIVE		23167	8987	27.7	38.8	97	1526	24.2	6.6	85	4331	28.3	18.7	99	3131	29.0	13.5	102
NEWSPAPERS-TELEVISION: DUAL		17159	7616	23.5	44.4	111	1744	27.7	10.2	131	3513	22.9	20.5	108	2359	21.9	13.7	103
NEWSPAPER IMPERATIVE		26214	10957	33.8	41.8	104	2071	32.9	7.9	102	5258	34.3	20.1	106	3628	33.7	13.8	104
TELEVISION IMPERATIVE		23412	8882	27.4	37.9	95	1675	26.6	7.2	92	4273	27.9	18.3	96	2935	27.2	12.5	94
OUTDOOR-RADIO: DUAL		15303	6607	20.4	43.2	108	1211	19.2	7.9	102	3230	21.1	21.1	112	2166	20.1	14.2	106
OUTDOOR IMPERATIVE		24901	10137	31.3	40.7	102	1837	29.2	7.4	95	4688	30.6	18.8	100	3612	33.5	14.5	109
RADIO IMPERATIVE		26492	10471	32.3	39.5	99	2195	34.9	8.3	107	5052	33.0	19.1	101	3224	29.9	12.2	91
OUTDOOR-TELEVISION: DUAL		14794	6457	19.9	43.6	109	1336	21.2	9.0	116	3168	20.7	21.4	113	1953	18.1	13.2	99
OUTDOOR IMPERATIVE		25437	10322	31.9	40.6	101	1618	25.7	6.4	82	4891	31.9	19.2	102	3814	35.4	15.0	113
TELEVISION IMPERATIVE		27877	10934	33.8	39.2	98	2448	38.9	8.8	113	5099	33.3	18.3	97	3387	31.4	12.1	91
RADIO-TELEVISION: DUAL		15996	6749	20.8	42.2	105	1525	24.2	9.5	123	3181	20.8	19.9	105	2044	19.0	12.8	96
RADIO IMPERATIVE		25478	10174	31.4	39.9	100	1761	28.0	6.9	89	4880	31.9	19.2	101	3532	32.8	13.9	104
TELEVISION IMPERATIVE		26573	10755	33.2	40.5	101	2236	35.5	8.4	108	5050	33.0	19.0	100	3469	32.2	13.1	98

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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FROZEN DESSERT PIES, CAKES & PASTRIES: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0368
P-19

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS THREE OR MORE A '000	HEAVY USERS THREE OR MORE B % DOWN	HEAVY USERS THREE OR MORE C % ACROSS	HEAVY USERS THREE OR MORE D INDX	MEDIUM USERS ONE-TWO A '000	MEDIUM USERS ONE-TWO B % DOWN	MEDIUM USERS ONE-TWO C % ACROSS	MEDIUM USERS ONE-TWO D INDX	LIGHT USERS LESS THAN ONE A '000	LIGHT USERS LESS THAN ONE B % DOWN	LIGHT USERS LESS THAN ONE C % ACROSS	LIGHT USERS LESS THAN ONE D INDX
TOTAL FEMALE HOMEMAKERS	80986	32395	100.0	40.0	100	6298	100.0	7.8	100	15318	100.0	18.9	100	10779	100.0	13.3	100
ATLANTIC MONTHLY	415	*187	0.6	45.1	113	**30	0.5	7.2	93	**111	0.7	26.7	141	**47	0.4	11.3	85
BARRON'S	453	*275	0.8	60.7	152	**77	1.2	17.0	219	**118	0.8	26.0	138	**80	0.7	17.7	133
BETTER HOMES & GARDENS	16256	7208	22.3	44.3	111	1290	20.5	7.9	102	3341	21.8	20.6	109	2577	23.9	15.9	119
BON APPETIT	2535	1128	3.5	44.5	111	*190	3.0	7.5	96	541	3.5	21.3	113	397	3.7	15.7	118
BUSINESS WEEK	1278	668	2.1	52.3	131	**122	1.9	9.5	123	367	2.4	28.7	152	*178	1.7	13.9	105
CAR AND DRIVER	378	*199	0.6	52.6	132	**36	0.6	9.5	122	**91	0.6	24.1	127	**72	0.7	19.0	143
CBS MAGAZINE NETWORK (GROSS)	1498	694	2.1	46.3	116	*170	2.7	11.3	146	362	2.4	24.2	128	*162	1.5	10.8	81
CHANGING TIMES	1505	585	1.8	38.9	97	*183	2.9	12.2	156	*204	1.3	13.6	72	*197	1.8	13.1	98
COLONIAL HOMES	1231	648	2.0	52.6	132	*169	2.7	13.7	177	*230	1.5	18.7	99	*249	2.3	20.2	152
CONDE NAST MAG. PKG. (GROSS)	14146	6487	20.0	45.9	115	1155	18.3	8.2	105	3109	20.3	22.0	116	2223	20.6	15.7	118
CONSUMERS DIGEST	1323	700	2.2	52.9	132	*221	3.5	16.7	215	281	1.8	21.2	112	*198	1.8	15.0	112
COSMOPOLITAN	7102	3032	9.4	42.7	107	612	9.7	8.6	111	1397	9.1	19.7	104	1022	9.5	14.4	108
COUNTRY LIVING	2481	1082	3.3	43.6	109	*142	2.3	5.7	74	533	3.5	21.5	114	407	3.8	16.4	123
CUISINE	1472	602	1.9	40.9	102	*133	2.1	9.0	116	293	1.9	19.9	105	*177	1.6	12.0	90
CYCLE WORLD	425	*139	0.4	32.7	82	**57	0.9	13.4	172	**36	0.2	8.5	45	**46	0.4	10.8	81
DCI:CREATIVE IDEAS FOR LIV	2510	1005	3.1	40.0	100	*154	2.4	6.1	79	530	3.5	21.1	112	321	3.0	12.8	96
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	3083	9.5	46.1	115	531	8.4	7.9	102	1544	10.1	23.1	122	1007	9.3	15.0	113
DISCOVER	894	353	1.1	39.5	99	**68	1.1	7.6	98	*173	1.1	19.4	102	*112	1.0	12.5	94
EBONY	3507	1608	5.0	45.9	115	371	5.9	10.6	136	801	5.2	22.8	121	437	4.1	12.5	94
ESQUIRE	1083	546	1.7	50.4	126	**129	2.0	11.9	153	*244	1.6	22.5	119	*173	1.6	16.0	120
ESSENCE	1830	913	2.8	49.9	125	*197	3.1	10.8	138	439	2.9	24.0	127	277	2.6	15.1	114
FAMILY CIRCLE	15930	6966	21.5	43.7	109	1307	20.8	8.2	106	3265	21.3	20.5	108	2395	22.2	15.0	113
THE FAMILY HANDYMAN	1126	432	1.3	38.4	96	*124	2.0	11.0	142	*152	1.0	13.5	71	*156	1.4	13.9	104
FAMILY WEEKLY	11468	4522	14.0	39.4	99	940	14.9	8.2	105	2003	13.1	17.5	92	1579	14.6	13.8	103
FIELD & STREAM	2234	700	2.2	31.3	78	**107	1.7	4.8	62	382	2.5	17.1	90	*211	2.0	9.4	71
FOOD & WINE	579	314	1.0	54.2	136	**106	1.7	18.3	235	**125	0.8	21.6	114	**83	0.8	14.3	108
FORBES	728	362	1.1	49.7	124	**66	1.0	9.1	117	*235	1.5	32.3	171	**61	0.6	8.4	63
FORTUNE	906	413	1.3	45.6	114	**100	1.6	11.0	142	*215	1.4	23.7	125	**98	0.9	10.8	81
GENTLEMEN'S QUARTERLY	791	398	1.2	50.3	126	**133	2.1	16.8	216	*146	1.0	18.5	98	**119	1.1	15.0	113
GLAMOUR	5265	2371	7.3	45.0	113	400	6.4	7.6	98	1066	7.0	20.2	107	905	8.4	17.2	129
GOLF DIGEST	636	268	0.8	42.1	105	**37	0.6	5.8	75	**149	1.0	23.4	124	**82	0.8	12.9	97
GOLF DIGEST/TENNIS (GROSS)	1186	531	1.6	44.8	112	**93	1.5	7.8	101	*205	1.3	17.3	91	*233	2.2	19.6	148
GOLF MAGAZINE	441	*238	0.7	54.0	135	**20	0.3	4.5	58	**149	1.0	33.8	179	**69	0.6	15.6	118
GOLF MAGAZINE/SKI (GROSS)	922	424	1.3	46.0	115	**61	1.0	6.6	85	*218	1.4	23.6	125	*146	1.4	15.8	119
GOOD HOUSEKEEPING	16487	7232	22.3	43.9	110	1440	22.9	8.7	112	3310	21.6	20.1	106	2481	23.0	15.0	113
HARPER'S BAZAAR	2423	1216	3.8	50.2	125	*236	3.7	9.7	125	626	4.1	25.8	137	354	3.3	14.6	110
HEALTH	1994	1048	3.2	52.6	131	*212	3.4	10.6	137	547	3.6	27.4	145	288	2.7	14.4	109
HEARST MAG CORP. BUY (GROSS)	44101	19928	61.5	45.2	113	3773	59.9	8.6	110	9419	61.5	21.4	113	6736	62.5	15.3	115
HEARST MAN POWER (GROSS)	1993	927	2.9	46.5	116	*139	2.2	7.0	90	474	3.1	23.8	126	314	2.9	15.8	118
HEARST WOMAN POWER (GROSS)	31274	13764	42.5	44.0	110	2683	42.6	8.6	110	6428	42.0	20.6	109	4653	43.2	14.9	112
HOUSE BEAUTIFUL	3623	1729	5.3	47.7	119	297	4.7	8.2	105	882	5.8	24.3	129	550	5.1	15.2	114
INC.	283	*175	0.5	61.8	155	**29	0.5	10.2	132	**69	0.5	24.4	129	**77	0.7	27.2	204
JET	2928	1340	4.1	45.8	114	321	5.1	11.0	141	630	4.1	21.5	114	389	3.6	13.3	100
LADIES' HOME JOURNAL	11918	5624	17.4	47.2	118	1022	16.2	8.6	110	2710	17.7	22.7	120	1892	17.6	15.9	119
LHJ FAMILY GRP COMBO(GROSS)	16764	7963	24.6	47.5	119	1450	23.0	8.6	111	3968	25.9	23.7	125	2544	23.6	15.2	114
LIFE	4254	2044	6.3	48.0	120	373	5.9	8.8	113	889	5.8	20.9	110	782	7.3	18.4	138
L.A. TIMES HOME MAGAZINE	1145	466	1.4	40.7	102	**59	0.9	5.2	66	*254	1.7	22.2	117	*153	1.4	13.4	100
MADEMOISELLE	2884	1329	4.1	46.1	115	274	4.4	9.5	122	583	3.8	20.2	107	472	4.4	16.4	123
MC CALL'S	13460	5796	17.9	43.1	108	1198	19.0	8.9	114	2625	17.1	19.5	103	1973	18.3	14.7	110
MC CALL'S/WRK MOTHER (GROSS)	14606	6367	19.7	43.6	109	1266	20.1	8.7	111	2911	19.0	19.9	105	2190	20.3	15.0	113
MECHANIX ILLUSTRATED	772	331	1.0	42.9	107	**62	1.0	8.0	103	*203	1.3	26.3	139	**66	0.6	8.5	64
METROPOLITAN HOME	967	522	1.6	54.0	135	**67	1.1	6.9	89	262	1.7	27.1	143	*193	1.8	20.0	150
MONEY	1588	742	2.3	46.7	117	*172	2.7	10.8	139	321	2.1	20.2	107	249	2.3	15.7	118
MOTHER EARTH NEWS	1002	414	1.3	41.3	103	**63	1.0	6.3	81	*204	1.3	20.4	108	*147	1.4	14.7	110
MS.	825	362	1.1	43.9	110	**63	1.0	7.6	98	*123	0.8	14.9	79	*175	1.6	21.2	159
NATIONAL ENQUIRER	10336	4600	14.2	44.5	111	1179	18.7	11.4	147	2104	13.7	20.4	108	1317	12.2	12.7	96
NATIONAL GEOGRAPHIC	9597	4106	12.7	42.8	107	755	12.0	7.9	101	1857	12.1	19.3	102	1494	13.9	15.6	117
NATIONAL SUNDAY MAGAZINE PKG	49558	20912	64.6	42.2	105	4117	65.4	8.3	107	9847	64.3	19.9	105	6948	64.5	14.0	105
NATURAL HISTORY	573	*199	0.6	34.7	87	**32	0.5	5.6	72	**80	0.5	14.0	74	**87	0.8	15.2	114
NEW WOMAN	1699	661	2.0	38.9	97	*125	2.0	7.4	95	*193	1.3	11.4	60	343	3.2	20.2	152
NEW YORK INCLUDING CUE	443	*195	0.6	44.0	110	**69	1.1	15.6	200	**79	0.5	17.8	94	**47	0.4	10.6	80
THE NEW YORKER	1270	556	1.7	43.8	109	**100	1.6	7.9	101	274	1.8	21.6	114	*182	1.7	14.3	108
NEWSWEEK	6277	2847	8.8	45.4	113	455	7.2	7.2	93	1398	9.1	22.3	118	993	9.2	15.8	119
THE N.Y. TIMES DAILY EDITION	1209	581	1.8	48.2	121	**152	2.4	12.6	162	283	1.8	23.5	124	*146	1.4	12.1	91
THE N.Y. TIMES MAGAZINE	2081	851	2.6	40.9	102	*190	3.0	9.1	117	448	2.9	21.5	114	*214	2.0	10.3	77
OMNI	788	368	1.1	46.7	117	**65	1.0	8.2	106	*182	1.2	23.1	122	**121	1.1	15.4	115
ON CABLE	1158	536	1.7	46.3	116	*107	1.7	9.2	119	*297	1.9	25.6	136	**133	1.2	11.5	86
1001 HOME IDEAS	2852	1291	4.0	45.3	113	*216	3.4	7.6	97	711	4.6	24.9	132	364	3.4	12.8	96
ORGANIC GARDENING	1658	624	1.9	37.6	94	*126	2.0	7.6	98	299	2.0	18.0	95	*198	1.8	11.9	90
OUTDOOR LIFE	896	340	1.0	37.9	95	**103	1.6	11.5	148	**111	0.7	12.4	65	**127	1.2	14.2	106
PARADE MAGAZINE	24275	10318	31.9	42.5	106	2056	32.6	8.5	109	4761	31.1	19.6	104	3501	32.5	14.4	108

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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FROZEN DESSERT PIES, CAKES & PASTRIES: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0369
P-19

	TOTAL U.S. '000	ALL USERS A '000	B % DOWN	C % ACROSS	D INDX	HEAVY USERS THREE OR MORE A '000	B % DOWN	C % ACROSS	D INDX	MEDIUM USERS ONE-TWO A '000	B % DOWN	C % ACROSS	D INDX	LIGHT USERS LESS THAN ONE A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	32395	100.0	40.0	100	6298	100.0	7.8	100	15318	100.0	18.9	100	10779	100.0	13.3	100
PARENTS	3845	1664	5.1	43.3	108	253	4.0	6.6	85	763	5.0	19.8	105	648	6.0	16.9	127
PENTHOUSE	831	368	1.1	44.3	111	**85	1.3	10.2	132	**110	0.7	13.2	70	*173	1.6	20.8	156
PEOPLE	11645	5254	16.2	45.1	113	946	15.0	8.1	104	2585	16.9	22.2	117	1724	16.0	14.8	111
PLAYBOY	2006	852	2.6	42.5	106	*193	3.1	9.6	124	338	2.2	16.8	89	321	3.0	16.0	120
POPULAR HOT RODDING	297	**123	0.4	41.4	104	**20	0.3	6.7	87	**57	0.4	19.2	101	**46	0.4	15.5	116
POPULAR MECHANICS	1018	473	1.5	46.5	116	**56	0.9	5.5	71	*312	2.0	30.6	162	**105	1.0	10.3	77
POPULAR SCIENCE	878	381	1.2	43.4	108	**53	0.8	6.0	78	*216	1.4	24.6	130	**112	1.0	12.8	96
PREVENTION	3913	1616	5.0	41.3	103	241	3.8	6.2	79	728	4.8	18.6	98	647	6.0	16.5	124
PSYCHOLOGY TODAY	1710	802	2.5	46.9	117	**124	2.0	7.3	93	403	2.6	23.6	125	275	2.6	16.1	121
READER'S DIGEST	22204	9408	29.0	42.4	106	2002	31.8	9.0	116	4482	29.3	20.2	107	2924	27.1	13.2	99
REDBOOK	7684	3500	10.8	45.5	114	631	10.0	8.2	106	1720	11.2	22.4	118	1149	10.7	15.0	112
ROAD & TRACK	410	*219	0.7	53.4	134	**49	0.8	12.0	154	**114	0.7	27.8	147	**56	0.5	13.7	103
ROLLING STONE	969	389	1.2	40.1	100	**47	0.7	4.9	62	*145	0.9	15.0	79	*197	1.8	20.3	153
RUNNER'S WORLD	298	*173	0.5	58.1	145	**30	0.5	10.1	129	**68	0.4	22.8	121	**75	0.7	25.2	189
SATURDAY EVENING POST	1169	584	1.8	50.0	125	*111	1.8	9.5	122	245	1.6	21.0	111	*228	2.1	19.5	147
SCIENCE 84	587	301	0.9	51.3	128	**72	1.1	12.3	158	**143	0.9	24.4	129	**86	0.8	14.7	110
SCIENCE DIGEST	482	246	0.8	51.0	128	**40	0.6	8.3	107	*78	0.5	16.2	86	**129	1.2	26.8	201
SCIENTIFIC AMERICAN	594	247	0.8	41.6	104	**78	1.2	13.1	169	**92	0.6	15.5	82	**77	0.7	13.0	97
SELF	2089	996	3.1	47.7	119	**114	1.8	5.5	70	609	4.0	29.2	154	274	2.5	13.1	99
SEVENTEEN	2411	1165	3.6	48.3	121	289	4.6	12.0	154	623	4.1	25.8	137	*253	2.3	10.5	79
SKI	480	*187	0.6	39.0	97	**41	0.7	8.5	110	**68	0.4	14.2	75	**78	0.7	16.3	122
SMITHSONIAN	2760	1311	4.0	47.5	119	*219	3.5	7.9	102	631	4.1	22.9	121	461	4.3	16.7	125
SOAP OPERA DIGEST	3013	1329	4.1	44.1	110	373	5.9	12.4	159	605	3.9	20.1	106	352	3.3	11.7	88
SOUTHERN LIVING	4184	2077	6.4	49.6	124	377	6.0	9.0	116	1014	6.6	24.2	128	686	6.4	16.4	123
SPORT	559	*268	0.8	47.9	120	**122	1.9	21.8	281	**61	0.4	10.9	58	**85	0.8	15.2	114
THE SPORTING NEWS	436	*210	0.6	48.2	120	**85	1.3	19.5	251	**47	0.3	10.8	57	**78	0.7	17.9	134
SPORTS AFIELD	493	*208	0.6	42.2	105	**44	0.7	8.9	115	**84	0.5	17.0	90	**81	0.8	16.4	123
SPORTS ILLUSTRATED	2758	1178	3.6	42.7	107	266	4.2	9.6	124	495	3.2	17.9	95	417	3.9	15.1	114
STAR	7456	3277	10.1	44.0	110	878	13.9	11.8	151	1492	9.7	20.0	106	907	8.4	12.2	91
SUNDAY	24936	10731	33.1	43.0	108	2234	35.5	9.0	115	4981	32.5	20.0	106	3517	32.6	14.1	106
SUNSET	2124	886	2.7	41.7	104	**88	1.4	4.1	53	412	2.7	19.4	103	387	3.6	18.2	137
TV GUIDE	21661	9326	28.8	43.1	108	1774	28.2	8.2	105	4486	29.3	20.7	109	3067	28.5	14.2	106
TENNIS	550	*263	0.8	47.8	120	**56	0.9	10.2	131	**55	0.4	10.0	53	**151	1.4	27.5	206
TIME	8880	4035	12.5	45.4	114	816	13.0	9.2	118	1893	12.4	21.3	113	1326	12.3	14.9	112
TOWN & COUNTRY	917	492	1.5	53.7	134	**102	1.6	11.1	143	*200	1.3	21.8	115	*190	1.8	20.7	156
TRAVEL & LEISURE	972	542	1.7	55.8	139	**104	1.7	10.7	138	265	1.7	27.3	144	*173	1.6	17.8	134
TRUE STORY	3356	1281	4.0	38.2	95	438	7.0	13.1	168	441	2.9	13.1	69	401	3.7	11.9	90
U.S.NEWS & WORLD REPORT	3410	1522	4.7	44.6	112	340	5.4	10.0	128	639	4.2	18.7	99	543	5.0	15.9	120
USA TODAY	1759	911	2.8	51.8	129	**154	2.4	8.8	113	461	3.0	26.2	139	296	2.7	16.8	126
US	1873	858	2.6	45.8	115	*155	2.5	8.3	106	390	2.5	20.8	110	313	2.9	16.7	126
VOGUE	3909	1792	5.5	45.8	115	367	5.8	9.4	121	852	5.6	21.8	115	572	5.3	14.6	110
WALL STREET JOURNAL	1886	762	2.4	40.4	101	*106	1.7	5.6	72	403	2.6	21.4	113	*253	2.3	13.4	101
WEIGHT WATCHERS	2120	985	3.0	46.5	116	*212	3.4	10.0	129	394	2.6	18.6	98	379	3.5	17.9	134
WOMAN'S DAY	14172	6336	19.6	44.7	112	1274	20.2	9.0	116	2884	18.8	20.3	108	2179	20.2	15.4	116
WORKING MOTHER	1146	571	1.8	49.8	125	**69	1.1	6.0	77	*286	1.9	25.0	132	*217	2.0	18.9	142
WORKING WOMAN	1322	612	1.9	46.3	116	**121	1.9	9.2	118	*246	1.6	18.6	98	245	2.3	18.5	139
WORLD TENNIS	*163	**63	0.2	38.7	97	**18	0.3	11.0	142	**37	0.2	22.7	120	**7	0.1	4.3	32
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1050	3.2	41.5	104	*248	3.9	9.8	126	460	3.0	18.2	96	342	3.2	13.5	101
BLAIR INSERTS	43657	18754	57.9	43.0	107	3694	58.7	8.5	109	8946	58.4	20.5	108	6113	56.7	14.0	105
DAILY NEWSPAPERS																	
READ ANY	51633	22043	68.0	42.7	107	4411	70.0	8.5	110	10432	68.1	20.2	107	7199	66.8	13.9	105
READ ONE	43463	18067	55.8	41.6	104	3466	55.0	8.0	103	8623	56.3	19.8	105	5977	55.5	13.8	103
READ TWO OR MORE	8170	3976	12.3	48.7	122	945	15.0	11.6	149	1809	11.8	22.1	117	1222	11.3	15.0	112
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	22060	68.1	41.9	105	4412	70.1	8.4	108	10402	67.9	19.7	104	7246	67.2	13.8	103
READ ONE	46126	19197	59.3	41.6	104	3779	60.0	8.2	105	9085	59.3	19.7	104	6332	58.7	13.7	103
READ TWO OR MORE	6552	2863	8.8	43.7	109	632	10.0	9.6	124	1317	8.6	20.1	106	913	8.5	13.9	105
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.88				26.31				28.33				31.07			
30 DAY REACH	71455	28482	87.9	39.9	100	5322	84.5	7.4	96	13574	88.6	19.0	100	9586	88.9	13.4	101
50 SHWG - 30 DAY AV FREQ	14.56	15.14				13.71				14.95				16.20			
30 DAY REACH	67742	27231	84.1	40.2	100	5109	81.1	7.5	97	12907	84.3	19.1	101	9215	85.5	13.6	102
25 SHWG - 30 DAY AV FREQ	7.94	8.19				7.56				8.03				8.76			
30 DAY REACH	62117	25164	77.7	40.5	101	4651	73.8	7.5	96	12023	78.5	19.4	102	8490	78.8	13.7	103
CABLE TV: HOME WIRED	32077	13825	42.7	43.1	108	2542	40.4	7.9	102	6624	43.2	20.7	109	4659	43.2	14.5	109
HOME NOT WIRED	48909	18570	57.3	38.0	95	3756	59.6	7.7	99	8694	56.8	17.8	94	6120	56.8	12.5	94
HAVE PAY CABLE	15935	7334	22.6	46.0	115	1395	22.1	8.8	113	3524	23.0	22.1	117	2415	22.4	15.2	114

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FROZEN DESSERT PIES, CAKES & PASTRIES: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0370
P-19

	TOTAL U.S. '000	ALL USERS A '000	B % DOWN	C % ACROSS	D INDX	HEAVY USERS THREE OR MORE A '000	B % DOWN	C % ACROSS	D INDX	MEDIUM USERS ONE-TWO A '000	B % DOWN	C % ACROSS	D INDX	LIGHT USERS LESS THAN ONE A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	32395	100.0	40.0	100	6298	100.0	7.8	100	15318	100.0	18.9	100	10779	100.0	13.3	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	18321	56.6	41.7	104	3392	53.9	7.7	99	8974	58.6	20.4	108	5955	55.2	13.6	102
10:00 AM - 3:00 PM	30659	12643	39.0	41.2	103	2496	39.6	8.1	105	5847	38.2	19.1	101	4301	39.9	14.0	105
3:00 PM - 7:00 PM	31045	12866	39.7	41.4	104	2529	40.2	8.1	105	6088	39.7	19.6	104	4249	39.4	13.7	103
7:00 PM - MIDNIGHT	15767	6147	19.0	39.0	97	1101	17.5	7.0	90	3058	20.0	19.4	103	1989	18.5	12.6	95
MIDNIGHT - 6:00 AM	9120	3866	11.9	42.4	106	713	11.3	7.8	101	1812	11.8	19.9	105	1341	12.4	14.7	110
6:00 AM - MIDNIGHT	58527	24388	75.3	41.7	104	4728	75.1	8.1	104	11490	75.0	19.6	104	8170	75.8	14.0	105
ENTIRE DAY	59311	24748	76.4	41.7	104	4788	76.0	8.1	104	11669	76.2	19.7	104	8292	76.9	14.0	105
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	6710	20.7	41.5	104	1155	18.3	7.1	92	3172	20.7	19.6	104	2383	22.1	14.7	111
ALL NEWS	2256	930	2.9	41.2	103	261	4.1	11.6	149	408	2.7	18.1	96	261	2.4	11.6	87
AOR/PROGRESSIVE	3874	1534	4.7	39.6	99	337	5.4	8.7	112	700	4.6	18.1	96	496	4.6	12.8	96
BEAUTIFUL MUSIC	5660	2618	8.1	46.3	116	568	9.0	10.0	129	1252	8.2	22.1	117	798	7.4	14.1	106
BLACK	2204	891	2.8	40.4	101	*237	3.8	10.8	138	438	2.9	19.9	105	*215	2.0	9.8	73
CLASSICAL	1418	643	2.0	45.3	113	*192	3.0	13.5	174	*189	1.2	13.3	70	*262	2.4	18.5	139
CHR/ROCK	9538	4090	12.6	42.9	107	719	11.4	7.5	97	2095	13.7	22.0	116	1276	11.8	13.4	101
COUNTRY	12648	5307	16.4	42.0	105	1025	16.3	8.1	104	2521	16.5	19.9	105	1761	16.3	13.9	105
GOLDEN OLDIES	1191	434	1.3	36.4	91	**114	1.8	9.6	123	*208	1.4	17.5	92	**112	1.0	9.4	71
MOR/NOSTALGIA	4757	1988	6.1	41.8	104	380	6.0	8.0	103	965	6.3	20.3	107	644	6.0	13.5	102
NEWS/TALK	3863	1658	5.1	42.9	107	270	4.3	7.0	90	780	5.1	20.2	107	607	5.6	15.7	118
RELIGIOUS	3084	1134	3.5	36.8	92	*170	2.7	5.5	71	542	3.5	17.6	93	423	3.9	13.7	103
SOFT ROCK	521	*154	0.5	29.6	74	**27	0.4	5.2	67	**81	0.5	15.5	82	**46	0.4	8.8	66
URBAN CONTEMPORARY	1585	729	2.3	46.0	115	211	3.4	13.3	171	375	2.4	23.7	125	*143	1.3	9.0	68
HIRED NETWORKS:																	
ABC CONTEMPORARY	3261	1252	3.9	38.4	96	267	4.2	8.2	105	675	4.4	20.7	109	311	2.9	9.5	72
ABC DIRECTION	2316	973	3.0	42.0	105	*254	4.0	11.0	141	434	2.8	18.7	99	*286	2.7	12.3	93
ABC ENTERTAINMENT	4834	2048	6.3	42.4	106	500	7.9	10.3	133	889	5.8	18.4	97	659	6.1	13.6	102
ABC FM	2202	876	2.7	39.8	99	*147	2.3	6.7	86	450	2.9	20.4	108	278	2.6	12.6	95
ABC INFORMATION	5425	2262	7.0	41.7	104	355	5.6	6.5	84	1180	7.7	21.8	115	727	6.7	13.4	101
ABC ROCK	1677	622	1.9	37.1	93	**111	1.8	6.6	85	*308	2.0	18.4	97	*204	1.9	12.2	91
CBS	4430	1837	5.7	41.5	104	287	4.6	6.5	83	897	5.9	20.2	107	653	6.1	14.7	111
MUTUAL	4992	2132	6.6	42.7	107	401	6.4	8.0	103	1058	6.9	21.2	112	674	6.3	13.5	101
NBC	4679	1877	5.8	40.1	100	301	4.8	6.4	83	755	4.9	16.1	85	821	7.6	17.5	132
RADIORADIO	1994	832	2.6	41.7	104	**151	2.4	7.6	97	405	2.6	20.3	107	276	2.6	13.8	104
RKO ONE	2298	908	2.8	39.5	99	*143	2.3	6.2	80	458	3.0	19.9	105	308	2.9	13.4	101
RKO TWO	3311	1299	4.0	39.2	98	313	5.0	9.5	122	637	4.2	19.2	102	349	3.2	10.5	79
THE SOURCE	2114	993	3.1	47.0	117	*245	3.9	11.6	149	509	3.3	24.1	127	239	2.2	11.3	85
NON-HIRED : BLAIR	8654	3754	11.6	43.4	108	634	10.1	7.3	94	1953	12.7	22.6	119	1167	10.8	13.5	101
INTERNET	12025	5253	16.2	43.7	109	1038	16.5	8.6	111	2408	15.7	20.0	106	1807	16.8	15.0	113
KATZ RADIO GROUP	15359	6638	20.5	43.2	108	1374	21.8	8.9	115	3155	20.6	20.5	109	2109	19.6	13.7	103
SUPERNET	10628	4315	13.3	40.6	101	835	13.3	7.9	101	1940	12.7	18.3	97	1540	14.3	14.5	109
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	3491	10.8	40.3	101	727	11.5	8.4	108	1609	10.5	18.6	98	1155	10.7	13.3	100
WKDAY 9:00 AM - 1:00 PM	12163	4897	15.1	40.3	101	1083	17.2	8.9	114	2257	14.7	18.6	98	1557	14.4	12.8	96
WKDAY 1:00 PM - 4:30 PM	16150	6420	19.8	39.8	99	1356	21.5	8.4	108	3016	19.7	18.7	99	2048	19.0	12.7	95
WKDAY 4:30 PM - 7:30 PM	22463	9088	28.1	40.5	101	1942	30.8	8.6	111	4300	28.1	19.1	101	2846	26.4	12.7	95
WKDAY 7:30 PM - 8:00 PM	31795	12914	39.9	40.6	102	2689	42.7	8.5	109	6142	40.1	19.3	102	4082	37.9	12.8	96
WKDAY 11:00 PM - 11:30 PM	23977	9851	30.4	41.1	103	2007	31.9	8.4	108	4567	29.8	19.0	101	3278	30.4	13.7	103
WKDAY 11:30 PM - 1:00 AM	7703	3168	9.8	41.1	103	602	9.6	7.8	100	1419	9.3	18.4	97	1146	10.6	14.9	112
M-SAT 8-11 PM+SUN 7-11 PM	33800	13887	42.9	41.1	103	2782	44.2	8.2	106	6563	42.8	19.4	103	4542	42.1	13.4	101
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	2687	8.3	41.1	103	614	9.7	9.4	121	1210	7.9	18.5	98	863	8.0	13.2	99
ANOTHER WORLD N	4620	1822	5.6	39.4	99	405	6.4	8.8	113	764	5.0	16.5	87	653	6.1	14.1	106
AS THE WORLD TURNS C	5614	2206	6.8	39.3	98	400	6.4	7.1	92	1067	7.0	19.0	100	740	6.9	13.2	99
CAPITOL C	3396	1294	4.0	38.1	95	282	4.5	8.3	107	635	4.1	18.7	99	378	3.5	11.1	84
CBS MORN. NEWS 1 C	1446	511	1.6	35.3	88	120	1.9	8.3	107	263	1.7	18.2	96	128	1.2	8.9	67
CBS MORN. NEWS 2 C	1207	439	1.4	36.4	91	124	2.0	10.3	132	190	1.2	15.7	83	125	1.2	10.4	78
DAYS OF OUR LIVES N	5877	2458	7.6	41.8	105	578	9.2	9.8	126	1073	7.0	18.3	97	807	7.5	13.7	103
FACTS OF LIFE - DAYTIME N	2290	959	3.0	41.9	105	169	2.7	7.4	95	483	3.2	21.1	112	307	2.8	13.4	101
FAMILY FEUD A	3023	1199	3.7	39.7	99	262	4.2	8.7	111	502	3.3	16.6	88	436	4.0	14.4	108
GENERAL HOSPITAL A	6097	2288	7.1	37.5	94	473	7.5	7.8	100	1151	7.5	18.9	100	664	6.2	10.9	82
GOOD MORNING, AMERICA-730 A	3515	1366	4.2	38.9	97	261	4.1	7.4	95	652	4.3	18.5	98	453	4.2	12.9	97
GOOD MORNING, AMERICA-830 A	2818	1173	3.6	41.6	104	252	4.0	8.9	115	541	3.5	19.2	101	380	3.5	13.5	101
GUIDING LIGHT C	5339	2107	6.5	39.5	99	436	6.9	8.2	105	1012	6.6	19.0	100	659	6.1	12.3	93
ONE LIFE TO LIVE A	4478	1691	5.2	37.8	94	353	5.6	7.9	101	814	5.3	18.2	96	525	4.9	11.7	88
PRESS YOUR LUCK C	2244	931	2.9	41.5	104	205	3.3	9.1	117	406	2.7	18.1	96	321	3.0	14.3	107
PRICE IS RIGHT 1 C	4348	1808	5.6	41.6	104	414	6.6	9.5	122	801	5.2	18.4	97	593	5.5	13.6	102
PRICE IS RIGHT 2 C	5014	2072	6.4	41.3	103	475	7.5	9.5	122	869	5.7	17.3	92	727	6.7	14.5	109
RYAN'S HOPE A	3150	1264	3.9	40.1	100	367	5.8	11.7	150	545	3.6	17.3	91	351	3.3	11.1	84
SALE OF THE CENTURY N	2695	1051	3.2	39.0	97	213	3.4	7.9	102	567	3.7	21.0	111	271	2.5	10.1	76
SEARCH FOR TOMORROW N	2319	934	2.9	40.3	101	183	2.9	7.9	101	418	2.7	18.0	95	334	3.1	14.4	108
TODAY SHOW 1 N	2693	1107	3.4	41.1	103	147	2.3	5.5	70	563	3.7	20.9	111	398	3.7	14.8	111
TODAY SHOW 2 N	2498	989	3.1	39.6	99	175	2.8	7.0	90	552	3.6	22.1	117	263	2.4	10.5	79
$25,000 PYRAMID C	2753	999	3.1	36.3	91	186	3.0	6.8	87	507	3.3	18.4	97	306	2.8	11.1	84
WHEEL OF FORTUNE N	4388	1829	5.6	41.7	104	391	6.2	8.9	115	801	5.2	18.3	97	637	5.9	14.5	109
YOUNG AND THE RESTLESS C	5695	2259	7.0	39.7	99	492	7.8	8.6	111	1135	7.4	19.9	105	631	5.9	11.1	83
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	636	2.0	36.1	90	148	2.3	8.4	108	331	2.2	18.8	99	158	1.5	9.0	67
NBA PLAYOFF GAME -1 C	1136	553	1.7	48.7	122	*127	2.0	11.2	144	305	2.0	26.8	142	*121	1.1	10.7	80
NBC MAJOR LEAGUE PRE-GAME N	953	361	1.1	37.9	95	**59	0.9	6.2	80	*173	1.1	18.2	96	**128	1.2	13.4	101
SPORTSWORLD - SUN N	1233	504	1.6	40.9	102	*107	1.7	8.7	112	199	1.3	16.1	85	198	1.8	16.1	121
SUNDAY MORNING C	1611	617	1.9	38.3	96	*97	1.5	6.0	77	312	2.0	19.4	102	208	1.9	12.9	97

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FROZEN DESSERT PIES, CAKES & PASTRIES: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0371
P-19

		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS THREE OR MORE A '000	HEAVY USERS THREE OR MORE B % DOWN	HEAVY USERS THREE OR MORE C % ACROSS	HEAVY USERS THREE OR MORE D INDX	MEDIUM USERS ONE-TWO A '000	MEDIUM USERS ONE-TWO B % DOWN	MEDIUM USERS ONE-TWO C % ACROSS	MEDIUM USERS ONE-TWO D INDX	LIGHT USERS LESS THAN ONE A '000	LIGHT USERS LESS THAN ONE B % DOWN	LIGHT USERS LESS THAN ONE C % ACROSS	LIGHT USERS LESS THAN ONE D INDX
TOTAL FEMALE HOMEMAKERS		80986	32395	100.0	40.0	100	6298	100.0	7.8	100	15318	100.0	18.9	100	10779	100.0	13.3	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	10583	32.7	40.6	102	2308	36.6	8.9	114	5040	32.9	19.3	102	3235	30.0	12.4	93
NETWORK AFFILIATES - LATE		20261	8298	25.6	41.0	102	1616	25.7	8.0	103	3864	25.2	19.1	101	2818	26.1	13.9	104
INDEPENDENTS - LATE		2076	868	2.7	41.8	105	205	3.3	9.9	127	475	3.1	22.9	121	188	1.7	9.1	68
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	4509	13.9	43.1	108	942	15.0	9.0	116	2254	14.7	21.6	114	1313	12.2	12.6	94
ABC MONDAY NIGHT MOVIE	A	6412	2481	7.7	38.7	97	388	6.2	6.1	78	1158	7.6	18.1	95	935	8.7	14.6	110
ABC SUNDAY NIGHT MOVIE	A	12407	5034	15.5	40.6	101	872	13.8	7.0	90	2364	15.4	19.1	101	1798	16.7	14.5	109
ABC WORLD NEWS TONIGHT	A	6176	2485	7.7	40.2	101	608	9.7	9.8	127	1180	7.7	19.1	101	696	6.5	11.3	85
AFTERMASH	C	5863	2341	7.2	39.9	100	461	7.3	7.9	101	1163	7.6	19.8	105	716	6.6	12.2	92
ALICE	C	9594	3796	11.7	39.6	99	802	12.7	8.4	107	1808	11.8	18.8	100	1187	11.0	12.4	93
AMERICAN PARADE	C	6622	2473	7.6	37.3	93	574	9.1	8.7	111	1206	7.9	18.2	96	693	6.4	10.5	79
BENSON	A	10886	4238	13.1	38.9	97	980	15.6	9.0	116	1901	12.4	17.5	92	1357	12.6	12.5	94
BLUE THUNDER	A	5036	1906	5.9	37.8	95	376	6.0	7.5	96	867	5.7	17.2	91	663	6.2	13.2	99
CAGNEY & LACEY	C	9965	4081	12.6	41.0	102	894	14.2	9.0	115	1914	12.5	19.2	102	1273	11.8	12.8	96
CBS EVENING NEWS-DEAN	C	3491	1482	4.6	42.5	106	284	4.5	8.1	105	722	4.7	20.7	109	476	4.4	13.6	102
CBS EVENING NEWS-RATHER	C	7123	2957	9.1	41.5	104	637	10.1	8.9	115	1301	8.5	18.3	97	1019	9.5	14.3	107
CBS SAT. NEWS-SCHIEFFER	C	3621	1498	4.6	41.4	103	251	4.0	6.9	89	726	4.7	20.0	106	521	4.8	14.4	108
CBS SATURDAY NIGHT MOVIE	C	5436	2200	6.8	40.5	101	417	6.6	7.7	99	975	6.4	17.9	95	808	7.5	14.9	112
CBS WEDNESDAY NIGHT MOVIE	C	6100	2249	6.9	36.9	92	387	6.1	6.3	82	1002	6.5	16.4	87	860	8.0	14.1	106
CHEERS	N	8889	3812	11.8	42.9	107	741	11.8	8.3	107	1881	12.3	21.2	112	1190	11.0	13.4	101
DALLAS	C	22109	9588	29.6	43.4	108	2040	32.4	9.2	119	4261	27.8	19.3	102	3287	30.5	14.9	112
DIFF'RENT STROKES	N	6940	2727	8.4	39.3	98	583	9.3	8.4	108	1447	9.4	20.9	110	697	6.5	10.0	75
DOUBLE TROUBLE	N	7223	2993	9.2	41.4	104	548	8.7	7.6	98	1508	9.8	20.9	110	937	8.7	13.0	97
DUCK FACTORY	N	5595	2305	7.1	41.2	103	398	6.3	7.1	91	1105	7.2	19.7	104	803	7.4	14.4	108
DUKES OF HAZZARD	C	5768	2353	7.3	40.8	102	361	5.7	6.3	80	1170	7.6	20.3	107	822	7.6	14.3	107
DYNASTY	A	20053	8037	24.8	40.1	100	1615	25.6	8.1	104	3922	25.6	19.6	103	2500	23.2	12.5	94
FACTS OF LIFE	N	8087	3403	10.5	42.1	105	636	10.1	7.9	101	1710	11.2	21.1	112	1057	9.8	13.1	98
FALCON CREST	C	20046	8717	26.9	43.5	109	1934	30.7	9.6	124	3973	25.9	19.8	105	2811	26.1	14.0	105
FALL GUY	A	9084	3764	11.6	41.4	104	721	11.4	7.9	102	1814	11.8	20.0	106	1229	11.4	13.5	102
FAMILY TIES	N	7964	3390	10.5	42.6	106	675	10.7	8.5	109	1674	10.9	21.0	111	1041	9.7	13.1	98
FANTASY ISLAND	A	7687	3150	9.7	41.0	102	672	10.7	8.7	112	1522	9.9	19.8	105	956	8.9	12.4	93
FOULUPS,BLEEPS & BLUNDERS	A	8861	3321	10.3	37.5	94	615	9.8	6.9	89	1645	10.7	18.6	98	1061	9.8	12.0	90
FOUR SEASONS	C	5095	1987	6.1	39.0	97	403	6.4	7.9	102	986	6.4	19.4	102	597	5.5	11.7	88
GIMME A BREAK	N	8838	3681	11.4	41.6	104	862	13.7	9.8	125	1825	11.9	20.6	109	995	9.2	11.3	85
HART TO HART	A	8978	3484	10.8	38.8	97	742	11.8	8.3	106	1530	10.0	17.0	90	1212	11.2	13.5	101
HILL STREET BLUES	N	8590	3726	11.5	43.4	108	655	10.4	7.6	98	1916	12.5	22.3	118	1156	10.7	13.5	101
HOTEL	A	14085	5342	16.5	37.9	95	1169	18.6	8.3	107	2515	16.4	17.9	94	1661	15.4	11.8	89
JEFFERSONS	C	9360	3601	11.1	38.5	96	761	12.1	8.1	105	1831	12.0	19.6	103	1009	9.4	10.8	81
JENNIFER SLEPT HERE	N	5841	2327	7.2	39.8	100	521	8.3	8.9	115	1112	7.3	19.0	101	694	6.4	11.9	89
KATE & ALLIE	C	9206	3841	11.9	41.7	104	722	11.5	7.8	101	1760	11.5	19.1	101	1358	12.6	14.8	111
KNIGHT RIDER	N	7076	3002	9.3	42.4	106	539	8.6	7.6	98	1443	9.4	20.4	108	1020	9.5	14.4	108
LOVE BOAT	A	12219	5023	15.5	41.1	103	1084	17.2	8.9	114	2260	14.8	18.5	98	1679	15.6	13.7	103
MAGNUM PI	C	11199	4712	14.5	42.1	105	810	12.9	7.2	93	2097	13.7	18.7	99	1805	16.7	16.1	121
MAMA'S FAMILY	N	6057	2482	7.7	41.0	102	535	8.5	8.8	114	1195	7.8	19.7	104	753	7.0	12.4	93
MASTER, THE	N	3598	1476	4.6	41.0	103	260	4.1	7.2	93	748	4.9	20.8	110	468	4.3	13.0	98
MATT HOUSTON	A	6344	2632	8.1	41.5	104	618	9.8	9.7	125	1171	7.6	18.5	98	843	7.8	13.3	100
NBC MONDAY NIGHT MOVIE	N	11994	4896	15.1	40.8	102	914	14.5	7.6	98	2418	15.8	20.2	107	1564	14.5	13.0	98
NBC NIGHTLY NEWS	N	5132	2119	6.5	41.3	103	318	5.0	6.2	80	1197	7.8	23.3	123	605	5.6	11.8	89
NBC NIGHTLY NEWS-SAT	N	3375	1381	4.3	40.9	102	*255	4.0	7.6	97	719	4.7	21.3	113	406	3.8	12.0	90
NBC NIGHTLY NEWS-SUN	N	3130	1375	4.2	43.9	110	*277	4.4	8.8	114	679	4.4	21.7	115	418	3.9	13.4	100
NBC SUNDAY NIGHT MOVIE	N	8284	3578	11.0	43.2	108	705	11.2	8.5	109	1832	12.0	22.1	117	1041	9.7	12.6	94
NEWHART	C	9240	3812	11.8	41.3	103	776	12.3	8.4	108	1748	11.4	18.9	100	1289	12.0	14.0	105
ONE DAY AT A TIME	C	7288	2902	9.0	39.8	100	619	9.8	8.5	109	1175	7.7	16.1	85	1108	10.3	15.2	114
PEOPLE ARE FUNNY	N	4855	1846	5.7	38.0	95	452	7.2	9.3	120	854	5.6	17.6	93	540	5.0	11.1	84
REAL PEOPLE	N	8869	3519	10.9	39.7	99	736	11.7	8.3	107	1750	11.4	19.7	104	1033	9.6	11.6	88
REMINGTON STEELE	N	7743	3081	9.5	39.8	99	668	10.6	8.6	111	1393	9.1	18.0	95	1020	9.5	13.2	99
RIPLEY'S BELIEVE IT - NOT	A	5345	2198	6.8	41.1	103	362	5.7	6.8	87	1054	6.9	19.7	104	782	7.3	14.6	110
RIPTIDE	N	6988	2836	8.8	40.6	101	438	7.0	6.3	81	1436	9.4	20.5	109	962	8.9	13.8	103
SCARECROW & MRS. KING	C	10002	4113	12.7	41.1	103	694	11.0	6.9	89	1899	12.4	19.0	100	1520	14.1	15.2	114
SIMON & SIMON	C	10638	4592	14.2	43.2	108	857	13.6	8.1	104	2153	14.1	20.2	107	1582	14.7	14.9	112
60 MINUTES	C	13293	5521	17.0	41.5	104	1130	17.9	8.5	109	2607	17.0	19.6	104	1784	16.6	13.4	101
ST. ELSEWHERE	N	7017	3108	9.6	44.3	111	580	9.2	8.3	106	1509	9.9	21.5	114	1019	9.5	14.5	109
THREE'S COMPANY	A	10917	4402	13.6	40.3	101	897	14.2	8.2	106	1959	12.8	17.9	95	1545	14.3	14.2	106
T.J. HOOKER	A	9204	3735	11.5	40.6	101	767	12.2	8.3	107	1657	10.8	18.0	95	1312	12.2	14.3	107
TONIGHT SHOW	N	2372	1004	3.1	42.3	106	181	2.9	7.6	98	511	3.3	21.5	114	311	2.9	13.1	99
TRAPPER JOHN, M.D.	C	9846	3829	11.8	38.9	97	827	13.1	8.4	108	1782	11.6	18.1	96	1220	11.3	12.4	93
TV BLOOPERS & PRAC. JOKES	N	9105	3444	10.6	37.8	95	630	10.0	6.9	89	1682	11.0	18.5	98	1131	10.5	12.4	93
20/20	A	9387	3798	11.7	40.5	101	715	11.4	7.6	98	1621	10.6	17.3	91	1462	13.6	15.6	117
WEBSTER	A	11067	4237	13.1	38.3	96	965	15.3	8.7	112	1963	12.8	17.7	94	1310	12.2	11.8	89
WORLD NEWS - SUN	A	3062	1163	3.6	38.0	95	*192	3.0	6.3	81	559	3.6	18.3	97	412	3.8	13.5	101
YELLOW ROSE	N	4978	2132	6.6	42.8	107	380	6.0	7.6	98	1075	7.0	21.6	114	677	6.3	13.6	102
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	4217	13.0	47.5	119	819	13.0	9.2	119	2180	14.2	24.6	130	1218	11.3	13.7	103
BASKETBALL - COLLEGE GAMES		4080	1931	6.0	47.3	118	*332	5.3	8.1	105	1072	7.0	26.3	139	*526	4.9	12.9	97
BASKETBALL - PRO GAMES		3607	1728	5.3	47.9	120	*367	5.8	10.2	131	804	5.2	22.3	118	*557	5.2	15.4	116
BOWLING		3883	1804	5.6	46.5	116	*394	6.3	10.1	130	1054	6.9	27.1	144	*356	3.3	9.2	69
BOXING		3928	1684	5.2	42.9	107	*530	8.4	13.5	174	660	4.3	16.8	89	*494	4.6	12.6	94
FOOTBALL - COLLEGE GAMES		6366	2983	9.2	46.9	117	675	10.7	10.6	136	1402	9.2	22.0	116	906	8.4	14.2	107
FOOTBALL - PRO GAMES		11300	5377	16.6	47.6	119	1108	17.6	9.8	126	2458	16.0	21.8	115	1811	16.8	16.0	120
GOLF		3378	1710	5.3	50.6	127	*353	5.6	10.4	134	856	5.6	25.3	134	*502	4.7	14.9	112
POST-SEASON COLL. FOOTBALL		4906	2160	6.7	44.0	110	*374	5.9	7.6	98	991	6.5	20.2	107	795	7.4	16.2	122
POST-SEASON PRO FOOTBALL		6120	2860	8.8	46.7	117	576	9.1	9.4	121	1331	8.7	21.7	115	953	8.8	15.6	117
TENNIS		3033	1408	4.3	46.4	116	*276	4.4	9.1	117	693	4.5	22.8	121	*439	4.1	14.5	109
WRESTLING - PROFESSIONAL		3344	1550	4.8	46.4	116	*410	6.5	12.3	158	792	5.2	23.7	125	*348	3.2	10.4	78

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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FROZEN DESSERT PIES, CAKES & PASTRIES - TYPES
(FEMALE HOMEMAKERS)

0372
P-19

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	PIES A '000	PIES B % DOWN	PIES C % ACROSS	PIES D INDX	CAKES A '000	CAKES B % DOWN	CAKES C % ACROSS	CAKES D INDX	PASTRIES A '000	PASTRIES B % DOWN	PASTRIES C % ACROSS	PASTRIES D INDX
TOTAL FEMALE HOMEMAKERS	80986	32395	100.0	40.0	100	22544	100.0	27.8	100	19375	100.0	23.9	100	13226	100.0	16.3	100
18 - 24	9282	2886	8.9	31.1	78	1758	7.8	18.9	68	1731	8.9	18.6	78	1259	9.5	13.6	83
25 - 34	19072	7850	24.2	41.2	103	5339	23.7	28.0	101	4430	22.9	23.2	97	3178	24.0	16.7	102
35 - 44	14591	6521	20.1	44.7	112	4642	20.6	31.8	114	3995	20.6	27.4	114	2642	20.0	18.1	111
45 - 54	11345	4918	15.2	43.3	108	3515	15.6	31.0	111	2987	15.4	26.3	110	2250	17.0	19.8	121
55 - 64	11635	4830	14.9	41.5	104	3396	15.1	29.2	105	3096	16.0	26.6	111	2046	15.5	17.6	108
65 OR OLDER	15061	5391	16.6	35.8	89	3895	17.3	25.9	93	3135	16.2	20.8	87	1850	14.0	12.3	75
18 - 34	28354	10736	33.1	37.9	95	7097	31.5	25.0	90	6161	31.8	21.7	91	4438	33.6	15.7	96
18 - 49	48339	19530	60.3	40.4	101	13371	59.3	27.7	99	11617	60.0	24.0	100	8234	62.3	17.0	104
25 - 54	45008	19288	59.5	42.9	107	13496	59.9	30.0	108	11412	58.9	25.4	106	8070	61.0	17.9	110
35 - 49	19985	8794	27.1	44.0	110	6275	27.8	31.4	113	5455	28.2	27.3	114	3796	28.7	19.0	116
50 OR OLDER	32647	12865	39.7	39.4	99	9173	40.7	28.1	101	7758	40.0	23.8	99	4992	37.7	15.3	94
GRADUATED COLLEGE	11155	4528	14.0	40.6	101	2741	12.2	24.6	88	2780	14.3	24.9	104	2066	15.6	18.5	113
ATTENDED COLLEGE	13682	5882	18.2	43.0	107	4228	18.8	30.9	111	3567	18.4	26.1	109	2665	20.1	19.5	119
GRADUATED HIGH SCHOOL	33880	14309	44.2	42.2	106	9823	43.6	29.0	104	8744	45.1	25.8	108	5860	44.3	17.3	106
DID NOT GRADUATE HIGH SCHOOL	22270	7676	23.7	34.5	86	5752	25.5	25.8	93	4284	22.1	19.2	80	2635	19.9	11.8	72
EMPLOYED	40306	16831	52.0	41.8	104	11187	49.6	27.8	100	10280	53.1	25.5	107	7388	55.9	18.3	112
EMPLOYED FULL-TIME	32850	13865	42.8	42.2	106	9218	40.9	28.1	101	8400	43.4	25.6	107	6223	47.1	18.9	116
EMPLOYED PART-TIME	7456	2966	9.2	39.8	99	1969	8.7	26.4	95	1880	9.7	25.2	105	1165	8.8	15.6	96
NOT EMPLOYED	40680	15564	48.0	38.3	96	11357	50.4	27.9	100	9095	46.9	22.4	93	5838	44.1	14.4	88
PROFESSIONAL/MANAGER	10392	4088	12.6	39.3	98	2561	11.4	24.6	89	2578	13.3	24.8	104	1925	14.6	18.5	113
TECH/CLERICAL/SALES	17574	7799	24.1	44.4	111	5152	22.9	29.3	105	4781	24.7	27.2	114	3491	26.4	19.9	122
PRECISION/CRAFT	985	*398	1.2	40.4	101	**236	1.0	24.0	86	**225	1.2	22.8	95	**140	1.1	14.2	87
OTHER EMPLOYED	11354	4547	14.0	40.0	100	3238	14.4	28.5	102	2697	13.9	23.8	99	1832	13.9	16.1	99
SINGLE	9863	3787	11.7	38.4	96	2348	10.4	23.8	86	2494	12.9	25.3	106	1685	12.7	17.1	105
MARRIED	51375	21066	65.0	41.0	103	14952	66.3	29.1	105	12445	64.2	24.2	101	8600	65.0	16.7	103
DIVORCED/SEPARATED/WIDOWED	19748	7542	23.3	38.2	95	5244	23.3	26.6	95	4436	22.9	22.5	94	2941	22.2	14.9	91
PARENTS	32590	13750	42.4	42.2	105	9621	42.7	29.5	106	7939	41.0	24.4	102	5498	41.6	16.9	103
WHITE	70416	28333	87.5	40.2	101	19921	88.4	28.3	102	16952	87.5	24.1	101	11700	88.5	16.6	102
BLACK	8778	3388	10.5	38.6	96	2306	10.2	26.3	94	1930	10.0	22.0	92	1281	9.7	14.6	89
OTHER	1791	*674	2.1	37.6	94	**317	1.4	17.7	64	**493	2.5	27.5	115	**245	1.9	13.7	84
NORTHEAST-CENSUS	17786	7339	22.7	41.3	103	4462	19.8	25.1	90	5096	26.3	28.7	120	3421	25.9	19.2	118
NORTH CENTRAL	20741	8094	25.0	39.0	98	5987	26.6	28.9	104	4542	23.4	21.9	92	3206	24.2	15.5	95
SOUTH	27775	11456	35.4	41.2	103	8279	36.7	29.8	107	6555	33.8	23.6	99	4330	32.7	15.6	95
WEST	14683	5507	17.0	37.5	94	3816	16.9	26.0	93	3183	16.4	21.7	91	2270	17.2	15.5	95
NORTHEAST-MKTG.	17961	7824	24.2	43.6	109	4854	21.5	27.0	97	5362	27.7	29.9	125	3585	27.1	20.0	122
EAST CENTRAL	11885	4637	14.3	39.0	98	3651	16.2	30.7	110	2360	12.2	19.9	83	1821	13.8	15.3	94
WEST CENTRAL	14090	5186	16.0	36.8	92	3668	16.3	26.0	94	3072	15.9	21.8	91	2043	15.4	14.5	89
SOUTH	24081	9839	30.4	40.9	102	7012	31.1	29.1	105	5770	29.8	24.0	100	3772	28.5	15.7	96
PACIFIC	12969	4909	15.2	37.9	95	3360	14.9	25.9	93	2812	14.5	21.7	91	2006	15.2	15.5	95
COUNTY SIZE A	32439	13615	42.0	42.0	105	9141	40.5	28.2	101	8880	45.8	27.4	114	6207	46.9	19.1	117
COUNTY SIZE B	24915	9928	30.6	39.8	100	7084	31.4	28.4	102	5576	28.8	22.4	94	3959	29.9	15.9	97
COUNTY SIZE C	12930	5283	16.3	40.9	102	3676	16.3	28.4	102	3104	16.0	24.0	100	1882	14.2	14.6	89
COUNTY SIZE D	10703	3568	11.0	33.3	83	2642	11.7	24.7	89	1816	9.4	17.0	71	1179	8.9	11.0	67
METRO CENTRAL CITY	24518	9670	29.9	39.4	99	6404	28.4	26.1	94	5787	29.9	23.6	99	3796	28.7	15.5	95
METRO SUBURBAN	35919	15282	47.2	42.5	106	10620	47.1	29.6	106	9565	49.4	26.6	111	6782	51.3	18.9	116
NON METRO	20549	7443	23.0	36.2	91	5520	24.5	26.9	96	4023	20.8	19.6	82	2649	20.0	12.9	79
TOP 5 ADI'S	18341	7636	23.6	41.6	104	4931	21.9	26.9	97	5441	28.1	29.7	124	3441	26.0	18.8	115
TOP 10 ADI'S	25378	10519	32.5	41.4	104	6689	29.7	26.4	95	7265	37.5	28.6	120	4800	36.3	18.9	116
TOP 20 ADI'S	36488	15040	46.4	41.2	103	9843	43.7	27.0	97	10073	52.0	27.6	115	6723	50.8	18.4	113
HSHLD INC. $50,000 OR MORE	6612	3198	9.9	48.4	121	2110	9.4	31.9	115	1997	10.3	30.2	126	1775	13.4	26.8	164
$40,000 OR MORE	12659	6022	18.6	47.6	119	3976	17.6	31.4	113	3813	19.7	30.1	126	3166	23.9	25.0	153
$30,000 OR MORE	24698	11134	34.4	45.1	113	7469	33.1	30.2	109	7022	36.2	28.4	119	5465	41.3	22.1	135
$25,000 OR MORE	32077	14355	44.3	44.8	112	9829	43.6	30.6	110	8970	46.3	28.0	117	6774	51.2	21.1	129
$20,000 - $24,999	9144	3502	10.8	38.3	96	2429	10.8	26.6	95	1990	10.3	21.8	91	1303	9.9	14.2	87
$15,000 - $19,999	8728	3332	10.3	38.2	95	2310	10.2	26.5	95	1824	9.4	20.9	87	1266	9.6	14.5	89
$10,000 - $14,999	12562	5232	16.2	41.6	104	3727	16.5	29.7	107	3156	16.3	25.1	105	1895	14.3	15.1	92
UNDER $10,000	18475	5974	18.4	32.3	81	4250	18.9	23.0	83	3435	17.7	18.6	78	1989	15.0	10.8	66
HOUSEHOLD OF 1 PERSON	11987	3987	12.3	33.3	83	2655	11.8	22.1	80	2330	12.0	19.4	81	1618	12.2	13.5	83
2 PEOPLE	26577	10280	31.7	38.7	97	7171	31.8	27.0	97	6506	33.6	24.5	102	4062	30.7	15.3	94
3 OR 4 PEOPLE	30617	12952	40.0	42.3	106	8918	39.6	29.1	105	7637	39.4	24.9	104	5535	41.8	18.1	111
5 OR MORE PEOPLE	11804	5176	16.0	43.8	110	3801	16.9	32.2	116	2901	15.0	24.6	103	2012	15.2	17.0	104
NO CHILD IN HSHLD	46165	17690	54.6	38.3	96	12203	54.1	26.4	95	10993	56.7	23.8	100	7431	56.2	16.1	99
CHILD(REN) UNDER 2 YRS	5325	1912	5.9	35.9	90	1357	6.0	25.5	92	1003	5.2	18.8	79	682	5.2	12.8	78
2 - 5 YEARS	14221	5258	16.2	37.0	92	3691	16.4	26.0	93	2651	13.7	18.6	78	2133	16.1	15.0	92
6 - 11 YEARS	15117	6530	20.2	43.2	108	4508	20.0	29.8	107	3508	18.1	23.2	97	2357	17.8	15.6	95
12 - 17 YEARS	16611	7513	23.2	45.2	113	5374	23.8	32.4	116	4531	23.4	27.3	114	2799	21.2	16.9	103
RESIDENCE OWNED	55884	23201	71.6	41.5	104	16382	72.7	29.3	105	13817	71.3	24.7	103	9484	71.7	17.0	104
VALUE: $50,000 OR MORE	31744	13442	41.5	42.3	106	9051	40.1	28.5	102	8377	43.2	26.4	110	6145	46.5	19.4	119
VALUE: UNDER $50,000	24140	9759	30.1	40.4	101	7331	32.5	30.4	109	5440	28.1	22.5	94	3339	25.2	13.8	85

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FROZEN DESSERT PIES, CAKES & PASTRIES - TYPES
(FEMALE HOMEMAKERS)

0373
P-19

		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	PIES A '000	PIES B % DOWN	PIES C % ACROSS	PIES D INDX	CAKES A '000	CAKES B % DOWN	CAKES C % ACROSS	CAKES D INDX	PASTRIES A '000	PASTRIES B % DOWN	PASTRIES C % ACROSS	PASTRIES D INDX
TOTAL FEMALE HOMEMAKERS		80986	32395	100.0	40.0	100	22544	100.0	27.8	100	19375	100.0	23.9	100	13226	100.0	16.3	100
MAGAZINES	QUINTILE 1	15799	7201	22.2	45.6	114	5029	22.3	31.8	114	4501	23.2	28.5	119	3704	28.0	23.4	144
	QUINTILE 2	17259	7586	23.4	44.0	110	5383	23.9	31.2	112	4522	23.3	26.2	110	3091	23.4	17.9	110
	QUINTILE 3	13545	5137	15.9	37.9	95	3378	15.0	24.9	90	3019	15.6	22.3	93	2033	15.4	15.0	92
	QUINTILE 4	15133	5915	18.3	39.1	98	4093	18.2	27.0	97	3644	18.8	24.1	101	2148	16.2	14.2	87
	QUINTILE 5	19250	6556	20.2	34.1	85	4661	20.7	24.2	87	3689	19.0	19.2	80	2250	17.0	11.7	72
NEWSPAPERS	QUINTILE 1	12413	5793	17.9	46.7	117	3950	17.5	31.8	114	3795	19.6	30.6	128	2648	20.0	21.3	131
	QUINTILE 2	24116	10037	31.0	41.6	104	6904	30.6	28.6	103	6227	32.1	25.8	108	4198	31.7	17.4	107
	QUINTILE 3	11261	4671	14.4	41.5	104	3340	14.8	29.7	107	2786	14.4	24.7	103	1999	15.1	17.8	109
	QUINTILE 4	20255	7660	23.6	37.8	95	5389	23.9	26.6	96	4296	22.2	21.2	89	2925	22.1	14.4	88
	QUINTILE 5	12940	4235	13.1	32.7	82	2961	13.1	22.9	82	2271	11.7	17.6	73	1457	11.0	11.3	69
OUTDOOR	QUINTILE 1	14852	6206	19.2	41.8	104	4367	19.4	29.4	106	3829	19.8	25.8	108	2944	22.3	19.8	121
	QUINTILE 2	15725	6519	20.1	41.5	104	4588	20.4	29.2	105	3743	19.3	23.8	99	2666	20.2	17.0	104
	QUINTILE 3	16330	6826	21.1	41.8	104	4608	20.4	28.2	101	3913	20.2	24.0	100	2841	21.5	17.4	107
	QUINTILE 4	16744	6147	19.0	36.7	92	4263	18.9	25.5	91	3856	19.9	23.0	96	2393	18.1	14.3	88
	QUINTILE 5	17334	6698	20.7	38.6	97	4718	20.9	27.2	98	4034	20.8	23.3	97	2382	18.0	13.7	84
RADIO-DRIVE TIME	QUINTILE 1	15911	6562	20.3	41.2	103	4565	20.2	28.7	103	3924	20.3	24.7	103	2418	18.3	15.2	93
	QUINTILE 2	14837	6174	19.1	41.6	104	4441	19.7	29.9	108	3722	19.2	25.1	105	2508	19.0	16.9	104
	QUINTILE 3	15339	6266	19.3	40.9	102	4151	18.4	27.1	97	3934	20.3	25.6	107	2832	21.4	18.5	113
	QUINTILE 4	16723	6935	21.4	41.5	104	4728	21.0	28.3	102	4165	21.5	24.9	104	2823	21.3	16.9	103
	QUINTILE 5	18176	6459	19.9	35.5	89	4658	20.7	25.6	92	3629	18.7	20.0	83	2646	20.0	14.6	89
RADIO-MID-DAY	TERCILE 1	21020	8747	27.0	41.6	104	6386	28.3	30.4	109	5379	27.8	25.6	107	3573	27.0	17.0	104
	TERCILE 2	21610	8910	27.5	41.2	103	5937	26.3	27.5	99	5095	26.3	23.6	99	3733	28.2	17.3	106
	TERCILE 3	38355	14738	45.5	38.4	96	10222	45.3	26.7	96	8900	45.9	23.2	97	5920	44.8	15.4	95
RADIO-TOTAL	QUINTILE 1	15988	6510	20.1	40.7	102	4656	20.7	29.1	105	3886	20.1	24.3	102	2519	19.0	15.8	96
	QUINTILE 2	15626	6467	20.0	41.4	103	4472	19.8	28.6	103	3909	20.2	25.0	105	2681	20.3	17.2	105
	QUINTILE 3	16723	6913	21.3	41.3	103	4707	20.9	28.1	101	4306	22.2	25.7	108	3007	22.7	18.0	110
	QUINTILE 4	16342	6996	21.6	42.8	107	4712	20.9	28.8	104	4136	21.3	25.3	106	2948	22.3	18.0	110
	QUINTILE 5	16306	5509	17.0	33.8	84	3997	17.7	24.5	88	3138	16.2	19.2	80	2071	15.7	12.7	78
TV-PRIME TIME	QUINTILE 1	15953	6516	20.1	40.8	102	4705	20.9	29.5	106	4001	20.7	25.1	105	3026	22.9	19.0	116
	QUINTILE 2	16137	7016	21.7	43.5	109	4950	22.0	30.7	110	4310	22.2	26.7	112	2542	19.2	15.8	96
	QUINTILE 3	16420	6717	20.7	40.9	102	4550	20.2	27.7	100	4048	20.9	24.7	103	2601	19.7	15.8	97
	QUINTILE 4	16687	6547	20.2	39.2	98	4329	19.2	25.9	93	3964	20.5	23.8	99	2865	21.7	17.2	105
	QUINTILE 5	15789	5600	17.3	35.5	89	4010	17.8	25.4	91	3051	15.7	19.3	81	2192	16.6	13.9	85
TV-DAYTIME	TERCILE 1	27736	11228	34.7	40.5	101	8209	36.4	29.6	106	6844	35.3	24.7	103	4321	32.7	15.6	95
	TERCILE 2	26489	10444	32.2	39.4	99	7030	31.2	26.5	95	6432	33.2	24.3	101	4205	31.8	15.9	97
	TERCILE 3	26761	10724	33.1	40.1	100	7305	32.4	27.3	98	6099	31.5	22.8	95	4699	35.5	17.6	108
TV-TOTAL	QUINTILE 1	16345	6608	20.4	40.4	101	4876	21.6	29.8	107	3991	20.6	24.4	102	2818	21.3	17.2	106
	QUINTILE 2	16447	6788	21.0	41.3	103	4797	21.3	29.2	105	4179	21.6	25.4	106	2629	19.9	16.0	98
	QUINTILE 3	15980	6687	20.6	41.8	105	4632	20.5	29.0	104	4003	20.7	25.1	105	2752	20.8	17.2	105
	QUINTILE 4	15887	6289	19.4	39.6	99	4014	17.8	25.3	91	3810	19.7	24.0	100	2603	19.7	16.4	100
	QUINTILE 5	16326	6023	18.6	36.9	92	4225	18.7	25.9	93	3391	17.5	20.8	87	2424	18.3	14.8	91
MAGAZINES-NEWSPAPERS: DUAL		20721	9457	29.2	45.6	114	6552	29.1	31.6	114	5927	30.6	28.6	120	4287	32.4	20.7	127
MAGAZINE IMPERATIVE		19186	7932	24.5	41.3	103	5640	25.0	29.4	106	4475	23.1	23.3	97	3485	26.3	18.2	111
NEWSPAPER IMPERATIVE		21899	8814	27.2	40.2	101	6115	27.1	27.9	100	5536	28.6	25.3	106	3548	26.8	16.2	99
MAGAZINES-OUTDOOR: DUAL		15451	7050	21.8	45.6	114	4949	22.0	32.0	115	4158	21.5	26.9	112	3540	26.8	22.9	140
MAGAZINE IMPERATIVE		25953	10840	33.5	41.8	104	7439	33.0	28.7	103	6663	34.4	25.7	107	4497	34.0	17.3	106
OUTDOOR IMPERATIVE		24400	9211	28.4	37.8	94	6350	28.2	26.0	93	5548	28.6	22.7	95	3453	26.1	14.2	87
MAGAZINES-RADIO: DUAL		18049	7755	23.9	43.0	107	5361	23.8	29.7	107	4657	24.0	25.8	108	3461	26.2	19.2	117
MAGAZINE IMPERATIVE		23571	10219	31.5	43.4	108	7054	31.3	29.9	108	6298	32.5	26.7	112	4720	35.7	20.0	123
RADIO IMPERATIVE		23278	8986	27.7	38.6	97	6187	27.4	26.6	95	5337	27.5	22.9	96	3169	24.0	13.6	83
MAGAZINES-TELEVISION: DUAL		15459	6914	21.3	44.7	112	5034	22.3	32.6	117	4303	22.2	27.8	116	3231	24.4	20.9	128
MAGAZINE IMPERATIVE		25829	10919	33.7	42.3	106	7310	32.4	28.3	102	6516	33.6	25.2	105	4774	36.1	18.5	113
TELEVISION IMPERATIVE		26039	9810	30.3	37.7	94	7054	31.3	27.1	97	5676	29.3	21.8	91	3479	26.3	13.4	82
NEWSPAPERS-OUTDOOR: DUAL		16605	7097	21.9	42.7	107	5052	22.4	30.4	109	4601	23.7	27.7	116	3392	25.6	20.4	125
NEWSPAPER IMPERATIVE		26834	11487	35.5	42.8	107	7795	34.6	29.0	104	7231	37.3	26.9	113	4559	34.5	17.0	104
OUTDOOR IMPERATIVE		23346	9150	28.2	39.2	98	6314	28.0	27.0	97	4945	25.5	21.2	89	3691	27.9	15.8	97
NEWSPAPERS-RADIO: DUAL		17133	7470	23.1	43.6	109	5252	23.3	30.7	110	4569	23.6	26.7	111	3222	24.4	18.8	115
NEWSPAPER IMPERATIVE		25892	11056	34.1	42.7	107	7521	33.4	29.0	104	6926	35.7	26.7	112	4730	35.8	18.3	112
RADIO IMPERATIVE		23167	8987	27.7	38.8	97	6331	28.1	27.3	98	5159	26.6	22.3	93	3447	26.1	14.9	91
NEWSPAPERS-TELEVISION: DUAL		17159	7616	23.5	44.4	111	5488	24.3	32.0	115	4855	25.1	28.3	118	3159	23.9	18.4	113
NEWSPAPER IMPERATIVE		26214	10957	33.8	41.8	104	7335	32.5	28.0	101	6819	35.2	26.0	109	4890	37.0	18.7	114
TELEVISION IMPERATIVE		23412	8882	27.4	37.9	95	6284	27.9	26.8	96	5074	26.2	21.7	91	3449	26.1	14.7	90
OUTDOOR-RADIO: DUAL		15303	6607	20.4	43.2	108	4707	20.9	30.8	110	4068	21.0	26.6	111	2639	20.0	17.2	106
OUTDOOR IMPERATIVE		24901	10137	31.3	40.7	102	6954	30.8	27.9	100	5799	29.9	23.3	97	4560	34.5	18.3	112
RADIO IMPERATIVE		26492	10471	32.3	39.5	99	7228	32.1	27.3	98	6353	32.8	24.0	100	4073	30.8	15.4	94
OUTDOOR-TELEVISION: DUAL		14794	6457	19.9	43.6	109	4591	20.4	31.0	111	3964	20.5	26.8	112	2820	21.3	19.1	117
OUTDOOR IMPERATIVE		25437	10322	31.9	40.6	101	7040	31.2	27.7	99	5931	30.6	23.3	97	4617	34.9	18.2	111
TELEVISION IMPERATIVE		27877	10934	33.8	39.2	98	7831	34.7	28.1	101	6720	34.7	24.1	101	4178	31.6	15.0	92
RADIO-TELEVISION: DUAL		15996	6749	20.8	42.2	105	4912	21.8	30.7	110	4266	22.0	26.7	111	2672	20.2	16.7	102
RADIO IMPERATIVE		25478	10174	31.4	39.9	100	6808	30.2	26.7	96	5916	30.5	23.2	97	4218	31.9	16.6	101
TELEVISION IMPERATIVE		26573	10755	33.2	40.5	101	7641	33.9	28.8	103	6307	32.6	23.7	99	4422	33.4	16.6	102

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FROZEN DESSERT PIES, CAKES & PASTRIES - TYPES
(FEMALE HOMEMAKERS)

0374
P-19

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	PIES A '000	PIES B % DOWN	PIES C % ACROSS	PIES D INDX	CAKES A '000	CAKES B % DOWN	CAKES C % ACROSS	CAKES D INDX	PASTRIES A '000	PASTRIES B % DOWN	PASTRIES C % ACROSS	PASTRIES D INDX
TOTAL FEMALE HOMEMAKERS	80986	32395	100.0	40.0	100	22544	100.0	27.8	100	19375	100.0	23.9	100	13226	100.0	16.3	100
ATLANTIC MONTHLY	415	*187	0.6	45.1	113	**122	0.5	29.4	106	*111	0.6	26.7	112	*130	1.0	31.3	192
BARRON'S	453	*275	0.8	60.7	152	**164	0.7	36.2	130	*216	1.1	47.7	199	**198	1.5	43.7	268
BETTER HOMES & GARDENS	16256	7208	22.3	44.3	111	4860	21.6	29.9	107	4541	23.4	27.9	117	3183	24.1	19.6	120
BON APPETIT	2535	1128	3.5	44.5	111	687	3.0	27.1	97	708	3.7	27.9	117	585	4.4	23.1	141
BUSINESS WEEK	1278	668	2.1	52.3	131	420	1.9	32.9	118	449	2.3	35.1	147	311	2.4	24.3	149
CAR AND DRIVER	378	*199	0.6	52.6	132	*163	0.7	43.1	155	**126	0.7	33.3	139	**70	0.5	18.5	113
CBS MAGAZINE NETWORK (GROSS)	1498	694	2.1	46.3	116	389	1.7	26.0	93	529	2.7	35.3	148	306	2.3	20.4	125
CHANGING TIMES	1505	585	1.8	38.9	97	447	2.0	29.7	107	328	1.7	21.8	91	292	2.2	19.4	119
COLONIAL HOMES	1231	648	2.0	52.6	132	411	1.8	33.4	120	383	2.0	31.1	130	300	2.3	24.4	149
CONDE NAST MAG. PKG. (GROSS)	14146	6487	20.0	45.9	115	4168	18.5	29.5	106	4094	21.1	28.9	121	3465	26.2	24.5	150
CONSUMERS DIGEST	1323	700	2.2	52.9	132	446	2.0	33.7	121	513	2.6	38.8	162	402	3.0	30.4	186
COSMOPOLITAN	7102	3032	9.4	42.7	107	2006	8.9	28.2	101	1854	9.6	26.1	109	1500	11.3	21.1	129
COUNTRY LIVING	2481	1082	3.3	43.6	109	722	3.2	29.1	105	692	3.6	27.9	117	579	4.4	23.3	143
CUISINE	1472	602	1.9	40.9	102	401	1.8	27.2	98	426	2.2	28.9	121	300	2.3	20.4	125
CYCLE WORLD	425	*139	0.4	32.7	82	**114	0.5	26.8	96	**91	0.5	21.4	89	**61	0.5	14.4	88
DCI:CREATIVE IDEAS FOR LIV	2510	1005	3.1	40.0	100	731	3.2	29.1	105	625	3.2	24.9	104	490	3.7	19.5	120
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	3083	9.5	46.1	115	2221	9.9	33.2	119	1856	9.6	27.7	116	1456	11.0	21.8	133
DISCOVER	894	353	1.1	39.5	99	*183	0.8	20.5	74	*224	1.2	25.1	105	*160	1.2	17.9	110
EBONY	3507	1608	5.0	45.9	115	1141	5.1	32.5	117	926	4.8	26.4	110	673	5.1	19.2	118
ESQUIRE	1083	546	1.7	50.4	126	343	1.5	31.7	114	278	1.4	25.7	107	*248	1.9	22.9	140
ESSENCE	1830	913	2.8	49.9	125	650	2.9	35.5	128	482	2.5	26.3	110	333	2.5	18.2	111
FAMILY CIRCLE	15930	6966	21.5	43.7	109	5004	22.2	31.4	113	4280	22.1	26.9	112	3164	23.9	19.9	122
THE FAMILY HANDYMAN	1126	432	1.3	38.4	96	320	1.4	28.4	102	281	1.5	25.0	104	212	1.6	18.8	115
FAMILY WEEKLY	11468	4522	14.0	39.4	99	3435	15.2	30.0	108	2675	13.8	23.3	97	1693	12.8	14.8	90
FIELD & STREAM	2234	700	2.2	31.3	78	507	2.2	22.7	82	438	2.3	19.6	82	*273	2.1	12.2	75
FOOD & WINE	579	314	1.0	54.2	136	*196	0.9	33.9	122	*206	1.1	35.6	149	*160	1.2	27.6	169
FORBES	728	362	1.1	49.7	124	*268	1.2	36.8	132	*274	1.4	37.6	157	*226	1.7	31.0	190
FORTUNE	906	413	1.3	45.6	114	*302	1.3	33.3	120	*275	1.4	30.4	127	*314	2.4	34.7	212
GENTLEMEN'S QUARTERLY	791	398	1.2	50.3	126	*290	1.3	36.7	132	*264	1.4	33.4	140	*184	1.4	23.3	142
GLAMOUR	5265	2371	7.3	45.0	113	1575	7.0	29.9	107	1466	7.6	27.8	116	1191	9.0	22.6	139
GOLF DIGEST	636	268	0.8	42.1	105	*199	0.9	31.3	112	*174	0.9	27.4	114	*164	1.2	25.8	158
GOLF DIGEST/TENNIS (GROSS)	1186	531	1.6	44.8	112	317	1.4	26.7	96	371	1.9	31.3	131	294	2.2	24.8	152
GOLF MAGAZINE	441	*238	0.7	54.0	135	**187	0.8	42.4	152	**154	0.8	34.9	146	**147	1.1	33.3	204
GOLF MAGAZINE/SKI (GROSS)	922	424	1.3	46.0	115	*283	1.3	30.7	110	*268	1.4	29.1	121	*226	1.7	24.5	150
GOOD HOUSEKEEPING	16487	7232	22.3	43.9	110	5107	22.7	31.0	111	4357	22.5	26.4	110	3073	23.2	18.6	114
HARPER'S BAZAAR	2423	1216	3.8	50.2	125	790	3.5	32.6	117	641	3.3	26.5	111	654	4.9	27.0	165
HEALTH	1994	1048	3.2	52.6	131	715	3.2	35.9	129	630	3.3	31.6	132	610	4.6	30.6	187
HEARST MAG CORP. BUY (GROSS)	44101	19928	61.5	45.2	113	13673	60.7	31.0	111	11863	61.2	26.9	112	9336	70.6	21.2	130
HEARST MAN POWER (GROSS)	1993	927	2.9	46.5	116	680	3.0	34.1	123	601	3.1	30.2	126	427	3.2	21.4	131
HEARST WOMAN POWER (GROSS)	31274	13764	42.5	44.0	110	9509	42.2	30.4	109	8127	41.9	26.0	109	6266	47.4	20.0	123
HOUSE BEAUTIFUL	3623	1729	5.3	47.7	119	1211	5.4	33.4	120	1055	5.4	29.1	122	817	6.2	22.6	138
INC.	283	*175	0.5	61.8	155	**118	0.5	41.7	150	**125	0.6	44.2	185	**101	0.8	35.7	219
JET	2928	1340	4.1	45.8	114	937	4.2	32.0	115	840	4.3	28.7	120	633	4.8	21.6	132
LADIES' HOME JOURNAL	11918	5624	17.4	47.2	118	3918	17.4	32.9	118	3226	16.7	27.1	113	2485	18.8	20.9	128
LHJ FAMILY GRP COMBO(GROSS)	16764	7963	24.6	47.5	119	5607	24.9	33.4	120	4614	23.8	27.5	115	3709	28.0	22.1	135
LIFE	4254	2044	6.3	48.0	120	1333	5.9	31.3	113	1294	6.7	30.4	127	1074	8.1	25.2	155
L.A. TIMES HOME MAGAZINE	1145	466	1.4	40.7	102	*288	1.3	25.2	90	*279	1.4	24.4	102	*247	1.9	21.6	132
MADEMOISELLE	2884	1329	4.1	46.1	115	922	4.1	32.0	115	895	4.6	31.0	130	742	5.6	25.7	158
MC CALL'S	13460	5796	17.9	43.1	108	4147	18.4	30.8	111	3407	17.6	25.3	106	2584	19.5	19.2	118
MC CALL'S/WRK MOTHER (GROSS)	14606	6367	19.7	43.6	109	4524	20.1	31.0	111	3727	19.2	25.5	107	2870	21.7	19.6	120
MECHANIX ILLUSTRATED	772	331	1.0	42.9	107	*266	1.2	34.5	124	*213	1.1	27.6	115	*175	1.3	22.7	139
METROPOLITAN HOME	967	522	1.6	54.0	135	261	1.2	27.0	97	299	1.5	30.9	129	266	2.0	27.5	168
MONEY	1588	742	2.3	46.7	117	471	2.1	29.7	107	469	2.4	29.5	123	418	3.2	26.3	161
MOTHER EARTH NEWS	1002	414	1.3	41.3	103	*230	1.0	23.0	82	*227	1.2	22.7	95	*176	1.3	17.6	108
MS.	825	362	1.1	43.9	110	216	1.0	26.2	94	242	1.2	29.3	123	*190	1.4	23.0	141
NATIONAL ENQUIRER	10336	4600	14.2	44.5	111	3389	15.0	32.8	118	2662	13.7	25.8	108	1931	14.6	18.7	114
NATIONAL GEOGRAPHIC	9597	4106	12.7	42.8	107	2843	12.6	29.6	106	2619	13.5	27.3	114	1823	13.8	19.0	116
NATIONAL SUNDAY MAGAZINE PKG	49558	20912	64.6	42.2	105	14626	64.9	29.5	106	12978	67.0	26.2	109	8952	67.7	18.1	111
NATURAL HISTORY	573	*199	0.6	34.7	87	**94	0.4	16.4	59	*130	0.7	22.7	95	*137	1.0	23.9	146
NEW WOMAN	1699	661	2.0	38.9	97	494	2.2	29.1	104	387	2.0	22.8	95	361	2.7	21.2	130
NEW YORK INCLUDING CUE	443	*195	0.6	44.0	110	*108	0.5	24.4	88	*133	0.7	30.0	125	*123	0.9	27.8	170
THE NEW YORKER	1270	556	1.7	43.8	109	372	1.7	29.3	105	364	1.9	28.7	120	288	2.2	22.7	139
NEWSWEEK	6277	2847	8.8	45.4	113	1982	8.8	31.6	113	1719	8.9	27.4	114	1442	10.9	23.0	141
THE N.Y. TIMES DAILY EDITION	1205	581	1.8	48.2	121	330	1.5	27.4	98	426	2.2	35.4	148	267	2.0	22.2	136
THE N.Y. TIMES MAGAZINE	2081	851	2.6	40.9	102	512	2.3	24.6	88	604	3.1	29.0	121	375	2.8	18.0	110
OMNI	788	368	1.1	46.7	117	*207	0.9	26.3	94	*220	1.1	27.9	117	*159	1.2	20.2	124
ON CABLE	1158	536	1.7	46.3	116	443	2.0	38.3	137	355	1.8	30.7	128	*211	1.6	18.2	112
1001 HOME IDEAS	2852	1291	4.0	45.3	113	974	4.3	34.2	123	758	3.9	26.6	111	614	4.6	21.5	132
ORGANIC GARDENING	1658	624	1.9	37.6	94	401	1.8	24.2	87	365	1.9	22.0	92	227	1.7	13.7	84
OUTDOOR LIFE	896	340	1.0	37.9	95	*217	1.0	24.2	87	*224	1.2	25.0	104	*179	1.4	20.0	122
PARADE MAGAZINE	24275	10318	31.9	42.5	106	7041	31.2	29.0	104	6648	34.3	27.4	114	4484	33.9	18.5	113

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FROZEN DESSERT PIES, CAKES & PASTRIES - TYPES
(FEMALE HOMEMAKERS)

0375
P-19

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	PIES A '000	PIES B % DOWN	PIES C % ACROSS	PIES D INDX	CAKES A '000	CAKES B % DOWN	CAKES C % ACROSS	CAKES D INDX	PASTRIES A '000	PASTRIES B % DOWN	PASTRIES C % ACROSS	PASTRIES D INDX
TOTAL FEMALE HOMEMAKERS	80986	32395	100.0	40.0	100	22544	100.0	27.8	100	19375	100.0	23.9	100	13226	100.0	16.3	100
PARENTS	3845	1664	5.1	43.3	108	1119	5.0	29.1	105	966	5.0	25.1	105	801	6.1	20.8	128
PENTHOUSE	831	368	1.1	44.3	111	*269	1.2	32.4	116	*257	1.3	30.9	129	*168	1.3	20.2	124
PEOPLE	11645	5254	16.2	45.1	113	3502	15.5	30.1	108	3240	16.7	27.8	116	2585	19.5	22.2	136
PLAYBOY	2006	852	2.6	42.5	106	569	2.5	28.4	102	503	2.6	25.1	105	367	2.8	18.3	112
POPULAR HOT RODDING	297	**123	0.4	41.4	104	**94	0.4	31.6	114	**73	0.4	24.6	103	**60	0.5	20.2	124
POPULAR MECHANICS	1018	473	1.5	46.5	116	*396	1.8	38.9	140	*285	1.5	28.0	117	*257	1.9	25.2	155
POPULAR SCIENCE	878	381	1.2	43.4	108	*285	1.3	32.5	117	*231	1.2	26.3	110	*177	1.3	20.2	123
PREVENTION	3913	1616	5.0	41.3	103	1220	5.4	31.2	112	914	4.7	23.4	98	701	5.3	17.9	110
PSYCHOLOGY TODAY	1710	802	2.5	46.9	117	580	2.6	33.9	122	625	3.2	36.5	153	379	2.9	22.2	136
READER'S DIGEST	22204	9408	29.0	42.4	106	6911	30.7	31.1	112	5760	29.7	25.9	108	4077	30.8	18.4	112
REDBOOK	7684	3500	10.8	45.5	114	2395	10.6	31.2	112	1916	9.9	24.9	104	1693	12.8	22.0	135
ROAD & TRACK	410	*219	0.7	53.4	134	**147	0.7	35.9	129	*202	1.0	49.3	206	**127	1.0	31.0	190
ROLLING STONE	969	389	1.2	40.1	100	232	1.0	23.9	86	231	1.2	23.8	100	230	1.7	23.7	145
RUNNER'S WORLD	298	*173	0.5	58.1	145	**102	0.5	34.2	123	**144	0.7	48.3	202	**61	0.5	20.5	125
SATURDAY EVENING POST	1169	584	1.8	50.0	125	380	1.7	32.5	117	326	1.7	27.9	117	238	1.8	20.4	125
SCIENCE 84	587	301	0.9	51.3	128	*207	0.9	35.3	127	*226	1.2	38.5	161	**174	1.3	29.6	182
SCIENCE DIGEST	482	246	0.8	51.0	128	*131	0.6	27.2	98	*185	1.0	38.4	160	*117	0.9	24.3	149
SCIENTIFIC AMERICAN	594	247	0.8	41.6	104	*143	0.6	24.1	86	*171	0.9	28.8	120	*135	1.0	22.7	139
SELF	2089	996	3.1	47.7	119	591	2.6	28.3	102	581	3.0	27.8	116	574	4.3	27.5	168
SEVENTEEN	2411	1165	3.6	48.3	121	744	3.3	30.9	111	696	3.6	28.9	121	531	4.0	22.0	135
SKI	480	*187	0.6	39.0	97	**96	0.4	20.0	72	**115	0.6	24.0	100	**79	0.6	16.5	101
SMITHSONIAN	2760	1311	4.0	47.5	119	894	4.0	32.4	116	765	3.9	27.7	116	568	4.3	20.6	126
SOAP OPERA DIGEST	3013	1329	4.1	44.1	110	983	4.4	32.6	117	937	4.8	31.1	130	547	4.1	18.2	111
SOUTHERN LIVING	4184	2077	6.4	49.6	124	1489	6.6	35.6	128	1232	6.4	29.4	123	966	7.3	23.1	141
SPORT	559	*268	0.8	47.9	120	*196	0.9	35.1	126	*196	1.0	35.1	147	*135	1.0	24.2	148
THE SPORTING NEWS	436	*210	0.6	48.2	120	**160	0.7	36.7	132	**149	0.8	34.2	143	**105	0.8	24.1	147
SPORTS AFIELD	493	*208	0.6	42.2	105	*153	0.7	31.0	111	*132	0.7	26.8	112	**53	0.4	10.8	66
SPORTS ILLUSTRATED	2758	1178	3.6	42.7	107	737	3.3	26.7	96	696	3.6	25.2	105	600	4.5	21.8	133
STAR	7456	3277	10.1	44.0	110	2394	10.6	32.1	115	2130	11.0	28.6	119	1433	10.8	19.2	118
SUNDAY	24936	10731	33.1	43.0	108	7319	32.5	29.4	105	6811	35.2	27.3	114	4959	37.5	19.9	122
SUNSET	2124	886	2.7	41.7	104	652	2.9	30.7	110	585	3.0	27.5	115	394	3.0	18.5	114
TV GUIDE	21661	9326	28.8	43.1	108	6363	28.2	29.4	106	5564	28.7	25.7	107	3832	29.0	17.7	108
TENNIS	550	*263	0.8	47.8	120	**118	0.5	21.5	77	*196	1.0	35.6	149	**130	1.0	23.6	145
TIME	8880	4035	12.5	45.4	114	2545	11.3	28.7	103	2660	13.7	30.0	125	2173	16.4	24.5	150
TOWN & COUNTRY	917	492	1.5	53.7	134	310	1.4	33.8	121	335	1.7	36.5	153	237	1.8	25.8	158
TRAVEL & LEISURE	972	542	1.7	55.8	139	317	1.4	32.6	117	340	1.8	35.0	146	218	1.6	22.4	137
TRUE STORY	3356	1281	4.0	38.2	95	947	4.2	28.2	101	710	3.7	21.2	88	573	4.3	17.1	105
U.S.NEWS & WORLD REPORT	3410	1522	4.7	44.6	112	1033	4.6	30.3	109	943	4.9	27.7	116	698	5.3	20.5	125
USA TODAY	1759	911	2.8	51.8	129	554	2.5	31.5	113	628	3.2	35.7	149	456	3.4	25.9	159
US	1873	858	2.6	45.8	115	607	2.7	32.4	116	523	2.7	27.9	117	433	3.3	23.1	142
VOGUE	3909	1792	5.5	45.8	115	1080	4.8	27.6	99	1152	5.9	29.5	123	958	7.2	24.5	150
WALL STREET JOURNAL	1886	762	2.4	40.4	101	561	2.5	29.7	107	493	2.5	26.1	109	410	3.1	21.7	133
WEIGHT WATCHERS	2120	985	3.0	46.5	116	719	3.2	33.9	122	660	3.4	31.1	130	408	3.1	19.2	118
WOMAN'S DAY	14172	6336	19.6	44.7	112	4587	20.3	32.4	116	3813	19.7	26.9	112	2901	21.9	20.5	125
WORKING MOTHER	1146	571	1.8	49.8	125	377	1.7	32.9	118	321	1.7	28.0	117	286	2.2	25.0	153
WORKING WOMAN	1322	612	1.9	46.3	116	362	1.6	27.4	98	382	2.0	28.9	121	377	2.9	28.5	175
WORLD TENNIS	*163	**63	0.2	38.7	97	**28	0.1	17.2	62	**47	0.2	28.8	121	**38	0.3	23.3	143
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1050	3.2	41.5	104	691	3.1	27.3	98	664	3.4	26.2	110	551	4.2	21.8	133
BLAIR INSERTS	43657	18754	57.9	43.0	107	12807	56.8	29.3	105	11852	61.2	27.1	113	8142	61.6	18.6	114
DAILY NEWSPAPERS																	
READ ANY	51633	22043	68.0	42.7	107	15333	68.0	29.7	107	13435	69.3	26.0	109	9352	70.7	18.1	111
READ ONE	43463	18067	55.8	41.6	104	12592	55.9	29.0	104	10800	55.7	24.8	104	7480	56.6	17.2	105
READ TWO OR MORE	8170	3976	12.3	48.7	122	2741	12.2	33.5	121	2635	13.6	32.3	135	1872	14.2	22.9	140
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	22060	68.1	41.9	105	15263	67.7	29.0	104	13808	71.3	26.2	110	9430	71.3	17.9	110
READ ONE	46126	19197	59.3	41.6	104	13208	58.6	28.6	103	12000	61.9	26.0	109	8079	61.1	17.5	107
READ TWO OR MORE	6552	2863	8.8	43.7	109	2054	9.1	31.3	113	1809	9.3	27.6	115	1351	10.2	20.6	126
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.88				29.04				29.24				30.60			
30 DAY REACH	71455	28482	87.9	39.9	100	19763	87.7	27.7	99	17014	87.8	23.8	100	11757	88.9	16.5	101
50 SHWG - 30 DAY AV FREQ	14.56	15.14				15.24				15.38				15.87			
30 DAY REACH	67742	27231	84.1	40.2	100	18890	83.8	27.9	100	16200	83.6	23.9	100	11369	86.0	16.8	103
25 SHWG - 30 DAY AV FREQ	7.94	8.19				8.22				8.29				8.46			
30 DAY REACH	62117	25164	77.7	40.5	101	17497	77.6	28.2	101	15015	77.5	24.2	101	10684	80.8	17.2	105
CABLE TV: HOME WIRED	32077	13825	42.7	43.1	108	9793	43.4	30.5	110	8438	43.6	26.3	110	5839	44.1	18.2	111
HOME NOT WIRED	48909	18570	57.3	38.0	95	12751	56.6	26.1	94	10937	56.4	22.4	93	7387	55.9	15.1	92
HAVE PAY CABLE	15935	7334	22.6	46.0	115	4900	21.7	30.7	110	4696	24.2	29.5	123	3298	24.9	20.7	127

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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FROZEN DESSERT PIES, CAKES & PASTRIES - TYPES
(FEMALE HOMEMAKERS)

0376
P-19

	TOTAL U.S. '000	ALL USERS A '000	B % DOWN	C % ACROSS	D INDX	PIES A '000	B % DOWN	C % ACROSS	D INDX	CAKES A '000	B % DOWN	C % ACROSS	D INDX	PASTRIES A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	32395	100.0	40.0	100	22544	100.0	27.8	100	19375	100.0	23.9	100	13226	100.0	16.3	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	18321	56.6	41.7	104	12691	56.3	28.9	104	11171	57.7	25.4	106	7513	56.8	17.1	105
10:00 AM - 3:00 PM	30659	12643	39.0	41.2	103	8797	39.0	28.7	103	7505	38.7	24.5	102	5114	38.7	16.7	102
3:00 PM - 7:00 PM	31045	12866	39.7	41.4	104	8672	38.5	27.9	100	7806	40.3	25.1	105	5082	38.4	16.4	100
7:00 PM - MIDNIGHT	15767	6147	19.0	39.0	97	4319	19.2	27.4	98	3825	19.7	24.3	101	2579	19.5	16.4	100
MIDNIGHT - 6:00 AM	9120	3866	11.9	42.4	106	2764	12.3	30.3	109	2331	12.0	25.6	107	1557	11.8	17.1	105
6:00 AM - MIDNIGHT	58527	24388	75.3	41.7	104	16817	74.6	28.7	103	14812	76.4	25.3	106	10009	75.7	17.1	105
ENTIRE DAY	59311	24748	76.4	41.7	104	17095	75.8	28.8	104	15024	77.5	25.3	106	10167	76.9	17.1	105
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	6710	20.7	41.5	104	4547	20.2	28.1	101	3890	20.1	24.1	101	2903	21.9	18.0	110
ALL NEWS	2256	930	2.9	41.2	103	570	2.5	25.3	91	669	3.5	29.7	124	378	2.9	16.8	103
AOR/PROGRESSIVE	3874	1534	4.7	39.6	99	1083	4.8	28.0	100	1012	5.2	26.1	109	677	5.1	17.5	107
BEAUTIFUL MUSIC	5660	2618	8.1	46.3	116	1775	7.9	31.4	113	1589	8.2	28.1	117	1114	8.4	19.7	121
BLACK	2204	891	2.8	40.4	101	581	2.6	26.4	95	480	2.5	21.8	91	429	3.2	19.5	119
CLASSICAL	1418	643	2.0	45.3	113	350	1.6	24.7	89	424	2.2	29.9	125	413	3.1	29.1	178
CHR/ROCK	9538	4090	12.6	42.9	107	2612	11.6	27.4	98	2630	13.6	27.6	115	1591	12.0	16.7	102
COUNTRY	12648	5307	16.4	42.0	105	4018	17.8	31.8	114	3250	16.8	25.7	107	1901	14.4	15.0	92
GOLDEN OLDIES	1191	434	1.3	36.4	91	349	1.5	29.3	105	*252	1.3	21.2	88	*138	1.0	11.6	71
MOR/NOSTALGIA	4757	1988	6.1	41.8	104	1373	6.1	28.9	104	1173	6.1	24.7	103	813	6.1	17.1	105
NEWS/TALK	3863	1658	5.1	42.9	107	1148	5.1	29.7	107	1081	5.6	28.0	117	756	5.7	19.6	120
RELIGIOUS	3084	1134	3.5	36.8	92	825	3.7	26.8	96	593	3.1	19.2	80	473	3.6	15.3	94
SOFT ROCK	521	*154	0.5	29.6	74	*129	0.6	24.8	89	**92	0.5	17.7	74	**32	0.2	6.1	38
URBAN CONTEMPORARY	1585	729	2.3	46.0	115	515	2.3	32.5	117	547	2.8	34.5	144	368	2.8	23.2	142
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	1252	3.9	38.4	96	804	3.6	24.7	89	792	4.1	24.3	102	560	4.2	17.2	105
ABC DIRECTION	2316	973	3.0	42.0	105	692	3.1	29.9	107	609	3.1	26.3	110	343	2.6	14.8	91
ABC ENTERTAINMENT	4834	2048	6.3	42.4	106	1480	6.6	30.6	110	1333	6.9	27.6	115	860	6.5	17.8	109
ABC FM	2202	876	2.7	39.8	99	604	2.7	27.4	99	538	2.8	24.4	102	317	2.4	14.4	88
ABC INFORMATION	5425	2262	7.0	41.7	104	1691	7.5	31.2	112	1340	6.9	24.7	103	963	7.3	17.8	109
ABC ROCK	1677	622	1.9	37.1	93	450	2.0	26.8	96	440	2.3	26.2	110	*241	1.8	14.4	88
CBS	4430	1837	5.7	41.5	104	1282	5.7	28.9	104	1096	5.7	24.7	103	696	5.3	15.7	96
MUTUAL	4992	2132	6.6	42.7	107	1410	6.3	28.2	101	1411	7.3	28.3	118	731	5.5	14.6	90
NBC	4679	1877	5.8	40.1	100	1314	5.8	28.1	101	1183	6.1	25.3	106	797	6.0	17.0	104
RADIORADIO	1994	832	2.6	41.7	104	560	2.5	28.1	101	591	3.1	29.6	124	316	2.4	15.8	97
RKO ONE	2298	908	2.8	39.5	99	611	2.7	26.6	96	558	2.9	24.3	101	382	2.9	16.6	102
RKO TWO	3311	1299	4.0	39.2	98	908	4.0	27.4	99	820	4.2	24.8	104	536	4.1	16.2	99
THE SOURCE	2114	993	3.1	47.0	117	634	2.8	30.0	108	668	3.4	31.6	132	445	3.4	21.1	129
NON-WIRED : BLAIR	8654	3754	11.6	43.4	108	2828	12.5	32.7	117	2316	12.0	26.8	112	1492	11.3	17.2	106
INTERNET	12025	5253	16.2	43.7	109	3575	15.9	29.7	107	3304	17.1	27.5	115	2160	16.3	18.0	110
KATZ RADIO GROUP	15359	6638	20.5	43.2	108	4723	21.0	30.8	110	4154	21.4	27.0	113	2901	21.9	18.9	116
SUPERNET	10628	4315	13.3	40.6	101	2958	13.1	27.8	100	2575	13.3	24.2	101	1677	12.7	15.8	97
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	3491	10.8	40.3	101	2580	11.4	29.8	107	2147	11.1	24.8	104	1502	11.4	17.3	106
WKDAY 9:00 AM - 1:00 PM	12163	4897	15.1	40.3	101	3550	15.7	29.2	105	2970	15.3	24.4	102	1910	14.4	15.7	96
WKDAY 1:00 PM - 4:30 PM	16150	6420	19.8	39.8	99	4604	20.4	28.5	102	3852	19.9	23.9	100	2514	19.0	15.6	95
WKDAY 4:30 PM - 7:30 PM	22463	9088	28.1	40.5	101	6463	28.7	28.8	103	5468	28.2	24.3	102	3679	27.8	16.4	100
WKDAY 7:30 PM - 8:00 PM	31795	12914	39.9	40.6	102	9182	40.7	28.9	104	7930	40.9	24.9	104	5344	40.4	16.8	103
WKDAY 11:00 PM - 11:30 PM	23977	9851	30.4	41.1	103	6857	30.4	28.6	103	6008	31.0	25.1	105	4373	33.1	18.2	112
WKDAY 11:30 PM - 1:00 AM	7703	3168	9.8	41.1	103	2345	10.4	30.4	109	1923	9.9	25.0	104	1376	10.4	17.9	109
M-SAT 8-11 PM+SUN 7-11 PM	33800	13887	42.9	41.1	103	9747	43.2	28.8	104	8467	43.7	25.1	105	5736	43.4	17.0	104
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	2687	8.3	41.1	103	1806	8.0	27.6	99	1813	9.4	27.7	116	1108	8.4	16.9	104
ANOTHER WORLD N	4620	1822	5.6	39.4	99	1352	6.0	29.3	105	973	5.0	21.1	88	674	5.1	14.6	89
AS THE WORLD TURNS C	5614	2206	6.8	39.3	98	1669	7.4	29.7	107	1191	6.1	21.2	89	807	6.1	14.4	88
CAPITOL C	3396	1294	4.0	38.1	95	929	4.1	27.4	98	814	4.2	24.0	100	510	3.9	15.0	92
CBS MORN. NEWS 1 C	1446	511	1.6	35.3	88	414	1.8	28.6	103	301	1.6	20.8	87	206	1.6	14.2	87
CBS MORN. NEWS 2 C	1207	439	1.4	36.4	91	341	1.5	28.3	101	283	1.5	23.4	98	198	1.5	16.4	100
DAYS OF OUR LIVES N	5877	2458	7.6	41.8	105	1843	8.2	31.4	113	1267	6.5	21.6	90	950	7.2	16.2	99
FACTS OF LIFE - DAYTIME N	2290	959	3.0	41.9	105	712	3.2	31.1	112	535	2.8	23.4	98	371	2.8	16.2	99
FAMILY FEUD A	3023	1199	3.7	39.7	99	827	3.7	27.4	98	781	4.0	25.8	108	396	3.0	13.1	80
GENERAL HOSPITAL A	6097	2288	7.1	37.5	94	1598	7.1	26.2	94	1447	7.5	23.7	99	1033	7.8	16.9	104
GOOD MORNING, AMERICA-730 A	3515	1366	4.2	38.9	97	985	4.4	28.0	101	828	4.3	23.6	98	574	4.3	16.3	100
GOOD MORNING, AMERICA-830 A	2818	1173	3.6	41.6	104	809	3.6	28.7	103	684	3.5	24.3	101	458	3.5	16.3	100
GUIDING LIGHT C	5339	2107	6.5	39.5	99	1517	6.7	28.4	102	1326	6.8	24.8	104	778	5.9	14.6	89
ONE LIFE TO LIVE A	4478	1691	5.2	37.8	94	1185	5.3	26.5	95	1025	5.3	22.9	96	721	5.5	16.1	99
PRESS YOUR LUCK C	2244	931	2.9	41.5	104	696	3.1	31.0	111	567	2.9	25.3	106	283	2.1	12.6	77
PRICE IS RIGHT 1 C	4348	1808	5.6	41.6	104	1359	6.0	31.3	112	1133	5.8	26.1	109	665	5.0	15.3	94
PRICE IS RIGHT 2 C	5014	2072	6.4	41.3	103	1532	6.8	30.6	110	1291	6.7	25.7	108	790	6.0	15.8	96
RYAN'S HOPE A	3150	1264	3.9	40.1	100	849	3.8	27.0	97	868	4.5	27.6	115	537	4.1	17.0	104
SALE OF THE CENTURY N	2695	1051	3.2	39.0	97	752	3.3	27.9	100	577	3.0	21.4	89	331	2.5	12.3	75
SEARCH FOR TOMORROW N	2319	934	2.9	40.3	101	695	3.1	30.0	108	549	2.8	23.7	99	314	2.4	13.5	83
TODAY SHOW 1 N	2693	1107	3.4	41.1	103	834	3.7	31.0	111	694	3.6	25.8	108	538	4.1	20.0	122
TODAY SHOW 2 N	2498	989	3.1	39.6	99	741	3.3	29.7	107	595	3.1	23.8	100	469	3.5	18.8	115
$25,000 PYRAMID C	2753	999	3.1	36.3	91	709	3.1	25.8	93	695	3.6	25.2	106	350	2.6	12.7	78
WHEEL OF FORTUNE N	4388	1829	5.6	41.7	104	1289	5.7	29.4	106	1135	5.9	25.9	108	658	5.0	15.0	92
YOUNG AND THE RESTLESS C	5695	2259	7.0	39.7	99	1706	7.6	30.0	108	1273	6.6	22.4	93	877	6.6	15.4	94
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	636	2.0	36.1	90	483	2.1	27.4	99	376	1.9	21.4	89	273	2.1	15.5	95
NBA PLAYOFF GAME -1 C	1136	553	1.7	48.7	122	442	2.0	38.9	140	348	1.8	30.6	128	284	2.1	25.0	153
NBC MAJOR LEAGUE PRE-GAME N	953	361	1.1	37.9	95	*278	1.2	29.2	105	*209	1.1	21.9	92	*134	1.0	14.1	86
SPORTSWORLD - SUN N	1233	504	1.6	40.9	102	423	1.9	34.3	123	319	1.6	25.9	108	189	1.4	15.3	94
SUNDAY MORNING C	1611	617	1.9	38.3	96	453	2.0	28.1	101	364	1.9	22.6	94	292	2.2	18.1	111

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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FROZEN DESSERT PIES, CAKES & PASTRIES - TYPES
(FEMALE HOMEMAKERS)

0377
P-19

		TOTAL U.S. '000	ALL USERS A '000	B % DOWN	C % ACROSS	D INDX	PIES A '000	B % DOWN	C % ACROSS	D INDX	CAKES A '000	B % DOWN	C % ACROSS	D INDX	PASTRIES A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	32395	100.0	40.0	100	22544	100.0	27.8	100	19375	100.0	23.9	100	13226	100.0	16.3	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	10583	32.7	40.6	102	7432	33.0	28.5	102	6356	32.8	24.4	102	4239	32.1	16.3	100
NETWORK AFFILIATES - LATE		20261	8298	25.6	41.0	102	5713	25.3	28.2	101	5026	25.9	24.8	104	3627	27.4	17.9	110
INDEPENDENTS - LATE		2076	868	2.7	41.8	105	618	2.7	29.8	107	569	2.9	27.4	115	407	3.1	19.6	120
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	4509	13.9	43.1	108	3362	14.9	32.2	116	2679	13.8	25.6	107	1707	12.9	16.3	100
ABC MONDAY NIGHT MOVIE	A	6412	2481	7.7	38.7	97	1745	7.7	27.2	98	1469	7.6	22.9	96	997	7.5	15.5	95
ABC SUNDAY NIGHT MOVIE	A	12407	5034	15.5	40.6	101	3475	15.4	28.0	101	3004	15.5	24.2	101	2140	16.2	17.2	106
ABC WORLD NEWS TONIGHT	A	6176	2485	7.7	40.2	101	1733	7.7	28.1	101	1512	7.8	24.5	102	1046	7.9	16.9	104
AFTERMASH	C	5863	2341	7.2	39.9	100	1765	7.8	30.1	108	1382	7.1	23.6	99	838	6.3	14.3	88
ALICE	C	9594	3796	11.7	39.6	99	2766	12.3	28.8	104	2270	11.7	23.7	99	1510	11.4	15.7	96
AMERICAN PARADE	C	6622	2473	7.6	37.3	93	1614	7.2	24.4	88	1602	8.3	24.2	101	1042	7.9	15.7	96
BENSON	A	10886	4238	13.1	38.9	97	2923	13.0	26.9	96	2598	13.4	23.9	100	1816	13.7	16.7	102
BLUE THUNDER	A	5036	1906	5.9	37.8	95	1430	6.3	28.4	102	1189	6.1	23.6	99	786	5.9	15.6	96
CAGNEY & LACEY	C	9965	4081	12.6	41.0	102	2853	12.7	28.6	103	2502	12.9	25.1	105	1733	13.1	17.4	106
CBS EVENING NEWS-DEAN	C	3491	1482	4.6	42.5	106	929	4.1	26.6	96	895	4.6	25.6	107	613	4.6	17.6	108
CBS EVENING NEWS-RATHER	C	7123	2957	9.1	41.5	104	2063	9.2	29.0	104	1836	9.5	25.8	108	1192	9.0	16.7	102
CBS SAT. NEWS-SCHIEFFER	C	3621	1498	4.6	41.4	103	1068	4.7	29.5	106	822	4.2	22.7	95	591	4.5	16.3	100
CBS SATURDAY NIGHT MOVIE	C	5436	2200	6.8	40.5	101	1522	6.8	28.0	101	1295	6.7	23.8	100	818	6.2	15.0	92
CBS WEDNESDAY NIGHT MOVIE	C	6100	2249	6.9	36.9	92	1669	7.4	27.4	98	1413	7.3	23.2	97	880	6.7	14.4	88
CHEERS	N	8889	3812	11.8	42.9	107	2556	11.3	28.8	103	2304	11.9	25.9	108	1672	12.6	18.8	115
DALLAS	C	22109	9588	29.6	43.4	108	6652	29.5	30.1	108	5601	28.9	25.3	106	4321	32.7	19.5	120
DIFF'RENT STROKES	N	6940	2727	8.4	39.3	98	1835	8.1	26.4	95	1557	8.0	22.4	94	1076	8.1	15.5	95
DOUBLE TROUBLE	N	7223	2993	9.2	41.4	104	2100	9.3	29.1	104	1817	9.4	25.2	105	1134	8.6	15.7	96
DUCK FACTORY	N	5595	2305	7.1	41.2	103	1584	7.0	28.3	102	1339	6.9	23.9	100	1026	7.8	18.3	112
DUKES OF HAZZARD	C	5768	2353	7.3	40.8	102	1621	7.2	28.1	101	1301	6.7	22.6	94	818	6.2	14.2	87
DYNASTY	A	20053	8037	24.8	40.1	100	5636	25.0	28.1	101	4788	24.7	23.9	100	3291	24.9	16.4	100
FACTS OF LIFE	N	8087	3403	10.5	42.1	105	2347	10.4	29.0	104	2089	10.8	25.8	108	1212	9.2	15.0	92
FALCON CREST	C	20046	8717	26.9	43.5	109	6082	27.0	30.3	109	5167	26.7	25.8	108	3930	29.7	19.6	120
FALL GUY	A	9084	3764	11.6	41.4	104	2717	12.1	29.9	107	2348	12.1	25.8	108	1479	11.2	16.3	100
FAMILY TIES	N	7964	3390	10.5	42.6	106	2365	10.5	29.7	107	2024	10.4	25.4	106	1387	10.5	17.4	107
FANTASY ISLAND	A	7687	3150	9.7	41.0	102	2253	10.0	29.3	105	1957	10.1	25.5	106	1314	9.9	17.1	105
FOULUPS, BLEEPS & BLUNDERS	A	8861	3321	10.3	37.5	94	2260	10.0	25.5	92	1889	9.7	21.3	89	1346	10.2	15.2	93
FOUR SEASONS	C	5095	1987	6.1	39.0	97	1473	6.5	28.9	104	1185	6.1	23.3	97	713	5.4	14.0	86
GIMME A BREAK	N	8838	3681	11.4	41.6	104	2551	11.3	28.9	104	2188	11.3	24.8	103	1499	11.3	17.0	104
HART TO HART	A	8978	3484	10.8	38.8	97	2464	10.9	27.4	99	2075	10.7	23.1	97	1260	9.5	14.0	86
HILL STREET BLUES	N	8590	3726	11.5	43.4	108	2639	11.7	30.7	110	2221	11.5	25.9	108	1643	12.4	19.1	117
HOTEL	A	14085	5345	16.5	37.9	95	3721	16.5	26.4	95	3191	16.5	22.7	95	2180	16.5	15.5	95
JEFFERSONS	C	9360	3601	11.1	38.5	96	2611	11.6	27.9	100	2281	11.8	24.4	102	1371	10.4	14.6	90
JENNIFER SLEPT HERE	N	5841	2327	7.2	39.8	100	1544	6.8	26.4	95	1304	6.7	22.3	93	911	6.9	15.6	96
KATE & ALLIE	C	9206	3841	11.9	41.7	104	2612	11.6	28.4	102	2330	12.0	25.3	106	1612	12.2	17.5	107
KNIGHT RIDER	N	7076	3002	9.3	42.4	106	2156	9.6	30.5	109	1828	9.4	25.8	108	1166	8.8	16.5	101
LOVE BOAT	A	12219	5023	15.5	41.1	103	3603	16.0	29.5	106	2929	15.1	24.0	100	2005	15.2	16.4	100
MAGNUM PI	C	11199	4712	14.5	42.1	105	3470	15.4	31.0	111	2801	14.5	25.0	105	1966	14.9	17.6	107
MAMA'S FAMILY	N	6057	2482	7.7	41.0	102	1533	6.8	25.3	91	1652	8.5	27.3	114	1017	7.7	16.8	103
MASTER, THE	N	3598	1476	4.6	41.0	103	1051	4.7	29.2	105	837	4.3	23.3	97	508	3.8	14.1	86
MATT HOUSTON	A	6344	2632	8.1	41.5	104	1968	8.7	31.0	111	1457	7.5	23.0	96	1123	8.5	17.7	108
NBC MONDAY NIGHT MOVIE	N	11994	4896	15.1	40.8	102	3446	15.3	28.7	103	2721	14.0	22.7	95	1884	14.2	15.7	96
NBC NIGHTLY NEWS	N	5132	2119	6.5	41.3	103	1537	6.8	29.9	108	1219	6.3	23.8	99	875	6.6	17.0	104
NBC NIGHTLY NEWS-SAT	N	3375	1381	4.3	40.9	102	914	4.1	27.1	97	890	4.6	26.4	110	541	4.1	16.0	98
NBC NIGHTLY NEWS-SUN	N	3130	1375	4.2	43.9	110	873	3.9	27.9	100	724	3.7	23.1	97	518	3.9	16.5	101
NBC SUNDAY NIGHT MOVIE	N	8284	3578	11.0	43.2	108	2393	10.6	28.9	104	2134	11.0	25.8	108	1556	11.8	18.8	115
NEWHART	C	9240	3812	11.8	41.3	103	2618	11.6	28.3	102	2344	12.1	25.4	106	1619	12.2	17.5	107
ONE DAY AT A TIME	C	7288	2902	9.0	39.8	100	2026	9.0	27.8	100	1703	8.8	23.4	98	1055	8.0	14.5	89
PEOPLE ARE FUNNY	N	4855	1846	5.7	38.0	95	1237	5.5	25.5	92	1165	6.0	24.0	100	772	5.8	15.9	97
REAL PEOPLE	N	8869	3519	10.9	39.7	99	2380	10.6	26.8	96	2122	11.0	23.9	100	1425	10.8	16.1	98
REMINGTON STEELE	N	7743	3081	9.5	39.8	99	2131	9.5	27.5	99	1898	9.8	24.5	102	1357	10.3	17.5	107
RIPLEY'S BELIEVE IT - NOT	A	5345	2198	6.8	41.1	103	1575	7.0	29.5	106	1348	7.0	25.2	105	901	6.8	16.9	103
RIPTIDE	N	6988	2836	8.8	40.6	101	2065	9.2	29.6	106	1681	8.7	24.1	101	1033	7.8	14.8	91
SCARECROW & MRS. KING	C	10002	4113	12.7	41.1	103	2991	13.3	29.9	107	2392	12.3	23.9	100	1509	11.4	15.1	92
SIMON & SIMON	C	10638	4592	14.2	43.2	108	3374	15.0	31.7	114	2616	13.5	24.6	103	1582	12.0	14.9	91
60 MINUTES	C	13293	5521	17.0	41.5	104	3756	16.7	28.3	102	3408	17.6	25.6	107	2211	16.7	16.6	102
ST. ELSEWHERE	N	7017	3108	9.6	44.3	111	2247	10.0	32.0	115	1924	9.9	27.4	115	1483	11.2	21.1	129
THREE'S COMPANY	A	10917	4402	13.6	40.3	101	3195	14.2	29.3	105	2456	12.7	22.5	94	1747	13.2	16.0	98
T.J. HOOKER	A	9204	3735	11.5	40.6	101	2671	11.8	29.0	104	2280	11.8	24.8	104	1407	10.6	15.3	94
TONIGHT SHOW	N	2372	1004	3.1	42.3	106	719	3.2	30.3	109	595	3.1	25.1	105	513	3.9	21.6	132
TRAPPER JOHN, M.D.	C	9846	3829	11.8	38.9	97	2805	12.4	28.5	102	2291	11.8	23.3	97	1508	11.4	15.3	94
TV BLOOPERS & PRAC. JOKES	N	9105	3444	10.6	37.8	95	2341	10.4	25.7	92	2067	10.7	22.7	95	1413	10.7	15.5	95
20/20	A	9387	3798	11.7	40.5	101	2538	11.3	27.0	97	2373	12.2	25.3	106	1639	12.4	17.5	107
WEBSTER	A	11067	4237	13.1	38.3	96	3001	13.3	27.1	97	2556	13.2	23.1	97	1801	13.6	16.3	100
WORLD NEWS - SUN	A	3062	1163	3.6	38.0	95	803	3.6	26.2	94	692	3.6	22.6	94	451	3.4	14.7	90
YELLOW ROSE	N	4978	2132	6.6	42.8	107	1480	6.6	29.7	107	1358	7.0	27.3	114	841	6.4	16.9	103
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	4217	13.0	47.5	119	3127	13.9	35.2	127	2861	14.8	32.2	135	1882	14.2	21.2	130
BASKETBALL - COLLEGE GAMES		4080	1931	6.0	47.3	118	1537	6.8	37.7	135	1219	6.3	29.9	125	916	6.9	22.5	137
BASKETBALL - PRO GAMES		3607	1728	5.3	47.9	120	1259	5.6	34.9	125	1273	6.6	35.3	148	981	7.4	27.2	167
BOWLING		3883	1804	5.6	46.5	116	1350	6.0	34.8	125	1240	6.4	31.9	133	774	5.9	19.9	122
BOXING		3928	1684	5.2	42.9	107	1333	5.9	33.9	122	1016	5.2	25.9	108	541	4.1	13.8	84
FOOTBALL - COLLEGE GAMES		6366	2983	9.2	46.9	117	2234	9.9	35.1	126	2013	10.4	31.6	132	1274	9.6	20.0	123
FOOTBALL - PRO GAMES		11300	5377	16.6	47.6	119	4157	18.4	36.8	132	3370	17.4	29.8	125	2480	18.8	21.9	134
GOLF		3378	1710	5.3	50.6	127	1224	5.4	36.2	130	1176	6.1	34.8	146	600	4.5	17.8	109
POST-SEASON COLL. FOOTBALL		4906	2160	6.7	44.0	110	1644	7.3	33.5	120	1370	7.1	27.9	117	866	6.5	17.7	108
POST-SEASON PRO FOOTBALL		6120	2860	8.8	46.7	117	2235	9.9	36.5	131	1812	9.4	29.6	124	1318	10.0	21.5	132
TENNIS		3033	1408	4.3	46.4	116	892	4.0	29.4	106	999	5.2	32.9	138	577	4.4	19.0	116
WRESTLING - PROFESSIONAL		3344	1550	4.8	46.4	116	1146	5.1	34.3	123	916	4.7	27.4	114	640	4.8	19.1	117

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FROZEN DESSERT PIES, CAKES & PASTRIES: BRANDS
(FEMALE HOMEMAKERS)

0378
P-19

	TOTAL U.S. '000	BANQUET (PIES) A '000	B % DOWN	C % ACROSS	D INDX	MORTON (PIES) A '000	B % DOWN	C % ACROSS	D INDX	MRS. SMITH (PIES) A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	6780	100.0	8.4	100	4363	100.0	5.4	100	12301	100.0	15.2	100				
18 - 24	9282	*462	6.8	5.0	59	*404	9.3	4.4	81	934	7.6	10.1	66				
25 - 34	19072	2015	29.7	10.6	126	1283	29.4	6.7	125	2703	22.0	14.2	93				
35 - 44	14591	1466	21.6	10.0	120	955	21.9	6.5	121	2456	20.0	16.8	111				
45 - 54	11345	919	13.6	8.1	97	636	14.6	5.6	104	1961	15.9	17.3	114				
55 - 64	11635	898	13.2	7.7	92	*471	10.8	4.0	75	2020	16.4	17.4	114				
65 OR OLDER	15061	1019	15.0	6.8	81	615	14.1	4.1	76	2228	18.1	14.8	97				
18 - 34	28354	2477	36.5	8.7	104	1687	38.7	5.9	110	3636	29.6	12.8	84				
18 - 49	48339	4443	65.5	9.2	110	2944	67.5	6.1	113	6960	56.6	14.4	95				
25 - 54	45008	4400	64.9	9.8	117	2874	65.9	6.4	119	7119	57.9	15.8	104				
35 - 49	19985	1966	29.0	9.8	118	1257	28.8	6.3	117	3324	27.0	16.6	110				
50 OR OLDER	32647	2338	34.5	7.2	86	1420	32.5	4.3	81	5341	43.4	16.4	108				
GRADUATED COLLEGE	11155	684	10.1	6.1	73	*577	13.2	5.2	96	1723	14.0	15.4	102				
ATTENDED COLLEGE	13682	1300	19.2	9.5	113	865	19.8	6.3	117	2536	20.6	18.5	122				
GRADUATED HIGH SCHOOL	33880	2927	43.2	8.6	103	1780	40.8	5.3	98	5463	44.4	16.1	106				
DID NOT GRADUATE HIGH SCHOOL	22270	1870	27.6	8.4	100	1141	26.2	5.1	95	2580	21.0	11.6	76				
EMPLOYED	40306	3282	48.4	8.1	97	2190	50.2	5.4	101	6221	50.6	15.4	102				
EMPLOYED FULL-TIME	32850	2662	39.3	8.1	97	1935	44.4	5.9	109	5122	41.6	15.6	103				
EMPLOYED PART-TIME	7456	621	9.2	8.3	99	*255	5.8	3.4	63	1099	8.9	14.7	97				
NOT EMPLOYED	40680	3498	51.6	8.6	103	2174	49.8	5.3	99	6080	49.4	14.9	98				
PROFESSIONAL/MANAGER	10392	590	8.7	5.7	68	*477	10.9	4.6	85	1570	12.8	15.1	99				
TECH/CLERICAL/SALES	17574	1575	23.2	9.0	107	977	22.4	5.6	103	2990	24.3	17.0	112				
PRECISION/CRAFT	985	**70	1.0	7.1	85	**56	1.3	5.7	106	**100	0.8	10.2	67				
OTHER EMPLOYED	11354	1047	15.4	9.2	110	680	15.6	6.0	111	1562	12.7	13.8	91				
SINGLE	9863	635	9.4	6.4	77	*343	7.9	3.5	65	1203	9.8	12.2	80				
MARRIED	51375	4472	66.0	8.7	104	3023	69.3	5.9	109	8211	66.8	16.0	105				
DIVORCED/SEPARATED/WIDOWED	19748	1673	24.7	8.5	101	996	22.8	5.0	94	2887	23.5	14.6	96				
PARENTS	32590	3587	52.9	11.0	131	2139	49.0	6.6	122	4904	39.9	15.0	99				
WHITE	70416	5741	84.7	8.2	97	3634	83.3	5.2	96	11392	92.6	16.2	107				
BLACK	8778	871	12.8	9.9	119	685	15.7	7.8	145	799	6.5	9.1	60				
OTHER	1791	**168	2.5	9.4	112	**45	1.0	2.5	47	**110	0.9	6.1	40				
NORTHEAST-CENSUS	17786	718	10.6	4.0	48	535	12.3	3.0	56	3419	27.8	19.2	127				
NORTH CENTRAL	20741	2493	36.8	12.0	144	740	17.0	3.6	66	1936	15.7	9.3	61				
SOUTH	27775	2537	37.4	9.1	109	2166	49.6	7.8	145	4278	34.8	15.4	101				
WEST	14683	1032	15.2	7.0	84	922	21.1	6.3	117	2668	21.7	18.2	120				
NORTHEAST-MKTG.	17961	763	11.3	4.2	51	573	13.1	3.2	59	3592	29.2	20.0	132				
EAST CENTRAL	11885	1454	21.4	12.2	146	570	13.1	4.8	89	1213	9.9	10.2	67				
WEST CENTRAL	14090	1434	21.2	10.2	122	*337	7.7	2.4	44	1522	12.4	10.8	71				
SOUTH	24081	2265	33.4	9.4	112	2031	46.6	8.4	157	3635	29.6	15.1	99				
PACIFIC	12969	865	12.8	6.7	80	852	19.5	6.6	122	2339	19.0	18.0	119				
COUNTY SIZE A	32439	2170	32.0	6.7	80	1571	36.0	4.8	90	5180	42.1	16.0	105				
COUNTY SIZE B	24915	2318	34.2	9.3	111	1530	35.1	6.1	114	4114	33.4	16.5	109				
COUNTY SIZE C	12930	1173	17.3	9.1	108	843	19.3	6.5	121	1841	15.0	14.2	94				
COUNTY SIZE D	10703	1118	16.5	10.4	125	*420	9.6	3.9	73	1166	9.5	10.9	72				
METRO CENTRAL CITY	24518	1902	28.1	7.8	93	1118	25.6	4.6	85	3718	30.2	15.2	100				
METRO SUBURBAN	35919	2935	43.3	8.2	98	2130	48.8	5.9	110	6034	49.1	16.8	111				
NON METRO	20549	1943	28.7	9.5	113	1115	25.6	5.4	101	2549	20.7	12.4	82				
TOP 5 ADI'S	18341	1057	15.6	5.8	69	743	17.0	4.1	75	3150	25.6	17.2	113				
TOP 10 ADI'S	25378	1559	23.0	6.1	73	1087	24.9	4.3	80	4091	33.3	16.1	106				
TOP 20 ADI'S	36488	2337	34.5	6.4	77	1610	36.9	4.4	82	5753	46.8	15.8	104				
HSHLD INC. $50,000 OR MORE	6612	*499	7.4	7.5	90	**398	9.1	6.0	112	1361	11.1	20.6	136				
$40,000 OR MORE	12659	944	13.9	7.5	89	*718	16.5	5.7	105	2559	20.8	20.2	133				
$30,000 OR MORE	24698	1997	29.5	8.1	97	1392	31.9	5.6	105	4484	36.5	18.2	120				
$25,000 OR MORE	32077	2743	40.5	8.6	102	1887	43.3	5.9	109	5847	47.5	18.2	120				
$20,000 - $24,999	9144	728	10.7	8.0	95	*308	7.1	3.4	63	1530	12.4	16.7	110				
$15,000 - $19,999	8728	639	9.4	7.3	87	*329	7.5	3.8	70	1317	10.7	15.1	99				
$10,000 - $14,999	12562	1170	17.3	9.3	111	806	18.5	6.4	119	1815	14.8	14.4	95				
UNDER $10,000	18475	1500	22.1	8.1	97	1033	23.7	5.6	104	1792	14.6	9.7	64				
HOUSEHOLD OF 1 PERSON	11987	622	9.2	5.2	62	359	8.2	3.0	56	1565	12.7	13.1	86				
2 PEOPLE	26577	1763	26.0	6.6	79	1300	29.8	4.9	91	4053	32.9	15.3	100				
3 OR 4 PEOPLE	30617	3096	45.7	10.1	121	1629	37.3	5.3	99	4902	39.9	16.0	105				
5 OR MORE PEOPLE	11804	1299	19.2	11.0	131	1076	24.7	9.1	169	1780	14.5	15.1	99				
NO CHILD IN HSHLD	46165	3005	44.3	6.5	78	2031	46.6	4.4	82	6980	56.7	15.1	100				
CHILD(REN) UNDER 2 YRS	5325	*509	7.5	9.6	114	*355	8.1	6.7	124	*625	5.1	11.7	77				
2 - 5 YEARS	14221	1311	19.3	9.2	110	1013	23.2	7.1	132	2095	17.0	14.7	97				
6 - 11 YEARS	15117	1691	24.9	11.2	134	1120	25.7	7.4	138	2137	17.4	14.1	93				
12 - 17 YEARS	16611	2040	30.1	12.3	147	1126	25.8	6.8	126	2762	22.5	16.6	109				
RESIDENCE OWNED	55884	4858	71.7	8.7	104	2862	65.6	5.1	95	9040	73.5	16.2	107				
VALUE: $50,000 OR MORE	31744	2306	34.0	7.3	87	1546	35.4	4.9	90	5541	45.0	17.5	115				
VALUE: UNDER $50,000	24140	2551	37.6	10.6	126	1316	30.2	5.5	101	3499	28.4	14.5	95				

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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FROZEN DESSERT PIES, CAKES & PASTRIES: BRANDS
(FEMALE HOMEMAKERS)

0379
P-19

		TOTAL U.S. '000	BANQUET (PIES) A '000	B % DOWN	C % ACROSS	D INDX	MORTON (PIES) A '000	B % DOWN	C % ACROSS	D INDX	MRS. SMITH (PIES) A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	6780	100.0	8.4	100	4363	100.0	5.4	100	12301	100.0	15.2	100				
MAGAZINES	QUINTILE 1	15799	1516	22.4	9.6	115	1283	29.4	8.1	151	2983	24.3	18.9	124				
	QUINTILE 2	17259	1667	24.6	9.7	115	866	19.8	5.0	93	3153	25.6	18.3	120				
	QUINTILE 3	13545	919	13.6	6.8	81	514	11.8	3.8	70	1844	15.0	13.6	90				
	QUINTILE 4	15133	1185	17.5	7.8	94	728	16.7	4.8	89	2219	18.0	14.7	97				
	QUINTILE 5	19250	1494	22.0	7.8	93	972	22.3	5.0	94	2101	17.1	10.9	72				
NEWSPAPERS	QUINTILE 1	12413	896	13.2	7.2	86	696	16.0	5.6	104	2449	19.9	19.7	130				
	QUINTILE 2	24116	2024	29.9	8.4	100	1208	27.7	5.0	93	3703	30.1	15.4	101				
	QUINTILE 3	11261	1067	15.7	9.5	113	625	14.3	5.6	103	1859	15.1	16.5	109				
	QUINTILE 4	20255	1932	28.5	9.5	114	1077	24.7	5.3	99	2801	22.8	13.8	91				
	QUINTILE 5	12940	861	12.7	6.7	79	756	17.3	5.8	108	1489	12.1	11.5	76				
OUTDOOR	QUINTILE 1	14852	1271	18.7	8.6	102	829	19.0	5.6	104	2477	20.1	16.7	110				
	QUINTILE 2	15725	1340	19.8	8.5	102	1056	24.2	6.7	125	2622	21.3	16.7	110				
	QUINTILE 3	16330	1478	21.8	9.1	108	757	17.4	4.6	86	2605	21.2	16.0	105				
	QUINTILE 4	16744	1336	19.7	8.0	95	857	19.6	5.1	95	2260	18.4	13.5	89				
	QUINTILE 5	17334	1356	20.0	7.8	93	864	19.8	5.0	93	2338	19.0	13.5	89				
RADIO-DRIVE TIME	QUINTILE 1	15911	1412	20.8	8.9	106	1005	23.0	6.3	117	2360	19.2	14.8	98				
	QUINTILE 2	14837	1385	20.4	9.3	112	663	15.2	4.5	83	2395	19.5	16.1	106				
	QUINTILE 3	15339	1175	17.3	7.7	92	743	17.0	4.8	90	2385	19.4	15.5	102				
	QUINTILE 4	16723	1357	20.0	8.1	97	978	22.4	5.8	109	2724	22.1	16.3	107				
	QUINTILE 5	18176	1452	21.4	8.0	95	975	22.3	5.4	100	2437	19.8	13.4	88				
RADIO-MID-DAY	TERCILE 1	21020	1773	26.2	8.4	101	1375	31.5	6.5	121	3305	26.9	15.7	104				
	TERCILE 2	21610	1926	28.4	8.9	106	1308	30.0	6.1	112	3206	26.1	14.8	98				
	TERCILE 3	38355	3081	45.4	8.0	96	1680	38.5	4.4	81	5790	47.1	15.1	99				
RADIO-TOTAL	QUINTILE 1	15988	1450	21.4	9.1	108	1030	23.6	6.4	120	2404	19.5	15.0	99				
	QUINTILE 2	15626	1252	18.5	8.0	96	780	17.9	5.0	93	2253	18.3	14.4	95				
	QUINTILE 3	16723	1484	21.9	8.9	106	914	20.9	5.5	101	2860	23.3	17.1	113				
	QUINTILE 4	16342	1298	19.1	7.9	95	850	19.5	5.2	97	2673	21.7	16.4	108				
	QUINTILE 5	16306	1296	19.1	7.9	95	789	18.1	4.8	90	2111	17.2	12.9	85				
TV-PRIME TIME	QUINTILE 1	15953	1478	21.8	9.3	111	968	22.2	6.1	113	2736	22.2	17.2	113				
	QUINTILE 2	16137	1471	21.7	9.1	109	954	21.9	5.9	110	2637	21.4	16.3	108				
	QUINTILE 3	16420	1498	22.1	9.1	109	885	20.3	5.4	100	2357	19.2	14.4	95				
	QUINTILE 4	16687	1061	15.6	6.4	76	788	18.1	4.7	88	2439	19.8	14.6	96				
	QUINTILE 5	15789	1272	18.8	8.1	96	769	17.6	4.9	90	2132	17.3	13.5	89				
TV-DAYTIME	TERCILE 1	27736	2769	40.8	10.0	119	1682	38.6	6.1	113	4222	34.3	15.2	100				
	TERCILE 2	26489	2132	31.4	8.0	96	1198	27.5	4.5	84	3783	30.8	14.3	94				
	TERCILE 3	26761	1879	27.7	7.0	84	1484	34.0	5.5	103	4296	34.9	16.1	106				
TV-TOTAL	QUINTILE 1	16345	1735	25.6	10.6	127	962	22.0	5.9	109	2623	21.3	16.0	106				
	QUINTILE 2	16447	1536	22.7	9.3	112	1031	23.6	6.3	116	2366	19.2	14.4	95				
	QUINTILE 3	15980	1271	18.7	8.0	95	865	19.8	5.4	100	2704	22.0	16.9	111				
	QUINTILE 4	15887	1154	17.0	7.3	87	706	16.2	4.4	82	2161	17.6	13.6	90				
	QUINTILE 5	16326	1084	16.0	6.6	79	799	18.3	4.9	91	2447	19.9	15.0	99				
MAGAZINES-NEWSPAPERS: DUAL		20721	1835	27.1	8.9	106	1172	26.9	5.7	105	3851	31.3	18.6	122				
MAGAZINE IMPERATIVE		19186	1925	28.4	10.0	120	1282	29.4	6.7	124	3236	26.3	16.9	111				
NEWSPAPER IMPERATIVE		21899	1648	24.3	7.5	90	957	21.9	4.4	81	3237	26.3	14.8	97				
MAGAZINES-OUTDOOR: DUAL		15451	1432	21.1	9.3	111	1035	23.7	6.7	124	3028	24.6	19.6	129				
MAGAZINE IMPERATIVE		25953	2384	35.2	9.2	110	1369	31.4	5.3	98	4116	33.5	15.9	104				
OUTDOOR IMPERATIVE		24400	1947	28.7	8.0	95	1187	27.2	4.9	90	3298	26.8	13.5	89				
MAGAZINES-RADIO: DUAL		18049	1559	23.0	8.6	103	1148	26.3	6.4	118	2861	23.3	15.9	104				
MAGAZINE IMPERATIVE		23571	2113	31.2	9.0	107	1372	31.4	5.8	108	4350	35.4	18.5	122				
RADIO IMPERATIVE		23278	1932	28.5	8.3	99	1091	25.0	4.7	87	3132	25.5	13.5	89				
MAGAZINES-TELEVISION: DUAL		15459	1717	25.3	11.1	133	1090	25.0	7.1	131	2803	22.8	18.1	119				
MAGAZINE IMPERATIVE		25829	1959	28.9	7.6	91	1372	31.4	5.3	99	4397	35.7	17.0	112				
TELEVISION IMPERATIVE		26039	2299	33.9	8.8	105	1301	29.8	5.0	93	3413	27.7	13.1	86				
NEWSPAPERS-OUTDOOR: DUAL		16605	1373	20.3	8.3	99	840	19.3	5.1	94	2867	23.3	17.3	114				
NEWSPAPER IMPERATIVE		26834	2189	32.3	8.2	97	1405	32.2	5.2	97	4262	34.6	15.9	105				
OUTDOOR IMPERATIVE		23346	2097	30.9	9.0	107	1490	34.2	6.4	118	3504	28.5	15.0	99				
NEWSPAPERS-RADIO: DUAL		17133	1436	21.2	8.4	100	817	18.7	4.8	89	2766	22.5	16.1	106				
NEWSPAPER IMPERATIVE		25892	2115	31.2	8.2	98	1408	32.3	5.4	101	4452	36.2	17.2	113				
RADIO IMPERATIVE		23167	2214	32.7	9.6	114	1390	31.9	6.0	111	3366	27.4	14.5	96				
NEWSPAPERS-TELEVISION: DUAL		17159	1791	26.4	10.4	125	1087	24.9	6.3	118	2926	23.8	17.1	112				
NEWSPAPER IMPERATIVE		26214	1758	25.9	6.7	80	1228	28.1	4.7	87	4355	35.4	16.6	109				
TELEVISION IMPERATIVE		23412	2171	32.0	9.3	111	1352	31.0	5.8	107	3217	26.2	13.7	90				
OUTDOOR-RADIO: DUAL		15303	1446	21.3	9.4	113	1021	23.4	6.7	124	2700	21.9	17.6	116				
OUTDOOR IMPERATIVE		24901	2107	31.1	8.5	101	1327	30.4	5.3	99	3974	32.3	16.0	105				
RADIO IMPERATIVE		26492	2229	32.9	8.4	101	1344	30.8	5.1	94	3631	29.5	13.7	90				
OUTDOOR-TELEVISION: DUAL		14794	1518	22.4	10.3	123	771	17.7	5.2	97	2664	21.7	18.0	119				
OUTDOOR IMPERATIVE		25437	1878	27.7	7.4	88	1474	33.8	5.8	108	4053	32.9	15.9	105				
TELEVISION IMPERATIVE		27877	2582	38.1	9.3	111	1728	39.6	6.2	115	3973	32.3	14.3	94				
RADIO-TELEVISION: DUAL		15996	1644	24.2	10.3	123	942	21.6	5.9	109	2472	20.1	15.5	102				
RADIO IMPERATIVE		25478	1739	25.6	6.8	82	1286	29.5	5.0	94	3772	30.7	14.8	97				
TELEVISION IMPERATIVE		26573	2446	36.1	9.2	110	1488	34.1	5.6	104	4323	35.1	16.3	107				

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FROZEN DESSERT PIES, CAKES & PASTRIES: BRANDS
(FEMALE HOMEMAKERS)

0380
P-19

	TOTAL U.S. '000	BANQUET (PIES) A '000	B % DOWN	C % ACROSS	D INDX	MORTON (PIES) A '000	B % DOWN	C % ACROSS	D INDX	MRS. SMITH (PIES) A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	6780	100.0	8.4	100	4363	100.0	5.4	100	12301	100.0	15.2	100				
ATLANTIC MONTHLY	415	**11	0.2	2.7	32	**6	0.1	1.4	27	**82	0.7	19.8	130				
BARRON'S	453	**79	1.2	17.4	208	**13	0.3	2.9	53	**101	0.8	22.3	147				
BETTER HOMES & GARDENS	16256	1706	25.2	10.5	125	943	21.6	5.8	108	2740	22.3	16.9	111				
BON APPETIT	2535	*131	1.9	5.2	62	**87	2.0	3.4	64	444	3.6	17.5	115				
BUSINESS WEEK	1278	*176	2.6	13.8	164	**99	2.3	7.7	144	*205	1.7	16.0	106				
CAR AND DRIVER	378	**51	0.8	13.5	161	**44	1.0	11.6	216	**84	0.7	22.2	146				
CBS MAGAZINE NETWORK (GROSS)	1498	**142	2.1	9.5	113	**151	3.5	10.1	187	*213	1.7	14.2	94				
CHANGING TIMES	1505	**103	1.5	6.8	82	**39	0.9	2.6	48	302	2.5	20.1	132				
COLONIAL HOMES	1231	*148	2.2	12.0	144	*117	2.7	9.5	176	259	2.1	21.0	139				
CONDE NAST MAG. PKG. (GROSS)	14146	1281	18.9	9.1	108	1169	26.8	8.3	153	2416	19.6	17.1	112				
CONSUMERS DIGEST	1323	**83	1.2	6.3	75	**92	2.1	7.0	129	322	2.6	24.3	160				
COSMOPOLITAN	7102	575	8.5	8.1	97	519	11.9	7.3	136	1131	9.2	15.9	105				
COUNTRY LIVING	2481	*238	3.5	9.6	115	*169	3.9	6.8	126	371	3.0	15.0	98				
CUISINE	1472	**102	1.5	6.9	83	**64	1.5	4.3	81	265	2.2	18.0	119				
CYCLE WORLD	425	**22	0.3	5.2	62	**56	1.3	13.2	245	**68	0.6	16.0	105				
DCI:CREATIVE IDEAS FOR LIV	2510	*237	3.5	9.4	113	*232	5.3	9.2	172	493	4.0	19.6	129				
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	645	9.5	9.6	115	620	14.2	9.3	172	1426	11.6	21.3	140				
DISCOVER	894	**64	0.9	7.2	86	**23	0.5	2.6	48	**115	0.9	12.9	85				
EBONY	3507	378	5.6	10.8	129	322	7.4	9.2	170	452	3.7	12.9	85				
ESQUIRE	1083	**116	1.7	10.7	128	**66	1.5	6.1	113	*171	1.4	15.8	104				
ESSENCE	1830	250	3.7	13.7	163	*247	5.7	13.5	251	231	1.9	12.6	83				
FAMILY CIRCLE	15930	1586	23.4	10.0	119	1006	23.1	6.3	117	2811	22.9	17.6	116				
THE FAMILY HANDYMAN	1126	*108	1.6	9.6	115	**99	2.3	8.8	163	*201	1.6	17.9	118				
FAMILY WEEKLY	11468	1115	16.4	9.7	116	698	16.0	6.1	113	1971	16.0	17.2	113				
FIELD & STREAM	2234	*232	3.4	10.4	124	*145	3.3	6.5	120	311	2.5	13.9	92				
FOOD & WINE	579	**39	0.6	6.7	80	**70	1.6	12.1	224	**160	1.3	27.6	182				
FORBES	728	**119	1.8	16.3	195	**38	0.9	5.2	97	*181	1.5	24.9	164				
FORTUNE	906	**139	2.1	15.3	183	**46	1.1	5.1	94	*197	1.6	21.7	143				
GENTLEMEN'S QUARTERLY	791	**74	1.1	9.4	112	**96	2.2	12.1	225	**185	1.5	23.4	154				
GLAMOUR	5265	472	7.0	9.0	107	395	9.1	7.5	139	916	7.4	17.4	115				
GOLF DIGEST	636	**72	1.1	11.3	135	**36	0.8	5.7	105	**131	1.1	20.6	136				
GOLF DIGEST/TENNIS (GROSS)	1186	**113	1.7	9.5	114	**100	2.3	8.4	157	*173	1.4	14.6	96				
GOLF MAGAZINE	441	**39	0.6	8.8	106	**29	0.7	6.6	122	**151	1.2	34.2	225				
GOLF MAGAZINE/SKI (GROSS)	922	**58	0.9	6.3	75	**58	1.3	6.3	117	*196	1.6	21.3	140				
GOOD HOUSEKEEPING	16487	1552	22.9	9.4	112	914	20.9	5.5	103	3151	25.6	19.1	126				
HARPER'S BAZAAR	2423	*238	3.5	9.8	117	*224	5.1	9.2	172	473	3.8	19.5	129				
HEALTH	1994	*244	3.6	12.2	146	**135	3.1	6.8	126	422	3.4	21.2	139				
HEARST MAG CORP. BUY (GROSS)	44101	4154	61.3	9.4	113	2802	64.2	6.4	118	8204	66.7	18.6	122				
HEARST MAN POWER (GROSS)	1993	*238	3.5	11.9	143	**107	2.5	5.4	100	424	3.4	21.3	140				
HEARST WOMAN POWER (GROSS)	31274	2825	41.7	9.0	108	1867	42.8	6.0	111	5695	46.3	18.2	120				
HOUSE BEAUTIFUL	3623	369	5.4	10.2	122	*209	4.8	5.8	107	791	6.4	21.8	144				
INC.	283	**79	1.2	27.9	333	**27	0.6	9.5	177	**54	0.4	19.1	126				
JET	2928	305	4.5	10.4	124	293	6.7	10.0	186	385	3.1	13.1	87				
LADIES' HOME JOURNAL	11918	1063	15.7	8.9	107	704	16.1	5.9	110	2304	18.7	19.3	127				
LHJ FAMILY GRP COMBO(GROSS)	16764	1609	23.7	9.6	115	1057	24.2	6.3	117	3295	26.8	19.7	129				
LIFE	4254	284	4.2	6.7	80	322	7.4	7.6	141	835	6.8	19.6	129				
L.A. TIMES HOME MAGAZINE	1145	**81	1.2	7.1	85	**87	2.0	7.6	141	*196	1.6	17.1	113				
MADEMOISELLE	2884	278	4.1	9.6	115	*239	5.5	8.3	154	504	4.1	17.5	115				
MC CALL'S	13460	1296	19.1	9.6	115	852	19.5	6.3	117	2437	19.8	18.1	119				
MC CALL'S/WRK MOTHER (GROSS)	14606	1507	22.2	10.3	123	970	22.2	6.6	123	2634	21.4	18.0	119				
MECHANIX ILLUSTRATED	772	**63	0.9	8.2	97	**56	1.3	7.3	135	**119	1.0	15.4	101				
METROPOLITAN HOME	967	**59	0.9	6.1	73	**113	2.6	11.7	217	*162	1.3	16.8	110				
MONEY	1588	**147	2.2	9.3	111	**132	3.0	8.3	154	303	2.5	19.1	126				
MOTHER EARTH NEWS	1002	**39	0.6	3.9	46	**19	0.4	1.9	35	**123	1.0	12.3	81				
MS.	825	**80	1.2	9.7	116	**59	1.4	7.2	133	*130	1.1	15.8	104				
NATIONAL ENQUIRER	10336	972	14.3	9.4	112	813	18.6	7.9	146	1772	14.4	17.1	113				
NATIONAL GEOGRAPHIC	9597	744	11.0	7.8	93	584	13.4	6.1	113	1814	14.7	18.9	124				
NATIONAL SUNDAY MAGAZINE PKG	49558	4178	61.6	8.4	101	2745	62.9	5.5	103	8132	66.1	16.4	108				
NATURAL HISTORY	573	**46	0.7	8.0	96	**24	0.6	4.2	78	**57	0.5	9.9	65				
NEW WOMAN	1699	*121	1.8	7.1	85	**173	4.0	10.2	189	299	2.4	17.6	116				
NEW YORK INCLUDING CUE	443	**33	0.5	7.4	89	**22	0.5	5.0	92	**66	0.5	14.9	98				
THE NEW YORKER	1270	**109	1.6	8.6	103	**72	1.7	5.7	105	*222	1.8	17.5	115				
NEWSWEEK	6277	547	8.1	8.7	104	404	9.3	6.4	119	1133	9.2	18.1	119				
THE N.Y. TIMES DAILY EDITION	1205	**62	0.9	5.1	61	**44	1.0	3.7	68	*234	1.9	19.4	128				
THE N.Y. TIMES MAGAZINE	2081	**75	1.1	3.6	43	**66	1.5	3.2	59	370	3.0	17.8	117				
OMNI	788	**72	1.1	9.1	109	**71	1.6	9.0	167	**129	1.0	16.4	108				
ON CABLE	1158	*170	2.5	14.7	175	**166	3.8	14.3	266	*136	1.1	11.7	77				
1001 HOME IDEAS	2852	302	4.5	10.6	126	*218	5.0	7.6	142	568	4.6	19.9	131				
ORGANIC GARDENING	1658	*153	2.3	9.2	110	**66	1.5	4.0	74	*244	2.0	14.7	97				
OUTDOOR LIFE	896	**107	1.6	11.9	143	**65	1.5	7.3	135	**92	0.7	10.3	68				
PARADE MAGAZINE	24275	1970	29.1	8.1	97	1382	31.7	5.7	106	3772	30.7	15.5	102				

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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FROZEN DESSERT PIES, CAKES & PASTRIES: BRANDS
(FEMALE HOMEMAKERS)

0381
P-19

	TOTAL U.S. '000	BANQUET (PIES) A '000	B % DOWN	C ACROSS %	D INDX	MORTON (PIES) A '000	B % DOWN	C ACROSS %	D INDX	MRS. SMITH (PIES) A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEMAKERS	80986	6780	100.0	8.4	100	4363	100.0	5.4	100	12301	100.0	15.2	100				
PARENTS	3845	462	6.8	12.0	144	322	7.4	8.4	155	628	5.1	16.3	108				
PENTHOUSE	831	**122	1.8	14.7	175	**99	2.3	11.9	221	**65	0.5	7.8	51				
PEOPLE	11645	1065	15.7	9.1	109	761	17.4	6.5	121	2072	16.8	17.8	117				
PLAYBOY	2006	*259	3.8	12.9	154	**146	3.3	7.3	135	*225	1.8	11.2	74				
POPULAR HOT RODDING	297	**40	0.6	13.5	161	**54	1.2	18.2	337	**56	0.5	18.9	124				
POPULAR MECHANICS	1018	**133	2.0	13.1	156	**72	1.7	7.1	131	*257	2.1	25.2	166				
POPULAR SCIENCE	878	**75	1.1	8.5	102	**68	1.6	7.7	144	*219	1.8	24.9	164				
PREVENTION	3913	427	6.3	10.9	130	*278	6.4	7.1	132	631	5.1	16.1	106				
PSYCHOLOGY TODAY	1710	*149	2.2	8.7	104	*160	3.7	9.4	174	300	2.4	17.5	116				
READER'S DIGEST	22204	1972	29.1	8.9	106	1298	29.8	5.8	109	4154	33.8	18.7	123				
REDBOOK	7684	698	10.3	9.1	109	434	9.9	5.6	105	1413	11.5	18.4	121				
ROAD & TRACK	410	**56	0.8	13.7	163	**61	1.4	14.9	276	**81	0.7	19.8	130				
ROLLING STONE	969	**90	1.3	9.3	111	**71	1.6	7.3	136	*126	1.0	13.0	86				
RUNNER'S WORLD	298	**50	0.7	16.8	200	**33	0.8	11.1	206	**35	0.3	11.7	77				
SATURDAY EVENING POST	1169	**98	1.4	8.4	100	**76	1.7	6.5	121	*211	1.7	18.0	119				
SCIENCE 84	587	**42	0.6	7.2	85	**14	0.3	2.4	44	**174	1.4	29.6	195				
SCIENCE DIGEST	482	**44	0.6	9.1	109	**6	0.1	1.2	23	**74	0.6	15.4	101				
SCIENTIFIC AMERICAN	594	**50	0.7	8.4	101	**19	0.4	3.2	59	**81	0.7	13.6	90				
SELF	2089	*201	3.0	9.6	115	*181	4.1	8.7	161	355	2.9	17.0	112				
SEVENTEEN	2411	*244	3.6	10.1	121	*197	4.5	8.2	152	434	3.5	18.0	119				
SKI	480	**19	0.3	4.0	47	**29	0.7	6.0	112	**45	0.4	9.4	62				
SMITHSONIAN	2760	*161	2.4	5.8	70	*144	3.3	5.2	97	656	5.3	23.8	156				
SOAP OPERA DIGEST	3013	453	6.7	15.0	180	334	7.7	11.1	206	403	3.3	13.4	88				
SOUTHERN LIVING	4184	408	6.0	9.8	116	387	8.9	9.2	172	933	7.6	22.3	147				
SPORT	559	**92	1.4	16.5	197	**87	2.0	15.6	289	**100	0.8	17.9	118				
THE SPORTING NEWS	436	**74	1.1	17.0	203	**66	1.5	15.1	281	**104	0.8	23.9	157				
SPORTS AFIELD	493	**61	0.9	12.4	148	**29	0.7	5.9	109	**93	0.8	18.9	124				
SPORTS ILLUSTRATED	2758	*232	3.4	8.4	100	*193	4.4	7.0	130	421	3.4	15.3	100				
STAR	7456	772	11.4	10.4	124	625	14.3	8.4	156	1184	9.6	15.9	105				
SUNDAY	24936	1907	28.1	7.6	91	1314	30.1	5.3	98	4140	33.7	16.6	109				
SUNSET	2124	*201	3.0	9.5	113	**150	3.4	7.1	131	464	3.8	21.8	144				
TV GUIDE	21661	1872	27.6	8.6	103	1317	30.2	6.1	113	3672	29.9	17.0	112				
TENNIS	550	**42	0.6	7.6	91	**63	1.4	11.5	213	**43	0.3	7.8	51				
TIME	8880	706	10.4	8.0	95	659	15.1	7.4	138	1636	13.3	18.4	121				
TOWN & COUNTRY	917	**65	1.0	7.1	85	**92	2.1	10.0	186	*156	1.3	17.0	112				
TRAVEL & LEISURE	972	**89	1.3	9.2	109	**68	1.6	7.0	130	*215	1.7	22.1	146				
TRUE STORY	3356	438	6.5	13.1	156	*234	5.4	7.0	129	460	3.7	13.7	90				
U.S.NEWS & WORLD REPORT	3410	275	4.1	8.1	96	*179	4.1	5.2	97	590	4.8	17.3	114				
USA TODAY	1759	*111	1.6	6.3	75	**104	2.4	5.9	110	337	2.7	19.2	126				
[illegible]	1873	*134	2.0	7.2	85	**152	3.5	8.1	151	367	3.0	19.6	129				
VOGUE	3909	331	4.9	8.5	101	*355	8.1	9.1	169	642	5.2	16.4	108				
WALL STREET JOURNAL	1886	**114	1.7	6.0	72	**79	1.8	4.2	78	354	2.9	18.8	124				
WEIGHT WATCHERS	2120	*260	3.8	12.3	146	*169	3.9	8.0	148	388	3.2	18.3	120				
WOMAN'S DAY	14172	1451	21.4	10.2	122	990	22.7	7.0	130	2666	21.7	18.8	124				
WORKING MOTHER	1146	*210	3.1	18.3	219	**119	2.7	10.4	193	*198	1.6	17.3	114				
WORKING WOMAN	1322	*190	2.8	14.4	172	**105	2.4	7.9	147	*157	1.3	11.9	78				
WORLD TENNIS	*163	**6	0.1	3.7	44	**19	0.4	11.7	216	**23	0.2	14.1	93				
ZIFF-DAVIS MAG NETWK (GROSS)	2532	*237	3.5	9.4	112	*173	4.0	6.8	127	402	3.3	15.9	105				
BLAIR INSERTS	43657	3501	51.6	8.0	96	2389	54.8	5.5	102	7105	57.8	16.3	107				
DAILY NEWSPAPERS																	
READ ANY	51633	4565	67.3	8.8	106	2718	62.3	5.3	98	8574	69.7	16.6	109				
READ ONE	43463	3887	57.3	8.9	107	2251	51.6	5.2	96	6955	56.5	16.0	105				
READ TWO OR MORE	8170	678	10.0	8.3	99	467	10.7	5.7	106	1620	13.2	19.8	131				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	4292	63.3	8.1	97	2817	64.6	5.3	99	8534	69.4	16.2	107				
READ ONE	46126	3855	56.9	8.4	100	2512	57.6	5.4	101	7227	58.8	15.7	103				
READ TWO OR MORE	6552	438	6.5	6.7	80	304	7.0	4.6	86	1307	10.6	19.9	131				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.16				30.46				29.88							
30 DAY REACH	71455	5925	87.4	8.3	99	3796	87.0	5.3	99	11049	89.8	15.5	102				
50 SHWG - 30 DAY AV FREQ	14.56	14.67				15.75				15.76							
30 DAY REACH	67742	5686	83.9	8.4	100	3676	84.3	5.4	101	10526	85.6	15.5	102				
25 SHWG - 30 DAY AV FREQ	7.94	7.78				8.46				8.51							
30 DAY REACH	62117	5344	78.8	8.6	103	3437	78.8	5.5	103	9760	79.3	15.7	103				
CABLE TV: HOME WIRED	32077	2897	42.7	9.0	108	1718	39.4	5.4	99	6111	49.7	19.1	125				
HOME NOT WIRED	48909	3883	57.3	7.9	95	2645	60.6	5.4	100	6191	50.3	12.7	83				
HAVE PAY CABLE	15935	1469	21.7	9.2	110	933	21.4	5.9	109	2915	23.7	18.3	120				

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FROZEN DESSERT PIES, CAKES & PASTRIES: BRANDS
(FEMALE HOMEMAKERS)

0382
P-19

	TOTAL U.S. '000	BANQUET (PIES) A '000	B % DOWN	C % ACROSS	D INDX	MORTON (PIES) A '000	B % DOWN	C % ACROSS	D INDX	MRS. SMITH (PIES) A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	6780	100.0	8.4	100	4363	100.0	5.4	100	12301	100.0	15.2	100				
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	3684	54.3	8.4	100	2317	53.1	5.3	98	7158	58.2	16.3	107				
10:00 AM - 3:00 PM	30659	2671	39.4	8.7	104	1929	44.2	6.3	117	4573	37.2	14.9	98				
3:00 PM - 7:00 PM	31045	2642	39.0	8.5	102	1851	42.4	6.0	111	4554	37.0	14.7	97				
7:00 PM - MIDNIGHT	15767	1326	19.6	8.4	100	872	20.0	5.5	103	2296	18.7	14.6	96				
MIDNIGHT - 6:00 AM	9120	946	14.0	10.4	124	563	12.9	6.2	115	1451	11.8	15.9	105				
6:00 AM - MIDNIGHT	58527	4964	73.2	8.5	101	3295	75.5	5.6	105	9266	75.3	15.8	104				
ENTIRE DAY	59311	5041	74.4	8.5	102	3349	76.8	5.6	105	9433	76.7	15.9	105				
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	1428	21.1	8.8	105	757	17.4	4.7	87	2598	21.1	16.1	106				
ALL NEWS	2256	**134	2.0	5.9	71	**91	2.1	4.0	75	406	3.3	18.0	118				
AOR/PROGRESSIVE	3874	308	4.5	8.0	95	*125	2.9	3.2	60	745	6.1	19.2	127				
BEAUTIFUL MUSIC	5660	325	4.8	5.7	69	300	6.9	5.3	98	1199	9.7	21.2	139				
BLACK	2204	*182	2.7	8.3	99	*191	4.4	8.7	161	*218	1.8	9.9	65				
CLASSICAL	1418	**66	1.0	4.7	56	**73	1.7	5.1	96	*204	1.7	14.4	95				
CHR/ROCK	9538	812	12.0	8.5	102	594	13.6	6.2	116	1420	11.5	14.9	98				
COUNTRY	12648	1366	20.1	10.8	129	932	21.4	7.4	137	1791	14.6	14.2	93				
GOLDEN OLDIES	1191	**70	1.0	5.9	70	**59	1.4	5.0	92	*174	1.4	14.6	96				
MOR/NOSTALGIA	4757	355	5.2	7.5	89	*256	5.9	5.4	100	878	7.1	18.5	122				
NEWS/TALK	3863	301	4.4	7.8	93	*192	4.4	5.0	92	642	5.2	16.6	109				
RELIGIOUS	3084	*321	4.7	10.4	124	*209	4.8	6.8	126	408	3.3	13.2	87				
SOFT ROCK	521	**16	0.2	3.1	37	**18	0.4	3.5	64	**59	0.5	11.3	75				
URBAN CONTEMPORARY	1585	*188	2.8	11.9	142	*147	3.4	9.3	172	*234	1.9	14.8	97				
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	261	3.8	8.0	96	*201	4.6	6.2	114	413	3.4	12.7	83				
ABC DIRECTION	2316	*236	3.5	10.2	122	**91	2.1	3.9	73	422	3.4	18.2	120				
ABC ENTERTAINMENT	4834	400	5.9	8.3	99	*295	6.8	6.1	113	823	6.7	17.0	112				
ABC FM	2202	*196	2.9	8.9	106	*152	3.5	6.9	128	*235	1.9	10.7	70				
ABC INFORMATION	5425	522	7.7	9.6	115	308	7.1	5.7	105	1091	8.9	20.1	132				
ABC ROCK	1677	*154	2.3	9.2	110	**43	1.0	2.6	48	*290	2.4	17.3	114				
CBS	4430	390	5.8	8.8	105	*260	6.0	5.9	109	680	5.5	15.3	101				
MUTUAL	4992	353	5.2	7.1	84	319	7.3	6.4	119	531	4.3	10.6	70				
NBC	4679	480	7.1	10.3	123	*225	5.2	4.8	89	645	5.2	13.8	91				
RADIORADIO	1994	**115	1.7	5.8	69	**81	1.9	4.1	75	*247	2.0	12.4	82				
RKO ONE	2298	*194	2.9	8.4	101	**124	2.8	5.4	100	324	2.6	14.1	93				
RKO TWO	3311	274	4.0	8.3	99	*273	6.3	8.2	153	438	3.6	13.2	87				
THE SOURCE	2114	*186	2.7	8.8	105	**115	2.6	5.4	101	359	2.9	17.0	112				
NON-WIRED : BLAIR	8654	865	12.8	10.0	119	663	15.2	7.7	142	1684	13.7	19.5	128				
INTERNET	12025	1067	15.7	8.9	106	771	17.7	6.4	119	2023	16.4	16.8	111				
KATZ RADIO GROUP	15359	1264	18.6	8.2	98	843	19.3	5.5	102	2715	22.1	17.7	116				
SUPERNET	10628	923	13.6	8.7	104	536	12.3	5.0	94	1692	13.8	15.9	105				
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	714	10.5	8.2	98	561	12.9	6.5	120	1469	11.9	17.0	112				
WKDAY 9:00 AM - 1:00 PM	12163	1233	18.2	10.1	121	734	16.8	6.0	112	1796	14.6	14.8	97				
WKDAY 1:00 PM - 4:30 PM	16150	1634	24.1	10.1	121	957	21.9	5.9	110	2326	18.9	14.4	95				
WKDAY 4:30 PM - 7:30 PM	22463	2064	30.4	9.2	110	1289	29.5	5.7	107	3426	27.9	15.3	100				
WKDAY 7:30 PM - 8:00 PM	31795	2844	41.9	8.9	107	1863	42.7	5.9	109	4940	40.2	15.5	102				
WKDAY 11:00 PM - 11:30 PM	23977	2112	31.2	8.8	105	1297	29.7	5.4	100	3658	29.7	15.3	100				
WKDAY 11:30 PM - 1:00 AM	7703	774	11.4	10.0	120	435	10.0	5.6	105	1121	9.1	14.6	96				
M-SAT 8-11 PM+SUN 7-11 PM	33800	2964	43.7	8.8	105	1929	44.2	5.7	106	5384	43.8	15.9	105				
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	707	10.4	10.8	129	363	8.3	5.6	103	851	6.9	13.0	86				
ANOTHER WORLD N	4620	390	5.8	8.4	101	376	8.6	8.1	151	506	4.1	11.0	72				
AS THE WORLD TURNS C	5614	732	10.8	13.0	156	324	7.4	5.8	107	802	6.5	14.3	94				
CAPITOL C	3396	447	6.6	13.2	157	187	4.3	5.5	102	509	4.1	15.0	99				
CBS MORN. NEWS 1 C	1446	107	1.6	7.4	88	*87	2.0	6.0	112	250	2.0	17.3	114				
CBS MORN. NEWS 2 C	1207	99	1.5	8.2	98	*70	1.6	5.8	108	210	1.7	17.4	115				
DAYS OF OUR LIVES N	5877	527	7.8	9.0	107	430	9.9	7.3	136	811	6.6	13.8	91				
FACTS OF LIFE - DAYTIME N	2290	237	3.5	10.3	124	244	5.6	10.7	198	266	2.2	11.6	76				
FAMILY FEUD A	3023	363	5.4	12.0	143	141	3.2	4.7	87	457	3.7	15.1	100				
GENERAL HOSPITAL A	6097	514	7.6	8.4	101	259	5.9	4.2	79	947	7.7	15.5	102				
GOOD MORNING, AMERICA-730 A	3515	289	4.3	8.2	98	203	4.7	5.8	107	592	4.8	16.8	111				
GOOD MORNING, AMERICA-830 A	2818	272	4.0	9.7	115	146	3.3	5.2	96	459	3.7	16.3	107				
GUIDING LIGHT C	5339	590	8.7	11.1	132	317	7.3	5.9	110	814	6.6	15.2	100				
ONE LIFE TO LIVE A	4478	448	6.6	10.0	120	225	5.2	5.0	93	661	5.4	14.8	97				
PRESS YOUR LUCK C	2244	314	4.6	14.0	167	*70	1.6	3.1	58	359	2.9	16.0	105				
PRICE IS RIGHT 1 C	4348	595	8.8	13.7	163	234	5.4	5.4	100	613	5.0	14.1	93				
PRICE IS RIGHT 2 C	5014	620	9.1	12.4	148	252	5.8	5.0	93	748	6.1	14.9	98				
RYAN'S HOPE A	3150	284	4.2	9.0	108	192	4.4	6.1	113	419	3.4	13.3	88				
SALE OF THE CENTURY N	2695	255	3.8	9.5	113	216	5.0	8.0	149	303	2.5	11.2	74				
SEARCH FOR TOMORROW N	2319	152	2.2	6.6	78	*151	3.5	6.5	121	399	3.2	17.2	113				
TODAY SHOW 1 N	2693	217	3.2	8.1	96	226	5.2	8.4	156	439	3.6	16.3	107				
TODAY SHOW 2 N	2498	202	3.0	8.1	97	202	4.6	8.1	150	414	3.4	16.6	109				
$25,000 PYRAMID C	2753	316	4.7	11.5	137	103	2.4	3.7	69	366	3.0	13.3	88				
WHEEL OF FORTUNE N	4388	413	6.1	9.4	112	264	6.1	6.0	112	629	5.1	14.3	94				
YOUNG AND THE RESTLESS C	5695	739	10.9	13.0	155	356	8.2	6.3	116	766	6.2	13.5	89				
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	204	3.0	11.6	138	**51	1.2	2.9	54	296	2.4	16.8	111				
NBA PLAYOFF GAME -1 C	1136	*205	3.0	18.0	216	*88	2.0	7.7	144	168	1.4	14.8	97				
NBC MAJOR LEAGUE PRE-GAME N	953	**82	1.2	8.6	103	**57	1.3	6.0	111	**136	1.1	14.3	94				
SPORTSWORLD - SUN N	1233	*175	2.6	14.2	170	**78	1.8	6.3	117	217	1.8	17.6	116				
SUNDAY MORNING C	1611	*139	2.1	8.6	103	*93	2.1	5.8	107	284	2.3	17.6	116				

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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FROZEN DESSERT PIES, CAKES & PASTRIES: BRANDS
(FEMALE HOMEMAKERS)

0383
P-19

		TOTAL U.S. '000	BANQUET (PIES) A '000	B % DOWN	C % ACROSS	D INDX	MORTON (PIES) A '000	B % DOWN	C % ACROSS	D INDX	MRS. SMITH (PIES) A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	6780	100.0	8.4	100	4363	100.0	5.4	100	12301	100.0	15.2	100				
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	2362	34.8	9.1	108	1444	33.1	5.5	103	4044	32.9	15.5	102				
NETWORK AFFILIATES - LATE		20261	1781	26.3	8.8	105	1081	24.8	5.3	99	3075	25.0	15.2	100				
INDEPENDENTS - LATE		2076	146	2.2	7.0	84	*78	1.8	3.8	70	412	3.3	19.8	131				
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	1097	16.2	10.5	125	752	17.2	7.2	134	1832	14.9	17.5	115				
ABC MONDAY NIGHT MOVIE	A	6412	526	7.8	8.2	98	279	6.4	4.4	81	1044	8.5	16.3	107				
ABC SUNDAY NIGHT MOVIE	A	12407	964	14.2	7.8	93	682	15.6	5.5	102	2040	16.6	16.4	108				
ABC WORLD NEWS TONIGHT	A	6176	575	8.5	9.3	111	233	5.3	3.8	70	972	7.9	15.7	104				
AFTERMASH	C	5863	613	9.0	10.5	125	*333	7.6	5.7	105	1004	8.2	17.1	113				
ALICE	C	9594	906	13.4	9.4	113	386	8.8	4.0	75	1633	13.3	17.0	112				
AMERICAN PARADE	C	6622	410	6.0	6.2	74	272	6.2	4.1	76	1008	8.2	15.2	100				
BENSON	A	10886	852	12.6	7.8	93	545	12.5	5.0	93	1659	13.5	15.2	100				
BLUE THUNDER	A	5036	488	7.2	9.7	116	325	7.4	6.5	120	713	5.8	14.2	93				
CAGNEY & LACEY	C	9965	838	12.4	8.4	100	560	12.8	5.6	104	1452	11.8	14.6	96				
CBS EVENING NEWS-DEAN	C	3491	253	3.7	7.2	87	**130	3.0	3.7	69	546	4.4	15.6	103				
CBS EVENING NEWS-RATHER	C	7123	780	11.5	11.0	131	435	10.0	6.1	113	1126	9.2	15.8	104				
CBS SAT. NEWS-SCHIEFFER	C	3621	343	5.1	9.5	113	181	4.1	5.0	93	685	5.6	18.9	125				
CBS SATURDAY NIGHT MOVIE	C	5436	444	6.5	8.2	98	335	7.7	6.2	114	845	6.9	15.5	102				
CBS WEDNESDAY NIGHT MOVIE	C	6100	494	7.3	8.1	97	271	6.2	4.4	82	918	7.5	15.0	99				
CHEERS	N	8889	788	11.6	8.9	106	618	14.2	7.0	129	1402	11.4	15.8	104				
DALLAS	C	22109	1965	29.0	8.9	106	1262	28.9	5.7	106	3694	30.0	16.7	110				
DIFF'RENT STROKES	N	6940	660	9.7	9.5	114	357	8.2	5.1	95	975	7.9	14.0	92				
DOUBLE TROUBLE	N	7223	670	9.9	9.3	111	424	9.7	5.9	109	1034	8.4	14.3	94				
DUCK FACTORY	N	5595	512	7.6	9.2	109	415	9.5	7.4	138	826	6.7	14.8	97				
DUKES OF HAZZARD	C	5768	565	8.3	9.8	117	332	7.6	5.8	107	765	6.2	13.3	87				
DYNASTY	A	20053	1697	25.0	8.5	101	1202	27.5	6.0	111	3128	25.4	15.6	103				
FACTS OF LIFE	N	8087	773	11.4	9.6	114	524	12.0	6.5	120	1087	8.8	13.4	88				
FALCON CREST	C	20046	1789	26.4	8.9	107	1068	24.5	5.3	99	3362	27.3	16.8	110				
FALL GUY	A	9084	960	14.2	10.6	126	588	13.5	6.5	120	1429	11.6	15.7	104				
FAMILY TIES	N	7964	694	10.2	8.7	104	545	12.5	6.8	127	1078	8.8	13.5	89				
FANTASY ISLAND	A	7687	728	10.7	9.5	113	386	8.8	5.0	93	1229	10.0	16.0	105				
FOULUPS,BLEEPS & BLUNDERS	A	8861	716	10.6	8.1	97	479	11.0	5.4	100	1126	9.2	12.7	84				
FOUR SEASONS	C	5095	516	7.6	10.1	121	*351	8.0	6.9	128	841	6.8	16.5	109				
GIMME A BREAK	N	8838	768	11.3	8.7	104	631	14.5	7.1	133	1145	9.3	13.0	85				
HART TO HART	A	8978	696	10.3	7.8	93	455	10.4	5.1	94	1439	11.7	16.0	106				
HILL STREET BLUES	N	8590	770	11.4	9.0	107	665	15.2	7.7	144	1402	11.4	16.3	107				
HOTEL	A	14085	1093	16.1	7.8	93	710	16.3	5.0	94	2175	17.7	15.4	102				
JEFFERSONS	C	9360	997	14.7	10.7	127	417	9.6	4.5	83	1430	11.6	15.3	101				
JENNIFER SLEPT HERE	N	5841	531	7.8	9.1	109	256	5.9	4.4	81	763	6.2	13.1	86				
KATE & ALLIE	C	9206	915	13.5	9.9	119	383	8.8	4.2	77	1341	10.9	14.6	96				
KNIGHT RIDER	N	7076	692	10.2	9.8	117	391	9.0	5.5	103	1152	9.4	16.3	107				
LOVE BOAT	A	12219	1211	17.9	9.9	118	774	17.7	6.3	118	1912	15.5	15.6	103				
MAGNUM PI	C	11199	1104	16.3	9.9	118	826	18.9	7.4	137	1820	14.8	16.3	107				
MAMA'S FAMILY	N	6057	481	7.1	7.9	95	253	5.8	4.2	78	914	7.4	15.1	99				
MASTER, THE	N	3598	353	5.2	9.8	117	280	6.4	7.8	144	549	4.5	15.3	100				
MATT HOUSTON	A	6344	536	7.9	8.4	101	433	9.9	6.8	127	1183	9.6	18.6	123				
NBC MONDAY NIGHT MOVIE	N	11994	1123	16.6	9.4	112	771	17.7	6.4	119	1784	14.5	14.9	98				
NBC NIGHTLY NEWS	N	5132	346	5.1	6.7	81	417	9.6	8.1	151	840	6.8	16.4	108				
NBC NIGHTLY NEWS-SAT	N	3375	*245	3.6	7.3	87	*183	4.2	5.4	101	436	3.5	12.9	85				
NBC NIGHTLY NEWS-SUN	N	3130	*222	3.3	7.1	85	*171	3.9	5.5	101	482	3.9	15.4	101				
NBC SUNDAY NIGHT MOVIE	N	8284	728	10.7	8.8	105	552	12.7	6.7	124	1129	9.2	13.6	90				
NEWHART	C	9240	903	13.3	9.8	117	484	11.1	5.2	97	1326	10.8	14.4	94				
ONE DAY AT A TIME	C	7288	632	9.3	8.7	104	328	7.5	4.5	84	1104	9.0	15.1	100				
PEOPLE ARE FUNNY	N	4855	416	6.1	8.6	102	249	5.7	5.1	95	733	6.0	15.1	99				
REAL PEOPLE	N	8869	769	11.3	8.7	104	517	11.8	5.8	108	1088	8.8	12.3	81				
REMINGTON STEELE	N	7743	702	10.4	9.1	108	460	10.5	5.9	110	1190	9.7	15.4	101				
RIPLEY'S BELIEVE IT - NOT	A	5345	605	8.9	11.3	135	285	6.5	5.3	99	939	7.6	17.6	116				
RIPTIDE	N	6988	711	10.5	10.2	122	544	12.5	7.8	145	1077	8.8	15.4	101				
SCARECROW & MRS. KING	C	10002	971	14.3	9.7	116	577	13.2	5.8	107	1542	12.5	15.4	102				
SIMON & SIMON	C	10638	1147	16.9	10.8	129	735	16.8	6.9	128	1763	14.3	16.6	109				
60 MINUTES	C	13293	1093	16.1	8.2	98	579	13.3	4.4	81	2129	17.3	16.0	105				
ST. ELSEWHERE	N	7017	663	9.8	9.4	113	461	10.6	6.6	122	1108	9.0	15.8	104				
THREE'S COMPANY	A	10917	1074	15.8	9.8	118	616	14.1	5.6	105	1662	13.5	15.2	100				
T.J. HOOKER	A	9204	803	11.8	8.7	104	683	15.7	7.4	138	1387	11.3	15.1	99				
TONIGHT SHOW	N	2372	197	2.9	8.3	99	150	3.4	6.3	117	339	2.8	14.3	94				
TRAPPER JOHN, M.D.	C	9846	800	11.8	8.1	97	504	11.6	5.1	95	1622	13.2	16.5	108				
TV BLOOPERS & PRAC. JOKES	N	9105	650	9.6	7.1	85	441	10.1	4.8	90	1269	10.3	13.9	92				
20/20	A	9387	672	9.9	7.2	86	396	9.1	4.2	78	1545	12.6	16.5	108				
WEBSTER	A	11067	881	13.0	8.0	95	577	13.2	5.2	97	1639	13.3	14.8	98				
WORLD NEWS - SUN	A	3062	*256	3.8	8.4	100	*147	3.4	4.8	89	498	4.0	16.3	107				
YELLOW ROSE	N	4978	509	7.5	10.2	122	338	7.7	6.8	126	702	5.7	14.1	93				
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	668	9.9	7.5	90	513	11.8	5.8	107	2072	16.8	23.3	154				
BASKETBALL - COLLEGE GAMES		4080	*532	7.8	13.0	156	*394	9.0	9.7	179	841	6.8	20.6	136				
BASKETBALL - PRO GAMES		3607	*381	5.6	10.6	126	*311	7.1	8.6	160	732	6.0	20.3	134				
BOWLING		3883	*408	6.0	10.5	126	*251	5.8	6.5	120	711	5.8	18.3	121				
BOXING		3928	*519	7.7	13.2	158	*264	6.1	6.7	125	627	5.1	16.0	105				
FOOTBALL - COLLEGE GAMES		6366	595	8.8	9.3	112	637	14.6	10.0	186	1438	11.7	22.6	149				
FOOTBALL - PRO GAMES		11300	1030	15.2	9.1	109	737	16.9	6.5	121	2678	21.8	23.7	156				
GOLF		3378	**171	2.5	5.1	60	**208	4.8	6.2	114	828	6.7	24.5	161				
POST-SEASON COLL. FOOTBALL		4906	*448	6.6	9.1	109	*364	8.3	7.4	138	1063	8.6	21.7	143				
POST-SEASON PRO FOOTBALL		6120	577	8.5	9.4	113	*354	8.1	5.8	107	1533	12.5	25.0	165				
TENNIS		3033	**226	3.3	7.5	89	**126	2.9	4.2	77	608	4.9	20.0	132				
WRESTLING - PROFESSIONAL		3344	*358	5.3	10.7	128	*321	7.4	9.6	178	*552	4.5	16.5	109				

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FROZEN DESSERT PIES, CAKES & PASTRIES: BRANDS
(FEMALE HOMEMAKERS)

0384
P-19

	TOTAL U.S. '000	PEPPERIDGE FARM (CAKES) A '000	B % DOWN	C % ACROSS	D INDX	PEPPERIDGE FARM (PASTRIES) A '000	B % DOWN	C % ACROSS	D INDX	PET RITZ (PIES) A '000	B % DOWN	C % ACROSS	D INDX	SARA LEE (CAKES) A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	9151	100.0	11.3	100	4366	100.0	5.4	100	3013	100.0	3.7	100	13410	100.0	16.6	100
18 - 24	9282	576	6.3	6.2	55	*562	12.9	6.1	112	**262	8.7	2.8	76	1361	10.1	14.7	89
25 - 34	19072	2151	23.5	11.3	100	1054	24.1	5.5	103	816	27.1	4.3	115	3108	23.2	16.3	98
35 - 44	14591	1830	20.0	12.5	111	931	21.3	6.4	118	691	22.9	4.7	127	2525	18.8	17.3	105
45 - 54	11345	1556	17.0	13.7	121	568	13.0	5.0	93	*434	14.4	3.8	103	2002	14.9	17.6	107
55 - 64	11635	1654	18.1	14.2	126	699	16.0	6.0	111	*334	11.1	2.9	77	2250	16.8	19.3	117
65 OR OLDER	15061	1384	15.1	9.2	81	552	12.6	3.7	68	476	15.8	3.2	85	2164	16.1	14.4	87
18 - 34	28354	2728	29.8	9.6	85	1617	37.0	5.7	106	1078	35.8	3.8	102	4469	33.3	15.8	95
18 - 49	48339	5322	58.2	11.0	97	2809	64.3	5.8	108	1967	65.3	4.1	109	7975	59.5	16.5	100
25 - 54	45008	5537	60.5	12.3	109	2553	58.5	5.7	105	1941	64.4	4.3	116	7635	56.9	17.0	102
35 - 49	19985	2595	28.4	13.0	115	1193	27.3	6.0	111	889	29.5	4.4	120	3506	26.1	17.5	106
50 OR OLDER	32647	3829	41.8	11.7	104	1557	35.7	4.8	88	1046	34.7	3.2	86	5435	40.5	16.6	101
GRADUATED COLLEGE	11155	1294	14.1	11.6	103	830	19.0	7.4	138	**271	9.0	2.4	65	2208	16.5	19.8	120
ATTENDED COLLEGE	13682	2000	21.9	14.6	129	1049	24.0	7.7	142	*555	18.4	4.1	109	2477	18.5	18.1	109
GRADUATED HIGH SCHOOL	33880	4074	44.5	12.0	106	1740	39.9	5.1	95	1271	42.2	3.8	101	5886	43.9	17.4	105
DID NOT GRADUATE HIGH SCHOOL	22270	1783	19.5	8.0	71	748	17.1	3.4	62	917	30.4	4.1	111	2838	21.2	12.7	77
EMPLOYED	40306	5006	54.7	12.4	110	2663	61.0	6.6	123	1441	47.8	3.6	96	7034	52.5	17.5	105
EMPLOYED FULL-TIME	32850	4126	45.1	12.6	111	2275	52.1	6.9	128	1223	40.6	3.7	100	5714	42.6	17.4	105
EMPLOYED PART-TIME	7456	880	9.6	11.8	104	*388	8.9	5.2	97	**217	7.2	2.9	78	1320	9.8	17.7	107
NOT EMPLOYED	40680	4145	45.3	10.2	90	1703	39.0	4.2	78	1573	52.2	3.9	104	6376	47.5	15.7	95
PROFESSIONAL/MANAGER	10392	1444	15.8	13.9	123	766	17.5	7.4	137	**290	9.6	2.8	75	1935	14.4	18.6	112
TECH/CLERICAL/SALES	17574	2173	23.7	12.4	109	1290	29.5	7.3	136	693	23.0	3.9	106	3198	23.8	18.2	110
PRECISION/CRAFT	985	**75	0.8	7.6	67	**39	0.9	4.0	73	**17	0.6	1.7	46	**165	1.2	16.8	101
OTHER EMPLOYED	11354	1314	14.4	11.6	102	*568	13.0	5.0	93	*441	14.6	3.9	104	1736	12.9	15.3	92
SINGLE	9863	986	10.8	10.0	88	751	17.2	7.6	141	*284	9.4	2.9	77	2031	15.1	20.6	124
MARRIED	51375	6148	67.2	12.0	106	2540	58.2	4.9	92	1961	65.1	3.8	103	8553	63.8	16.6	101
DIVORCED/SEPARATED/WIDOWED	19748	2018	22.1	10.2	90	1075	24.6	5.4	101	769	25.5	3.9	105	2826	21.1	14.3	86
PARENTS	32590	3644	39.8	11.2	99	1654	37.9	5.1	94	1517	50.3	4.7	125	5182	38.6	15.9	96
WHITE	70416	8347	91.2	11.9	105	3955	90.6	5.6	104	2545	84.5	3.6	97	11679	87.1	16.6	100
BLACK	8778	575	6.3	6.6	58	*287	6.6	3.3	61	*406	13.5	4.6	124	1330	9.9	15.2	92
OTHER	1791	**230	2.5	12.8	114	**124	2.8	6.9	128	**62	2.1	3.5	93	**401	3.0	22.4	135
NORTHEAST-CENSUS	17786	2883	31.5	16.2	143	1265	29.0	7.1	132	*385	12.8	2.2	58	3390	25.3	19.1	115
NORTH CENTRAL	20741	1934	21.1	9.3	83	773	17.7	3.7	69	918	30.5	4.4	119	3393	25.3	16.4	99
SOUTH	27775	2777	30.3	10.0	88	1211	27.7	4.4	81	1492	49.5	5.4	144	4403	32.8	15.9	96
WEST	14683	1557	17.0	10.6	94	1117	25.6	7.6	141	**219	7.3	1.5	40	2224	16.6	15.1	91
NORTHEAST-MKTG.	17961	2864	31.3	15.9	141	1297	29.7	7.2	134	*370	12.3	2.1	55	3457	25.8	19.2	116
EAST CENTRAL	11885	1081	11.8	9.1	80	449	10.3	3.8	70	656	21.8	5.5	148	1799	13.4	15.1	91
WEST CENTRAL	14090	1225	13.4	8.7	77	487	11.2	3.5	64	477	15.8	3.4	91	2285	17.0	16.2	98
SOUTH	24081	2597	28.4	10.8	95	1090	25.0	4.5	84	1303	43.2	5.4	145	3918	29.2	16.3	98
PACIFIC	12969	1384	15.1	10.7	94	1043	23.9	8.0	149	**207	6.9	1.6	43	1952	14.6	15.1	91
COUNTY SIZE A	32439	3793	41.4	11.7	103	2303	52.7	7.1	132	950	31.5	2.9	79	6414	47.8	19.8	119
COUNTY SIZE B	24915	2863	31.3	11.5	102	1206	27.6	4.8	90	1052	34.9	4.2	113	3768	28.1	15.1	91
COUNTY SIZE C	12930	1682	18.4	13.0	115	670	15.3	5.2	96	*571	19.0	4.4	119	2035	15.2	15.7	95
COUNTY SIZE D	10703	814	8.9	7.6	67	**187	4.3	1.7	32	*440	14.6	4.1	110	1192	8.9	11.1	67
METRO CENTRAL CITY	24518	2499	27.3	10.2	90	1401	32.1	5.7	106	778	25.8	3.2	85	4278	31.9	17.4	105
METRO SUBURBAN	35919	4774	52.2	13.3	118	2301	52.7	6.4	119	1287	42.7	3.6	96	6426	47.9	17.9	108
NON METRO	20549	1878	20.5	9.1	81	665	15.2	3.2	60	948	31.5	4.6	124	2706	20.2	13.2	80
TOP 5 ADI'S	18341	2605	28.5	14.2	126	1425	32.6	7.8	144	*399	13.2	2.2	58	3879	28.9	21.1	128
TOP 10 ADI'S	25378	3206	35.0	12.6	112	1778	40.7	7.0	130	603	20.0	2.4	64	5208	38.8	20.5	124
TOP 20 ADI'S	36488	4635	50.7	12.7	112	2500	57.3	6.9	127	993	33.0	2.7	73	6980	52.1	19.1	116
HSHLD INC. $50,000 OR MORE	6612	938	10.3	14.2	126	*655	15.0	9.9	184	**109	3.6	1.6	44	1406	10.5	21.3	128
$40,000 OR MORE	12659	2011	22.0	15.9	141	1243	28.5	9.8	182	**290	9.6	2.3	62	2630	19.6	20.8	125
$30,000 OR MORE	24698	3545	38.7	14.4	127	1997	45.7	8.1	150	730	24.2	3.0	79	4930	36.8	20.0	121
$25,000 OR MORE	32077	4455	48.7	13.9	123	2507	57.4	7.8	145	1149	38.1	3.6	96	6313	47.1	19.7	119
$20,000 - $24,999	9144	991	10.8	10.8	96	*455	10.4	5.0	92	**274	9.1	3.0	81	1364	10.2	14.9	90
$15,000 - $19,999	8728	860	9.4	9.9	87	*204	4.7	2.3	43	**236	7.8	2.7	73	1319	9.8	15.1	91
$10,000 - $14,999	12562	1430	15.6	11.4	101	582	13.3	4.6	86	675	22.4	5.4	144	2141	16.0	17.0	103
UNDER $10,000	18475	1415	15.5	7.7	68	619	14.2	3.4	62	679	22.5	3.7	99	2273	17.0	12.3	74
HOUSEHOLD OF 1 PERSON	11987	1219	13.3	10.2	90	548	12.6	4.6	85	*240	8.0	2.0	54	1566	11.7	13.1	79
2 PEOPLE	26577	3219	35.2	12.1	107	1390	31.8	5.2	97	1008	33.5	3.8	102	4634	34.6	17.4	105
3 OR 4 PEOPLE	30617	3374	36.9	11.0	98	1875	42.9	6.1	114	1068	35.4	3.5	94	5306	39.6	17.3	105
5 OR MORE PEOPLE	11804	1339	14.6	11.3	100	*553	12.7	4.7	87	*697	23.1	5.9	159	1905	14.2	16.1	97
NO CHILD IN HSHLD	46165	5331	58.3	11.5	102	2605	59.7	5.6	105	1432	47.5	3.1	83	7854	58.6	17.0	103
CHILD(REN) UNDER 2 YRS	5325	*431	4.7	8.1	72	**216	4.9	4.1	75	**218	7.2	4.1	110	738	5.5	13.9	84
2 - 5 YEARS	14221	1222	13.4	8.6	76	751	17.2	5.3	98	*612	20.3	4.3	116	1847	13.8	13.0	78
6 - 11 YEARS	15117	1496	16.3	9.9	88	651	14.9	4.3	80	708	23.5	4.7	126	2285	17.0	15.1	91
12 - 17 YEARS	16611	1962	21.4	11.8	105	735	16.8	4.4	82	825	27.4	5.0	133	3032	22.6	18.3	110
RESIDENCE OWNED	55884	6819	74.5	12.2	108	2913	66.7	5.2	97	2083	69.1	3.7	100	9334	69.6	16.7	101
VALUE: $50,000 OR MORE	31744	4335	47.4	13.7	121	2095	48.0	6.6	122	885	29.4	2.8	75	5825	43.4	18.3	111
VALUE: UNDER $50,000	24140	2484	27.1	10.3	91	818	18.7	3.4	63	1198	39.8	5.0	133	3509	26.2	14.5	88

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FROZEN DESSERT PIES, CAKES & PASTRIES: BRANDS
(FEMALE HOMEMAKERS)

0385
P-19

		TOTAL U.S. '000	PEPPERIDGE FARM (CAKES) A '000	B % DOWN	C % ACROSS	D INDX	PEPPERIDGE FARM (PASTRIES) A '000	B % DOWN	C % ACROSS	D INDX	PET RITZ (PIES) A '000	B % DOWN	C % ACROSS	D INDX	SARA LEE (CAKES) A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	9151	100.0	11.3	100	4366	100.0	5.4	100	3013	100.0	3.7	100	13410	100.0	16.6	100
MAGAZINES	QUINTILE 1	15799	2359	25.8	14.9	132	1489	34.1	9.4	175	702	23.3	4.4	119	3314	24.7	21.0	127
	QUINTILE 2	17259	2111	23.1	12.2	108	989	22.7	5.7	106	743	24.7	4.3	116	3319	24.8	19.2	116
	QUINTILE 3	13545	1249	13.6	9.2	82	630	14.4	4.7	86	*410	13.6	3.0	81	1943	14.5	14.3	87
	QUINTILE 4	15133	1787	19.5	11.8	105	596	13.7	3.9	73	534	17.7	3.5	95	2319	17.3	15.3	93
	QUINTILE 5	19250	1644	18.0	8.5	76	663	15.2	3.4	64	624	20.7	3.2	87	2515	18.8	13.1	79
NEWSPAPERS	QUINTILE 1	12413	1966	21.5	15.8	140	1042	23.9	8.4	156	*416	13.8	3.4	90	2705	20.2	21.8	132
	QUINTILE 2	24116	3034	33.2	12.6	111	1283	29.4	5.3	99	961	31.9	4.0	107	4321	32.2	17.9	108
	QUINTILE 3	11261	1369	15.0	12.2	108	732	16.8	6.5	121	*409	13.6	3.6	98	1914	14.3	17.0	103
	QUINTILE 4	20255	1972	21.5	9.7	86	888	20.3	4.4	81	733	24.3	3.6	97	2897	21.6	14.3	86
	QUINTILE 5	12940	810	8.9	6.3	55	*421	9.6	3.3	60	*495	16.4	3.8	103	1572	11.7	12.1	73
OUTDOOR	QUINTILE 1	14852	1785	19.5	12.0	106	1265	29.0	8.5	158	538	17.9	3.6	97	2831	21.1	19.1	115
	QUINTILE 2	15725	1771	19.4	11.3	100	845	19.4	5.4	100	748	24.8	4.8	128	2643	19.7	16.8	102
	QUINTILE 3	16330	1909	20.9	11.7	103	811	18.6	5.0	92	679	22.5	4.2	112	2736	20.4	16.8	101
	QUINTILE 4	16744	1763	19.3	10.5	93	764	17.5	4.6	85	*423	14.0	2.5	68	2533	18.9	15.1	91
	QUINTILE 5	17334	1923	21.0	11.1	98	681	15.6	3.9	73	626	20.8	3.6	97	2666	19.9	15.4	93
RADIO-DRIVE TIME	QUINTILE 1	15911	1924	21.0	12.1	107	725	16.6	4.6	85	759	25.2	4.8	128	2590	19.3	16.3	98
	QUINTILE 2	14837	1791	19.6	12.1	107	833	19.1	5.6	104	*494	16.4	3.3	89	2581	19.2	17.4	105
	QUINTILE 3	15339	1728	18.9	11.3	100	908	20.8	5.9	110	*475	15.8	3.1	83	2707	20.2	17.6	107
	QUINTILE 4	16723	2049	22.4	12.3	108	1064	24.4	6.4	118	603	20.0	3.6	97	2954	22.0	17.7	107
	QUINTILE 5	18176	1660	18.1	9.1	81	836	19.1	4.6	85	683	22.7	3.8	101	2578	19.2	14.2	86
RADIO-MID-DAY	TERCILE 1	21020	2667	29.1	12.7	112	1168	26.8	5.6	103	874	29.0	4.2	112	3532	26.3	16.8	101
	TERCILE 2	21610	2369	25.9	11.0	97	1183	27.1	5.5	102	889	29.5	4.1	111	3675	27.4	17.0	103
	TERCILE 3	38355	4115	45.0	10.7	95	2016	46.2	5.3	97	1251	41.5	3.3	88	6203	46.3	16.2	98
RADIO-TOTAL	QUINTILE 1	15988	1789	19.5	11.2	99	799	18.3	5.0	93	691	22.9	4.3	116	2621	19.5	16.4	99
	QUINTILE 2	15626	2078	22.7	13.3	118	744	17.0	4.8	88	767	25.5	4.9	132	2518	18.8	16.1	97
	QUINTILE 3	16723	1886	20.6	11.3	100	1052	24.1	6.3	117	*428	14.2	2.6	69	3191	23.8	19.1	115
	QUINTILE 4	16342	1955	21.4	12.0	106	1077	24.7	6.6	122	*503	16.7	3.1	83	2997	22.3	18.3	111
	QUINTILE 5	16306	1443	15.8	8.8	78	694	15.9	4.3	79	624	20.7	3.8	103	2083	15.5	12.8	77
TV-PRIME TIME	QUINTILE 1	15953	1913	20.9	12.0	106	843	19.3	5.3	98	641	21.3	4.0	108	2740	20.4	17.2	104
	QUINTILE 2	16137	2206	24.1	13.7	121	923	21.1	5.7	106	657	21.8	4.1	109	3011	22.5	18.7	113
	QUINTILE 3	16420	1771	19.4	10.8	95	924	21.2	5.6	104	562	18.7	3.4	92	2817	21.0	17.2	104
	QUINTILE 4	16687	1705	18.6	10.2	90	856	19.6	5.1	95	*552	18.3	3.3	89	2819	21.0	16.9	102
	QUINTILE 5	15789	1556	17.0	9.9	87	821	18.8	5.2	96	602	20.0	3.8	102	2023	15.1	12.8	77
TV-DAYTIME	TERCILE 1	27736	3127	34.2	11.3	100	1312	30.1	4.7	88	1331	44.2	4.8	129	4832	36.0	17.4	105
	TERCILE 2	26489	3140	34.3	11.9	105	1418	32.5	5.4	99	831	27.6	3.1	84	4482	33.4	16.9	102
	TERCILE 3	26761	2884	31.5	10.8	95	1636	37.5	6.1	113	852	28.3	3.2	86	4096	30.5	15.3	92
TV-TOTAL	QUINTILE 1	16345	1943	21.2	11.9	105	799	18.3	4.9	91	754	25.0	4.6	124	2699	20.1	16.5	100
	QUINTILE 2	16447	2012	22.0	12.2	108	885	20.3	5.4	100	677	22.5	4.1	111	3040	22.7	18.5	112
	QUINTILE 3	15980	1837	20.1	11.5	102	957	21.9	6.0	111	*434	14.4	2.7	73	2781	20.7	17.4	105
	QUINTILE 4	15887	1740	19.0	11.0	97	793	18.2	5.0	93	*474	15.7	3.0	80	2564	19.1	16.1	97
	QUINTILE 5	16326	1620	17.7	9.9	88	933	21.4	5.7	106	674	22.4	4.1	111	2325	17.3	14.2	86
MAGAZINES-NEWSPAPERS: DUAL		20721	3005	32.8	14.5	128	1627	37.3	7.9	146	829	27.5	4.0	108	4368	32.6	21.1	127
MAGAZINE IMPERATIVE		19186	1969	21.5	10.3	91	1198	27.4	6.2	116	827	27.4	4.3	116	3158	23.5	16.5	99
NEWSPAPER IMPERATIVE		21899	2686	29.4	12.3	109	1020	23.4	4.7	86	754	25.0	3.4	93	3567	26.6	16.3	98
MAGAZINES-OUTDOOR: DUAL		15451	2126	23.2	13.8	122	1364	31.2	8.8	164	738	24.5	4.8	128	3092	23.1	20.0	121
MAGAZINE IMPERATIVE		25953	3139	34.3	12.1	107	1401	32.1	5.4	100	921	30.6	3.5	95	4700	35.0	18.1	109
OUTDOOR IMPERATIVE		24400	2487	27.2	10.2	90	1106	25.3	4.5	84	904	30.0	3.7	100	3825	28.5	15.7	95
MAGAZINES-RADIO: DUAL		18049	2383	26.0	13.2	117	1075	24.6	6.0	110	858	28.5	4.8	128	3058	22.8	16.9	102
MAGAZINE IMPERATIVE		23571	2898	31.7	12.3	109	1911	43.8	8.1	150	767	25.5	3.3	87	4784	35.7	20.3	123
RADIO IMPERATIVE		23278	2538	27.7	10.9	96	902	20.7	3.9	72	825	27.4	3.5	95	3556	26.5	15.3	92
MAGAZINES-TELEVISION: DUAL		15459	2151	23.5	13.9	123	1180	27.0	7.6	142	636	21.1	4.1	111	3258	24.3	21.1	127
MAGAZINE IMPERATIVE		25829	2998	32.8	11.6	103	1717	39.3	6.6	123	990	32.9	3.8	103	4576	34.1	17.7	107
TELEVISION IMPERATIVE		26039	2695	29.5	10.3	92	882	20.2	3.4	63	962	31.9	3.7	99	3598	26.8	13.8	83
NEWSPAPERS-OUTDOOR: DUAL		16605	2268	24.8	13.7	121	1230	28.2	7.4	137	654	21.7	3.9	106	3268	24.4	19.7	119
NEWSPAPER IMPERATIVE		26834	3646	39.8	13.6	120	1449	33.2	5.4	100	911	30.2	3.4	91	4925	36.7	18.4	111
OUTDOOR IMPERATIVE		23346	2247	24.6	9.6	85	1337	30.6	5.7	106	1069	35.5	4.6	123	3583	26.7	15.3	93
NEWSPAPERS-RADIO: DUAL		17133	2353	25.7	13.7	122	1006	23.0	5.9	109	868	28.8	5.1	136	3024	22.6	17.7	107
NEWSPAPER IMPERATIVE		25892	3387	37.0	13.1	116	1740	39.9	6.7	125	755	25.1	2.9	78	5009	37.4	19.3	117
RADIO IMPERATIVE		23167	2351	25.7	10.1	90	967	22.1	4.2	77	868	28.8	3.7	101	3491	26.0	15.1	91
NEWSPAPERS-TELEVISION: DUAL		17159	2346	25.6	13.7	121	1179	27.0	6.9	127	858	28.5	5.0	134	3444	25.7	20.1	121
NEWSPAPER IMPERATIVE		26214	3412	37.3	13.0	115	1656	37.9	6.3	117	726	24.1	2.8	74	4761	35.5	18.2	110
TELEVISION IMPERATIVE		23412	2306	25.2	9.8	87	869	19.9	3.7	69	756	25.1	3.2	87	3444	25.7	14.7	89
OUTDOOR-RADIO: DUAL		15303	1923	21.0	12.6	111	919	21.0	6.0	111	773	25.7	5.1	136	2751	20.5	18.0	109
OUTDOOR IMPERATIVE		24901	2668	29.2	10.7	95	1669	38.2	6.7	124	916	30.4	3.7	99	4388	32.7	17.6	106
RADIO IMPERATIVE		26492	3145	34.4	11.9	105	1152	26.4	4.3	81	913	30.3	3.4	93	4215	31.4	15.9	96
OUTDOOR-TELEVISION: DUAL		14794	1771	19.4	12.0	106	940	21.5	6.4	118	629	20.9	4.3	114	2948	22.0	19.9	120
OUTDOOR IMPERATIVE		25437	2776	30.3	10.9	97	1711	39.2	6.7	125	1005	33.4	4.0	106	4178	31.2	16.4	99
TELEVISION IMPERATIVE		27877	3311	36.2	11.9	105	1209	27.7	4.3	80	1031	34.2	3.7	99	4486	33.5	16.1	97
RADIO-TELEVISION: DUAL		15996	2182	23.8	13.6	121	767	17.6	4.8	89	796	26.4	5.0	134	2855	21.3	17.8	108
RADIO IMPERATIVE		25478	2696	29.5	10.6	94	1361	31.2	5.3	99	944	31.3	3.7	100	4096	30.5	16.1	97
TELEVISION IMPERATIVE		26573	2917	31.9	11.0	97	1491	34.2	5.6	104	916	30.4	3.4	93	4566	34.0	17.2	104

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FROZEN DESSERT PIES, CAKES & PASTRIES: BRANDS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	PEPPERIDGE FARM (CAKES) A '000	B % DOWN	C % ACROSS	D INDX	PEPPERIDGE FARM (PASTRIES) A '000	B % DOWN	C % ACROSS	D INDX	PET RITZ (PIES) A '000	B % DOWN	C % ACROSS	D INDX	SARA LEE (CAKES) A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	9151	100.0	11.3	100	4366	100.0	5.4	100	3013	100.0	3.7	100	13410	100.0	16.6	100
ATLANTIC MONTHLY	415	**40	0.4	9.6	85	**25	0.6	6.0	112	**9	0.3	2.2	58	**90	0.7	21.7	131
BARRON'S	453	**176	1.9	38.9	344	**103	2.4	22.7	422	**0	0.0	0.0	0	**177	1.3	39.1	236
BETTER HOMES & GARDENS	16256	2167	23.7	13.3	118	1122	25.7	6.9	128	674	22.4	4.1	111	3208	23.9	19.7	119
BON APPETIT	2535	390	4.3	15.4	136	*237	5.4	9.3	173	**110	3.7	4.3	117	512	3.8	20.2	122
BUSINESS WEEK	1278	*236	2.6	18.5	163	**136	3.1	10.6	197	**35	1.2	2.7	74	347	2.6	27.2	164
CAR AND DRIVER	378	**56	0.6	14.8	131	**41	0.9	10.8	201	**0	0.0	0.0	0	**77	0.6	20.4	123
CBS MAGAZINE NETWORK (GROSS)	1498	*315	3.4	21.0	186	*145	3.3	9.7	180	**22	0.7	1.5	39	400	3.0	26.7	161
CHANGING TIMES	1505	*170	1.9	11.3	100	**77	1.8	5.1	95	**55	1.8	3.7	98	274	2.0	18.2	110
COLONIAL HOMES	1231	*164	1.8	13.3	118	*145	3.3	11.8	218	**89	3.0	7.2	194	267	2.0	21.7	131
CONDE NAST MAG. PKG. (GROSS)	14146	2042	22.3	14.4	128	1488	34.1	10.5	195	716	23.8	5.1	136	3090	23.0	21.8	132
CONSUMERS DIGEST	1323	*294	3.2	22.2	197	*165	3.8	12.5	231	**14	0.5	1.1	28	384	2.9	29.0	175
COSMOPOLITAN	7102	846	9.2	11.9	105	620	14.2	8.7	162	*272	9.0	3.8	103	1313	9.8	18.5	112
COUNTRY LIVING	2481	363	4.0	14.6	129	*212	4.9	8.5	159	**114	3.8	4.6	124	494	3.7	19.9	120
CUISINE	1472	*255	2.8	17.3	153	**128	2.9	8.7	161	**35	1.2	2.4	64	230	1.7	15.6	94
CYCLE WORLD	425	**33	0.4	7.8	69	**24	0.5	5.6	105	**11	0.4	2.6	70	**63	0.5	14.8	90
DCI:CREATIVE IDEAS FOR LIV	2510	*266	2.9	10.6	94	**173	4.0	6.9	128	**60	2.0	2.4	64	416	3.1	16.6	100
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	971	10.6	14.5	128	516	11.8	7.7	143	*232	7.7	3.5	93	1312	9.8	19.6	118
DISCOVER	894	**66	0.7	7.4	65	**48	1.1	5.4	100	**21	0.7	2.3	63	*204	1.5	22.8	138
EBONY	3507	307	3.4	8.8	77	*148	3.4	4.2	78	*170	5.6	4.8	130	696	5.2	19.8	120
ESQUIRE	1083	**130	1.4	12.0	106	**110	2.5	10.2	188	**36	1.2	3.3	89	*230	1.7	21.2	128
ESSENCE	1830	*155	1.7	8.5	75	**92	2.1	5.0	93	**99	3.3	5.4	145	342	2.6	18.7	113
FAMILY CIRCLE	15930	2112	23.1	13.3	117	1106	25.3	6.9	129	690	22.9	4.3	116	3081	23.0	19.3	117
THE FAMILY HANDYMAN	1126	*114	1.2	10.1	90	**83	1.9	7.4	137	**37	1.2	3.3	88	*205	1.5	18.2	110
FAMILY WEEKLY	11468	1402	15.3	12.2	108	644	14.8	5.6	104	506	16.8	4.4	119	1858	13.9	16.2	98
FIELD & STREAM	2234	*215	2.3	9.6	85	**120	2.7	5.4	100	**41	1.4	1.8	49	296	2.2	13.2	80
FOOD & WINE	579	**70	0.8	12.1	107	**110	2.5	19.0	352	**11	0.4	1.9	51	*167	1.2	28.8	174
FORBES	728	*176	1.9	24.2	214	**105	2.4	14.4	268	**17	0.6	2.3	63	*219	1.6	30.1	182
FORTUNE	906	*155	1.7	17.1	151	**114	2.6	12.6	233	**16	0.5	1.8	47	*216	1.6	23.8	144
GENTLEMEN'S QUARTERLY	791	**157	1.7	19.8	176	**100	2.3	12.6	235	**53	1.8	6.7	180	*174	1.3	22.0	133
GLAMOUR	5265	764	8.3	14.5	128	544	12.5	10.3	192	*249	8.3	4.7	127	1127	8.4	21.4	129
GOLF DIGEST	636	**94	1.0	14.8	131	**44	1.0	6.9	128	**10	0.3	1.6	42	*136	1.0	21.4	129
GOLF DIGEST/TENNIS (GROSS)	1186	*145	1.6	12.2	108	**75	1.7	6.3	117	**14	0.5	1.2	32	*318	2.4	26.8	162
GOLF MAGAZINE	441	**33	0.4	7.5	66	**55	1.3	12.5	231	**0	0.0	0.0	0	**144	1.1	32.7	197
GOLF MAGAZINE/SKI (GROSS)	922	**86	0.9	9.3	83	**97	2.2	10.5	195	**1	0.0	0.1	3	*250	1.9	27.1	164
GOOD HOUSEKEEPING	16487	2130	23.3	12.9	114	1062	24.3	6.4	119	576	19.1	3.5	94	3168	23.6	19.2	116
HARPER'S BAZAAR	2423	323	3.5	13.3	118	*308	7.1	12.7	236	**138	4.6	5.7	153	491	3.7	20.3	122
HEALTH	1994	326	3.6	16.3	145	*187	4.3	9.4	174	**97	3.2	4.9	131	521	3.9	26.1	158
HEARST MAG CORP. BUY (GROSS)	44101	5775	63.1	13.1	116	3418	78.3	7.8	144	1827	60.6	4.1	111	8697	64.9	19.7	119
HEARST MAN POWER (GROSS)	1993	*272	3.0	13.6	121	**109	2.5	5.5	101	**87	2.9	4.4	117	451	3.4	22.6	137
HEARST WOMAN POWER (GROSS)	31274	3996	43.7	12.8	113	2217	50.8	7.1	131	1219	40.5	3.9	105	5907	44.0	18.9	114
HOUSE BEAUTIFUL	3623	499	5.5	13.8	122	340	7.8	9.4	174	*150	5.0	4.1	111	796	5.9	22.0	133
INC.	283	**83	0.9	29.3	260	**57	1.3	20.1	374	**6	0.2	2.1	57	**85	0.6	30.0	181
JET	2928	257	2.8	8.8	78	*198	4.5	6.8	125	*170	5.6	5.8	156	566	4.2	19.3	117
LADIES' HOME JOURNAL	11918	1695	18.5	14.2	126	856	19.6	7.2	133	602	20.0	5.1	136	2318	17.3	19.4	117
LHJ FAMILY GRP COMBO(GROSS)	16764	2375	26.0	14.2	125	1286	29.5	7.7	142	851	28.2	5.1	136	3350	25.0	20.0	121
LIFE	4254	629	6.9	14.8	131	450	10.3	10.6	196	**130	4.3	3.1	82	995	7.4	23.4	141
L.A. TIMES HOME MAGAZINE	1145	**146	1.6	12.8	113	**176	4.0	15.4	285	**0	0.0	0.0	0	*223	1.7	19.5	118
MADEMOISELLE	2884	448	4.9	15.5	137	*317	7.3	11.0	204	*153	5.1	5.3	143	654	4.9	22.7	137
MC CALL'S	13460	1746	19.1	13.0	115	886	20.3	6.6	122	460	15.3	3.4	92	2456	18.3	18.2	110
MC CALL'S/WRK MOTHER (GROSS)	14606	1902	20.8	13.0	115	988	22.6	6.8	125	492	16.3	3.4	91	2718	20.3	18.6	112
MECHANIX ILLUSTRATED	772	**105	1.1	13.6	120	**54	1.2	7.0	130	**62	2.1	8.0	216	*183	1.4	23.7	143
METROPOLITAN HOME	967	*204	2.2	21.1	187	**102	2.3	10.5	196	**30	1.0	3.1	83	223	1.7	23.1	139
MONEY	1588	*245	2.7	15.4	137	**139	3.2	8.8	162	**54	1.8	3.4	91	389	2.9	24.5	148
MOTHER EARTH NEWS	1002	**88	1.0	8.8	78	**93	2.1	9.3	172	**23	0.8	2.3	62	*150	1.1	15.0	90
MS.	825	*114	1.2	13.8	122	**60	1.4	7.3	135	**10	0.3	1.2	33	*179	1.3	21.7	131
NATIONAL ENQUIRER	10336	1135	12.4	11.0	97	750	17.2	7.3	135	580	19.2	5.6	151	1891	14.1	18.3	110
NATIONAL GEOGRAPHIC	9597	1475	16.1	15.4	136	615	14.1	6.4	119	358	11.9	3.7	100	1792	13.4	18.7	113
NATIONAL SUNDAY MAGAZINE PKG	49558	6354	69.4	12.8	113	3186	73.0	6.4	119	1824	60.5	3.7	99	9018	67.2	18.2	110
NATURAL HISTORY	573	**76	0.8	13.3	117	**32	0.7	5.6	104	**6	0.2	1.0	28	*93	0.7	16.2	98
NEW WOMAN	1699	*245	2.7	14.4	128	*186	4.3	10.9	203	**70	2.3	4.1	111	283	2.1	16.7	101
NEW YORK INCLUDING CUE	443	**83	0.9	18.7	166	**56	1.3	12.6	234	**1	0.0	0.2	6	*120	0.9	27.1	164
THE NEW YORKER	1270	*152	1.7	12.0	106	**81	1.9	6.4	118	**8	0.3	0.6	17	263	2.0	20.7	125
NEWSWEEK	6277	880	9.6	14.0	124	522	12.0	8.3	154	*238	7.9	3.8	102	1248	9.3	19.9	120
THE N.Y. TIMES DAILY EDITION	1205	*249	2.7	20.7	183	**114	2.6	9.5	175	**21	0.7	1.7	47	329	2.5	27.3	165
THE N.Y. TIMES MAGAZINE	2081	359	3.9	17.3	153	*206	4.7	9.9	184	**44	1.5	2.1	57	467	3.5	22.4	136
OMNI	788	**101	1.1	12.8	113	**72	1.6	9.1	169	**8	0.3	1.0	27	*133	1.0	16.9	102
ON CABLE	1158	*177	1.9	15.3	135	**91	2.1	7.9	146	**90	3.0	7.8	209	*228	1.7	19.7	119
1001 HOME IDEAS	2852	353	3.9	12.4	110	*243	5.6	8.5	158	**153	5.1	5.4	144	511	3.8	17.9	108
ORGANIC GARDENING	1658	*191	2.1	11.5	102	**62	1.4	3.7	69	**54	1.8	3.3	88	*207	1.5	12.5	75
OUTDOOR LIFE	896	**117	1.3	13.1	116	**74	1.7	8.3	153	**19	0.6	2.1	57	*120	0.9	13.4	81
PARADE MAGAZINE	24275	3361	36.7	13.8	123	1517	34.7	6.2	116	916	30.4	3.8	101	4526	33.8	18.6	113

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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FROZEN DESSERT PIES, CAKES & PASTRIES: BRANDS
(FEMALE HOMEMAKERS)

0387
P-19

	TOTAL U.S. '000	PEPPERIDGE FARM (CAKES) A '000	B % DOWN	C % ACROSS	D INDX	PEPPERIDGE FARM (PASTRIES) A '000	B % DOWN	C % ACROSS	D INDX	PET RITZ (PIES) A '000	B % DOWN	C % ACROSS	D INDX	SARA LEE (CAKES) A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	9151	100.0	11.3	100	4366	100.0	5.4	100	3013	100.0	3.7	100	13410	100.0	16.6	100
PARENTS	3845	475	5.2	12.4	109	*259	5.9	6.7	125	*178	5.9	4.6	124	623	4.6	16.2	98
PENTHOUSE	831	**99	1.1	11.9	105	**70	1.6	8.4	156	**42	1.4	5.1	136	*208	1.6	25.0	151
PEOPLE	11645	1531	16.7	13.1	116	993	22.7	8.5	158	422	14.0	3.6	97	2320	17.3	19.9	120
PLAYBOY	2006	*210	2.3	10.5	93	**99	2.3	4.9	92	**109	3.6	5.4	146	371	2.8	18.5	112
POPULAR HOT RODDING	297	**17	0.2	5.7	51	**32	0.7	10.8	200	**13	0.4	4.4	118	**68	0.5	22.9	138
POPULAR MECHANICS	1018	**157	1.7	15.4	136	**46	1.1	4.5	84	**66	2.2	6.5	174	*196	1.5	19.3	116
POPULAR SCIENCE	878	**140	1.5	15.9	141	**100	2.3	11.4	211	**20	0.7	2.3	61	*166	1.2	18.9	114
PREVENTION	3913	463	5.1	11.8	105	*239	5.5	6.1	113	*139	4.6	3.6	95	638	4.8	16.3	98
PSYCHOLOGY TODAY	1710	*230	2.5	13.5	119	*177	4.1	10.4	192	**57	1.9	3.3	90	523	3.9	30.6	185
READER'S DIGEST	22204	2915	31.9	13.1	116	1345	30.8	6.1	112	883	29.3	4.0	107	4041	30.1	18.2	110
REDBOOK	7684	1019	11.1	13.3	117	535	12.3	7.0	129	370	12.3	4.8	129	1426	10.6	18.6	112
ROAD & TRACK	410	**82	0.9	20.0	177	**73	1.7	17.8	330	**0	0.0	0.0	0	**157	1.2	38.3	231
ROLLING STONE	969	*125	1.4	12.9	114	**110	2.5	11.4	211	**17	0.6	1.8	47	*199	1.5	20.5	124
RUNNER'S WORLD	298	**60	0.7	20.1	178	**52	1.2	17.4	324	**0	0.0	0.0	0	**109	0.8	36.6	221
SATURDAY EVENING POST	1169	*169	1.8	14.5	128	**60	1.4	5.1	95	**56	1.9	4.8	129	216	1.6	18.5	112
SCIENCE 84	587	**97	1.1	16.5	146	**54	1.2	9.2	171	**10	0.3	1.7	46	*152	1.1	25.9	156
SCIENCE DIGEST	482	**67	0.7	13.9	123	**51	1.2	10.6	196	**11	0.4	2.3	61	*162	1.2	33.6	203
SCIENTIFIC AMERICAN	594	**119	1.3	20.0	177	**54	1.2	9.1	169	**7	0.2	1.2	32	*139	1.0	23.4	141
SELF	2089	282	3.1	13.5	119	*240	5.5	11.5	213	**121	4.0	5.8	156	411	3.1	19.7	119
SEVENTEEN	2411	281	3.1	11.7	103	*199	4.6	8.3	153	**108	3.6	4.5	120	502	3.7	20.8	126
SKI	480	**53	0.6	11.0	98	**41	0.9	8.5	158	**1	0.0	0.2	6	**106	0.8	22.1	133
SMITHSONIAN	2760	426	4.7	15.4	137	*187	4.3	6.8	126	**57	1.9	2.1	56	566	4.2	20.5	124
SOAP OPERA DIGEST	3013	395	4.3	13.1	116	*212	4.9	7.0	131	**128	4.2	4.2	114	736	5.5	24.4	148
SOUTHERN LIVING	4184	705	7.7	16.8	149	344	7.9	8.2	153	*172	5.7	4.1	110	896	6.7	21.4	129
SPORT	559	**105	1.1	18.8	166	**43	1.0	7.7	143	**15	0.5	2.7	72	**114	0.9	20.4	123
THE SPORTING NEWS	436	**62	0.7	14.2	126	**42	1.0	9.6	179	**4	0.1	0.9	25	**99	0.7	22.7	137
SPORTS AFIELD	493	**48	0.5	9.7	86	**12	0.3	2.4	45	**10	0.3	2.0	55	**92	0.7	18.7	113
SPORTS ILLUSTRATED	2758	324	3.5	11.7	104	*241	5.5	8.7	162	**81	2.7	2.9	79	517	3.9	18.7	113
STAR	7456	1038	11.3	13.9	123	618	14.2	8.3	154	403	13.4	5.4	145	1404	10.5	18.8	114
SUNDAY	24936	3073	33.6	12.3	109	1725	39.5	6.9	128	841	27.9	3.4	91	4783	35.7	19.2	116
SUNSET	2124	*347	3.8	16.3	145	*212	4.9	10.0	185	**104	3.5	4.9	132	408	3.0	19.2	116
TV GUIDE	21661	2667	29.1	12.3	109	1392	31.9	6.4	119	853	28.3	3.9	106	3927	29.3	18.1	109
TENNIS	550	**50	0.5	9.1	80	**31	0.7	5.6	105	**5	0.2	0.9	24	**182	1.4	33.1	200
TIME	8880	1378	15.1	15.5	137	916	21.0	10.3	191	340	11.3	3.8	103	2084	15.5	23.5	142
TOWN & COUNTRY	917	*153	1.7	16.7	148	**87	2.0	9.5	176	**31	1.0	3.4	91	*267	2.0	29.1	176
TRAVEL & LEISURE	672	*193	2.1	19.9	176	**64	1.5	6.6	122	**29	1.0	3.0	80	259	1.9	26.6	161
TRUE STORY	3356	374	4.1	11.1	99	*146	3.3	4.4	81	*188	6.2	5.6	151	456	3.4	13.6	82
U.S.NEWS & WORLD REPORT	3410	477	5.2	14.0	124	*259	5.9	7.6	141	**120	4.0	3.5	95	642	4.8	18.8	114
USA TODAY	1759	282	3.1	16.0	142	*124	2.8	7.0	131	**31	1.0	1.8	47	433	3.2	24.6	149
US	1873	*295	3.2	15.8	139	*160	3.7	8.5	158	**92	3.1	4.9	132	296	2.2	15.8	95
VOGUE	3909	548	6.0	14.0	124	387	8.9	9.9	184	*193	6.4	4.9	133	898	6.7	23.0	139
WALL STREET JOURNAL	1886	288	3.1	15.3	135	*157	3.6	8.3	154	**28	0.9	1.5	40	325	2.4	17.2	104
WEIGHT WATCHERS	2120	333	3.6	15.7	139	*140	3.2	6.6	122	**109	3.6	5.1	138	451	3.4	21.3	128
WOMAN'S DAY	14172	1871	20.4	13.2	117	920	21.1	6.5	120	588	19.5	4.1	112	2799	20.9	19.8	119
WORKING MOTHER	1146	*156	1.7	13.6	120	**102	2.3	8.9	165	**32	1.1	2.8	75	*261	1.9	22.8	138
WORKING WOMAN	1322	*222	2.4	16.8	149	**142	3.3	10.7	199	**20	0.7	1.5	41	310	2.3	23.4	142
WORLD TENNIS	*163	**37	0.4	22.7	201	**20	0.5	12.3	228	**2	0.1	1.2	33	**32	0.2	19.6	119
ZIFF-DAVIS MAG NETWK (GROSS)	2532	397	4.3	15.7	139	*257	5.9	10.2	188	**39	1.3	1.5	41	485	3.6	19.2	116
BLAIR INSERTS	43657	5800	63.4	13.3	118	2919	66.9	6.7	124	1529	50.7	3.5	94	8306	61.9	19.0	115
DAILY NEWSPAPERS																	
READ ANY	51633	6659	72.8	12.9	114	3051	69.9	5.9	110	1942	64.5	3.8	101	9279	69.2	18.0	109
READ ONE	43663	5326	58.2	12.3	108	2343	53.7	5.4	100	1622	53.8	3.7	100	7401	55.2	17.0	103
READ TWO OR MORE	8170	1333	14.6	16.3	144	708	16.2	8.7	161	320	10.6	3.9	105	1879	14.0	23.0	139
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	6783	74.1	12.9	114	3321	76.1	6.3	117	1918	63.7	3.6	98	9647	71.9	18.3	111
READ ONE	46126	5895	63.8	12.7	112	2755	63.1	6.0	111	1689	56.1	3.7	98	8304	61.9	18.0	109
READ TWO OR MORE	6552	948	10.4	14.5	128	565	12.9	8.6	160	*329	7.6	3.5	94	1344	10.0	20.5	124
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.65				36.99				26.64				30.66			
30 DAY REACH	71455	8014	87.6	11.2	99	3905	89.4	5.5	101	2685	89.1	3.8	101	11814	88.1	16.5	100
50 SHWG - 30 DAY AV FREQ	14.56	15.17				19.04				13.83				16.07			
30 DAY REACH	67742	7579	82.8	11.2	99	3811	87.3	5.6	104	2595	86.1	3.8	103	11293	84.2	16.7	101
25 SHWG - 30 DAY AV FREQ	7.94	8.07				10.10				7.57				8.64			
30 DAY REACH	62117	7077	77.3	11.4	101	3601	82.5	5.8	108	2384	79.1	3.8	103	10497	78.3	16.9	102
CABLE TV: HOME WIRED	32077	4303	47.0	13.4	119	2178	49.9	6.8	126	1125	37.3	3.5	94	5722	42.7	17.8	108
HOME NOT WIRED	48909	4848	53.0	9.9	88	2189	50.1	4.5	83	1889	62.7	3.9	104	7687	57.3	15.7	95
HAVE PAY CABLE	15935	2242	24.5	14.1	125	1302	29.8	8.2	152	738	24.5	4.6	124	3312	24.7	20.8	126

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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FROZEN DESSERT PIES, CAKES & PASTRIES: BRANDS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	PEPPERIDGE FARM (CAKES) A '000	B % DOWN	C % ACROSS	D INDX	PEPPERIDGE FARM (PASTRIES) A '000	B % DOWN	C % ACROSS	D INDX	PET RITZ (PIES) A '000	B % DOWN	C % ACROSS	D INDX	SARA LEE (CAKES) A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	9151	100.0	11.3	100	4366	100.0	5.4	100	3019	100.0	3.7	100	13410	100.0	16.6	100
RADIO AVG. DAILY (M=F) CUME																	
6:00 AM = 10:00 AM	43921	5388	58.8	12.3	108	2514	57.6	5.7	106	1698	56.4	3.9	104	7611	56.8	17.3	105
10:00 AM = 3:00 PM	30665	3702	40.5	12.1	107	1603	36.7	5.2	97	1302	43.2	4.2	114	5139	38.3	16.8	101
3:00 PM = 7:00 PM	31045	3656	39.9	11.8	104	1769	40.5	5.7	106	1233	40.9	4.0	107	5524	41.2	17.8	107
7:00 PM = MIDNIGHT	16767	1838	20.1	11.0	97	894	20.5	5.3	99	580	19.2	3.5	94	2620	19.5	15.6	94
MIDNIGHT = 6:00 AM	9130	1116	12.2	12.2	108	540	12.4	5.9	110	309	10.3	3.4	91	1574	11.7	17.2	104
6:00 AM = MIDNIGHT	58627	7136	77.9	12.2	108	3307	75.7	5.7	105	2281	75.7	3.9	105	10239	76.4	17.5	106
ENTIRE DAY	59311	7217	78.9	12.2	108	3379	77.2	5.7	105	2291	76.0	3.9	104	10398	77.5	17.5	106
AVG DAILY M=F CUME: 6AM=MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	1718	18.8	10.6	94	867	19.9	5.4	99	687	21.8	4.1	109	2840	21.2	17.6	106
ALL NEWS	2256	323	3.5	14.3	127	*136	3.1	6.0	112	**38	1.2	1.6	42	479	3.6	21.2	128
AOR/PROGRESSIVE	3874	541	5.9	14.0	124	*212	4.9	5.5	102	**66	2.2	1.7	46	637	4.8	16.4	99
BEAUTIFUL MUSIC	6660	747	8.2	11.2	99	423	9.7	7.5	139	*166	5.5	2.5	79	1071	8.0	16.9	114
BLACK	2304	*210	2.3	9.1	81	*186	4.3	8.1	151	**92	3.1	4.2	112	331	2.5	15.0	91
CLASSICAL	1418	*136	1.5	9.6	85	**188	4.3	13.0	242	**60	2.0	4.2	114	*326	2.4	23.0	139
CHR/ROCK	9638	1361	14.8	14.2	125	636	14.6	6.7	124	484	16.1	4.8	128	1800	13.4	18.9	114
COUNTRY	12648	1677	18.3	13.3	117	533	12.2	4.2	78	624	20.7	4.9	133	2130	15.9	16.8	102
GOLDEN OLDIES	1191	**103	1.1	8.6	77	**36	0.8	3.0	56	**57	1.9	4.8	129	*154	1.1	12.9	78
MOR/NOSTALGIA	4757	444	4.9	9.3	83	274	6.3	5.8	107	*173	5.7	3.6	98	827	6.2	17.4	105
NEWS/TALK	3863	633	6.9	16.4	145	*188	4.3	4.9	90	*129	4.3	3.3	90	698	5.2	18.1	109
RELIGIOUS	3084	*266	2.9	8.6	76	*157	3.6	5.1	94	*190	6.3	6.2	166	445	3.3	14.4	87
SOFT ROCK	821	**47	0.5	5.7	50	**10	0.2	1.2	22	**45	1.5	5.5	148	**53	0.4	6.5	39
URBAN CONTEMPORARY	1585	*231	2.5	14.6	129	*126	2.9	7.9	147	**81	2.7	5.1	137	376	2.8	23.7	143
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	412	4.5	12.6	112	*217	5.0	6.7	123	**93	3.1	2.9	77	552	4.1	16.9	102
ABC DIRECTION	2316	337	3.7	14.6	129	**97	2.2	4.2	78	**164	5.4	7.1	190	382	2.8	16.5	100
ABC ENTERTAINMENT	4834	760	8.3	15.7	139	*205	4.7	4.2	79	*232	7.7	4.8	129	907	6.8	18.8	113
ABC FM	3202	382	4.1	11.8	113	**94	2.2	4.3	79	**110	3.7	5.0	134	340	2.5	15.4	93
ABC INFORMATION	5439	662	7.2	12.2	108	278	6.3	5.1	94	*198	6.6	3.6	98	922	6.9	17.0	103
ABC ROCK	1677	*298	3.3	17.6	156	**109	2.5	6.5	121	**58	1.9	3.5	93	*245	1.8	14.6	88
CBS	4430	495	5.4	11.2	99	*196	4.5	4.4	82	*165	5.5	3.7	100	820	6.1	18.5	112
MUTUAL	4993	806	8.8	11.9	106	*181	4.1	3.6	67	*241	8.0	4.8	130	978	7.3	19.6	118
NBC	4679	891	6.8	13.6	112	*205	4.7	4.4	81	*196	6.5	4.2	113	820	6.1	17.5	106
RADIORADIO	1994	*248	2.7	12.4	110	**107	2.5	5.4	100	**103	3.4	5.2	139	410	3.1	20.6	124
RKO ONE	2298	*234	2.6	10.2	90	**117	2.7	5.1	94	**102	3.4	4.4	119	369	2.8	16.1	97
RKO TWO	3311	480	5.2	14.5	128	*177	4.1	5.3	99	*175	5.8	5.3	142	548	4.1	16.6	100
THE SOURCE	2114	*318	3.5	15.0	133	**114	2.6	5.4	100	**77	2.6	3.6	98	352	2.6	16.7	101
NON=WIRED : BLAIR	8654	1222	13.4	14.1	125	505	11.6	5.8	108	421	14.0	4.9	131	1588	11.8	18.3	111
INTERNET	12028	1646	18.0	13.9	114	854	19.6	7.1	132	467	15.5	3.9	104	2369	17.7	19.7	119
KATZ RADIO GROUP	16369	2077	22.7	13.5	120	936	21.4	6.1	113	496	16.5	3.2	87	2678	20.0	17.4	105
SUPERNET	10628	1281	13.7	11.8	104	616	14.1	5.8	108	514	17.1	4.8	130	1921	14.3	18.1	109
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM = 9:00 AM	8659	1053	11.5	12.2	108	500	11.5	5.8	107	365	12.1	4.2	113	1483	11.1	17.1	103
MKDAY 9:00 AM = 1:00 PM	12163	1388	15.2	11.4	101	553	12.7	4.5	84	534	17.7	4.4	118	2067	15.4	17.0	103
MKDAY 1:00 PM = 4:30 PM	16190	1789	19.5	11.1	98	760	17.4	4.7	87	733	24.3	4.5	122	2688	20.0	16.6	101
MKDAY 4:30 PM = 7:30 PM	22463	2611	28.5	11.6	103	1172	26.8	5.2	97	874	29.0	3.9	105	3766	28.1	16.8	101
MKDAY 7:30 PM = 8:00 PM	31795	3757	41.1	11.8	105	1626	37.2	5.1	95	1228	40.8	3.9	104	5541	41.3	17.4	105
MKDAY 11:00 PM = 11:30 PM	23977	2863	31.3	11.9	106	1356	31.1	5.7	105	877	29.1	3.7	98	4198	31.3	17.5	106
MKDAY 11:30 PM = 1:00 AM	7703	919	10.0	11.9	106	427	9.8	5.5	103	316	10.5	4.1	110	1394	10.4	18.1	109
M=SAT 8-11 PM+SUN 7-11 PM	33800	4026	44.0	11.9	105	1839	42.1	5.4	101	1297	43.0	3.8	103	5853	43.6	17.3	105
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	846	9.2	12.9	115	440	10.1	6.7	125	221	7.3	3.4	91	1347	10.0	20.6	124
ANOTHER WORLD N	4620	461	5.0	10.0	88	190	4.4	4.1	76	325	10.8	7.0	189	646	4.8	14.0	84
AS THE WORLD TURNS C	5614	547	6.0	9.7	86	177	4.1	3.2	58	276	9.2	4.9	132	819	6.1	14.6	88
CAPITOL C	3396	374	4.1	11.0	97	120	2.7	3.5	66	169	5.6	5.0	134	523	3.9	15.4	93
CBS MORN. NEWS 1 C	1446	153	1.7	10.6	94	**60	1.4	4.1	77	**45	1.5	3.1	84	206	1.5	14.2	86
CBS MORN. NEWS 2 C	1207	132	1.4	10.9	97	**45	1.0	3.7	69	**29	1.0	2.4	65	208	1.6	17.2	104
DAYS OF OUR LIVES N	5877	626	6.8	10.7	94	292	6.7	5.0	92	387	12.8	6.6	177	874	6.5	14.9	90
FACTS OF LIFE - DAYTIME N	2290	206	2.3	9.0	80	*79	1.8	3.4	64	143	4.7	6.2	168	369	2.8	16.1	97
FAMILY FEUD A	3023	360	3.9	11.9	105	116	2.7	3.8	71	*70	2.3	2.3	62	580	4.3	19.2	116
GENERAL HOSPITAL A	6097	627	6.9	10.3	91	385	8.8	6.3	117	226	7.5	3.7	100	1112	8.3	18.2	110
GOOD MORNING, AMERICA-730 A	3515	418	4.6	11.9	105	180	4.1	5.1	95	*112	3.7	3.2	86	603	4.5	17.2	104
GOOD MORNING, AMERICA-830 A	2818	276	3.0	9.8	87	111	2.5	3.9	73	94	3.1	3.3	90	522	3.9	18.5	112
GUIDING LIGHT C	5339	671	7.3	12.6	111	239	5.5	4.5	83	252	8.4	4.7	127	888	6.6	16.6	100
ONE LIFE TO LIVE A	4478	420	4.6	9.4	83	231	5.3	5.2	96	134	4.4	3.0	80	761	5.7	17.0	103
PRESS YOUR LUCK C	2244	271	3.0	12.1	107	*71	1.6	3.2	59	*111	3.7	4.9	133	421	3.1	18.8	113
PRICE IS RIGHT 1 C	4348	551	6.0	12.7	112	169	3.9	3.9	72	244	8.1	5.6	151	760	5.7	17.5	106
PRICE IS RIGHT 2 C	5014	608	6.6	12.1	107	205	4.7	4.1	76	266	8.8	5.3	143	852	6.4	17.0	103
RYAN'S HOPE A	3150	401	4.4	12.7	113	147	3.4	4.7	87	*123	4.1	3.9	105	604	4.5	19.2	116
SALE OF THE CENTURY N	2695	193	2.1	7.2	63	*79	1.8	2.9	54	*135	4.5	5.0	135	401	3.0	14.9	90
SEARCH FOR TOMORROW N	2319	290	3.2	12.5	111	*114	2.6	4.9	91	*102	3.4	4.4	118	349	2.6	15.0	91
TODAY SHOW 1 N	2693	317	3.5	11.8	104	184	4.2	6.8	127	*116	3.8	4.3	116	455	3.4	16.9	102
TODAY SHOW 2 N	2498	293	3.2	11.7	104	162	3.7	6.5	120	93	3.1	3.7	100	400	3.0	16.0	97
$25,000 PYRAMID C	2753	345	3.8	12.5	111	*97	2.2	3.5	65	*102	3.4	3.7	100	452	3.4	16.4	99
WHEEL OF FORTUNE N	4388	529	5.8	12.1	107	154	3.5	3.5	65	211	7.0	4.8	129	831	6.2	18.9	114
YOUNG AND THE RESTLESS C	5695	509	5.6	8.9	79	236	5.4	4.1	77	301	10.0	5.3	142	908	6.8	15.9	96
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	188	2.1	10.7	95	*70	1.6	4.0	74	**57	1.9	3.2	87	260	1.9	14.8	89
NBA PLAYOFF GAME -1 C	1136	202	2.2	17.8	157	*110	2.5	9.7	180	**57	1.9	5.0	135	233	1.7	20.5	124
NBC MAJOR LEAGUE PRE-GAME N	953	**86	0.9	9.0	80	**56	1.3	5.9	109	**32	1.1	3.4	90	**115	0.9	12.1	73
SPORTSWORLD - SUN N	1233	*151	1.7	12.2	108	**44	1.0	3.6	66	**76	2.5	6.2	166	209	1.6	17.0	102
SUNDAY MORNING C	1611	*183	2.0	11.4	101	**95	2.2	5.9	109	**46	1.5	2.9	77	244	1.8	15.1	91

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FROZEN DESSERT PIES, CAKES & PASTRIES: BRANDS
(FEMALE HOMEMAKERS)

0389
P-19

		TOTAL U.S.	PEPPERIDGE FARM (CAKES)				PEPPERIDGE FARM (PASTRIES)				PET RITZ (PIES)				SARA LEE (CAKES)			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
				% ACROSS				% ACROSS				% ACROSS				% ACROSS		
		'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL FEMALE HOMEMAKERS		80986	9151	100.0	11.3	100	4366	100.0	5.4	100	3013	100.0	3.7	100	13410	100.0	16.6	100
MKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	3071	33.6	11.8	104	1310	30.0	5.0	93	991	32.9	3.8	102	4464	33.3	17.1	103
NETWORK AFFILIATES - LATE		20261	2411	26.3	11.9	105	1076	24.6	5.3	99	725	24.1	3.6	96	3560	26.5	17.6	106
INDEPENDENTS - LATE		2076	222	2.4	10.7	95	148	3.4	7.1	132	*38	1.3	1.8	49	424	3.2	20.4	123
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	1238	13.5	11.8	105	431	9.9	4.1	76	487	16.2	4.7	125	1906	14.2	18.2	110
ABC MONDAY NIGHT MOVIE	A	6412	701	7.7	10.9	97	367	8.4	5.7	106	255	8.5	4.0	107	1034	7.7	16.1	97
ABC SUNDAY NIGHT MOVIE	A	12407	1548	16.9	12.5	110	731	16.7	5.9	109	302	10.0	2.4	65	2176	16.2	17.5	106
ABC WORLD NEWS TONIGHT	A	6176	829	9.1	13.4	119	364	8.3	5.9	109	213	7.1	3.4	93	1061	7.9	17.2	104
AFTERMASH	C	5863	641	7.0	10.9	97	*296	6.8	5.0	94	*258	8.6	4.4	118	908	6.8	15.5	94
ALICE	C	9594	1077	11.8	11.2	99	453	10.4	4.7	88	404	13.4	4.2	113	1483	11.1	15.5	93
AMERICAN PARADE	C	6622	693	7.6	10.5	93	351	8.0	5.3	98	*195	6.5	2.9	79	1154	8.6	17.4	105
BENSON	A	10886	1137	12.4	10.4	92	561	12.8	5.2	96	388	12.9	3.6	96	1752	13.1	16.1	97
BLUE THUNDER	A	5036	490	5.4	9.7	86	270	6.2	5.4	99	*175	5.8	3.5	93	849	6.3	16.9	102
CAGNEY & LACEY	C	9965	1182	12.9	11.9	105	496	11.4	5.0	92	449	14.9	4.5	121	1804	13.5	18.1	109
CBS EVENING NEWS-DEAN	C	3491	414	4.5	11.9	105	*254	5.8	7.3	135	**119	3.9	3.4	92	593	4.4	17.0	103
CBS EVENING NEWS-RATHER	C	7123	818	8.9	11.5	102	324	7.4	4.5	84	261	8.7	3.7	98	1277	9.5	17.9	108
CBS SAT. NEWS-SCHIEFFER	C	3621	344	3.8	9.5	84	235	5.4	6.5	120	*105	3.5	2.9	78	559	4.2	15.4	93
CBS SATURDAY NIGHT MOVIE	C	5436	634	6.9	11.7	103	310	7.1	5.7	106	173	5.7	3.2	86	869	6.5	16.0	97
CBS WEDNESDAY NIGHT MOVIE	C	6100	677	7.4	11.1	98	258	5.9	4.2	78	197	6.5	3.2	87	975	7.3	16.0	97
CHEERS	N	8889	1250	13.7	14.1	124	536	12.3	6.0	112	414	13.7	4.7	125	1568	11.7	17.6	107
DALLAS	C	22109	2860	31.3	12.9	114	1538	35.2	7.0	129	974	32.3	4.4	118	3977	29.7	18.0	109
DIFF'RENT STROKES	N	6940	724	7.9	10.4	92	302	6.9	4.4	81	372	12.3	5.4	144	1079	8.0	15.5	94
DOUBLE TROUBLE	N	7223	829	9.1	11.5	102	335	7.7	4.6	86	*242	8.0	3.4	90	1293	9.6	17.9	108
DUCK FACTORY	N	5595	650	7.1	11.6	103	*263	6.0	4.7	87	*279	9.3	5.0	134	933	7.0	16.7	101
DUKES OF HAZZARD	C	5768	519	5.7	9.0	80	*208	4.8	3.6	67	*266	8.8	4.6	124	869	6.5	15.1	91
DYNASTY	A	20053	2206	24.1	11.0	97	1069	24.5	5.3	99	802	26.6	4.0	107	3367	25.0	16.7	101
FACTS OF LIFE	N	8087	941	10.3	11.6	103	345	7.9	4.3	79	390	12.9	4.8	130	1442	10.8	17.8	108
FALCON CREST	C	20046	2694	29.4	13.4	119	1296	29.7	6.5	120	821	27.2	4.1	110	3630	27.1	18.1	109
FALL GUY	A	9084	1073	11.7	11.8	105	456	10.4	5.0	93	371	12.3	4.1	110	1736	12.9	19.1	115
FAMILY TIES	N	7964	1041	11.4	13.1	116	297	6.8	3.7	69	300	10.0	3.8	101	1332	9.9	16.7	101
FANTASY ISLAND	A	7687	767	8.4	10.0	88	388	8.9	5.0	94	298	9.9	3.9	104	1283	9.6	16.7	101
FOULUPS,BLEEPS & BLUNDERS	A	8861	1028	11.2	11.6	103	462	10.6	5.2	97	277	9.2	3.1	84	1284	9.6	14.5	88
FOUR SEASONS	C	5095	585	6.4	11.5	102	*246	5.6	4.8	90	*223	7.4	4.4	118	775	5.8	15.2	92
GIMME A BREAK	N	8838	1022	11.2	11.6	102	310	7.1	3.5	65	304	10.1	3.4	92	1453	10.8	16.4	99
HART TO HART	A	8978	951	10.4	10.6	94	454	10.4	5.1	94	352	11.7	3.9	105	1465	10.9	16.3	99
HILL STREET BLUES	N	8590	1104	12.1	12.9	114	601	13.8	7.0	130	376	12.5	4.4	118	1536	11.5	17.9	108
HOTEL	A	14085	1460	16.0	10.4	92	688	15.8	4.9	91	614	20.4	4.4	117	2266	16.9	16.1	97
JEFFERSONS	C	9360	1078	11.8	11.5	102	443	10.1	4.7	88	369	12.2	3.9	106	1495	11.1	16.0	96
JENNIFER SLEPT HERE	N	5841	656	7.2	11.2	99	*211	4.8	3.6	67	*307	10.2	5.3	141	856	6.4	14.7	89
KATE & ALLIE	C	9206	1095	12.0	11.9	105	505	11.6	5.5	102	316	10.5	3.4	92	1595	11.9	17.3	105
KNIGHT RIDER	N	7076	879	9.6	12.4	110	414	9.5	5.9	109	293	9.7	4.1	111	1279	9.5	18.1	109
LOVE BOAT	A	12219	1281	14.0	10.5	93	632	14.5	5.2	96	508	16.9	4.2	112	1997	14.9	16.3	99
MAGNUM PI	C	11199	1216	13.3	10.9	96	626	14.3	5.6	104	564	18.7	5.0	135	2052	15.3	18.3	111
MAMA'S FAMILY	N	6057	853	9.3	14.1	125	306	7.0	5.1	94	*196	6.5	3.2	87	1140	8.5	18.8	114
MASTER, THE	N	3598	462	5.0	12.8	114	*135	3.1	3.8	70	*188	6.2	5.2	140	533	4.0	14.8	89
MATT HOUSTON	A	6344	687	7.5	10.8	96	382	8.7	6.0	112	*270	9.0	4.3	114	955	7.1	15.1	91
NBC MONDAY NIGHT MOVIE	N	11994	1398	15.3	11.7	103	497	11.4	4.1	77	460	15.3	3.8	103	1754	13.1	14.6	88
NBC NIGHTLY NEWS	N	5132	590	6.4	11.5	102	252	5.8	4.9	91	210	7.0	4.1	110	850	6.3	16.6	100
NBC NIGHTLY NEWS-SAT	N	3375	487	5.3	14.4	128	*187	4.3	5.5	103	**80	2.7	2.4	64	581	4.3	17.2	104
NBC NIGHTLY NEWS-SUN	N	3130	327	3.6	10.4	92	*174	4.0	5.6	103	**70	2.3	2.2	60	496	3.7	15.8	96
NBC SUNDAY NIGHT MOVIE	N	8284	1018	11.1	12.3	109	361	8.3	4.4	81	*399	13.2	4.8	129	1475	11.0	17.8	108
NEWHART	C	9240	1143	12.5	12.4	109	498	11.4	5.4	100	329	10.9	3.6	96	1721	12.8	18.6	112
ONE DAY AT A TIME	C	7288	840	9.2	11.5	102	354	8.1	4.9	90	*274	9.1	3.8	101	1097	8.2	15.1	91
PEOPLE ARE FUNNY	N	4855	643	7.0	13.2	117	*219	5.0	4.5	84	*176	5.8	3.6	97	783	5.8	16.1	97
REAL PEOPLE	N	8869	985	10.8	11.1	98	399	9.1	4.5	83	352	11.7	4.0	107	1390	10.4	15.7	95
REMINGTON STEELE	N	7743	922	10.1	11.9	105	430	9.8	5.6	103	313	10.4	4.0	109	1291	9.6	16.7	101
RIPLEY'S BELIEVE IT - NOT	A	5345	611	6.7	11.4	101	304	7.0	5.7	105	*167	5.5	3.1	84	972	7.2	18.2	110
RIPTIDE	N	6988	804	8.8	11.5	102	283	6.5	4.0	75	321	10.7	4.6	123	1183	8.8	16.9	102
SCARECROW & MRS. KING	C	10002	1130	12.3	11.3	100	484	11.1	4.8	90	483	16.0	4.8	130	1624	12.1	16.2	98
SIMON & SIMON	C	10638	1083	11.8	10.2	90	421	9.6	4.0	73	560	18.6	5.3	141	1905	14.2	17.9	108
60 MINUTES	C	13293	1690	18.5	12.7	113	744	17.0	5.6	104	501	16.6	3.8	101	2248	16.8	16.9	102
ST. ELSEWHERE	N	7017	1018	11.1	14.5	128	489	11.2	7.0	129	344	11.4	4.9	132	1414	10.5	20.2	122
THREE'S COMPANY	A	10917	1119	12.2	10.3	91	537	12.3	4.9	91	383	12.7	3.5	94	1680	12.5	15.4	93
T.J. HOOKER	A	9204	1006	11.0	10.9	97	486	11.1	5.3	98	306	10.2	3.3	89	1510	11.3	16.4	99
TONIGHT SHOW	N	2372	350	3.8	14.8	131	219	5.0	9.2	171	91	3.0	3.8	103	404	3.0	17.0	103
TRAPPER JOHN, M.D.	C	9846	1014	11.1	10.3	91	471	10.8	4.8	89	507	16.8	5.1	138	1635	12.2	16.6	100
TV BLOOPERS & PRAC. JOKES	N	9105	1031	11.3	11.3	100	440	10.1	4.8	90	354	11.7	3.9	105	1449	10.8	15.9	96
20/20	A	9387	1134	12.4	12.1	107	469	10.7	5.0	93	335	11.1	3.6	96	1656	12.3	17.6	107
WEBSTER	A	11067	1070	11.7	9.7	86	552	12.6	5.0	93	402	13.3	3.6	98	1712	12.8	15.5	93
WORLD NEWS - SUN	A	3062	365	4.0	11.9	105	**154	3.5	5.0	93	**97	3.2	3.2	85	457	3.4	14.9	90
YELLOW ROSE	N	4978	688	7.6	13.8	122	204	4.7	4.1	76	*219	7.3	4.4	118	909	6.8	18.3	110
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	1147	12.5	12.9	114	700	16.0	7.9	146	**218	7.2	2.5	66	2197	16.4	24.7	149
BASKETBALL - COLLEGE GAMES		4080	480	5.2	11.8	104	*298	6.8	7.3	135	**187	6.2	4.6	123	925	6.9	22.7	137
BASKETBALL - PRO GAMES		3607	*506	5.5	14.0	124	*328	7.5	9.1	169	**112	3.7	3.1	83	843	6.3	23.4	141
BOWLING		3883	532	5.8	13.7	121	*242	5.5	6.2	116	**135	4.5	3.5	93	807	6.0	20.8	126
BOXING		3928	*441	4.8	11.2	99	**136	3.1	3.5	64	**137	4.5	3.5	94	754	5.6	19.2	116
FOOTBALL - COLLEGE GAMES		6366	835	9.1	13.1	116	*450	10.3	7.1	131	**183	6.1	2.9	77	1601	11.9	25.1	152
FOOTBALL - PRO GAMES		11300	1685	18.4	14.9	132	780	17.9	6.9	128	*391	13.0	3.5	93	2478	18.5	21.9	132
GOLF		3378	*489	5.3	14.5	128	**185	4.2	5.5	102	**79	2.6	2.3	63	868	6.5	25.7	155
POST-SEASON COLL. FOOTBALL		4906	509	5.6	10.4	92	*369	8.5	7.5	140	**234	7.8	4.8	128	1100	8.2	22.4	135
POST-SEASON PRO FOOTBALL		6120	896	9.8	14.6	130	*477	10.9	7.8	145	**224	7.4	3.7	98	1428	10.6	23.3	141
TENNIS		3033	*434	4.7	14.3	127	*257	5.9	8.5	157	**34	1.1	1.1	30	780	5.8	25.7	155
WRESTLING - PROFESSIONAL		3344	*355	3.9	10.6	94	**146	3.3	4.4	81	**213	7.1	6.4	171	610	4.5	18.2	110

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FROZEN DESSERT PIES, CAKES & PASTRIES: BRANDS
(FEMALE HOMEMAKERS)

0390
P-19

	TOTAL U.S. '000	SARA LEE (PASTRIES) A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	6992	100.0	8.6	100												
18 - 24	9282	*557	8.0	6.0	70												
25 - 34	19072	1874	26.8	9.8	114												
35 - 44	14591	1461	20.9	10.0	116												
45 - 54	11345	1247	17.8	11.0	127												
55 - 64	11635	973	13.9	8.4	97												
65 OR OLDER	15061	880	12.6	5.8	68												
18 - 34	28354	2432	34.8	8.6	99												
18 - 49	48339	4567	65.3	9.4	109												
25 - 54	45008	4582	65.5	10.2	118												
35 - 49	19985	2135	30.5	10.7	124												
50 OR OLDER	32647	2426	34.7	7.4	86												
GRADUATED COLLEGE	11155	1294	18.5	11.6	134												
ATTENDED COLLEGE	13682	1515	21.7	11.1	128												
GRADUATED HIGH SCHOOL	33880	3065	43.8	9.0	105												
DID NOT GRADUATE HIGH SCHOOL	22270	1119	16.0	5.0	58												
EMPLOYED	40306	4061	58.1	10.1	117												
EMPLOYED FULL-TIME	32850	3368	48.2	10.3	119												
EMPLOYED PART-TIME	7456	693	9.9	9.3	108												
NOT EMPLOYED	40680	2931	41.9	7.2	83												
PROFESSIONAL/MANAGER	10392	1277	18.3	12.3	142												
TECH/CLERICAL/SALES	17574	1805	25.8	10.3	119												
PRECISION/CRAFT	985	**94	1.3	9.5	111												
OTHER EMPLOYED	11354	885	12.7	7.8	90												
SINGLE	9863	865	12.4	8.8	102												
MARRIED	51375	4730	67.6	9.2	107												
DIVORCED/SEPARATED/WIDOWED	19748	1397	20.0	7.1	82												
PARENTS	32590	3025	43.3	9.3	108												
WHITE	70416	6309	90.2	9.0	104												
BLACK	8778	542	7.8	6.2	72												
OTHER	1791	**142	2.0	7.9	92												
NORTHEAST-CENSUS	17786	1995	28.5	11.2	130												
NORTH CENTRAL	20741	1765	25.2	8.5	99												
SOUTH	27775	1854	26.5	6.7	77												
WEST	14683	1379	19.7	9.4	109												
NORTHEAST-MKTG.	17961	2076	29.7	11.6	134												
EAST CENTRAL	11885	917	13.1	7.7	89												
WEST CENTRAL	14090	1119	16.0	7.9	92												
SOUTH	24081	1646	23.5	6.8	79												
PACIFIC	12969	1234	17.6	9.5	110												
COUNTY SIZE A	32439	3356	48.0	10.3	120												
COUNTY SIZE B	24915	2178	31.1	8.7	101												
COUNTY SIZE C	12930	916	13.1	7.1	82												
COUNTY SIZE D	10703	543	7.8	5.1	59												
METRO CENTRAL CITY	24518	1912	27.3	7.8	90												
METRO SUBURBAN	35919	3716	53.1	10.3	120												
NON METRO	20549	1364	19.5	6.6	77												
TOP 5 ADI'S	18341	1886	27.0	10.3	119												
TOP 10 ADI'S	25378	2587	37.0	10.2	118												
TOP 20 ADI'S	36488	3606	51.6	9.9	114												
HSHLD INC. $50,000 OR MORE	6612	1157	16.5	17.5	203												
$40,000 OR MORE	12659	1865	26.7	14.7	171												
$30,000 OR MORE	24698	3158	45.2	12.8	148												
$25,000 OR MORE	32077	3857	55.2	12.0	139												
$20,000 - $24,999	9144	632	9.0	6.9	80												
$15,000 - $19,999	8728	579	8.3	6.6	77												
$10,000 - $14,999	12562	1065	15.2	8.5	98												
UNDER $10,000	18475	860	12.3	4.7	54												
HOUSEHOLD OF 1 PERSON	11987	836	12.0	7.0	81												
2 PEOPLE	26577	2037	29.1	7.7	89												
3 OR 4 PEOPLE	30617	2982	42.6	9.7	113												
5 OR MORE PEOPLE	11804	1137	16.3	9.6	112												
NO CHILD IN HSHLD	46165	3767	53.9	8.2	95												
CHILD(REN) UNDER 2 YRS	5325	*382	5.5	7.2	83												
2 - 5 YEARS	14221	1037	14.8	7.3	84												
6 - 11 YEARS	15117	1343	19.2	8.9	103												
12 - 17 YEARS	16611	1692	24.2	10.2	118												
RESIDENCE OWNED	55884	5151	73.7	9.2	107												
VALUE: $50,000 OR MORE	31744	3452	49.4	10.9	126												
VALUE: UNDER $50,000	24140	1700	24.3	7.0	82												

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FROZEN DESSERT PIES, CAKES & PASTRIES: BRANDS
(FEMALE HOMEMAKERS)

0391
P-19

		TOTAL U.S. '000	SARA LEE (PASTRIES) A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	6992	100.0	8.6	100												
MAGAZINES	QUINTILE 1	15799	2116	30.3	13.4	155												
	QUINTILE 2	17259	1659	23.7	9.6	111												
	QUINTILE 3	13545	1095	15.7	8.1	94												
	QUINTILE 4	15133	1133	16.2	7.5	87												
	QUINTILE 5	19250	990	14.2	5.1	60												
NEWSPAPERS	QUINTILE 1	12413	1525	21.8	12.3	142												
	QUINTILE 2	24116	2230	31.9	9.2	107												
	QUINTILE 3	11261	1096	15.7	9.7	113												
	QUINTILE 4	20255	1490	21.3	7.4	85												
	QUINTILE 5	12940	652	9.3	5.0	58												
OUTDOOR	QUINTILE 1	14852	1509	21.6	10.2	118												
	QUINTILE 2	15725	1438	20.6	9.1	106												
	QUINTILE 3	16330	1468	21.0	9.0	104												
	QUINTILE 4	16744	1256	18.0	7.5	87												
	QUINTILE 5	17334	1322	18.9	7.6	88												
RADIO-DRIVE TIME	QUINTILE 1	15911	1335	19.1	8.4	97												
	QUINTILE 2	14837	1262	18.0	8.5	99												
	QUINTILE 3	15339	1653	23.6	10.8	125												
	QUINTILE 4	16723	1439	20.6	8.6	100												
	QUINTILE 5	18176	1303	18.6	7.2	83												
RADIO-MID-DAY	TERCILE 1	21020	1968	28.1	9.4	108												
	TERCILE 2	21610	1978	28.3	9.2	106												
	TERCILE 3	38355	3047	43.6	7.9	92												
RADIO-TOTAL	QUINTILE 1	15988	1433	20.5	9.0	104												
	QUINTILE 2	15626	1406	20.1	9.0	104												
	QUINTILE 3	16723	1690	24.2	10.1	117												
	QUINTILE 4	16342	1423	20.4	8.7	101												
	QUINTILE 5	16306	1041	14.9	6.4	74												
TV-PRIME TIME	QUINTILE 1	15953	1772	25.3	11.1	129												
	QUINTILE 2	16137	1250	17.9	7.7	90												
	QUINTILE 3	16420	1404	20.1	8.6	99												
	QUINTILE 4	16687	1600	22.9	9.6	111												
	QUINTILE 5	15789	967	13.8	6.1	71												
TV-DAYTIME	TERCILE 1	27736	2177	31.1	7.8	91												
	TERCILE 2	26489	2334	33.4	8.8	102												
	TERCILE 3	26761	2482	35.5	9.3	107												
TV-TOTAL	QUINTILE 1	16345	1563	22.4	9.6	111												
	QUINTILE 2	16447	1337	19.1	8.1	94												
	QUINTILE 3	15980	1480	21.2	9.3	107												
	QUINTILE 4	15887	1448	20.7	9.1	106												
	QUINTILE 5	16326	1165	16.7	7.1	83												
MAGAZINES-NEWSPAPERS: DUAL		20721	2372	33.9	11.4	133												
MAGAZINE IMPERATIVE		19186	1914	27.4	10.0	116												
NEWSPAPER IMPERATIVE		21899	1880	26.9	8.6	99												
MAGAZINES-OUTDOOR: DUAL		15451	2059	29.4	13.3	154												
MAGAZINE IMPERATIVE		25953	2408	34.4	9.3	107												
OUTDOOR IMPERATIVE		24400	1546	22.1	6.3	73												
MAGAZINES-RADIO: DUAL		16049	2029	29.0	11.2	130												
MAGAZINE IMPERATIVE		23571	2491	35.6	10.6	122												
RADIO IMPERATIVE		23278	1569	22.4	6.7	78												
MAGAZINES-TELEVISION: DUAL		15459	1963	28.1	12.7	147												
MAGAZINE IMPERATIVE		25829	2509	35.9	9.7	113												
TELEVISION IMPERATIVE		26039	1607	23.0	6.2	71												
NEWSPAPERS-OUTDOOR: DUAL		16605	1980	28.3	11.9	138												
NEWSPAPER IMPERATIVE		26834	2456	35.1	9.2	106												
OUTDOOR IMPERATIVE		23346	1758	25.1	7.5	87												
NEWSPAPERS-RADIO: DUAL		17133	1762	25.2	10.3	119												
NEWSPAPER IMPERATIVE		25892	2518	36.0	9.7	113												
RADIO IMPERATIVE		23167	1905	27.2	8.2	95												
NEWSPAPERS-TELEVISION: DUAL		17159	1741	24.9	10.1	118												
NEWSPAPER IMPERATIVE		26214	2702	38.6	10.3	119												
TELEVISION IMPERATIVE		23412	1742	24.9	7.4	86												
OUTDOOR-RADIO: DUAL		15303	1499	21.4	9.8	113												
OUTDOOR IMPERATIVE		24901	2277	32.6	9.1	106												
RADIO IMPERATIVE		26492	2234	32.0	8.4	98												
OUTDOOR-TELEVISION: DUAL		14794	1407	20.1	9.5	110												
OUTDOOR IMPERATIVE		25437	2429	34.7	9.5	111												
TELEVISION IMPERATIVE		27877	2244	32.1	8.0	93												
RADIO-TELEVISION: DUAL		15996	1385	19.8	8.7	100												
RADIO IMPERATIVE		25478	2329	33.3	9.1	106												
TELEVISION IMPERATIVE		26573	2378	34.0	8.9	104												

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0392
P-19

	TOTAL U.S. '000	SARA LEE (PASTRIES) A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	6992	100.0	8.6	100												
ATLANTIC MONTHLY	415	**44	0.6	10.6	123												
BARRON'S	453	**135	1.9	29.8	345												
BETTER HOMES & GARDENS	16256	1740	24.9	10.7	124												
BON APPETIT	2535	401	5.7	15.8	183												
BUSINESS WEEK	1278	*174	2.5	13.6	158												
CAR AND DRIVER	378	**33	0.5	8.7	101												
CBS MAGAZINE NETWORK (GROSS)	1498	*182	2.6	12.1	141												
CHANGING TIMES	1505	*159	2.3	10.6	122												
COLONIAL HOMES	1231	*153	2.2	12.4	144												
CONDE NAST MAG. PKG. (GROSS)	14146	1917	27.4	13.6	157												
CONSUMERS DIGEST	1323	*235	3.4	17.8	206												
COSMOPOLITAN	7102	888	12.7	12.5	145												
COUNTRY LIVING	2481	353	5.0	14.2	165												
CUISINE	1472	146	2.1	9.9	115												
CYCLE WORLD	425	**35	0.5	8.2	95												
DCI:CREATIVE IDEAS FOR LIV	2510	*253	3.6	10.1	117												
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	667	9.5	10.0	115												
DISCOVER	894	**101	1.4	11.3	131												
EBONY	3507	277	4.0	7.9	91												
ESQUIRE	1083	**131	1.9	12.1	140												
ESSENCE	1830	*161	2.3	8.8	102												
FAMILY CIRCLE	15930	1789	25.6	11.2	130												
THE FAMILY HANDYMAN	1126	*108	1.5	9.6	111												
FAMILY WEEKLY	11468	863	12.3	7.5	87												
FIELD & STREAM	2234	*137	2.0	6.1	71												
FOOD & WINE	579	**78	1.1	13.5	156												
FORBES	728	**174	2.5	23.9	277												
FORTUNE	906	*241	3.4	26.6	308												
GENTLEMEN'S QUARTERLY	791	**83	1.2	10.5	122												
GLAMOUR	5265	652	9.3	12.4	143												
GOLF DIGEST	636	**112	1.6	17.6	204												
GOLF DIGEST/TENNIS (GROSS)	1186	*205	2.9	17.3	200												
GOLF MAGAZINE	441	**94	1.3	21.3	247												
GOLF MAGAZINE/SKI (GROSS)	922	**128	1.8	13.9	161												
GOOD HOUSEKEEPING	16487	1699	24.3	10.3	119												
HARPER'S BAZAAR	2423	325	4.6	13.4	155												
HEALTH	1994	299	4.3	15.0	174												
HEARST MAG CORP. BUY (GROSS)	44101	5259	75.2	11.9	138												
HEARST MAN POWER (GROSS)	1993	*271	3.9	13.6	157												
HEARST WOMAN POWER (GROSS)	31274	3555	50.8	11.4	132												
HOUSE BEAUTIFUL	3623	464	6.6	12.8	148												
INC.	283	**66	0.9	23.3	270												
JET	2928	309	4.4	10.6	122												
LADIES' HOME JOURNAL	11918	1470	21.0	12.3	143												
LHJ FAMILY GRP COMBO(GROSS)	16764	2167	31.0	12.9	150												
LIFE	4254	565	8.1	13.3	154												
L.A. TIMES HOME MAGAZINE	1145	*193	2.8	16.9	195												
MADEMOISELLE	2884	449	6.4	15.6	180												
MC CALL'S	13460	1274	18.2	9.5	110												
MC CALL'S/WRK MOTHER (GROSS)	14606	1459	20.9	10.0	116												
MECHANIX ILLUSTRATED	772	**68	1.0	8.8	102												
METROPOLITAN HOME	967	*99	1.4	10.2	119												
MONEY	1588	*281	4.0	17.7	205												
MOTHER EARTH NEWS	1002	**81	1.2	8.1	94												
MS.	825	*133	1.9	16.1	187												
NATIONAL ENQUIRER	10336	930	13.3	9.0	104												
NATIONAL GEOGRAPHIC	9597	1042	14.9	10.9	126												
NATIONAL SUNDAY MAGAZINE PKG	49558	4802	68.7	9.7	112												
NATURAL HISTORY	573	**93	1.3	16.2	188												
NEW WOMAN	1699	*168	2.4	9.9	115												
NEW YORK INCLUDING CUE	443	**72	1.0	16.3	188												
THE NEW YORKER	1270	*196	2.8	15.4	179												
NEWSWEEK	6277	898	12.8	14.3	166												
THE N.Y. TIMES DAILY EDITION	1205	**139	2.0	11.5	134												
THE N.Y. TIMES MAGAZINE	2081	*204	2.9	9.8	114												
OMNI	788	**89	1.3	11.3	131												
ON CABLE	1158	**151	2.2	13.0	151												
1001 HOME IDEAS	2852	399	5.7	14.0	162												
ORGANIC GARDENING	1658	*91	1.3	5.5	64												
OUTDOOR LIFE	896	**72	1.0	8.0	93												
PARADE MAGAZINE	24275	2295	32.8	9.5	110												

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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FROZEN DESSERT PIES, CAKES & PASTRIES: BRANDS
(FEMALE HOMEMAKERS)

0393
P-19

	TOTAL U.S. '000	SARA LEE (PASTRIES) A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	6992	100.0	8.6	100												
PARENTS	3845	428	6.1	11.1	129												
PENTHOUSE	831	**63	0.9	7.6	88												
PEOPLE	11645	1592	22.8	13.7	158												
PLAYBOY	2006	*207	3.0	10.3	120												
POPULAR HOT RODDING	297	**31	0.4	10.4	121												
POPULAR MECHANICS	1018	**173	2.5	17.0	197												
POPULAR SCIENCE	878	**138	2.0	15.7	182												
PREVENTION	3913	317	4.5	8.1	94												
PSYCHOLOGY TODAY	1710	*192	2.7	11.2	130												
READER'S DIGEST	22204	2207	31.6	9.9	115												
REDBOOK	7684	968	13.8	12.6	146												
ROAD & TRACK	410	**92	1.3	22.4	260												
ROLLING STONE	969	**108	1.5	11.1	129												
RUNNER'S WORLD	298	**29	0.4	9.7	113												
SATURDAY EVENING POST	1169	*135	1.9	11.5	134												
SCIENCE 84	587	**91	1.3	15.5	180												
SCIENCE DIGEST	482	**75	1.1	15.6	180												
SCIENTIFIC AMERICAN	594	**91	1.3	15.3	177												
SELF	2089	*318	4.5	15.2	176												
SEVENTEEN	2411	*250	3.6	10.4	120												
SKI	480	**34	0.5	7.1	82												
SMITHSONIAN	2760	304	4.3	11.0	128												
SOAP OPERA DIGEST	3013	303	4.3	10.1	116												
SOUTHERN LIVING	4184	414	5.9	9.9	115												
SPORT	559	**63	0.9	11.3	131												
THE SPORTING NEWS	436	**78	1.1	17.9	207												
SPORTS AFIELD	493	**22	0.3	4.5	52												
SPORTS ILLUSTRATED	2758	379	5.4	13.7	159												
STAR	7456	750	10.7	10.1	117												
SUNDAY	24936	2754	39.4	11.0	128												
SUNSET	2124	*272	3.9	12.8	148												
TV GUIDE	21661	2105	30.1	9.7	113												
TENNIS	550	**92	1.3	16.7	194												
TIME	8880	1320	18.9	14.9	172												
TOWN & COUNTRY	917	*114	1.6	12.4	144												
TRAVEL & LEISURE	972	*134	1.9	13.8	160												
TRUE STORY	3356	322	4.6	9.6	111												
U.S.NEWS & WORLD REPORT	3410	361	5.2	10.6	123												
USA TODAY	1759	269	3.8	15.3	177												
US	1873	*282	4.0	15.1	174												
VOGUE	3909	497	7.1	12.7	147												
WALL STREET JOURNAL	1886	*217	3.1	11.5	133												
WEIGHT WATCHERS	2120	241	3.4	11.4	132												
WOMAN'S DAY	14172	1551	22.2	10.9	127												
WORKING MOTHER	1146	*185	2.6	16.1	187												
WORKING WOMAN	1322	*207	3.0	15.7	181												
WORLD TENNIS	1163	**17	0.2	10.4	121												
ZIFF-DAVIS MAG NETWK (GROSS)	2532	268	3.8	10.6	123												
BLAIR INSERTS	43657	4441	63.5	10.2	118												
DAILY NEWSPAPERS																	
READ ANY	51633	5088	72.8	9.9	114												
READ ONE	43463	4007	57.3	9.2	107												
READ TWO OR MORE	8170	1081	15.5	13.2	153												
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	5097	72.9	9.7	112												
READ ONE	46126	4315	61.7	9.4	108												
READ TWO OR MORE	6552	782	11.2	11.9	138												
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	29.07															
30 DAY REACH	71455	6269	89.7	8.8	102												
50 SHWG - 30 DAY AV FREQ	14.56	15.16															
30 DAY REACH	67742	6029	86.2	8.9	103												
25 SHWG - 30 DAY AV FREQ	7.94	8.17															
30 DAY REACH	62117	5604	80.1	9.0	104												
CABLE TV: HOME WIRED	32077	3140	44.9	9.8	113												
HOME NOT WIRED	48909	3853	55.1	7.9	91												
HAVE PAY CABLE	15935	1853	26.5	11.6	135												

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FROZEN DESSERT PIES, CAKES & PASTRIES: BRANDS
(FEMALE HOMEMAKERS)

0394
P-19

	TOTAL U.S. '000	SARA LEE (PASTRIES) A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	6992	100.0	8.6	100												
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	4093	58.5	9.3	108												
10:00 AM - 3:00 PM	30659	2711	38.8	8.8	102												
3:00 PM - 7:00 PM	31045	2777	39.7	8.9	104												
7:00 PM - MIDNIGHT	15767	1380	19.7	8.8	101												
MIDNIGHT - 6:00 AM	9120	886	12.7	9.7	113												
6:00 AM - MIDNIGHT	58527	5344	76.4	9.1	106												
ENTIRE DAY	59311	5400	77.2	9.1	105												
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	1756	25.1	10.9	126												
ALL NEWS	2256	*240	3.4	10.6	123												
AOR/PROGRESSIVE	3874	409	5.8	10.6	122												
BEAUTIFUL MUSIC	5660	678	9.7	12.0	139												
BLACK	2204	*205	2.9	9.3	108												
CLASSICAL	1418	*221	3.2	15.6	181												
CHR/ROCK	9538	860	12.3	9.0	104												
COUNTRY	12648	981	14.0	7.8	90												
GOLDEN OLDIES	1191	**54	0.8	4.5	53												
MOR/NOSTALGIA	4757	519	7.4	10.9	126												
NEWS/TALK	3863	396	5.7	10.3	119												
RELIGIOUS	3084	*205	2.9	6.6	77												
SOFT ROCK	521	**27	0.4	5.2	60												
URBAN CONTEMPORARY	1585	*168	2.4	10.6	123												
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	305	4.4	9.4	108												
ABC DIRECTION	2316	*193	2.8	8.3	97												
ABC ENTERTAINMENT	4834	484	6.9	10.0	116												
ABC FM	2202	*179	2.6	8.1	94												
ABC INFORMATION	5425	619	8.9	11.4	132												
ABC ROCK	1677	*145	2.1	8.6	100												
CBS	4430	457	6.5	10.3	119												
MUTUAL	4992	366	5.2	7.3	85												
NBC	4679	431	6.2	9.2	107												
RADIORADIO	1994	*146	2.1	7.3	85												
RKO ONE	2298	*169	2.4	7.4	85												
RKO TWO	3311	287	4.1	8.7	100												
THE SOURCE	2114	*177	2.5	8.4	97												
NON-WIRED : BLAIR	8654	843	12.1	9.7	113												
INTERNET	12025	1267	18.1	10.5	122												
KATZ RADIO GROUP	15359	1683	24.1	11.0	127												
SUPERNET	10628	886	12.7	8.3	97												
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	852	12.2	9.8	114												
WKDAY 9:00 AM - 1:00 PM	12163	1051	15.0	8.6	100												
WKDAY 1:00 PM - 4:30 PM	16150	1250	17.9	7.7	90												
WKDAY 4:30 PM - 7:30 PM	22463	1964	28.1	8.7	101												
WKDAY 7:30 PM - 8:00 PM	31795	2847	40.7	9.0	104												
WKDAY 11:00 PM - 11:30 PM	23977	2385	34.1	9.9	115												
WKDAY 11:30 PM - 1:00 AM	7703	722	10.3	9.4	109												
M-SAT 8-11 PM+SUN 7-11 PM	33800	3138	44.9	9.3	108												
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	596	8.5	9.1	106												
ANOTHER WORLD N	4620	266	3.8	5.8	67												
AS THE WORLD TURNS C	5614	379	5.4	6.8	78												
CAPITOL C	3396	268	3.8	7.9	91												
CBS MORN. NEWS 1 C	1446	126	1.8	8.7	101												
CBS MORN. NEWS 2 C	1207	113	1.6	9.4	108												
DAYS OF OUR LIVES N	5877	430	6.1	7.3	85												
FACTS OF LIFE - DAYTIME N	2290	167	2.4	7.3	84												
FAMILY FEUD A	3023	261	3.7	8.6	100												
GENERAL HOSPITAL A	6097	538	7.7	8.8	102												
GOOD MORNING, AMERICA-730 A	3515	345	4.9	9.8	114												
GOOD MORNING, AMERICA-830 A	2818	268	3.8	9.5	110												
GUIDING LIGHT C	5339	428	6.1	8.0	93												
ONE LIFE TO LIVE A	4478	352	5.0	7.9	91												
PRESS YOUR LUCK C	2244	170	2.4	7.6	88												
PRICE IS RIGHT 1 C	4348	345	4.9	7.9	92												
PRICE IS RIGHT 2 C	5014	373	5.3	7.4	86												
RYAN'S HOPE A	3150	257	3.7	8.2	94												
SALE OF THE CENTURY N	2695	142	2.0	5.3	61												
SEARCH FOR TOMORROW N	2319	*116	1.7	5.0	58												
TODAY SHOW 1 N	2693	267	3.8	9.9	115												
TODAY SHOW 2 N	2498	242	3.5	9.7	112												
$25,000 PYRAMID C	2753	200	2.9	7.3	84												
WHEEL OF FORTUNE N	4388	331	4.7	7.5	87												
YOUNG AND THE RESTLESS C	5695	426	6.1	7.5	87												
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	161	2.3	9.1	106												
NBA PLAYOFF GAME -1 C	1136	*114	1.6	10.0	116												
NBC MAJOR LEAGUE PRE-GAME N	953	**65	0.9	6.8	79												
SPORTSWORLD - SUN N	1233	*131	1.9	10.6	123												
SUNDAY MORNING C	1611	*169	2.4	10.5	122												

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FROZEN DESSERT PIES, CAKES & PASTRIES: BRANDS
(FEMALE HOMEMAKERS)

0395
P-19

		TOTAL U.S.	SARA LEE (PASTRIES) A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
				% ACROSS				% ACROSS				% ACROSS				% ACROSS		
		'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL FEMALE HOMEMAKERS		80986	6992	100.0	8.6	100												
MKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	2266	32.4	8.7	101												
NETWORK AFFILIATES - LATE		20261	2012	28.8	9.9	115												
INDEPENDENTS - LATE		2076	205	2.9	9.9	114												
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	929	13.3	8.9	103												
ABC MONDAY NIGHT MOVIE	A	6412	530	7.6	8.3	96												
ABC SUNDAY NIGHT MOVIE	A	12407	1243	17.8	10.0	116												
ABC WORLD NEWS TONIGHT	A	6176	566	8.1	9.2	106												
AFTERMASH	C	5863	473	6.8	8.1	93												
ALICE	C	9594	776	11.1	8.1	94												
AMERICAN PARADE	C	6622	600	8.6	9.1	105												
BENSON	A	10886	979	14.0	9.0	104												
BLUE THUNDER	A	5036	370	5.3	7.3	85												
CAGNEY & LACEY	C	9845	955	13.7	9.6	111												
CBS EVENING NEWS-DEAN	C	3491	281	4.0	8.0	93												
CBS EVENING NEWS-RATHER	C	7123	681	9.7	9.6	111												
CBS SAT. NEWS-SCHIEFFER	C	3621	278	4.0	7.7	89												
CBS SATURDAY NIGHT MOVIE	C	5436	472	6.8	8.7	101												
CBS WEDNESDAY NIGHT MOVIE	C	6100	506	7.2	8.3	96												
CHEERS	N	8889	983	14.1	11.1	128												
DALLAS	C	22109	2292	32.8	10.4	120												
DIFF'RENT STROKES	N	6940	542	7.8	7.8	90												
DOUBLE TROUBLE	N	7223	538	7.7	7.4	86												
DUCK FACTORY	N	5595	590	8.4	10.5	122												
DUKES OF HAZZARD	C	5768	395	5.6	6.8	79												
DYNASTY	A	20053	1702	24.3	8.5	98												
FACTS OF LIFE	N	8087	552	7.9	6.8	79												
FALCON CREST	C	20046	2049	29.3	10.2	118												
FALL GUY	A	9084	824	11.8	9.1	105												
FAMILY TIES	N	7964	739	10.6	9.3	107												
FANTASY ISLAND	A	7687	655	9.4	8.5	99												
FOULUPS,BLEEPS & BLUNDERS	A	8861	801	11.5	9.0	105												
FOUR SEASONS	C	5095	380	5.4	7.5	86												
GIMME A BREAK	N	8838	764	10.9	8.6	100												
HART TO HART	A	8978	776	11.1	8.6	100												
HILL STREET BLUES	N	8590	935	13.4	10.9	126												
HOTEL	A	14085	1295	18.5	9.2	106												
JEFFERSONS	C	9360	736	10.5	7.9	91												
JENNIFER SLEPT HERE	N	5841	486	7.0	8.3	96												
KATE & ALLIE	C	9206	915	13.1	9.9	115												
KNIGHT RIDER	N	7076	578	8.3	8.2	95												
LOVE BOAT	A	12219	1000	14.3	8.2	95												
MAGNUM PI	C	11199	1108	15.8	9.9	115												
MAMA'S FAMILY	N	6057	535	7.7	8.8	102												
MASTER, THE	N	3598	230	3.3	6.4	74												
MATT HOUSTON	A	6344	609	8.7	9.6	111												
NBC MONDAY NIGHT MOVIE	N	11994	1002	14.3	8.4	97												
NBC NIGHTLY NEWS	N	5132	454	6.5	8.8	102												
NBC NIGHTLY NEWS-SAT	N	3375	282	4.0	8.4	97												
NBC NIGHTLY NEWS-SUN	N	3130	290	4.1	9.3	107												
NBC SUNDAY NIGHT MOVIE	N	8284	833	11.9	10.1	116												
NEWHART	C	9240	796	11.4	8.6	100												
ONE DAY AT A TIME	C	7288	538	7.7	7.4	86												
PEOPLE ARE FUNNY	N	4855	446	6.4	9.2	106												
REAL PEOPLE	N	8869	738	10.6	8.3	96												
REMINGTON STEELE	N	7743	681	9.7	8.8	102												
RIPLEY'S BELIEVE IT - NOT	A	5345	513	7.3	9.6	111												
RIPTIDE	N	6988	616	8.8	8.8	102												
SCARECROW & MRS. KING	C	10002	786	11.2	7.9	91												
SIMON & SIMON	C	10638	776	11.1	7.3	84												
60 MINUTES	C	13293	1172	16.8	8.8	102												
ST. ELSEWHERE	N	7017	796	11.4	11.3	131												
THREE'S COMPANY	A	10917	874	12.5	8.0	93												
T.J. HOOKER	A	9204	877	12.5	9.5	110												
TONIGHT SHOW	N	2372	293	4.2	12.4	143												
TRAPPER JOHN, M.D.	C	9846	753	10.8	7.6	89												
TV BLOOPERS & PRAC. JOKES	N	9105	862	12.3	9.5	110												
20/20	A	9387	841	12.0	9.0	104												
WEBSTER	A	11067	1000	14.3	9.0	105												
WORLD NEWS - SUN	A	3062	*209	3.0	6.8	79												
YELLOW ROSE	N	4978	493	7.1	9.9	115												
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	1126	16.1	12.7	147												
BASKETBALL - COLLEGE GAMES		4080	571	8.2	14.0	162												
BASKETBALL - PRO GAMES		3607	556	8.0	15.4	179												
BOWLING		3883	572	8.2	14.7	171												
BOXING		3928	*360	5.1	9.2	106												
FOOTBALL - COLLEGE GAMES		6366	812	11.6	12.8	148												
FOOTBALL - PRO GAMES		11300	1369	19.6	12.1	140												
GOLF		3378	*359	5.1	10.6	123												
POST-SEASON COLL. FOOTBALL		4906	*460	6.6	9.4	109												
POST-SEASON PRO FOOTBALL		6120	749	10.7	12.2	142												
TENNIS		3033	*423	6.0	13.9	162												
WRESTLING - PROFESSIONAL		3344	*332	4.7	9.9	115												

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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FROZEN WAFFLES

BASE = FEMALE HOMEMAKERS (80986)

		'000	%	UNWEIGHTED
2A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE THEM?				
	YES	23814	29.4	2771
	NO	57172	70.6	6664

	ALL		SOLE		PRIMARY		SECONDARY		
	'000	%	'000	%	'000	%	'000	%	UNWEIGHTED
IF YES									
2B. WHICH BRANDS ARE USED BY YOUR HOUSEHOLD?									
AUNT JEMIMA	13961	17.2	7506	9.3	4862	6.0	1592	2.0	1624
DOWNYFLAKE	5856	7.2	2344	2.9	2397	3.0	1116	1.4	732
EGGO	8755	10.8	3703	4.6	3351	4.1	1701	2.1	982
GOLDEN DELIGHT	940	1.2	406	.5	372	.5	162	.2	117
ROMAN MEAL	833	1.0	333	.4	363	.4	137	.2	107
OTHER BRANDS	3152	3.9	1591	2.0	891	1.1	670	.8	359
DO NOT KNOW	166	.2							20

		'000	%	UNWEIGHTED
2C. ABOUT HOW MANY PACKAGES OF FROZEN WAFFLES WERE USED BY YOUR ENTIRE HOUSEHOLD IN THE LAST 30 DAYS?				
10 OR MORE	H	217	.3	30
7 - 9	H	461	.6	50
4 - 5	H	1545	1.9	184
3	H	2516	3.1	272
2	M	6023	7.4	681
1 OR LESS	L	8260	10.2	1000
NONE	L	4791	5.9	554

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FROZEN WAFFLES: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0398
P-19

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS THREE OR MORE A '000	HEAVY USERS THREE OR MORE B % DOWN	HEAVY USERS THREE OR MORE C % ACROSS	HEAVY USERS THREE OR MORE D INDX	MEDIUM USERS TWO A '000	MEDIUM USERS TWO B % DOWN	MEDIUM USERS TWO C % ACROSS	MEDIUM USERS TWO D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL FEMALE HOMEMAKERS	80986	23814	100.0	29.4	100	4739	100.0	5.9	100	6023	100.0	7.4	100	13051	100.0	16.1	100
18 - 24	9282	2082	8.7	22.4	76	*345	7.3	3.7	64	550	9.1	5.9	80	1187	9.1	12.8	79
25 - 34	19072	6473	27.2	33.9	115	1313	27.7	6.9	118	1625	27.0	8.5	115	3534	27.1	18.5	115
35 - 44	14591	5792	24.3	39.7	135	1381	29.1	9.5	162	1422	23.6	9.7	131	2990	22.9	20.5	127
45 - 54	11345	3330	14.0	29.4	100	589	12.4	5.2	89	777	12.9	6.8	92	1963	15.0	17.3	107
55 - 64	11435	2884	12.1	24.8	84	*428	9.0	3.7	63	805	13.4	6.9	93	1651	12.7	14.2	88
65 OR OLDER	15061	3254	13.7	21.6	73	684	14.4	4.5	78	844	14.0	5.6	75	1725	13.2	11.5	71
18 - 34	28354	8554	35.9	30.2	103	1658	35.0	5.8	100	2175	36.1	7.7	103	4722	36.2	16.7	103
18 - 49	48339	16039	67.4	33.2	113	3407	71.9	7.0	120	3956	65.7	8.2	110	8675	66.5	17.9	111
25 - 54	45008	15594	65.5	34.6	118	3283	69.3	7.3	125	3824	63.5	8.5	114	8487	65.0	18.9	117
35 - 49	19985	7484	31.4	37.4	127	1749	36.9	8.8	150	1782	29.6	8.9	120	3954	30.3	19.8	123
50 OR OLDER	32647	7775	32.6	23.8	81	1332	28.1	4.1	70	2067	34.3	6.3	85	4376	33.5	13.4	83
GRADUATED COLLEGE	11155	3570	15.0	32.0	109	680	14.3	6.1	104	924	15.3	8.3	111	1965	15.1	17.6	109
ATTENDED COLLEGE	13682	4488	18.8	32.8	112	858	18.1	6.3	107	1087	18.0	7.9	107	2543	19.5	18.6	115
GRADUATED HIGH SCHOOL	33880	10926	45.9	32.2	110	2115	44.6	6.2	107	2716	45.1	8.0	108	6095	46.7	18.0	112
DID NOT GRADUATE HIGH SCHOOL	22270	4830	20.3	21.7	74	1087	22.9	4.9	83	1296	21.5	5.8	78	2448	18.8	11.0	68
EMPLOYED	40306	13373	56.2	33.2	113	2404	50.7	6.0	102	3475	57.7	8.6	116	7494	57.4	18.6	115
EMPLOYED FULL-TIME	32850	10836	45.5	33.0	112	1987	41.9	6.0	103	2683	44.5	8.2	110	6166	47.2	18.8	116
EMPLOYED PART-TIME	7456	2537	10.7	34.0	116	*417	8.8	5.6	96	792	13.1	10.6	143	1328	10.2	17.8	111
NOT EMPLOYED	40680	10441	43.8	25.7	87	2336	49.3	5.7	98	2548	42.3	6.3	84	5557	42.6	13.7	85
PROFESSIONAL/MANAGER	10392	3742	15.7	36.0	122	*588	12.4	5.7	97	1077	17.9	10.4	139	2077	15.9	20.0	124
TECH/CLERICAL/SALES	17574	6071	25.5	34.5	117	1024	21.6	5.8	100	1533	25.5	8.7	117	3515	26.9	20.0	124
PRECISION/CRAFT	985	*305	1.3	31.0	105	**51	1.1	5.2	88	**98	1.6	9.9	134	**155	1.2	15.7	98
OTHER EMPLOYED	11354	3254	13.7	28.7	97	740	15.6	6.5	111	767	12.7	6.8	91	1747	13.4	15.4	95
SINGLE	9863	2562	10.8	26.0	88	630	13.3	6.4	109	581	9.6	5.9	79	1351	10.4	13.7	85
MARRIED	51375	15865	66.6	30.9	105	2992	63.1	5.8	100	4057	67.4	7.9	106	8816	67.6	17.2	106
DIVORCED/SEPARATED/WIDOWED	19748	5387	22.6	27.3	93	1118	23.6	5.7	97	1385	23.0	7.0	94	2884	22.1	14.6	91
PARENTS	32590	11812	49.6	36.2	123	2594	54.7	8.0	136	3053	50.7	9.4	126	6165	47.2	18.9	117
WHITE	70416	21056	88.4	29.9	102	3837	81.0	5.4	93	5284	87.7	7.5	101	11935	91.4	16.9	105
BLACK	8778	2230	9.4	25.4	86	807	17.0	9.2	157	603	10.0	6.9	92	820	6.3	9.3	58
OTHER	1791	*527	2.2	29.4	100	**95	2.0	5.3	91	**136	2.3	7.6	102	**296	2.3	16.5	103
NORTHEAST-CENSUS	17786	6731	28.3	37.8	129	1305	27.5	7.3	125	1805	30.0	10.1	136	3621	27.7	20.4	126
NORTH CENTRAL	20741	5945	25.0	28.7	97	1012	21.4	4.9	83	1184	19.7	5.7	77	3748	28.7	18.1	112
SOUTH	27775	6974	29.3	25.1	85	1586	33.5	5.7	98	1762	29.3	6.3	85	3626	27.8	13.1	81
WEST	14683	4164	17.5	28.4	96	836	17.6	5.7	97	1272	21.1	8.7	116	2056	15.8	14.0	87
NORTHEAST-MKTG.	17961	7016	29.5	39.1	133	1682	35.5	9.4	160	2025	33.6	11.3	152	3309	25.4	18.4	114
EAST CENTRAL	11885	3614	15.2	30.4	103	469	9.9	3.9	67	766	12.7	6.4	87	2378	18.2	20.0	124
WEST CENTRAL	14090	3832	16.1	27.2	92	695	14.7	4.9	84	748	12.4	5.3	71	2389	18.3	17.0	105
SOUTH	24081	5545	23.3	23.0	78	1081	22.8	4.5	77	1262	21.0	5.2	70	3202	24.5	13.3	83
PACIFIC	12969	3807	16.0	29.4	100	*812	17.1	6.3	107	1222	20.3	9.4	127	1773	13.6	13.7	85
COUNTY SIZE A	32439	10917	45.8	33.7	114	2406	50.8	7.4	127	3040	50.5	9.4	126	5470	41.9	16.9	105
COUNTY SIZE B	24915	7460	31.3	29.9	102	1343	28.3	5.4	92	1770	29.4	7.1	96	4346	33.3	17.4	108
COUNTY SIZE C	12930	3613	15.2	27.9	95	610	12.9	4.7	81	853	14.2	6.6	89	2150	16.5	16.6	103
COUNTY SIZE D	10703	1824	7.7	17.0	58	*380	8.0	3.6	61	*360	6.0	3.4	45	1085	8.3	10.1	63
METRO CENTRAL CITY	24518	7196	30.2	29.3	100	1488	31.4	6.1	104	1850	30.7	7.5	101	3858	29.6	15.7	98
METRO SUBURBAN	35919	12117	50.9	33.7	115	2446	51.6	6.8	116	3067	50.9	8.5	115	6604	50.6	18.4	114
NON METRO	20549	4501	18.9	21.9	74	805	17.0	3.9	67	1106	18.4	5.4	72	2589	19.8	12.6	78
TOP 5 ADI'S	18341	6737	28.3	36.7	125	1513	31.9	8.2	141	2012	33.4	11.0	148	3212	24.6	17.5	109
TOP 10 ADI'S	25378	8803	37.0	34.7	118	1964	41.4	7.7	132	2619	43.5	10.3	139	4221	32.3	16.6	103
TOP 20 ADI'S	36488	12083	50.7	33.1	113	2579	54.4	7.1	121	3200	53.1	8.8	118	6305	48.3	17.3	107
HSHLD INC. $50,000 OR MORE	6612	2552	10.7	38.6	131	*541	11.4	8.2	140	710	11.8	10.7	144	1300	10.0	19.7	122
$40,000 OR MORE	12659	4656	19.6	36.8	125	1068	22.5	8.4	144	1279	21.2	10.1	136	2309	17.7	18.2	113
$30,000 OR MORE	24698	8654	36.3	35.0	119	1843	38.9	7.5	128	2440	40.5	9.9	133	4371	33.5	17.7	110
$25,000 OR MORE	32077	10932	45.9	34.1	116	2170	45.8	6.8	116	2907	48.3	9.1	122	5855	44.9	18.3	113
$20,000 - $24,999	9144	2913	12.2	31.9	108	562	11.9	6.1	105	581	9.6	6.4	85	1769	13.6	19.3	120
$15,000 - $19,999	8728	2393	10.0	27.4	93	*389	8.2	4.5	76	634	10.5	7.3	98	1370	10.5	15.7	97
$10,000 - $14,999	12562	3419	14.4	27.2	93	675	14.2	5.4	92	925	15.4	7.4	99	1819	13.9	14.5	90
UNDER $10,000	18475	4158	17.5	22.5	77	943	19.9	5.1	87	977	16.2	5.3	71	2238	17.1	12.1	75
HOUSEHOLD OF 1 PERSON	11987	2593	10.9	21.6	74	298	6.3	2.5	42	568	9.4	4.7	64	1727	13.2	14.4	89
2 PEOPLE	26577	7032	29.5	26.5	90	1070	22.6	4.0	69	1767	29.3	6.6	89	4195	32.1	15.8	98
3 OR 4 PEOPLE	30617	10009	42.0	32.7	111	2015	42.5	6.6	112	2638	43.8	8.6	116	5355	41.0	17.5	109
5 OR MORE PEOPLE	11804	4180	17.6	35.4	120	1357	28.6	11.5	196	1049	17.4	8.9	119	1774	13.6	15.0	93
NO CHILD IN HSHLD	46165	11377	47.8	24.6	84	1933	40.8	4.2	72	2778	46.1	6.0	81	6666	51.1	14.4	90
CHILD(REN) UNDER 2 YRS	5325	1239	5.2	23.3	79	**233	4.9	4.4	75	*312	5.2	5.9	79	694	5.3	13.0	81
2 - 5 YEARS	14221	3929	16.5	27.6	94	938	19.8	6.6	113	1025	17.0	7.2	97	1966	15.1	13.8	86
6 - 11 YEARS	15117	5841	24.5	38.6	131	1384	29.2	9.2	156	1515	25.2	10.0	135	2943	22.5	19.5	121
12 - 17 YEARS	16611	6678	28.0	40.2	137	1698	35.8	10.2	175	1750	29.1	10.5	142	3230	24.7	19.4	121
RESIDENCE OWNED	55884	16726	70.2	29.9	102	3162	66.7	5.7	97	4289	71.2	7.7	103	9275	71.1	16.6	103
VALUE: $50,000 OR MORE	31744	10233	43.0	32.2	110	1929	40.7	6.1	104	2815	46.7	8.9	119	5488	42.1	17.3	107
VALUE: UNDER $50,000	24140	6493	27.3	26.9	91	1232	26.0	5.1	87	1474	24.5	6.1	82	3787	29.0	15.7	97

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FROZEN WAFFLES: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0399
P-19

		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS THREE OR MORE A '000	HEAVY USERS THREE OR MORE B % DOWN	HEAVY USERS THREE OR MORE C % ACROSS	HEAVY USERS THREE OR MORE D INDX	MEDIUM USERS TWO A '000	MEDIUM USERS TWO B % DOWN	MEDIUM USERS TWO C % ACROSS	MEDIUM USERS TWO D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL FEMALE HOMEMAKERS		80986	23814	100.0	29.4	100	4739	100.0	5.9	100	6023	100.0	7.4	100	13051	100.0	16.1	100
MAGAZINES	QUINTILE 1	15799	5549	23.3	35.1	119	1127	23.8	7.1	122	1431	23.8	9.1	122	2991	22.9	18.9	117
	QUINTILE 2	17259	5521	23.2	32.0	109	1008	21.3	5.8	100	1321	21.9	7.7	103	3192	24.5	18.5	115
	QUINTILE 3	13545	3885	16.3	28.7	98	882	18.6	6.5	111	1051	17.4	7.8	104	1953	15.0	14.4	89
	QUINTILE 4	15133	4361	18.3	28.8	98	809	17.1	5.3	91	1137	18.9	7.5	101	2415	18.5	16.0	99
	QUINTILE 5	19250	4497	18.9	23.4	79	913	19.3	4.7	81	1084	18.0	5.6	76	2500	19.2	13.0	81
NEWSPAPERS	QUINTILE 1	12413	4299	18.1	34.6	118	980	20.7	7.9	135	1192	19.8	9.6	129	2127	16.3	17.1	106
	QUINTILE 2	24116	7300	30.7	30.3	103	1425	30.1	5.9	101	1807	30.0	7.5	101	4069	31.2	16.9	105
	QUINTILE 3	11261	3883	16.3	34.5	117	849	17.9	7.5	129	931	15.5	8.3	111	2104	16.1	18.7	116
	QUINTILE 4	20255	5645	23.7	27.9	95	1032	21.8	5.1	87	1359	22.6	6.7	90	3254	24.9	16.1	100
	QUINTILE 5	12940	2687	11.3	20.8	71	*454	9.6	3.5	60	736	12.2	5.7	76	1498	11.5	11.6	72
OUTDOOR	QUINTILE 1	14852	4775	20.1	32.2	109	891	18.8	6.0	103	1056	17.5	7.1	96	2828	21.7	19.0	118
	QUINTILE 2	15725	4886	20.5	31.1	106	920	19.4	5.9	100	1171	19.4	7.4	100	2795	21.4	17.8	110
	QUINTILE 3	16330	4742	19.9	29.0	99	1016	21.4	6.2	106	1153	19.1	7.1	95	2573	19.7	15.8	98
	QUINTILE 4	16744	4710	19.8	28.1	96	1054	22.2	6.3	108	1367	22.7	8.2	110	2289	17.5	13.7	85
	QUINTILE 5	17334	4701	19.7	27.1	92	858	18.1	4.9	85	1276	21.2	7.4	99	2567	19.7	14.8	92
RADIO-DRIVE TIME	QUINTILE 1	15911	5157	21.7	32.4	110	939	19.8	5.9	101	1537	25.5	9.7	130	2682	20.6	16.9	105
	QUINTILE 2	14837	4525	19.0	30.5	104	790	16.7	5.3	91	1254	20.8	8.5	114	2481	19.0	16.7	104
	QUINTILE 3	15339	4444	18.7	29.0	99	831	17.5	5.4	93	1175	19.5	7.7	103	2438	18.7	15.9	99
	QUINTILE 4	16723	5082	21.3	30.4	103	1131	23.9	6.8	116	1092	18.1	6.5	88	2858	21.9	17.1	106
	QUINTILE 5	18176	4606	19.3	25.3	86	1049	22.1	5.8	99	965	16.0	5.3	71	2592	19.9	14.3	88
RADIO-MID-DAY	TERCILE 1	21020	6639	27.9	31.6	107	1123	23.7	5.3	91	1896	31.5	9.0	121	3621	27.7	17.2	107
	TERCILE 2	21610	6379	26.8	29.5	100	1445	30.5	6.7	114	1573	26.1	7.3	98	3362	25.8	15.6	97
	TERCILE 3	38355	10795	45.3	28.1	96	2172	45.8	5.7	97	2555	42.4	6.7	90	6068	46.5	15.8	98
RADIO-TOTAL	QUINTILE 1	15988	5167	21.7	32.3	110	967	20.4	6.0	103	1478	24.5	9.2	124	2721	20.8	17.0	106
	QUINTILE 2	15626	4617	19.4	29.5	100	846	17.9	5.4	93	1247	20.7	8.0	107	2525	19.3	16.2	100
	QUINTILE 3	16723	5039	21.2	30.1	102	970	20.5	5.8	99	1334	22.1	8.0	107	2736	21.0	16.4	102
	QUINTILE 4	16342	4947	20.8	30.3	103	1043	22.0	6.4	109	1138	18.9	7.0	94	2767	21.2	16.9	105
	QUINTILE 5	16306	4043	17.0	24.8	84	914	19.3	5.6	96	827	13.7	5.1	68	2302	17.6	14.1	88
TV-PRIME TIME	QUINTILE 1	15953	4514	19.0	28.3	96	863	18.2	5.4	92	1170	19.4	7.3	99	2481	19.0	15.6	97
	QUINTILE 2	16137	4947	20.8	30.7	104	896	18.9	5.6	95	1244	20.7	7.7	104	2807	21.5	17.4	108
	QUINTILE 3	16420	5361	22.5	32.6	111	1006	21.2	6.1	105	1463	24.3	8.9	120	2892	22.2	17.6	109
	QUINTILE 4	16687	4699	19.7	28.2	96	954	20.1	5.7	98	1298	21.6	7.8	105	2448	18.8	14.7	91
	QUINTILE 5	15789	4293	18.0	27.2	92	1021	21.5	6.5	111	849	14.1	5.4	72	2423	18.6	15.3	95
TV-DAYTIME	TERCILE 1	27736	7448	31.3	26.9	91	1755	37.0	6.3	108	1714	28.5	6.2	83	3978	30.5	14.3	89
	TERCILE 2	26489	7674	32.2	29.0	99	1326	28.0	5.0	86	1987	33.0	7.5	101	4361	33.4	16.5	102
	TERCILE 3	26761	8692	36.5	32.5	110	1658	35.0	6.2	106	2322	38.6	8.7	117	4712	36.1	17.6	109
TV-TOTAL	QUINTILE 1	16345	4194	17.6	25.7	87	970	20.5	5.9	101	1044	17.3	6.4	86	2180	16.7	13.3	83
	QUINTILE 2	16447	4905	20.6	29.8	101	1049	22.1	6.4	109	1099	18.2	6.7	90	2757	21.1	16.8	104
	QUINTILE 3	15980	5006	21.0	31.3	107	933	19.7	5.8	100	1160	19.3	7.3	98	2913	22.3	18.2	113
	QUINTILE 4	15887	5173	21.7	32.6	111	894	18.9	5.6	96	1753	29.1	11.0	148	2525	19.3	15.9	99
	QUINTILE 5	16326	4537	19.1	27.8	95	894	18.9	5.5	94	968	16.1	5.9	80	2675	20.5	16.4	102
MAGAZINES-NEWSPAPERS: DUAL		20721	6978	29.3	33.7	115	1366	28.8	6.6	113	1788	29.7	8.6	116	3824	29.3	18.5	115
MAGAZINE IMPERATIVE		19186	5945	25.0	31.0	105	1157	24.4	6.0	103	1468	24.4	7.7	103	3321	25.4	17.3	107
NEWSPAPER IMPERATIVE		21899	6739	28.3	30.8	105	1540	32.5	7.0	120	1758	29.2	8.0	108	3441	26.4	15.7	98
MAGAZINES-OUTDOOR: DUAL		15451	5360	22.5	34.7	118	953	20.1	6.2	105	1164	19.3	7.5	101	3243	24.8	21.0	130
MAGAZINE IMPERATIVE		25953	7969	33.5	30.7	104	1685	35.6	6.5	111	2214	36.8	8.5	115	4070	31.2	15.7	97
OUTDOOR IMPERATIVE		24400	6705	28.2	27.5	93	1377	29.1	5.6	96	1600	26.6	6.6	88	3728	28.6	15.3	95
MAGAZINES-RADIO: DUAL		18049	5809	24.4	32.2	109	1077	22.7	6.0	102	1633	27.1	9.0	122	3099	23.7	17.2	107
MAGAZINE IMPERATIVE		23571	7641	32.1	32.4	110	1580	33.3	6.7	115	1787	29.7	7.6	102	4274	32.7	18.1	113
RADIO IMPERATIVE		23278	6545	27.5	28.1	96	1278	27.0	5.5	94	1830	30.4	7.9	106	3438	26.3	14.8	92
MAGAZINES-TELEVISION: DUAL		15459	4864	20.4	31.5	107	990	20.9	6.4	109	1111	18.4	7.2	97	2763	21.2	17.9	111
MAGAZINE IMPERATIVE		25829	8691	36.5	33.6	114	1665	35.1	6.4	110	2333	38.7	9.0	121	4693	36.0	18.2	113
TELEVISION IMPERATIVE		26039	6571	27.6	25.2	86	1472	31.1	5.7	97	1591	26.4	6.1	82	3509	26.9	13.5	84
NEWSPAPERS-OUTDOOR: DUAL		16605	5510	23.1	33.2	113	1040	21.9	6.3	107	1276	21.2	7.7	103	3194	24.5	19.2	119
NEWSPAPER IMPERATIVE		26834	8323	35.0	31.0	105	1804	38.1	6.7	115	2272	37.7	8.5	114	4248	32.5	15.8	98
OUTDOOR IMPERATIVE		23346	6787	28.5	29.1	99	1330	28.1	5.7	97	1606	26.7	6.9	92	3850	29.5	16.5	102
NEWSPAPERS-RADIO: DUAL		17133	5533	23.2	32.3	110	1042	22.0	6.1	104	1467	24.4	8.6	115	3024	23.2	17.7	110
NEWSPAPER IMPERATIVE		25892	8252	34.7	31.9	108	1863	39.3	7.2	123	2034	33.8	7.9	106	4356	33.4	16.8	104
RADIO IMPERATIVE		23167	6731	28.3	29.1	99	1193	25.2	5.1	88	1924	31.9	8.3	112	3614	27.7	15.6	97
NEWSPAPERS-TELEVISION: DUAL		17159	5159	21.7	30.1	102	1096	23.1	6.4	109	1371	22.8	8.0	107	2692	20.6	15.7	97
NEWSPAPER IMPERATIVE		26214	8760	36.8	33.4	114	1743	36.8	6.6	114	2177	36.1	8.3	112	4840	37.1	18.5	115
TELEVISION IMPERATIVE		23412	6284	26.4	26.8	91	1390	29.3	5.9	101	1277	21.2	5.5	73	3617	27.7	15.4	96
OUTDOOR-RADIO: DUAL		15303	5003	21.0	32.7	111	877	18.5	5.7	98	1254	20.8	8.2	110	2872	22.0	18.8	116
OUTDOOR IMPERATIVE		24901	7233	30.4	29.0	99	1549	32.7	6.2	106	1495	24.8	6.0	81	4189	32.1	16.8	104
RADIO IMPERATIVE		26492	7851	33.0	29.6	101	1520	32.1	5.7	98	2378	39.5	9.0	121	3953	30.3	14.9	93
OUTDOOR-TELEVISION: DUAL		14794	4351	18.3	29.4	100	948	20.0	6.4	110	962	16.0	6.5	87	2442	18.7	16.5	102
OUTDOOR IMPERATIVE		25437	8242	34.6	32.4	110	1453	30.7	5.7	98	2023	33.6	8.0	107	4766	36.5	18.7	116
TELEVISION IMPERATIVE		27877	7724	32.4	27.7	94	1695	35.8	6.1	104	1843	30.6	6.6	89	4186	32.1	15.0	93
RADIO-TELEVISION: DUAL		15996	4826	20.3	30.2	103	1029	21.7	6.4	110	1219	20.2	7.6	102	2579	19.8	16.1	100
RADIO IMPERATIVE		25478	8003	33.6	31.4	107	1346	28.4	5.3	90	2366	39.3	9.3	125	4291	32.9	16.8	105
TELEVISION IMPERATIVE		26573	7317	30.7	27.5	94	1546	32.6	5.8	99	1612	26.8	6.1	82	4159	31.9	15.7	97

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FROZEN WAFFLES: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0400
P-19

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS THREE OR MORE A '000	HEAVY USERS THREE OR MORE B % DOWN	HEAVY USERS THREE OR MORE C % ACROSS	HEAVY USERS THREE OR MORE D INDX	MEDIUM USERS TWO A '000	MEDIUM USERS TWO B % DOWN	MEDIUM USERS TWO C % ACROSS	MEDIUM USERS TWO D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL FEMALE HOMEMAKERS	80986	23814	100.0	29.4	100	4739	100.0	5.9	100	6023	100.0	7.4	100	13051	100.0	16.1	100
ATLANTIC MONTHLY	415	**78	0.3	18.8	64	**11	0.2	2.7	45	**18	0.3	4.3	58	**49	0.4	11.8	73
BARRON'S	453	**157	0.7	34.7	118	**14	0.3	3.1	53	**34	0.6	7.5	101	**109	0.8	24.1	149
BETTER HOMES & GARDENS	16256	5237	22.0	32.2	110	841	17.7	5.2	88	1323	22.0	8.1	109	3073	23.5	18.9	117
BON APPETIT	2525	780	3.3	30.8	105	**146	3.1	5.8	98	*247	4.1	9.7	131	387	3.0	15.3	95
BUSINESS WEEK	1278	370	1.6	29.0	98	**68	1.4	5.3	91	**79	1.3	6.2	83	*224	1.7	17.5	109
CAR AND DRIVER	378	**96	0.4	25.4	86	**9	0.2	2.4	41	**31	0.5	8.2	110	**56	0.4	14.8	92
CBS MAGAZINE NETWORK (GROSS)	1498	505	2.1	33.7	115	**192	4.1	12.8	219	**84	1.4	5.6	75	*229	1.8	15.3	95
CHANGING TIMES	1505	381	1.6	25.3	86	**71	1.5	4.7	81	**43	0.7	2.9	38	267	2.0	17.7	110
COLONIAL HOMES	1231	347	1.5	28.2	96	**103	2.2	8.4	143	**74	1.2	6.0	81	*169	1.3	13.7	85
CONDE NAST MAG. PKG. (GROSS)	14146	4809	20.2	34.0	116	993	21.0	7.0	120	1071	17.8	7.6	102	2744	21.0	19.4	120
CONSUMERS DIGEST	1323	500	2.1	37.8	129	**108	2.3	8.2	140	**123	2.0	9.3	125	269	2.1	20.3	126
COSMOPOLITAN	7102	2423	10.2	34.1	116	538	11.4	7.6	129	539	8.9	7.6	102	1346	10.3	19.0	118
COUNTRY LIVING	2481	931	3.9	37.5	128	*193	4.1	7.8	133	*259	4.3	10.4	140	479	3.7	19.3	120
CUISINE	1472	448	1.9	30.4	104	**94	2.0	6.4	109	*156	2.6	10.6	142	*198	1.5	13.5	83
CYCLE WORLD	425	**131	0.6	30.8	105	**27	0.6	6.4	109	**44	0.7	10.4	139	**59	0.5	13.9	86
DCI:CREATIVE IDEAS FOR LIV	2510	812	3.4	32.4	110	*158	3.3	6.3	108	*254	4.2	10.1	136	400	3.1	15.9	99
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	2106	8.8	31.5	107	378	8.0	5.6	97	631	10.5	9.4	127	1097	8.4	16.4	102
DISCOVER	894	246	1.0	27.5	94	**74	1.6	8.3	141	**35	0.6	3.9	53	*138	1.1	15.4	96
EBONY	3507	1051	4.4	30.0	102	390	8.2	11.1	190	308	5.1	8.8	118	352	2.7	10.0	62
ESQUIRE	1083	315	1.3	29.1	99	**77	1.6	7.1	122	**88	1.5	8.1	109	*150	1.1	13.9	86
ESSENCE	1830	478	2.0	26.1	89	*137	2.9	7.5	128	*139	2.3	7.6	102	202	1.5	11.0	68
FAMILY CIRCLE	15930	5377	22.6	33.8	115	1052	22.2	6.6	113	1180	19.6	7.4	100	3146	24.1	19.7	123
THE FAMILY HANDYMAN	1126	381	1.6	33.8	115	**66	1.4	5.9	100	**94	1.6	8.3	112	*221	1.7	19.6	122
FAMILY WEEKLY	11468	3295	13.8	28.7	98	651	13.7	5.7	97	860	14.3	7.5	101	1783	13.7	15.5	96
FIELD & STREAM	2234	574	2.4	25.7	87	**87	1.8	3.9	67	**176	2.9	7.9	106	311	2.4	13.9	86
FOOD & WINE	579	*200	0.8	34.5	117	**87	1.8	15.0	257	**39	0.6	6.7	91	**75	0.6	13.0	80
FORBES	728	*205	0.9	28.2	96	**33	0.7	4.5	77	**46	0.8	6.3	85	**125	1.0	17.2	107
FORTUNE	906	*258	1.1	28.5	97	**31	0.7	3.4	58	**50	0.8	5.5	74	**177	1.4	19.5	121
GENTLEMEN'S QUARTERLY	791	*263	1.1	33.2	113	**133	2.8	16.8	287	**21	0.3	2.7	36	*110	0.8	13.9	86
GLAMOUR	5265	1795	7.5	34.1	116	343	7.2	6.5	111	426	7.1	8.1	109	1026	7.9	19.5	121
GOLF DIGEST	636	*201	0.8	31.6	107	**50	1.1	7.9	134	**34	0.6	5.3	72	**117	0.9	18.4	114
GOLF DIGEST/TENNIS (GROSS)	1186	341	1.4	28.8	98	**82	1.7	6.9	118	**59	1.0	5.0	67	*200	1.5	16.9	105
GOLF MAGAZINE	441	**114	0.5	25.9	88	**13	0.3	2.9	50	**22	0.4	5.0	67	**79	0.6	17.9	111
GOLF MAGAZINE/SKI (GROSS)	922	*208	0.9	22.6	77	**20	0.4	2.2	37	**48	0.8	5.2	70	*140	1.1	15.2	94
GOOD HOUSEKEEPING	16487	5187	21.8	31.5	107	861	18.2	5.2	89	1292	21.5	7.8	105	3034	23.2	18.4	114
HARPER'S BAZAAR	2423	806	3.4	33.3	113	*160	3.4	6.6	113	*224	3.7	9.2	124	422	3.2	17.4	108
HEALTH	1994	667	2.8	33.5	114	**157	3.3	7.9	135	**132	2.2	6.6	89	378	2.9	19.0	118
HEARST MAG CORP. BUY (GROSS)	44101	14367	60.3	32.6	111	2783	58.7	6.3	108	3542	58.8	8.0	108	8041	61.6	18.2	113
HEARST MAN POWER (GROSS)	1993	559	2.3	28.0	95	**98	2.1	4.9	84	*178	3.0	8.9	120	283	2.2	14.2	88
HEARST WOMAN POWER (GROSS)	31274	10245	43.0	32.8	111	1915	40.4	6.1	105	2478	41.1	7.9	107	5852	44.8	18.7	116
HOUSE BEAUTIFUL	3623	1177	4.9	32.5	110	262	5.5	7.2	124	269	4.5	7.4	100	645	4.9	17.8	110
INC.	283	**122	0.5	43.1	147	**16	0.3	5.7	97	**36	0.6	12.7	171	**70	0.5	24.7	153
JET	2928	894	3.8	30.5	104	308	6.5	10.5	180	251	4.2	8.6	115	335	2.6	11.4	71
LADIES' HOME JOURNAL	11918	4309	18.1	36.2	123	802	16.9	6.7	115	1085	18.0	9.1	122	2422	18.6	20.3	126
LHJ FAMILY GRP COMBO(GROSS)	16764	5943	25.0	35.5	121	1149	24.2	6.9	117	1435	23.8	8.6	115	3359	25.7	20.0	124
LIFE	4254	1575	6.6	37.0	126	*277	5.8	6.5	111	388	6.4	9.1	123	910	7.0	21.4	133
L.A. TIMES HOME MAGAZINE	1145	380	1.6	33.2	113	**37	0.8	3.2	55	**144	2.4	12.6	169	*200	1.5	17.5	108
MADEMOISELLE	2884	1011	4.2	35.1	119	*153	3.2	5.3	91	*240	4.0	8.3	112	618	4.7	21.4	133
MC CALL'S	13460	4204	17.7	31.2	106	782	16.5	5.8	99	1080	17.9	8.0	108	2341	17.9	17.4	108
MC CALL'S/WRK MOTHER (GROSS)	14606	4646	19.5	31.8	108	878	18.5	6.0	103	1200	19.9	8.2	110	2569	19.7	17.6	109
MECHANIX ILLUSTRATED	772	*178	0.7	23.1	78	**17	0.4	2.2	38	**62	1.0	8.0	108	**100	0.8	13.0	80
METROPOLITAN HOME	967	298	1.3	30.8	105	**53	1.1	5.5	94	**55	0.9	5.7	76	*190	1.5	19.6	122
MONEY	1588	427	1.8	26.9	91	**63	1.3	4.0	68	*90	1.5	5.7	76	*274	2.1	17.3	107
MOTHER EARTH NEWS	1002	*279	1.2	27.8	95	**40	0.8	4.0	68	**76	1.3	7.6	102	*163	1.2	16.3	101
MS.	825	216	0.9	26.2	89	**30	0.6	3.6	62	**33	0.5	4.0	54	*154	1.2	18.7	116
NATIONAL ENQUIRER	10336	3142	13.2	30.4	103	703	14.8	6.8	116	957	15.9	9.3	124	1481	11.3	14.3	89
NATIONAL GEOGRAPHIC	9597	2932	12.3	30.6	104	532	11.2	5.5	95	696	11.6	7.3	98	1704	13.1	17.8	110
NATIONAL SUNDAY MAGAZINE PKG	49558	16170	67.9	32.6	111	3355	70.8	6.8	116	4113	68.3	8.3	112	8703	66.7	17.6	109
NATURAL HISTORY	573	*129	0.5	22.5	77	**21	0.4	3.7	63	**10	0.2	1.7	23	*98	0.8	17.1	106
NEW WOMAN	1699	519	2.2	30.5	104	**156	3.3	9.2	157	**61	1.0	3.6	48	302	2.3	17.8	110
NEW YORK INCLUDING CUE	443	*142	0.6	32.1	109	**42	0.9	9.5	162	**20	0.3	4.5	61	**80	0.6	18.1	112
THE NEW YORKER	1270	486	2.0	38.3	130	**94	2.0	7.4	126	**106	1.8	8.3	112	286	2.2	22.5	140
NEWSWEEK	6277	1993	8.4	31.8	108	398	8.4	6.3	108	557	9.2	8.9	119	1038	8.0	16.5	103
THE N.Y. TIMES DAILY EDITION	1205	429	1.8	35.6	121	**104	2.2	8.6	147	*171	2.8	14.2	191	*154	1.2	12.8	79
THE N.Y. TIMES MAGAZINE	2081	764	3.2	36.7	125	*136	2.9	6.5	112	*259	4.3	12.4	167	369	2.8	17.7	110
OMNI	788	*217	0.9	27.5	94	**39	0.8	4.9	85	**76	1.3	9.6	130	*102	0.8	12.9	80
ON CABLE	1158	434	1.8	37.5	127	**134	2.8	11.6	198	**71	1.2	6.1	82	*230	1.8	19.9	123
1001 HOME IDEAS	2852	968	4.1	33.9	115	*190	4.0	6.7	114	*219	3.6	7.7	103	559	4.3	19.6	122
ORGANIC GARDENING	1658	402	1.7	24.2	82	**54	1.1	3.3	56	**97	1.6	5.9	79	251	1.9	15.1	94
OUTDOOR LIFE	896	297	1.2	33.1	113	**62	1.3	6.9	118	**70	1.2	7.8	105	*165	1.3	18.4	114
PARADE MAGAZINE	24275	8130	34.1	33.5	114	1696	35.8	7.0	119	1995	33.1	8.2	111	4439	34.0	18.3	113

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FROZEN WAFFLES: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0401
P-19

	TOTAL U.S. '000	ALL USERS A '000	B % DOWN	C % ACROSS	D INDX	HEAVY USERS THREE OR MORE A '000	B % DOWN	C % ACROSS	D INDX	MEDIUM USERS TWO A '000	B % DOWN	C % ACROSS	D INDX	LIGHT USERS ONE OR LESS A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	23814	100.0	29.4	100	4739	100.0	5.9	100	6023	100.0	7.4	100	13051	100.0	16.1	100
PARENTS	3845	1317	5.5	34.3	116	*199	4.2	5.2	88	345	5.7	9.0	121	773	5.9	20.1	125
PENTHOUSE	831	*207	0.9	24.9	85	**26	0.5	3.1	53	**54	0.9	6.5	87	**128	1.0	15.4	96
PEOPLE	11645	3897	16.4	33.5	114	741	15.6	6.4	109	1051	17.4	9.0	121	2105	16.1	18.1	112
PLAYBOY	2006	671	2.8	33.4	114	*110	2.3	5.5	94	**149	2.5	7.4	100	412	3.2	20.5	127
POPULAR HOT RODDING	297	**105	0.4	35.4	120	**6	0.1	2.0	35	**19	0.3	6.4	86	**80	0.6	26.9	167
POPULAR MECHANICS	1018	*294	1.2	28.9	98	**30	0.6	2.9	50	**142	2.4	13.9	188	**122	0.9	12.0	74
POPULAR SCIENCE	878	311	1.3	35.4	120	**54	1.1	6.2	105	**90	1.5	10.3	138	*167	1.3	19.0	118
PREVENTION	3913	1084	4.6	27.7	94	*155	3.3	4.0	68	327	5.4	8.4	112	603	4.6	15.4	96
PSYCHOLOGY TODAY	1710	629	2.6	36.8	125	**116	2.4	6.8	116	*184	3.1	10.8	145	329	2.5	19.2	119
READER'S DIGEST	22204	7055	29.6	31.8	108	1332	28.1	6.0	103	1821	30.2	8.2	110	3902	29.9	17.6	109
REDBOOK	7684	2635	11.1	34.3	117	517	10.9	6.7	115	648	10.8	8.4	113	1471	11.3	19.1	119
ROAD & TRACK	410	*139	0.6	33.9	115	**52	1.1	12.7	217	**21	0.3	5.1	69	**66	0.5	16.1	100
ROLLING STONE	96[illegible]	391	1.6	40.4	137	**56	1.2	5.8	99	**52	0.9	5.4	72	283	2.2	29.2	181
RUNNER'S WORLD	298	**104	0.4	34.9	119	**8	0.2	2.7	46	**50	0.8	16.8	226	**46	0.4	15.4	96
SATURDAY EVENING POST	1169	378	1.6	32.3	110	**29	0.6	2.5	42	**90	1.5	7.7	104	260	2.0	22.2	138
SCIENCE 84	587	*142	0.6	24.2	82	**13	0.3	2.2	38	**49	0.8	8.3	112	*80	0.6	13.6	85
SCIENCE DIGEST	482	*141	0.6	29.3	99	**46	1.0	9.5	163	**17	0.3	3.5	47	**78	0.6	16.2	100
SCIENTIFIC AMERICAN	594	*179	0.8	30.1	102	**34	0.7	5.7	98	**13	0.2	2.2	29	**132	1.0	22.2	138
SELF	2089	706	3.0	33.8	115	**202	4.3	9.7	165	**123	2.0	5.9	79	381	2.9	18.2	113
SEVENTEEN	2411	778	3.3	32.3	110	*144	3.0	6.0	102	*238	4.0	9.9	133	396	3.0	16.4	102
SKI	480	**94	0.4	19.6	67	**7	0.1	1.5	25	**26	0.4	5.4	73	**61	0.5	12.7	79
SMITHSONIAN	2760	762	3.2	27.6	94	*204	4.3	7.4	126	*156	2.6	5.7	76	402	3.1	14.6	90
SOAP OPERA DIGEST	3013	960	4.0	31.9	108	*199	4.2	6.6	113	*323	5.4	10.7	144	438	3.4	14.5	90
SOUTHERN LIVING	4184	1294	5.4	30.9	105	*221	4.7	5.3	90	376	6.2	9.0	121	697	5.3	16.7	103
SPORT	559	*204	0.9	36.5	124	**10	0.2	1.8	31	**75	1.2	13.4	180	**119	0.9	21.3	132
THE SPORTING NEWS	436	*203	0.9	46.6	158	**6	0.1	1.4	24	**86	1.4	19.7	265	**111	0.9	25.5	158
SPORTS AFIELD	493	*124	0.5	25.2	86	**22	0.5	4.5	76	**19	0.3	3.9	52	**83	0.6	16.8	104
SPORTS ILLUSTRATED	2758	1031	4.3	37.4	127	**123	2.6	4.5	76	288	4.8	10.4	140	620	4.8	22.5	139
STAR	7456	2398	10.1	32.2	109	519	11.0	7.0	119	587	9.7	7.9	106	1293	9.9	17.3	108
SUNDAY	24936	8470	35.6	34.0	116	1797	37.9	7.2	123	2116	35.1	8.5	114	4558	34.9	18.3	113
SUNSET	2124	564	2.4	26.6	90	**132	2.8	6.2	106	**148	2.5	7.0	94	284	2.2	13.4	83
TV GUIDE	21661	6998	29.4	32.3	110	1418	29.9	6.5	112	1969	32.7	9.1	122	3611	27.7	16.7	103
TENNIS	550	*140	0.6	25.5	87	**32	0.7	5.8	99	**26	0.4	4.7	64	**83	0.6	15.1	94
TIME	8880	2999	12.6	33.8	115	661	13.9	7.4	127	737	12.2	8.3	112	1601	12.3	18.0	112
TOWN & COUNTRY	917	256	1.1	27.9	95	**52	1.1	5.7	97	**47	0.8	5.1	69	*158	1.2	17.2	107
TRAVEL & LEISURE	972	303	1.3	31.2	106	**94	2.0	9.7	165	**69	1.1	7.1	95	*140	1.1	14.4	89
TRUE STORY	3356	968	4.1	28.8	98	*195	4.1	5.8	99	294	4.9	8.8	118	479	3.7	14.3	89
U.S.NEWS & WORLD REPORT	3410	989	4.2	29.0	99	*212	4.5	6.2	106	*217	3.6	6.4	86	560	4.3	16.4	102
USA TODAY	1759	654	2.7	37.2	126	**135	2.8	7.7	131	*160	2.7	9.1	122	359	2.8	20.4	127
US	1873	653	2.7	34.9	119	**117	2.5	6.2	107	**112	1.9	6.0	80	424	3.2	22.6	140
VOGUE	3909	1297	5.4	33.2	113	*295	6.2	7.5	129	282	4.7	7.2	97	719	5.5	18.4	114
WALL STREET JOURNAL	1886	645	2.7	34.2	116	**73	1.5	3.9	66	**121	2.0	6.4	86	451	3.5	23.9	148
WEIGHT WATCHERS	2120	648	2.7	30.6	104	*165	3.5	7.8	133	*181	3.0	8.5	115	302	2.3	14.2	88
WOMAN'S DAY	14172	4883	20.5	34.5	117	997	21.0	7.0	120	1082	18.0	7.6	103	2804	21.5	19.8	123
WORKING MOTHER	1146	442	1.9	38.6	131	**96	2.0	8.4	143	**119	2.0	10.4	140	*227	1.7	19.8	123
WORKING WOMAN	1322	406	1.7	30.7	104	**71	1.5	5.4	92	**113	1.9	8.5	115	*222	1.7	16.8	104
WORLD TENNIS	*163	**39	0.2	23.9	81	**8	0.2	4.9	84	**9	0.1	5.5	74	**22	0.2	13.5	84
ZIFF-DAVIS MAG NETWK (GROSS)	2532	779	3.3	30.8	105	*108	2.3	4.3	73	*232	3.9	9.2	123	439	3.4	17.3	108
BLAIR INSERTS	43657	14492	60.9	33.2	113	3100	65.4	7.1	121	3630	60.3	8.3	112	7763	59.5	17.8	110
DAILY NEWSPAPERS																	
READ ANY	51633	16075	67.5	31.1	106	3208	67.7	6.2	106	4003	66.5	7.8	104	8864	67.9	17.2	107
READ ONE	43463	13358	56.1	30.7	105	2607	55.0	6.0	103	3248	53.9	7.5	100	7503	57.5	17.3	107
READ TWO OR MORE	8170	2718	11.4	33.3	113	601	12.7	7.4	126	756	12.6	9.3	124	1361	10.4	16.7	103
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	16923	71.1	32.1	109	3580	75.5	6.8	116	4268	70.9	8.1	109	9076	69.5	17.2	107
READ ONE	46126	14624	61.4	31.7	108	3159	66.7	6.8	117	3628	60.2	7.9	106	7838	60.1	17.0	105
READ TWO OR MORE	6552	2299	9.7	35.1	119	421	8.9	6.4	110	640	10.6	9.8	131	1238	9.5	18.9	117
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	29.56				29.07				27.55				30.64			
30 DAY REACH	71455	21083	88.5	29.5	100	4188	88.4	5.9	100	5258	87.3	7.4	99	11637	89.2	16.3	101
50 SHWG - 30 DAY AV FREQ	14.56	15.42				14.91				14.40				16.07			
30 DAY REACH	67742	20242	85.0	29.9	102	4079	86.1	6.0	103	5061	84.0	7.5	100	11102	85.1	16.4	102
25 SHWG - 30 DAY AV FREQ	7.94	8.31				8.03				7.78				8.65			
30 DAY REACH	62117	18775	78.8	30.2	103	3790	80.0	6.1	104	4674	77.6	7.5	101	10312	79.0	16.6	103
CABLE TV: HOME WIRED	32077	10577	44.4	33.0	112	2052	43.3	6.4	109	2838	47.1	8.8	119	5687	43.6	17.7	110
HOME NOT WIRED	48909	13236	55.6	27.1	92	2687	56.7	5.5	94	3185	52.9	6.5	88	7364	56.4	15.1	93
HAVE PAY CABLE	15935	5905	24.8	37.1	126	1296	27.3	8.1	139	1617	26.8	10.1	136	2993	22.9	18.8	117

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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FROZEN WAFFLES: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0402
P-19

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS THREE OR MORE A '000	HEAVY USERS THREE OR MORE B % DOWN	HEAVY USERS THREE OR MORE C % ACROSS	HEAVY USERS THREE OR MORE D INDX	MEDIUM USERS TWO A '000	MEDIUM USERS TWO B % DOWN	MEDIUM USERS TWO C % ACROSS	MEDIUM USERS TWO D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL FEMALE HOMEMAKERS	80986	23814	100.0	29.4	100	4739	100.0	5.9	100	6023	100.0	7.4	100	13051	100.0	16.1	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	13716	57.6	31.2	106	2402	50.7	5.5	93	3690	61.3	8.4	113	7624	58.4	17.4	108
10:00 AM - 3:00 PM	30659	9532	40.0	31.1	106	1888	39.8	6.2	105	2578	42.8	8.4	113	5066	38.8	16.5	103
3:00 PM - 7:00 PM	31045	9760	41.0	31.4	107	1804	38.1	5.8	99	2662	44.2	8.6	115	5294	40.6	17.1	106
7:00 PM - MIDNIGHT	15767	4880	20.5	31.0	105	910	19.2	5.8	99	1236	20.5	7.8	105	2735	21.0	17.3	108
MIDNIGHT - 6:00 AM	9120	3073	12.9	33.7	115	701	14.8	7.7	131	694	11.5	7.6	102	1678	12.9	18.4	114
6:00 AM - MIDNIGHT	58527	18137	76.2	31.0	105	3367	71.0	5.8	98	4718	78.3	8.1	108	10052	77.0	17.2	107
ENTIRE DAY	59311	18380	77.2	31.0	105	3462	73.1	5.8	100	4778	79.3	8.1	108	10141	77.7	17.1	106
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	5217	21.9	32.3	110	999	21.1	6.2	106	1243	20.6	7.7	103	2974	22.8	18.4	114
ALL NEWS	2256	806	3.4	35.7	121	*210	4.4	9.3	159	*273	4.5	12.1	163	323	2.5	14.3	89
AOR/PROGRESSIVE	3874	1448	6.1	37.4	127	*218	4.6	5.6	96	409	6.8	10.6	142	821	6.3	21.2	132
BEAUTIFUL MUSIC	5660	1657	7.0	29.3	100	261	5.5	4.6	79	469	7.8	8.3	111	927	7.1	16.4	102
BLACK	2204	617	2.6	28.0	95	*150	3.2	6.8	116	*228	3.8	10.3	139	239	1.8	10.8	67
CLASSICAL	1418	420	1.8	29.6	101	**73	1.5	5.1	88	**89	1.5	6.3	84	259	2.0	18.3	113
CHR/ROCK	9538	3426	14.4	35.9	122	540	11.4	5.7	97	959	15.9	10.1	135	1926	14.8	20.2	125
COUNTRY	12648	3571	15.0	28.2	96	624	13.2	4.9	84	917	15.2	7.3	97	2030	15.6	16.0	100
GOLDEN OLDIES	1191	301	1.3	25.3	86	**33	0.7	2.8	47	**107	1.8	9.0	121	*161	1.2	13.5	84
MOR/NOSTALGIA	4757	1304	5.5	27.4	93	*238	5.0	5.0	86	349	5.8	7.3	99	716	5.5	15.1	93
NEWS/TALK	3863	1235	5.2	32.0	109	262	5.5	6.8	116	335	5.6	8.7	117	638	4.9	16.5	102
RELIGIOUS	3084	921	3.9	29.9	102	**86	1.8	2.8	48	*218	3.6	7.1	95	617	4.7	20.0	124
SOFT ROCK	521	*137	0.6	26.3	89	**29	0.6	5.6	95	**36	0.6	6.9	93	**72	0.6	13.8	86
URBAN CONTEMPORARY	1585	561	2.4	35.4	120	249	5.3	15.7	268	**114	1.9	7.2	97	198	1.5	12.5	78
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	1122	4.7	34.4	117	*185	3.9	5.7	97	*174	2.9	5.3	72	763	5.8	23.4	145
ABC DIRECTION	2316	716	3.0	30.9	105	*130	2.7	5.6	96	*148	2.5	6.4	86	438	3.4	18.9	117
ABC ENTERTAINMENT	4834	1658	7.0	34.3	117	*250	5.3	5.2	88	351	5.8	7.3	98	1057	8.1	21.9	136
ABC FM	2202	709	3.0	32.2	109	**117	2.5	5.3	91	*140	2.3	6.4	85	451	3.5	20.5	127
ABC INFORMATION	5425	1655	6.9	30.5	104	360	7.6	6.6	113	439	7.3	8.1	109	856	6.6	15.8	98
ABC ROCK	1677	651	2.7	38.8	132	*138	2.9	8.2	141	**129	2.1	7.7	103	384	2.9	22.9	142
CBS	4430	1237	5.2	27.9	95	295	6.2	6.7	114	363	6.0	8.2	110	579	4.4	13.1	81
MUTUAL	4992	1602	6.7	32.1	109	354	7.5	7.1	121	392	6.5	7.9	106	856	6.6	17.1	106
NBC	4679	1388	5.8	29.7	101	267	5.6	5.7	98	299	5.0	6.4	86	822	6.3	17.6	109
RADIORADIO	1994	618	2.6	31.0	105	**113	2.4	5.7	97	**137	2.3	6.9	92	368	2.8	18.5	115
RKO ONE	2298	737	3.1	32.1	109	*143	3.0	6.2	106	*241	4.0	10.5	141	353	2.7	15.4	95
RKO TWO	3311	1017	4.3	30.7	104	*157	3.3	4.7	81	*219	3.6	6.6	89	641	4.9	19.4	120
THE SOURCE	2114	817	3.4	38.6	131	**130	2.7	6.1	105	*241	4.0	11.4	153	446	3.4	21.1	131
NON-WIRED : BLAIR	8654	2800	11.8	32.4	110	500	10.6	5.8	99	778	12.9	9.0	121	1523	11.7	17.6	109
INTERNET	12025	3962	16.6	32.9	112	830	17.5	6.9	118	910	15.1	7.6	102	2222	17.0	18.5	115
KATZ RADIO GROUP	15359	5055	21.2	32.9	112	805	17.0	5.2	90	1364	22.6	8.9	119	2886	22.1	18.8	117
SUPERNET	10628	2895	12.2	27.2	93	586	12.4	5.5	94	672	11.2	6.3	85	1638	12.6	15.4	96
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	2242	9.4	25.9	88	501	10.6	5.8	99	493	8.2	5.7	77	1247	9.6	14.4	89
WKDAY 9:00 AM - 1:00 PM	12163	3105	13.0	25.5	87	724	15.3	6.0	102	734	12.2	6.0	81	1647	12.6	13.5	84
WKDAY 1:00 PM - 4:30 PM	16150	4415	18.5	27.3	93	1096	23.1	6.8	116	1058	17.6	6.6	88	2261	17.3	14.0	87
WKDAY 4:30 PM - 7:30 PM	22463	6188	26.0	27.5	94	1377	29.1	6.1	105	1516	25.2	6.7	91	3295	25.2	14.7	91
WKDAY 7:30 PM - 8:00 PM	31795	8956	37.6	28.2	96	1720	36.3	5.4	92	2377	39.5	7.5	101	4860	37.2	15.3	95
WKDAY 11:00 PM - 11:30 PM	23977	7112	29.9	29.7	101	1332	28.1	5.6	95	1693	28.1	7.1	95	4087	31.3	17.0	106
WKDAY 11:30 PM - 1:00 AM	7703	2390	10.0	31.0	106	470	9.9	6.1	104	521	8.7	6.8	91	1399	10.7	18.2	113
M-SAT 8-11 PM+SUN 7-11 PM	33800	10121	42.5	29.9	102	1907	40.2	5.6	96	2624	43.6	7.8	104	5590	42.8	16.5	103
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	1998	8.4	30.6	104	447	9.4	6.8	117	424	7.0	6.5	87	1127	8.6	17.2	107
ANOTHER WORLD N	4620	1188	5.0	25.7	87	293	6.2	6.3	108	300	5.0	6.5	87	594	4.6	12.9	80
AS THE WORLD TURNS C	5614	1375	5.8	24.5	83	342	7.2	6.1	104	389	6.5	6.9	93	644	4.9	11.5	71
CAPITOL C	3396	946	4.0	27.9	95	286	6.0	8.4	144	283	4.7	8.3	112	377	2.9	11.1	69
CBS MORN. NEWS 1 C	1446	296	1.2	20.5	70	**29	0.6	2.0	34	*79	1.3	5.5	73	189	1.4	13.1	81
CBS MORN. NEWS 2 C	1207	258	1.1	21.4	73	**27	0.6	2.2	38	*81	1.3	6.7	90	150	1.1	12.4	77
DAYS OF OUR LIVES N	5877	1577	6.6	26.8	91	388	8.2	6.6	113	371	6.2	6.3	85	818	6.3	13.9	86
FACTS OF LIFE - DAYTIME N	2290	505	2.1	22.1	75	87	1.8	3.8	65	103	1.7	4.5	60	315	2.4	13.8	85
FAMILY FEUD A	3023	651	2.7	21.5	73	154	3.2	5.1	87	162	2.7	5.4	72	335	2.6	11.1	69
GENERAL HOSPITAL A	6097	1742	7.3	28.6	97	371	7.8	6.1	104	430	7.1	7.1	95	941	7.2	15.4	96
GOOD MORNING, AMERICA-730 A	3515	821	3.4	23.4	79	202	4.3	5.7	98	103	1.7	2.9	39	515	3.9	14.7	91
GOOD MORNING, AMERICA-830 A	2818	719	3.0	25.5	87	151	3.2	5.4	92	186	3.1	6.6	89	382	2.9	13.6	84
GUIDING LIGHT C	5339	1466	6.2	27.5	93	410	8.7	7.7	131	375	6.2	7.0	94	682	5.2	12.8	79
ONE LIFE TO LIVE A	4478	1215	5.1	27.1	92	312	6.6	7.0	119	248	4.1	5.5	74	656	5.0	14.6	91
PRESS YOUR LUCK C	2244	586	2.5	26.1	89	157	3.3	7.0	120	130	2.2	5.8	78	299	2.3	13.3	83
PRICE IS RIGHT 1 C	4348	1099	4.6	25.3	86	311	6.6	7.2	122	257	4.3	5.9	79	531	4.1	12.2	76
PRICE IS RIGHT 2 C	5014	1239	5.2	24.7	84	327	6.9	6.5	111	311	5.2	6.2	83	600	4.6	12.0	74
RYAN'S HOPE A	3150	952	4.0	30.2	103	233	4.9	7.4	126	201	3.3	6.4	86	518	4.0	16.4	102
SALE OF THE CENTURY N	2695	572	2.4	21.2	72	114	2.4	4.2	72	150	2.5	5.6	75	309	2.4	11.5	71
SEARCH FOR TOMORROW N	2319	579	2.4	25.0	85	*135	2.8	5.8	99	166	2.8	7.2	96	278	2.1	12.0	74
TODAY SHOW 1 N	2693	703	3.0	26.1	89	147	3.1	5.5	93	163	2.7	6.1	81	392	3.0	14.6	90
TODAY SHOW 2 N	2498	633	2.7	25.3	86	107	2.3	4.3	73	130	2.2	5.2	70	396	3.0	15.9	98
$25,000 PYRAMID C	2753	701	2.9	25.5	87	179	3.8	6.5	111	186	3.1	6.8	91	336	2.6	12.2	76
WHEEL OF FORTUNE N	4388	938	3.9	21.4	73	193	4.1	4.4	75	204	3.4	4.6	63	541	4.1	12.3	77
YOUNG AND THE RESTLESS C	5695	1496	6.3	26.3	89	384	8.1	6.7	115	439	7.3	7.7	104	673	5.2	11.8	73
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	480	2.0	27.3	93	*89	1.9	5.1	86	141	2.3	8.0	108	251	1.9	14.3	88
NBA PLAYOFF GAME -1 C	1136	311	1.3	27.4	93	**111	2.3	9.8	167	*69	1.1	6.1	82	130	1.0	11.4	71
NBC MAJOR LEAGUE PRE-GAME N	953	*183	0.8	19.2	65	**23	0.5	2.4	41	**33	0.5	3.5	47	**127	1.0	13.3	83
SPORTSWORLD - SUN N	1233	441	1.9	35.8	122	**35	0.7	2.8	49	*148	2.5	12.0	161	258	2.0	20.9	130
SUNDAY MORNING C	1611	411	1.7	25.5	87	**48	1.0	3.0	51	*91	1.5	5.6	76	272	2.1	16.9	105

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*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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FROZEN WAFFLES: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0403
P-19

		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS THREE OR MORE A '000	HEAVY USERS THREE OR MORE B % DOWN	HEAVY USERS THREE OR MORE C % ACROSS	HEAVY USERS THREE OR MORE D INDX	MEDIUM USERS TWO A '000	MEDIUM USERS TWO B % DOWN	MEDIUM USERS TWO C % ACROSS	MEDIUM USERS TWO D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL FEMALE HOMEMAKERS		80986	23811	100.0	29.4	100	4739	100.0	5.9	100	6023	100.0	7.4	100	13051	100.0	16.1	100
MKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	6745	28.3	25.9	88	1300	27.4	5.0	85	1716	28.5	6.6	89	3729	28.6	14.3	89
NETWORK AFFILIATES - LATE		20261	5941	24.9	29.3	100	1091	23.0	5.4	92	1431	23.8	7.1	95	3419	26.2	16.9	105
INDEPENDENTS - LATE		2076	593	2.5	28.6	97	104	2.2	5.0	86	176	2.9	8.5	114	313	2.4	15.1	94
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	3491	14.7	33.4	114	606	12.8	5.8	99	959	15.9	9.2	123	1926	14.8	18.4	114
ABC MONDAY NIGHT MOVIE	A	6412	1842	7.7	28.7	98	289	6.1	4.5	77	468	7.8	7.3	98	1085	8.3	16.9	105
ABC SUNDAY NIGHT MOVIE	A	12407	3635	15.3	29.3	100	680	14.3	5.5	94	939	15.6	7.6	102	2016	15.4	16.2	101
ABC WORLD NEWS TONIGHT	A	6176	1489	6.3	24.1	82	277	5.8	4.5	77	417	6.9	6.8	91	795	6.1	12.9	80
AFTERMASH	C	5863	1657	7.0	28.3	96	*307	6.5	5.2	89	476	7.9	8.1	109	874	6.7	14.9	93
ALICE	C	9594	2789	11.7	29.1	99	425	9.0	4.4	76	711	11.8	7.4	100	1653	12.7	17.2	107
AMERICAN PARADE	C	6622	1580	6.6	23.9	81	240	5.1	3.6	62	473	7.9	7.1	96	867	6.6	13.1	81
BENSON	A	10886	3102	13.0	28.5	97	662	14.0	6.1	104	737	12.2	6.8	91	1703	13.0	15.6	97
BLUE THUNDER	A	5036	1391	5.8	27.6	94	369	7.8	7.3	125	302	5.0	6.0	81	720	5.5	14.3	89
CAGNEY & LACEY	C	9917	3106	13.0	31.2	106	462	9.7	4.6	79	763	12.7	7.7	103	1881	14.4	18.9	117
CBS EVENING NEWS-DEAN	C	3491	943	4.0	27.0	92	*235	5.0	6.7	115	*244	4.1	7.0	94	464	3.6	13.3	82
CBS EVENING NEWS-RATHER	C	7123	1943	8.2	27.3	93	453	9.6	6.4	109	452	7.5	6.3	85	1038	8.0	14.6	90
CBS SAT. NEWS-SCHIEFFER	C	3621	897	3.8	24.8	84	211	4.5	5.8	100	226	3.8	6.2	84	460	3.5	12.7	79
CBS SATURDAY NIGHT MOVIE	C	5436	1550	6.5	28.5	97	277	5.8	5.1	87	386	6.4	7.1	95	886	6.8	16.3	101
CBS WEDNESDAY NIGHT MOVIE	C	6100	1653	6.9	27.1	92	275	5.8	4.5	77	429	7.1	7.0	95	949	7.3	15.6	97
CHEERS	N	8889	3014	12.7	33.9	115	503	10.6	5.7	97	786	13.0	8.8	119	1725	13.2	19.4	120
DALLAS	C	22109	7021	29.5	31.8	108	1292	27.3	5.8	100	1783	29.6	8.1	108	3946	30.2	17.8	111
DIFF'RENT STROKES	N	6940	1960	8.2	28.2	96	424	8.9	6.1	104	504	8.4	7.3	98	1031	7.9	14.9	92
DOUBLE TROUBLE	N	7223	2268	9.5	31.4	107	422	8.9	5.8	100	537	8.9	7.4	100	1309	10.0	18.1	112
DUCK FACTORY	N	5595	1799	7.6	32.2	109	296	6.2	5.3	90	493	8.2	8.8	118	1010	7.7	18.1	112
DUKES OF HAZZARD	C	5768	1615	6.8	28.0	95	280	5.9	4.9	83	462	7.7	8.0	108	873	6.7	15.1	94
DYNASTY	A	20053	5810	24.4	29.0	99	1131	23.9	5.6	96	1481	24.6	7.4	99	3199	24.5	16.0	99
FACTS OF LIFE	N	8087	2557	10.7	31.6	108	530	11.2	6.6	112	730	12.1	9.0	121	1296	9.9	16.0	99
FALCON CREST	C	20046	5911	24.8	29.5	100	1053	22.2	5.3	90	1533	25.5	7.6	103	3326	25.5	16.6	103
FALL GUY	A	9084	2786	11.7	30.7	104	618	13.0	6.8	116	651	10.8	7.2	96	1517	11.6	16.7	104
FAMILY TIES	N	7964	2568	10.8	32.2	110	484	10.2	6.1	104	631	10.5	7.9	107	1453	11.1	18.2	113
FANTASY ISLAND	A	7687	2199	9.2	28.6	97	400	8.4	5.2	89	513	8.5	6.7	90	1286	9.9	16.7	104
FOULUPS,BLEEPS & BLUNDERS	A	8861	2527	10.6	28.5	97	530	11.2	6.0	102	650	10.8	7.3	99	1347	10.3	15.2	94
FOUR SEASONS	C	5095	1732	7.3	34.0	116	*305	6.4	6.0	102	561	9.3	11.0	148	867	6.6	17.0	106
GIMME A BREAK	N	8838	2712	11.4	30.7	104	500	10.6	5.7	97	727	12.1	8.2	111	1485	11.4	16.8	104
HART TO HART	A	8978	2607	10.9	29.0	99	464	9.8	5.2	88	583	9.7	6.5	87	1559	11.9	17.4	108
HILL STREET BLUES	N	8590	3005	12.6	35.0	119	473	10.0	5.5	94	824	13.7	9.6	129	1707	13.1	19.9	123
HOTEL	A	14085	4032	16.9	28.6	97	793	16.7	5.6	96	987	16.4	7.0	94	2252	17.3	16.0	99
JEFFERSONS	C	9360	2634	11.1	28.1	96	500	10.6	5.3	91	707	11.7	7.6	102	1426	10.9	15.2	95
JENNIFER SLEPT HERE	N	5841	1696	7.1	29.0	99	363	7.7	6.2	106	387	6.4	6.6	89	946	7.2	16.2	101
KATE & ALLIE	C	9206	2863	12.0	31.1	106	555	11.7	6.0	103	786	13.0	8.5	115	1522	11.7	16.5	103
KNIGHT RIDER	N	7076	2128	8.9	30.1	102	355	7.5	5.0	86	562	9.3	7.9	107	1211	9.3	17.1	106
LOVE BOAT	A	12219	3239	13.6	26.5	90	593	12.5	4.9	83	837	13.9	6.8	92	1809	13.9	14.8	92
MAGNUM PI	C	11199	3200	13.4	28.6	97	600	12.7	5.4	92	743	12.3	6.6	89	1856	14.2	16.6	103
MAMA'S FAMILY	N	6057	1933	8.1	31.9	109	364	7.7	6.0	103	527	8.7	8.7	117	1043	8.0	17.2	107
MASTER, THE	N	3598	1102	4.6	30.6	104	*267	5.6	7.4	127	299	5.0	8.3	112	536	4.1	14.9	92
MATT HOUSTON	A	6344	2050	8.6	32.3	110	397	8.4	6.3	107	421	7.0	6.6	89	1232	9.4	19.4	121
NBC MONDAY NIGHT MOVIE	N	11994	3605	15.1	30.1	102	685	14.5	5.7	98	914	15.2	7.6	102	2005	15.4	16.7	104
NBC NIGHTLY NEWS	N	5132	1444	6.1	28.1	96	241	5.1	4.7	80	368	6.1	7.2	96	834	6.4	16.3	101
NBC NIGHTLY NEWS-SAT	N	3375	837	3.5	24.8	84	*156	3.3	4.6	79	*195	3.2	5.8	78	485	3.7	14.4	89
NBC NIGHTLY NEWS-SUN	N	3130	798	3.4	25.5	87	*143	3.0	4.6	78	254	4.2	8.1	109	401	3.1	12.8	79
NBC SUNDAY NIGHT MOVIE	N	8284	2776	11.7	33.5	114	519	11.0	6.3	107	720	12.0	8.7	117	1537	11.8	18.6	115
NEWHART	C	9240	2917	12.2	31.6	107	433	9.1	4.7	80	687	11.4	7.4	100	1797	13.8	19.4	121
ONE DAY AT A TIME	C	7288	2057	8.6	28.2	96	347	7.3	4.8	81	570	9.5	7.8	105	1139	8.7	15.6	97
PEOPLE ARE FUNNY	N	4855	1318	5.5	27.1	92	*295	6.2	6.1	104	320	5.3	6.6	89	704	5.4	14.5	90
REAL PEOPLE	N	8869	2595	10.9	29.3	100	507	10.7	5.7	98	762	12.7	8.6	116	1326	10.2	15.0	93
REMINGTON STEELE	N	7743	2293	9.6	29.6	101	429	9.1	5.5	95	573	9.5	7.4	100	1291	9.9	16.7	103
RIPLEY'S BELIEVE IT - NOT	A	5345	1583	6.6	29.6	101	379	8.0	7.1	121	375	6.2	7.0	94	830	6.4	15.5	96
RIPTIDE	N	6988	2336	9.8	33.4	114	381	8.0	5.5	93	715	11.9	10.2	138	1240	9.5	17.7	110
SCARECROW & MRS. KING	C	10002	2970	12.5	29.7	101	424	8.9	4.2	72	775	12.9	7.7	104	1772	13.6	17.7	110
SIMON & SIMON	C	10638	3128	13.1	29.4	100	687	14.5	6.5	110	672	11.2	6.3	85	1769	13.6	16.6	103
60 MINUTES	C	13293	3441	14.4	25.9	88	696	14.7	5.2	89	909	15.1	6.8	92	1835	14.1	13.8	86
ST. ELSEWHERE	N	7017	2398	10.1	34.2	116	454	9.6	6.5	111	543	9.0	7.7	104	1401	10.7	20.0	124
THREE'S COMPANY	A	10917	3217	13.5	29.5	100	610	12.9	5.6	95	842	14.0	7.7	104	1765	13.5	16.2	100
T.J. HOOKER	A	9204	2477	10.4	26.9	92	419	8.8	4.6	78	719	11.9	7.8	105	1339	10.3	14.5	90
TONIGHT SHOW	N	2372	751	3.2	31.7	108	123	2.6	5.2	89	160	2.7	6.7	91	468	3.6	19.7	122
TRAPPER JOHN, M.D.	C	9846	2567	10.8	26.1	89	458	9.7	4.7	79	593	9.8	6.0	81	1516	11.6	15.4	96
TV BLOOPERS & PRAC. JOKES	N	9105	2521	10.6	27.7	94	498	10.5	5.5	93	733	12.2	8.1	108	1290	9.9	14.2	88
20/20	A	9387	2663	11.2	28.4	96	449	9.5	4.8	82	602	10.0	6.4	86	1613	12.4	17.2	107
WEBSTER	A	11067	3264	13.7	29.5	100	713	15.0	6.4	110	741	12.3	6.7	90	1810	13.9	16.4	101
WORLD NEWS - SUN	A	3062	807	3.4	26.4	90	*143	3.0	4.7	80	*188	3.1	6.1	83	476	3.6	15.5	96
YELLOW ROSE	N	4978	1666	7.0	33.5	114	331	7.0	6.6	114	423	7.0	8.5	114	912	7.0	18.3	114
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	3172	13.3	35.7	122	927	19.6	10.4	178	677	11.2	7.6	103	1567	12.0	17.7	110
BASKETBALL - COLLEGE GAMES		4080	1473	6.2	36.1	123	*382	8.1	9.4	160	**260	4.3	6.4	86	832	6.4	20.4	127
BASKETBALL - PRO GAMES		3607	1489	6.3	41.3	140	*439	9.3	12.2	208	*325	5.4	9.0	121	725	5.6	20.1	125
BOWLING		3883	1437	6.0	37.0	126	*375	7.9	9.7	165	*400	6.6	10.3	139	662	5.1	17.0	106
BOXING		3928	1448	6.1	36.9	125	*358	7.6	9.1	156	*368	6.1	9.4	126	722	5.5	18.4	114
FOOTBALL - COLLEGE GAMES		6366	2370	10.0	37.2	127	*498	10.5	7.8	134	*539	8.9	8.5	114	1333	10.2	20.9	130
FOOTBALL - PRO GAMES		11300	4500	18.9	39.8	135	808	17.1	7.2	122	1138	18.9	10.1	135	2554	19.6	22.6	140
GOLF		3378	1170	4.9	34.6	118	**264	5.6	7.8	134	**234	3.9	6.9	93	672	5.1	19.9	123
POST-SEASON COLL. FOOTBALL		4906	1832	7.7	37.3	127	*284	6.0	5.8	99	*447	7.4	9.1	123	1102	8.4	22.5	139
POST-SEASON PRO FOOTBALL		6120	2247	9.4	36.7	125	*369	7.8	6.0	103	*537	8.9	8.8	118	1341	10.3	21.9	136
TENNIS		3033	1272	5.3	41.9	143	*356	7.5	11.7	201	*293	4.9	9.7	130	623	4.8	20.5	127
WRESTLING - PROFESSIONAL		3344	1189	5.0	35.6	121	*473	10.0	14.1	242	**203	3.4	6.1	82	*513	3.9	15.3	95

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FROZEN WAFFLES: BRANDS
(FEMALE HOMEMAKERS)

0404
P-19

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	AUNT JEMIMA A '000	AUNT JEMIMA B % DOWN	AUNT JEMIMA C % ACROSS	AUNT JEMIMA D INDX	DOWNYFLAKE A '000	DOWNYFLAKE B % DOWN	DOWNYFLAKE C % ACROSS	DOWNYFLAKE D INDX	EGGO A '000	EGGO B % DOWN	EGGO C % ACROSS	EGGO D INDX
TOTAL FEMALE HOMEMAKERS	80986	23814	100.0	29.4	100	13961	100.0	17.2	100	5856	100.0	7.2	100	8755	100.0	10.8	100
18 - 24	9282	2082	8.7	22.4	76	1331	9.5	14.3	83	*516	8.8	5.6	77	650	7.4	7.0	65
25 - 34	19072	6473	27.2	33.9	115	3870	27.7	20.3	118	1429	24.4	7.5	104	2535	29.0	13.3	123
35 - 44	14591	5792	24.3	39.7	135	3633	26.0	24.9	144	1389	23.7	9.5	132	2083	23.8	14.3	132
45 - 54	11345	3330	14.0	29.4	100	1712	12.3	15.1	88	879	15.0	7.7	107	1399	16.0	12.3	114
55 - 64	11635	2884	12.1	24.8	84	1473	10.6	12.7	73	900	15.4	7.7	107	1053	12.0	9.1	84
65 OR OLDER	15061	3254	13.7	21.6	73	1942	13.9	12.9	75	744	12.7	4.9	68	1035	11.8	6.9	64
18 - 34	28354	8554	35.9	30.2	103	5201	37.3	18.3	106	1945	33.2	6.9	95	3185	36.4	11.2	104
18 - 49	48339	16039	67.4	33.2	113	9688	69.4	20.0	116	3771	64.4	7.8	108	6041	69.0	12.5	116
25 - 54	45008	15594	65.5	34.6	118	9215	66.0	20.5	119	3697	63.1	8.2	114	6018	68.7	13.4	124
35 - 49	19985	7484	31.4	37.4	127	4488	32.1	22.5	130	1825	31.2	9.1	126	2856	32.6	14.3	132
50 OR OLDER	32647	7775	32.6	23.8	81	4272	30.6	13.1	76	2086	35.6	6.4	88	2714	31.0	8.3	77
GRADUATED COLLEGE	11155	3570	15.0	32.0	109	1861	13.3	16.7	97	668	11.4	6.0	83	1436	16.4	12.9	119
ATTENDED COLLEGE	13682	4488	18.8	32.8	112	2501	17.9	18.3	106	1053	18.0	7.7	106	2005	22.9	14.7	136
GRADUATED HIGH SCHOOL	33880	10926	45.9	32.2	110	6767	48.5	20.0	116	2936	50.1	8.7	120	3715	42.4	11.0	101
DID NOT GRADUATE HIGH SCHOOL	22270	4830	20.3	21.7	74	2831	20.3	12.7	74	1200	20.5	5.4	75	1599	18.3	7.2	66
EMPLOYED	40306	13373	56.2	33.2	113	7745	55.5	19.2	111	3066	52.4	7.6	105	4984	56.9	12.4	114
EMPLOYED FULL-TIME	32850	10836	45.5	33.0	112	6311	45.2	19.2	111	2375	40.6	7.2	100	3973	45.4	12.1	112
EMPLOYED PART-TIME	7456	2537	10.7	34.0	116	1434	10.3	19.2	112	691	11.8	9.3	128	1011	11.5	13.6	125
NOT EMPLOYED	40680	10441	43.8	25.7	87	6216	44.5	15.3	89	2790	47.6	6.9	95	3771	43.1	9.3	86
PROFESSIONAL/MANAGER	10392	3742	15.7	36.0	122	1806	12.9	17.4	101	704	12.0	6.8	94	1427	16.3	13.7	127
TECH/CLERICAL/SALES	17574	6071	25.5	34.5	117	3652	26.2	20.8	121	1508	25.8	8.6	119	2329	26.6	13.3	123
PRECISION/CRAFT	985	*305	1.3	31.0	105	**148	1.1	15.0	87	**71	1.2	7.2	100	**82	0.9	8.3	77
OTHER EMPLOYED	11354	3254	13.7	28.7	97	2139	15.3	18.8	109	784	13.4	6.9	95	1146	13.1	10.1	93
SINGLE	9863	2562	10.8	26.0	88	1372	9.8	13.9	81	664	11.3	6.7	93	870	9.9	8.8	82
MARRIED	51375	15865	66.6	30.9	105	9300	66.6	18.1	105	3759	64.2	7.3	101	6009	68.6	11.7	108
DIVORCED/SEPARATED/WIDOWED	19748	5387	22.6	27.3	93	3290	23.6	16.7	97	1434	24.5	7.3	100	1875	21.4	9.5	88
PARENTS	32590	11812	49.6	36.2	123	7493	53.7	23.0	133	2884	49.2	8.8	122	4461	51.0	13.7	127
WHITE	70416	21056	88.4	29.9	102	12182	87.3	17.3	100	5265	89.9	7.5	103	7715	88.1	11.0	101
BLACK	8778	2230	9.4	25.4	86	1466	10.5	16.7	97	502	8.6	5.7	79	752	8.6	8.6	79
OTHER	1791	*527	2.2	29.4	100	**313	2.2	17.5	101	**89	1.5	5.0	69	**288	3.3	16.1	149
NORTHEAST-CENSUS	17786	6731	28.3	37.8	129	4002	28.7	22.5	131	1897	32.4	10.7	148	2136	24.4	12.0	111
NORTH CENTRAL	20741	5945	25.0	28.7	97	3673	26.3	17.7	103	1715	29.3	8.3	114	2150	24.6	10.4	96
SOUTH	27775	6974	29.3	25.1	85	4215	30.2	15.2	88	1546	26.4	5.6	77	2326	26.6	8.4	77
WEST	14683	4164	17.5	28.4	96	2071	14.8	14.1	82	699	11.9	4.8	66	2144	24.5	14.6	135
NORTHEAST-MKTG.	17961	7016	29.5	39.1	133	4117	29.5	22.9	133	1956	33.4	10.9	151	2192	25.0	12.2	113
EAST CENTRAL	11885	3614	15.2	30.4	103	2162	15.5	18.2	106	898	15.3	7.6	104	1177	13.4	9.9	92
WEST CENTRAL	14090	3832	16.1	27.2	92	2357	16.9	16.7	97	1106	18.9	7.8	109	1445	16.5	10.3	95
SOUTH	24081	5545	23.3	23.0	78	3481	24.9	14.5	84	1200	20.5	5.0	69	1918	21.9	8.0	74
PACIFIC	12969	3807	16.0	29.4	100	1844	13.2	14.2	82	696	11.9	5.4	74	2023	23.1	15.6	144
COUNTY SIZE A	32439	10917	45.8	33.7	114	6192	44.4	19.1	111	2975	50.8	9.2	127	3846	43.9	11.9	110
COUNTY SIZE B	24915	7460	31.3	29.9	102	4473	32.0	18.0	104	1771	30.2	7.1	98	2915	33.3	11.7	108
COUNTY SIZE C	12930	3613	15.2	27.9	95	2144	15.4	16.6	96	700	12.0	5.4	75	1489	17.0	11.5	107
COUNTY SIZE D	10703	1824	7.7	17.0	58	1152	8.3	10.8	62	*411	7.0	3.8	53	505	5.8	4.7	44
METRO CENTRAL CITY	24518	7196	30.2	29.3	100	4330	31.0	17.7	102	1940	33.1	7.9	109	2825	32.3	11.5	107
METRO SUBURBAN	35919	12117	50.9	33.7	115	6930	49.6	19.3	112	2946	50.3	8.2	113	4484	51.2	12.5	115
NON METRO	20549	4501	18.9	21.9	74	2700	19.3	13.1	76	970	16.6	4.7	65	1446	16.5	7.0	65
TOP 5 ADI'S	18341	6737	28.3	36.7	125	3797	27.2	20.7	120	2024	34.6	11.0	153	2395	27.4	13.1	121
TOP 10 ADI'S	25378	8803	37.0	34.7	118	4952	35.5	19.5	113	2517	43.0	9.9	137	3092	35.3	12.2	113
TOP 20 ADI'S	36488	12083	50.7	33.1	113	6721	48.1	18.4	107	3091	52.8	8.5	117	4506	51.5	12.3	114
HSHLD INC. $50,000 OR MORE	6612	2552	10.7	38.6	131	1334	9.6	20.2	117	*600	10.2	9.1	125	1068	12.2	16.2	149
$40,000 OR MORE	12659	4656	19.6	36.8	125	2562	18.4	20.2	117	1142	19.5	9.0	125	2084	23.8	16.5	152
$30,000 OR MORE	24698	8654	36.3	35.0	119	5026	36.0	20.3	118	2015	34.4	8.2	113	3661	41.8	14.8	137
$25,000 OR MORE	32077	10932	45.9	34.1	116	6371	45.6	19.9	115	2653	45.3	8.3	114	4337	49.5	13.5	125
$20,000 - $24,999	9144	2913	12.2	31.9	108	1690	12.1	18.5	107	723	12.3	7.9	109	1069	12.2	11.7	108
$15,000 - $19,999	8728	2393	10.0	27.4	93	1297	9.3	14.9	86	641	10.9	7.3	102	937	10.7	10.7	99
$10,000 - $14,999	12562	3419	14.4	27.2	93	2090	15.0	16.6	97	799	13.6	6.4	88	1119	12.8	8.9	82
UNDER $10,000	18475	4158	17.5	22.5	77	2513	18.0	13.6	79	1040	17.8	5.6	78	1294	14.8	7.0	65
HOUSEHOLD OF 1 PERSON	11987	2593	10.9	21.6	74	1465	10.5	12.2	71	566	9.7	4.7	65	820	9.4	6.8	63
2 PEOPLE	26577	7032	29.5	26.5	90	3827	27.4	14.4	84	1698	29.0	6.4	88	2516	28.7	9.5	88
3 OR 4 PEOPLE	30617	10009	42.0	32.7	111	6030	43.2	19.7	114	2428	41.5	7.9	110	3824	43.7	12.5	116
5 OR MORE PEOPLE	11804	4180	17.6	35.4	120	2639	18.9	22.4	130	1165	19.9	9.9	136	1595	18.2	13.5	125
NO CHILD IN HSHLD	46165	11377	47.8	24.6	84	6088	43.6	13.2	76	2758	47.1	6.0	83	4069	46.5	8.8	82
CHILD(REN) UNDER 2 YRS	5325	1239	5.2	23.3	79	819	5.9	15.4	89	**197	3.4	3.7	51	*441	5.0	8.3	77
2 - 5 YEARS	14221	3929	16.5	27.6	94	2348	16.8	16.5	96	909	15.5	6.4	88	1464	16.7	10.3	95
6 - 11 YEARS	15117	5841	24.5	38.6	131	3760	26.9	24.9	144	1433	24.5	9.5	131	2170	24.8	14.4	133
12 - 17 YEARS	16611	6678	28.0	40.2	137	4185	30.0	25.2	146	1922	32.8	11.6	160	2468	28.2	14.9	137
RESIDENCE OWNED	55884	16726	70.2	29.9	102	9873	70.7	17.7	102	4082	69.7	7.3	101	6306	72.0	11.3	104
VALUE: $50,000 OR MORE	31744	10233	43.0	32.2	110	5935	42.5	18.7	108	2445	41.8	7.7	107	4137	47.3	13.0	121
VALUE: UNDER $50,000	24140	6493	27.3	26.9	91	3938	28.2	16.3	95	1637	28.0	6.8	94	2170	24.8	9.0	83

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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FROZEN WAFFLES: BRANDS
(FEMALE HOMEMAKERS)

0405
P-19

		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	AUNT JEMIMA A '000	AUNT JEMIMA B % DOWN	AUNT JEMIMA C % ACROSS	AUNT JEMIMA D INDX	DOWNYFLAKE A '000	DOWNYFLAKE B % DOWN	DOWNYFLAKE C % ACROSS	DOWNYFLAKE D INDX	EGGO A '000	EGGO B % DOWN	EGGO C % ACROSS	EGGO D INDX
TOTAL FEMALE HOMEMAKERS		80986	23814	100.0	29.4	100	13961	100.0	17.2	100	5856	100.0	7.2	100	8755	100.0	10.8	100
MAGAZINES	QUINTILE 1	15799	5549	23.3	35.1	119	3419	24.5	21.6	126	1314	22.4	8.3	115	2122	24.2	13.4	124
	QUINTILE 2	17259	5521	23.2	32.0	109	3243	23.2	18.8	109	1576	26.9	9.1	126	2218	25.3	12.9	119
	QUINTILE 3	13545	3885	16.3	28.7	98	2066	14.8	15.3	88	985	16.8	7.3	101	1572	18.0	11.6	107
	QUINTILE 4	15133	4361	18.3	28.8	98	2482	17.8	16.4	95	1009	17.2	6.7	92	1454	16.6	9.6	89
	QUINTILE 5	19250	4497	18.9	23.4	79	2750	19.7	14.3	83	973	16.6	5.1	70	1389	15.9	7.2	67
NEWSPAPERS	QUINTILE 1	12413	4299	18.1	34.6	118	2728	19.5	22.0	127	1216	20.8	9.8	135	1379	15.8	11.1	103
	QUINTILE 2	24116	7300	30.7	30.3	103	4097	29.3	17.0	99	2067	35.3	8.6	119	2765	31.6	11.5	106
	QUINTILE 3	11261	3883	16.3	34.5	117	2340	16.8	20.8	121	982	16.8	8.7	121	1461	16.7	13.0	120
	QUINTILE 4	20255	5645	23.7	27.9	95	3289	23.6	16.2	94	1046	17.9	5.2	71	2194	25.1	10.8	100
	QUINTILE 5	12940	2687	11.3	20.8	71	1506	10.8	11.6	68	546	9.3	4.2	58	956	10.9	7.4	68
OUTDOOR	QUINTILE 1	14852	4775	20.1	32.2	109	2750	19.7	18.5	107	1009	17.2	6.8	94	1956	22.3	13.2	122
	QUINTILE 2	15725	4886	20.5	31.1	106	2798	20.0	17.8	103	1297	22.1	8.2	114	1676	19.1	10.7	99
	QUINTILE 3	1633`	4742	19.9	29.0	99	2693	19.3	16.5	96	1369	23.4	8.4	116	1917	21.9	11.7	109
	QUINTILE 4	16744	4710	19.8	28.1	96	2978	21.3	17.8	103	1123	19.2	6.7	93	1648	18.8	9.8	91
	QUINTILE 5	17334	4701	19.7	27.1	92	2742	19.6	15.8	92	1058	18.1	6.1	84	1558	17.8	9.0	83
RADIO-DRIVE TIME	QUINTILE 1	15911	5157	21.7	32.4	110	2950	21.1	18.5	108	1524	26.0	9.6	132	1994	22.8	12.5	116
	QUINTILE 2	14837	4525	19.0	30.5	104	2633	18.9	17.7	103	1062	18.1	7.2	99	1660	19.0	11.2	103
	QUINTILE 3	15339	4444	18.7	29.0	99	2769	19.8	18.1	105	1051	17.9	6.9	95	1397	16.0	9.1	84
	QUINTILE 4	16723	5082	21.3	30.4	103	2922	20.9	17.5	101	1199	20.5	7.2	99	1773	20.3	10.6	98
	QUINTILE 5	18176	4606	19.3	25.3	86	2687	19.2	14.8	86	1021	17.4	5.6	78	1931	22.1	10.6	98
RADIO-MID-DAY	TERCILE 1	21020	6639	27.9	31.6	107	3923	28.1	18.7	108	1728	29.5	8.2	114	2346	26.8	11.2	103
	TERCILE 2	21610	6379	26.8	29.5	100	4052	29.0	18.8	109	1708	29.2	7.9	109	2174	24.8	10.1	93
	TERCILE 3	38355	10795	45.3	28.1	96	5986	42.9	15.6	91	2420	41.3	6.3	87	4235	48.4	11.0	102
RADIO-TOTAL	QUINTILE 1	15988	5167	21.7	32.3	110	2961	21.2	18.5	107	1474	25.2	9.2	128	1955	22.3	12.2	113
	QUINTILE 2	15626	4617	19.4	29.5	100	2904	20.8	18.6	108	1037	17.7	6.6	92	1544	17.6	9.9	91
	QUINTILE 3	16723	5039	21.2	30.1	102	3006	21.5	18.0	104	1233	21.1	7.4	102	1906	21.8	11.4	105
	QUINTILE 4	16342	4947	20.8	30.3	103	2837	20.3	17.4	101	1189	20.3	7.3	101	1687	19.3	10.3	95
	QUINTILE 5	16306	4043	17.0	24.8	84	2253	16.1	13.8	80	924	15.8	5.7	78	1664	19.0	10.2	94
TV-PRIME TIME	QUINTILE 1	15953	4514	19.0	28.3	96	2668	19.1	16.7	97	1068	18.2	6.7	93	1533	17.5	9.6	89
	QUINTILE 2	16137	4947	20.8	30.7	104	2951	21.1	18.3	106	1320	22.5	8.2	113	1943	22.2	12.0	111
	QUINTILE 3	16420	5361	22.5	32.6	111	3236	23.2	19.7	114	1382	23.6	8.4	116	1906	21.8	11.6	107
	QUINTILE 4	16687	4699	19.7	28.2	96	2781	19.9	16.7	97	1145	19.6	6.9	95	1794	20.5	10.8	99
	QUINTILE 5	15789	4293	18.0	27.2	92	2325	16.7	14.7	85	941	16.1	6.0	82	1579	18.0	10.0	93
TV-DAYTIME	TERCILE 1	27736	7448	31.3	26.9	91	4367	31.3	15.7	91	1926	32.9	6.9	96	2697	30.8	9.7	90
	TERCILE 2	26489	7674	32.2	29.0	99	4652	33.3	17.6	102	1926	32.9	7.3	101	2741	31.3	10.3	96
	TERCILE 3	26761	8692	36.5	32.5	110	4942	35.4	18.5	107	2004	34.2	7.5	104	3317	37.9	12.4	115
TV-TOTAL	QUINTILE 1	16345	4194	17.6	25.7	87	2553	18.3	15.6	91	1005	17.2	6.1	85	1334	15.2	8.2	75
	QUINTILE 2	16447	4905	20.6	29.8	101	2931	21.0	17.8	103	1249	21.3	7.6	105	1893	21.6	11.5	106
	QUINTILE 3	15980	5006	21.0	31.3	107	2920	20.9	18.3	106	1289	22.0	8.1	112	1938	22.1	12.1	112
	QUINTILE 4	15887	5173	21.7	32.6	111	3023	21.7	19.0	110	1343	22.9	8.5	117	1975	22.6	12.4	115
	QUINTILE 5	16326	4537	19.1	27.8	95	2534	18.2	15.5	90	970	16.6	5.9	82	1614	18.4	9.9	91
MAGAZINES-NEWSPAPERS: DUAL		20721	6978	29.3	33.7	115	4202	30.1	20.3	118	1985	33.9	9.6	132	2615	29.9	12.6	117
MAGAZINE IMPERATIVE		19186	5945	25.0	31.0	105	3428	24.6	17.9	104	1362	23.3	7.1	98	2439	27.9	12.7	118
NEWSPAPER IMPERATIVE		21899	6739	28.3	30.8	105	3874	27.7	17.7	103	1857	31.7	8.5	117	2216	25.3	10.1	94
MAGAZINES-OUTDOOR: DUAL		15451	5360	22.5	34.7	118	3074	22.0	19.9	115	1317	22.5	8.5	118	2099	24.0	13.6	126
MAGAZINE IMPERATIVE		25953	7969	33.5	30.7	104	4846	34.7	18.7	108	2113	36.1	8.1	113	3073	35.1	11.8	110
OUTDOOR IMPERATIVE		24400	6705	28.2	27.5	93	3748	26.8	15.4	89	1639	28.0	6.7	93	2387	27.3	9.8	90
MAGAZINES-RADIO: DUAL		18049	5809	24.4	32.2	109	3481	24.9	19.3	112	1523	26.0	8.4	117	2224	25.4	12.3	114
MAGAZINE IMPERATIVE		23571	7641	32.1	32.4	110	4428	31.7	18.8	109	1957	33.4	8.3	115	3120	35.6	13.2	122
RADIO IMPERATIVE		23278	6545	27.5	28.1	96	3865	27.7	16.6	96	1605	27.4	6.9	95	2181	24.9	9.4	87
MAGAZINES-TELEVISION: DUAL		15459	4864	20.4	31.5	107	3077	22.0	19.9	115	1282	21.9	8.3	115	1708	19.5	11.0	102
MAGAZINE IMPERATIVE		25829	8691	36.5	33.6	114	4872	34.9	18.9	109	2199	37.6	8.5	118	3656	41.8	14.2	131
TELEVISION IMPERATIVE		26039	6571	27.6	25.2	86	3795	27.2	14.6	85	1606	27.4	6.2	85	2266	25.9	8.7	80
NEWSPAPERS-OUTDOOR: DUAL		16605	5510	23.1	33.2	113	3180	22.8	19.2	111	1572	26.8	9.5	131	1971	22.5	11.9	110
NEWSPAPER IMPERATIVE		26834	8323	35.0	31.0	105	5027	36.0	18.7	109	2336	39.9	8.7	120	2981	34.0	11.1	103
OUTDOOR IMPERATIVE		23346	6787	28.5	29.1	99	3884	27.8	16.6	97	1394	23.8	6.0	83	2643	30.2	11.3	105
NEWSPAPERS-RADIO: DUAL		17133	5533	23.2	32.3	110	3435	24.6	20.0	116	1592	27.2	9.3	129	1853	21.2	10.8	100
NEWSPAPER IMPERATIVE		25892	8252	34.7	31.9	108	4687	33.6	18.1	105	2231	38.1	8.6	119	3080	35.2	11.9	110
RADIO IMPERATIVE		23167	6731	28.3	29.1	99	3938	28.2	17.0	99	1498	25.6	6.5	89	2559	29.2	11.0	102
NEWSPAPERS-TELEVISION: DUAL		17159	5159	21.7	30.1	102	3115	22.3	18.2	105	1580	27.0	9.2	127	1767	20.2	10.3	95
NEWSPAPER IMPERATIVE		26214	8760	36.8	33.4	114	5051	36.2	19.3	112	2365	40.4	9.0	125	3329	38.0	12.7	117
TELEVISION IMPERATIVE		23412	6284	26.4	26.8	91	3790	27.1	16.2	94	1235	21.1	5.3	73	2334	26.7	10.0	92
OUTDOOR-RADIO: DUAL		15303	5003	21.0	32.7	111	2773	19.9	18.1	105	1215	20.7	7.9	110	1801	20.6	11.8	109
OUTDOOR IMPERATIVE		24901	7233	30.4	29.0	99	4139	29.6	16.6	96	1739	29.7	7.0	97	2909	33.2	11.7	108
RADIO IMPERATIVE		26492	7851	33.0	29.6	101	4822	34.5	18.2	106	2065	35.3	7.8	108	2774	31.7	10.5	97
OUTDOOR-TELEVISION: DUAL		14794	4351	18.3	29.4	100	2529	18.1	17.1	99	1121	19.1	7.6	105	1688	19.3	11.4	106
OUTDOOR IMPERATIVE		25437	8242	34.6	32.4	110	4659	33.4	18.3	106	2038	34.8	8.0	111	3082	35.2	12.1	112
TELEVISION IMPERATIVE		27877	7724	32.4	27.7	94	4734	33.9	17.0	99	1864	31.8	6.7	92	2641	30.2	9.5	88
RADIO-TELEVISION: DUAL		15996	4826	20.3	30.2	103	3043	21.8	19.0	110	1186	20.3	7.4	103	1632	18.6	10.2	94
RADIO IMPERATIVE		25478	8003	33.6	31.4	107	4661	33.4	18.3	106	2050	35.0	8.0	111	2996	34.2	11.8	109
TELEVISION IMPERATIVE		26573	7317	30.7	27.5	94	4216	30.2	15.9	92	1826	31.2	6.9	95	2760	31.5	10.4	96

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FROZEN WAFFLES: BRANDS
(FEMALE HOMEMAKERS)

0406
P-19

	TOTAL U.S. '000	ALL USERS A '000	B % ACROSS DOWN	C % ACROSS	D INDX	AUNT JEMIMA A '000	B % ACROSS DOWN	C % ACROSS	D INDX	DOWNYFLAKE A '000	B % ACROSS DOWN	C % ACROSS	D INDX	EGGO A '000	B % ACROSS DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	23814	100.0	29.4	100	13961	100.0	17.2	100	5856	100.0	7.2	100	8755	100.0	10.8	100
ATLANTIC MONTHLY	415	**78	0.3	18.8	64	**34	0.2	8.2	48	**22	0.4	5.3	73	**41	0.5	9.9	91
BARRON'S	453	**157	0.7	34.7	118	**130	0.9	28.7	166	**29	0.5	6.4	89	**106	1.2	23.4	216
BETTER HOMES & GARDENS	16256	5237	22.0	32.2	110	3080	22.1	18.9	110	1384	23.6	8.5	118	2084	23.8	12.8	119
BON APPETIT	2535	780	3.3	30.8	105	440	3.2	17.4	101	*168	2.9	6.6	92	226	2.6	8.9	82
BUSINESS WEEK	1278	370	1.6	29.0	98	*147	1.1	11.5	67	**113	1.9	8.8	122	*138	1.6	10.8	100
CAR AND DRIVER	378	**96	0.4	25.4	86	**64	0.5	16.9	98	**21	0.4	5.6	77	**16	0.2	4.2	39
CBS MAGAZINE NETWORK (GROSS)	1498	505	2.1	33.7	115	*273	2.0	18.2	106	**181	3.1	12.1	167	**127	1.5	8.5	78
CHANGING TIMES	1505	381	1.6	25.3	86	*208	1.5	13.8	80	**144	2.5	9.6	132	*167	1.9	11.1	103
COLONIAL HOMES	1231	347	1.5	28.2	96	*181	1.3	14.7	85	**87	1.5	7.1	98	*130	1.5	10.6	98
CONDE NAST MAG. PKG. (GROSS)	14146	4809	20.2	34.0	116	2965	21.2	21.0	122	1148	19.6	8.1	112	1913	21.9	13.5	125
CONSUMERS DIGEST	1323	500	2.1	37.8	129	*253	1.8	19.1	111	*191	3.3	14.4	200	*192	2.2	14.5	134
COSMOPOLITAN	7102	2423	10.2	34.1	116	1478	10.6	20.8	121	599	10.2	8.4	117	916	10.5	12.9	119
COUNTRY LIVING	2481	931	3.9	37.5	128	559	4.0	22.5	131	*238	4.1	9.6	133	294	3.4	11.9	110
CUISINE	1472	448	1.9	30.4	104	*252	1.8	17.1	99	*121	2.1	8.2	114	*131	1.5	8.9	82
CYCLE WORLD	425	**131	0.6	30.8	105	**59	0.4	13.9	81	**38	0.6	8.9	124	**43	0.5	10.1	94
DCI:CREATIVE IDEAS FOR LIV	2510	812	3.4	32.4	110	529	3.8	21.1	122	*227	3.9	9.0	125	*270	3.1	10.8	100
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	2106	8.8	31.5	107	1290	9.2	19.3	112	566	9.7	8.5	117	712	8.1	10.6	98
DISCOVER	894	246	1.0	27.5	94	*133	1.0	14.9	86	**45	0.8	5.0	70	*104	1.2	11.6	108
EBONY	3507	1051	4.4	30.0	102	701	5.0	20.0	116	307	5.2	8.8	121	376	4.3	10.7	99
ESQUIRE	1083	315	1.3	29.1	99	*191	1.4	17.6	102	**59	1.0	5.4	75	**80	0.9	7.4	68
ESSENCE	1830	478	2.0	26.1	89	302	2.2	16.5	96	*144	2.5	7.9	109	*186	2.1	10.2	94
FAMILY CIRCLE	15930	5377	22.6	33.8	115	3233	23.2	20.3	118	1438	24.6	9.0	125	1953	22.3	12.3	113
THE FAMILY HANDYMAN	1126	381	1.6	33.8	115	*238	1.7	21.1	123	**101	1.7	9.0	124	**138	1.6	12.3	113
FAMILY WEEKLY	11468	3295	13.8	28.7	98	1926	13.8	16.8	97	676	11.5	5.9	82	1295	14.8	11.3	104
FIELD & STREAM	2234	574	2.4	25.7	87	336	2.4	15.0	87	*265	4.5	11.9	164	*172	2.0	7.7	71
FOOD & WINE	579	*200	0.8	34.5	117	**99	0.7	17.1	99	**63	1.1	10.9	150	**57	0.7	9.8	91
FORBES	728	*205	0.9	28.2	96	**116	0.8	15.9	92	**54	0.9	7.4	103	**105	1.2	14.4	133
FORTUNE	906	*258	1.1	28.5	97	**139	1.0	15.3	89	**35	0.6	3.9	53	**148	1.7	16.3	151
GENTLEMEN'S QUARTERLY	791	*263	1.1	33.2	113	*216	1.5	27.3	158	**23	0.4	2.9	40	**80	0.9	10.1	94
GLAMOUR	5265	1795	7.5	34.1	116	1077	7.7	20.5	119	430	7.3	8.2	113	733	8.4	13.9	129
GOLF DIGEST	636	*201	0.8	31.6	107	**100	0.7	15.7	91	**21	0.4	3.3	46	**125	1.4	19.7	182
GOLF DIGEST/TENNIS (GROSS)	1186	341	1.4	28.8	98	*153	1.1	12.9	75	**44	0.8	3.7	51	*174	2.0	14.7	136
GOLF MAGAZINE	441	**114	0.5	25.9	88	**93	0.7	21.1	122	**18	0.3	4.1	56	**40	0.5	9.1	84
GOLF MAGAZINE/SKI (GROSS)	922	*208	0.9	22.6	77	*140	1.0	15.2	88	**47	0.8	5.1	70	**59	0.7	6.4	59
GOOD HOUSEKEEPING	16487	5187	21.8	31.5	107	2953	21.2	17.9	104	1306	22.3	7.9	110	1996	22.8	12.1	112
HARPER'S BAZAAR	2423	806	3.4	33.3	113	462	3.3	19.1	111	*191	3.3	7.9	109	383	4.4	15.8	146
HEALTH	1994	667	2.8	33.5	114	440	3.2	22.1	128	*167	2.9	8.4	116	*290	3.3	14.5	135
HEARST MAG CORP. BUY (GROSS)	44101	14367	60.3	32.6	111	8497	60.9	19.3	112	3660	62.5	8.3	115	5460	62.4	12.4	115
HEARST MAN POWER (GROSS)	1993	559	2.3	28.0	95	377	2.7	18.9	110	*139	2.4	7.0	96	*211	2.4	10.6	98
HEARST WOMAN POWER (GROSS)	31274	10245	43.0	32.8	111	6096	43.7	19.5	113	2613	44.6	8.4	116	3917	44.7	12.5	116
HOUSE BEAUTIFUL	3623	1177	4.9	32.5	110	654	4.7	18.1	105	306	5.2	8.4	117	416	4.8	11.5	106
INC.	283	**122	0.5	43.1	147	**107	0.8	37.8	219	**10	0.2	3.5	49	**75	0.9	26.5	245
JET	2928	894	3.8	30.5	104	579	4.1	19.8	115	*174	3.0	5.9	82	372	4.2	12.7	118
LADIES' HOME JOURNAL	11918	4309	18.1	36.2	123	2614	18.7	21.9	127	1116	19.1	9.4	129	1641	18.7	13.8	127
LHJ FAMILY GRP COMBO(GROSS)	16764	5943	25.0	35.5	121	3610	25.9	21.5	125	1546	26.4	9.2	128	2269	25.9	13.5	125
LIFE	4254	1575	6.6	37.0	126	796	5.7	18.7	109	381	6.5	9.0	124	660	7.5	15.5	144
L.A. TIMES HOME MAGAZINE	1145	380	1.6	33.2	113	**151	1.1	13.2	77	**73	1.2	6.4	88	*242	2.8	21.1	196
MADEMOISELLE	2884	1011	4.2	35.1	119	618	4.4	21.4	124	263	4.5	9.1	126	415	4.7	14.4	133
MC CALL'S	13460	4204	17.7	31.2	106	2545	18.2	18.9	110	991	16.9	7.4	102	1591	18.2	11.8	109
MC CALL'S/WRK MOTHER (GROSS)	14606	4646	19.5	31.8	108	2828	20.3	19.4	112	1114	19.0	7.6	105	1832	20.9	12.5	116
MECHANIX ILLUSTRATED	772	*178	0.7	23.1	78	**104	0.7	13.5	78	**70	1.2	9.1	125	**110	1.3	14.2	132
METROPOLITAN HOME	967	298	1.3	30.8	105	*206	1.5	21.3	124	**58	1.0	6.0	83	**79	0.9	8.2	76
MONEY	1588	427	1.8	26.9	91	*246	1.8	15.5	90	*77	1.3	4.8	67	*232	2.6	14.6	135
MOTHER EARTH NEWS	1002	*279	1.2	27.8	95	*142	1.0	14.2	82	**71	1.2	7.1	98	**62	0.7	6.2	57
MS.	825	216	0.9	26.2	89	*99	0.7	12.0	70	**51	0.9	6.2	85	**59	0.7	7.2	66
NATIONAL ENQUIRER	10336	3142	13.2	30.4	103	1917	13.7	18.5	108	793	13.5	7.7	106	1045	11.9	10.1	94
NATIONAL GEOGRAPHIC	9597	2932	12.3	30.6	104	1693	12.1	17.6	102	620	10.6	6.5	89	1140	13.0	11.9	110
NATIONAL SUNDAY MAGAZINE PKG	49558	16170	67.9	32.6	111	9464	67.8	19.1	111	4224	72.1	8.5	118	5963	68.1	12.0	111
NATURAL HISTORY	573	*129	0.5	22.5	77	**66	0.5	11.5	67	**49	0.8	8.6	118	**58	0.7	10.1	94
NEW WOMAN	1699	519	2.2	30.5	104	331	2.4	19.5	113	*103	1.8	6.1	84	*256	2.9	15.1	139
NEW YORK INCLUDING CUE	443	*142	0.6	32.1	109	**94	0.7	21.2	123	**33	0.6	7.4	103	**40	0.5	9.0	84
THE NEW YORKER	1270	486	2.0	38.3	130	275	2.0	21.7	126	**99	1.7	7.8	108	*151	1.7	11.9	110
NEWSWEEK	6277	1993	8.4	31.8	108	1233	8.8	19.6	114	431	7.4	6.9	95	853	9.7	13.6	126
THE N.Y. TIMES DAILY EDITION	1205	429	1.8	35.6	121	*247	1.8	20.5	119	*203	3.5	16.8	233	*147	1.7	12.2	113
THE N.Y. TIMES MAGAZINE	2081	764	3.2	36.7	125	481	3.4	23.1	134	304	5.2	14.6	202	*240	2.7	11.5	107
OMNI	788	*217	0.9	27.5	94	*118	0.8	15.0	87	**90	1.5	11.4	158	**59	0.7	7.5	69
ON CABLE	1158	434	1.8	37.5	127	*291	2.1	25.1	146	**108	1.8	9.3	129	*155	1.8	13.4	124
1001 HOME IDEAS	2852	968	4.1	33.9	115	556	4.0	19.5	113	*263	4.5	9.2	128	338	3.9	11.9	110
ORGANIC GARDENING	1658	402	1.7	24.2	82	254	1.8	15.3	89	*127	2.2	7.7	106	*117	1.3	7.1	65
OUTDOOR LIFE	896	297	1.2	33.1	113	*146	1.0	16.3	95	**119	2.0	13.3	184	**46	0.5	5.1	47
PARADE MAGAZINE	24275	8130	34.1	33.5	114	4779	34.2	19.7	114	2270	38.8	9.4	129	2875	32.8	11.8	110

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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FROZEN WAFFLES: BRANDS
(FEMALE HOMEMAKERS)

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P-19

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	AUNT JEMIMA A '000	AUNT JEMIMA B % DOWN	AUNT JEMIMA C % ACROSS	AUNT JEMIMA D INDX	DONNYFLAKE A '000	DONNYFLAKE B % DOWN	DONNYFLAKE C % ACROSS	DONNYFLAKE D INDX	EGGO A '000	EGGO B % DOWN	EGGO C % ACROSS	EGGO D INDX
TOTAL FEMALE HOMEMAKERS	80986	23814	100.0	29.4	100	13961	100.0	17.2	100	5856	100.0	7.2	100	8755	100.0	10.8	100
PARENTS	3845	1317	5.5	34.3	116	874	6.3	22.7	132	281	4.8	7.3	101	534	6.1	13.9	128
PENTHOUSE	831	*207	0.9	24.9	85	**64	0.5	7.7	45	**78	1.3	9.4	130	**79	0.9	9.5	88
PEOPLE	11645	3897	16.4	33.5	114	2243	16.1	19.3	112	965	16.5	8.3	115	1501	17.1	12.9	119
PLAYBOY	2006	671	2.8	33.4	114	305	2.2	15.2	88	*119	2.0	5.9	82	*279	3.2	13.9	129
POPULAR HOT RODDING	297	**105	0.4	35.4	120	**63	0.5	21.2	123	**48	0.8	16.2	224	**38	0.4	12.8	118
POPULAR MECHANICS	1018	*294	1.2	28.9	98	*192	1.4	18.9	109	**79	1.3	7.8	107	**159	1.8	15.6	144
POPULAR SCIENCE	878	311	1.3	35.4	120	*165	1.2	18.8	109	**74	1.3	8.4	117	**118	1.3	13.4	124
PREVENTION	3913	1084	4.6	27.7	94	592	4.2	15.1	88	344	5.9	8.8	122	380	4.3	9.7	90
PSYCHOLOGY TODAY	1710	629	2.6	36.8	125	313	2.2	18.3	106	*172	2.9	10.1	139	*244	2.8	14.3	132
READER'S DIGEST	22204	7055	29.6	31.8	108	4308	30.9	19.4	113	1926	32.9	8.7	120	2720	31.1	12.3	113
REDBOOK	7684	2635	11.1	34.3	117	1665	11.9	21.7	126	708	12.1	9.2	127	1005	11.5	13.1	121
ROAD & TRACK	410	*139	0.6	33.9	115	**76	0.5	18.5	108	**34	0.6	8.3	115	**22	0.3	5.4	50
ROLLING STONE	969	391	1.6	40.4	137	*240	1.7	24.8	144	**79	1.3	8.2	113	*136	1.6	14.0	130
RUNNER'S WORLD	298	**104	0.4	34.9	119	**40	0.3	13.4	78	**50	0.9	16.8	232	**29	0.3	9.7	90
SATURDAY EVENING POST	1169	378	1.6	32.3	110	*166	1.2	14.2	82	*131	2.2	11.2	155	*133	1.5	11.4	105
SCIENCE 84	587	*142	0.6	24.2	82	**82	0.6	14.0	81	**29	0.5	4.9	68	**53	0.6	9.0	84
SCIENCE DIGEST	482	*141	0.6	29.3	99	**98	0.7	20.3	118	**20	0.3	4.1	57	**21	0.2	4.4	40
SCIENTIFIC AMERICAN	594	*179	0.8	30.1	102	**64	0.5	10.8	63	**65	1.1	10.9	151	**74	0.8	12.5	115
SELF	2089	706	3.0	33.8	115	460	3.3	22.0	128	*180	3.1	8.6	119	296	3.4	14.2	131
SEVENTEEN	2411	778	3.3	32.3	110	489	3.5	20.3	118	*195	3.3	8.1	112	345	3.9	14.3	132
SKI	480	**94	0.4	19.6	67	**47	0.3	9.8	57	**30	0.5	6.3	86	**19	0.2	4.0	37
SMITHSONIAN	2760	762	3.2	27.6	94	454	3.3	16.4	95	*263	4.5	9.5	132	268	3.1	9.7	90
SOAP OPERA DIGEST	3013	960	4.0	31.9	108	616	4.4	20.4	119	*268	4.6	8.9	123	326	3.7	10.8	100
SOUTHERN LIVING	4184	1294	5.4	30.9	105	761	5.5	18.2	106	339	5.8	8.1	112	441	5.0	10.5	97
SPORT	559	*204	0.9	36.5	124	**100	0.7	17.9	104	**32	0.5	5.7	79	**96	1.1	17.2	159
THE SPORTING NEWS	436	*203	0.9	46.6	158	**98	0.7	22.5	130	**72	1.2	16.5	228	**50	0.6	11.5	106
SPORTS AFIELD	493	*124	0.5	25.2	86	**87	0.6	17.6	102	**40	0.7	8.1	112	**32	0.4	6.5	60
SPORTS ILLUSTRATED	2758	1031	4.3	37.4	127	609	4.4	22.1	128	269	4.6	9.8	135	321	3.7	11.6	108
STAR	7456	2398	10.1	32.2	109	1399	10.0	18.8	109	731	12.5	9.8	136	695	7.9	9.3	86
SUNDAY	24936	8470	35.6	34.0	116	5166	37.0	20.7	120	2278	38.9	9.1	126	3081	35.2	12.4	114
SUNSET	2124	564	2.4	26.6	90	320	2.3	15.1	87	**64	1.1	3.0	42	337	3.8	15.9	147
TV GUIDE	21661	6998	29.4	32.3	110	3989	28.6	18.4	107	1679	28.7	7.8	107	2745	31.4	12.7	117
TENNIS	550	*140	0.6	25.5	87	**53	0.4	9.6	56	**23	0.4	4.2	58	**48	0.5	8.7	81
TIME	8880	2999	12.6	33.8	115	1761	12.6	19.8	115	786	13.4	8.9	122	1181	13.5	13.3	123
TOWN & COUNTRY	917	256	1.1	27.9	95	*162	1.2	17.7	102	**63	1.1	6.9	95	**96	1.1	10.5	97
TRAVEL & LEISURE	972	303	1.3	31.2	106	*160	1.1	16.5	95	**98	1.7	10.1	139	**103	1.2	10.6	98
TRUE STORY	3356	968	4.1	28.8	98	604	4.3	18.0	104	300	5.1	8.9	124	294	3.4	8.8	81
U.S.NEWS & WORLD REPORT	3410	989	4.2	29.0	99	570	4.1	16.7	97	220	3.8	6.5	89	405	4.6	11.9	110
USA TODAY	1759	654	2.7	37.2	126	428	3.1	24.3	141	*146	2.5	8.3	115	*269	3.1	15.3	141
US	1873	653	2.7	34.9	119	439	3.1	23.4	136	*143	2.4	7.6	106	311	3.6	16.6	154
VOGUE	3909	1297	5.4	33.2	113	811	5.8	20.7	120	275	4.7	7.0	97	469	5.4	12.0	111
WALL STREET JOURNAL	1886	645	2.7	34.2	116	408	2.9	21.6	125	**120	2.0	6.4	88	*238	2.7	12.6	117
WEIGHT WATCHERS	2120	648	2.7	30.6	104	406	2.9	19.2	111	*235	4.0	11.1	153	*289	3.3	13.6	126
WOMAN'S DAY	14172	4883	20.5	34.5	117	3000	21.5	21.2	123	1291	22.0	9.1	126	1827	20.9	12.9	119
WORKING MOTHER	1146	442	1.9	38.6	131	283	2.0	24.7	143	**123	2.1	10.7	148	*241	2.8	21.0	195
WORKING WOMAN	1322	406	1.7	30.7	104	272	1.9	20.6	119	**71	1.2	5.4	74	*154	1.8	11.6	108
WORLD TENNIS	*163	**39	0.2	23.9	81	**8	0.1	4.9	28	**4	0.1	2.5	34	**9	0.1	5.5	51
ZIFF-DAVIS MAG NETWK (GROSS)	2532	779	3.3	30.8	105	374	2.7	14.8	86	*154	2.6	6.1	84	319	3.6	12.6	117
BLAIR INSERTS	43657	14492	60.9	33.2	113	8652	62.0	19.8	115	3959	67.6	9.1	125	5255	60.0	12.0	111
DAILY NEWSPAPERS																	
READ ANY	51633	16075	67.5	31.1	106	9458	67.7	18.3	106	4177	71.3	8.1	112	5876	67.1	11.4	105
READ ONE	43463	13358	56.1	30.7	105	7778	55.7	17.9	104	3379	57.7	7.8	108	4944	56.5	11.4	105
READ TWO OR MORE	8170	2718	11.4	33.3	113	1680	12.0	20.6	119	799	13.6	9.8	135	932	10.6	11.4	106
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	16923	71.1	32.1	109	9957	71.3	18.9	110	4588	78.3	8.7	120	6172	70.5	11.7	108
READ ONE	46126	14624	61.4	31.7	108	8499	60.9	18.4	107	3957	67.6	8.6	119	5506	62.9	11.9	110
READ TWO OR MORE	6552	2299	9.7	35.1	119	1457	10.4	22.2	129	631	10.8	9.6	133	666	7.6	10.2	94
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	29.56				28.97				27.95				30.92			
30 DAY REACH	71455	21083	88.5	29.5	100	12451	89.2	17.4	101	5368	91.7	7.5	104	7803	89.1	10.9	101
50 SHWG - 30 DAY AV FREQ	14.56	15.42				15.15				14.75				16.14			
30 DAY REACH	67742	20242	85.0	29.9	102	11924	85.4	17.6	102	5092	87.0	7.5	104	7496	85.6	11.1	102
25 SHWG - 30 DAY AV FREQ	7.94	8.31				8.19				8.00				8.55			
30 DAY REACH	62117	18775	78.8	30.2	103	11013	78.9	17.7	103	4678	79.9	7.5	104	7084	80.9	11.4	105
CABLE TV: HOME WIRED	32077	10577	44.4	33.0	112	6375	45.7	19.9	115	2675	45.7	8.3	115	4087	46.7	12.7	118
HOME NOT WIRED	48909	13236	55.6	27.1	92	7585	54.3	15.5	90	3181	54.3	6.5	90	4668	53.3	9.5	88
HAVE PAY CABLE	15935	5905	24.8	37.1	126	3742	26.8	23.5	136	1583	27.0	9.9	137	2128	24.3	13.4	124

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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FROZEN WAFFLES: BRANDS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	AUNT JEMIMA A '000	AUNT JEMIMA B % DOWN	AUNT JEMIMA C % ACROSS	AUNT JEMIMA D INDX	DOWNYFLAKE A '000	DOWNYFLAKE B % DOWN	DOWNYFLAKE C % ACROSS	DOWNYFLAKE D INDX	EGGO A '000	EGGO B % DOWN	EGGO C % ACROSS	EGGO D INDX
TOTAL FEMALE HOMEMAKERS	80986	23814	100.0	29.4	100	13961	100.0	17.2	100	5856	100.0	7.2	100	8755	100.0	10.8	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	13716	57.6	31.2	106	7972	57.1	18.2	105	3516	60.0	8.0	111	4972	56.8	11.3	105
10:00 AM - 3:00 PM	30659	9532	40.0	31.1	106	5883	42.1	19.2	111	2525	43.1	8.2	114	3308	37.8	10.8	100
3:00 PM - 7:00 PM	31045	9760	41.0	31.4	107	5784	41.4	18.6	108	2477	42.3	8.0	110	3676	42.0	11.8	110
7:00 PM - MIDNIGHT	15767	4880	20.5	31.0	105	2884	20.7	18.3	106	1346	23.0	8.5	118	1748	20.0	11.1	103
MIDNIGHT - 6:00 AM	9120	3073	12.9	33.7	115	1809	13.0	19.8	115	826	14.1	9.1	125	1006	11.5	11.0	102
6:00 AM - MIDNIGHT	58527	18137	76.2	31.0	105	10735	76.9	18.3	106	4523	77.2	7.7	107	6563	75.0	11.2	104
ENTIRE DAY	59311	18380	77.2	31.0	105	10879	77.9	18.3	106	4582	78.2	7.7	107	6653	76.0	11.2	104
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	5217	21.9	32.3	110	3136	22.5	19.4	112	1271	21.7	7.9	109	2065	23.6	12.8	118
ALL NEWS	2256	806	3.4	35.7	121	418	3.0	18.5	107	243	4.1	10.8	149	*307	3.5	13.6	126
AOR/PROGRESSIVE	3874	1448	6.1	37.4	127	911	6.5	23.5	136	311	5.3	8.0	111	509	5.8	13.1	122
BEAUTIFUL MUSIC	5660	1657	7.0	29.3	100	922	6.6	16.3	94	444	7.6	7.8	108	588	6.7	10.4	96
BLACK	2204	617	2.6	28.0	95	358	2.6	16.2	94	*170	2.9	7.7	107	269	3.1	12.2	113
CLASSICAL	1418	420	1.8	29.6	101	*256	1.8	18.1	105	**64	1.1	4.5	62	*138	1.6	9.7	90
CHR/ROCK	9538	3426	14.4	35.9	122	1923	13.8	20.2	117	900	15.4	9.4	130	1339	15.3	14.0	130
COUNTRY	12648	3571	15.0	28.2	96	2310	16.5	18.3	106	879	15.0	6.9	96	1200	13.7	9.5	88
GOLDEN OLDIES	1191	301	1.3	25.3	86	*189	1.4	15.9	92	**61	1.0	5.1	71	**78	0.9	6.5	61
MOR/NOSTALGIA	4757	1304	5.5	27.4	93	751	5.4	15.8	92	410	7.0	8.6	119	427	4.9	9.0	83
NEWS/TALK	3863	1235	5.2	32.0	109	656	4.7	17.0	99	440	7.5	11.4	158	404	4.6	10.5	97
RELIGIOUS	3084	921	3.9	29.9	102	509	3.6	16.5	96	*224	3.8	7.3	100	296	3.4	9.6	89
SOFT ROCK	521	*137	0.6	26.3	89	**91	0.7	17.5	101	**72	1.2	13.8	191	**58	0.7	11.1	103
URBAN CONTEMPORARY	1585	561	2.4	35.4	120	372	2.7	23.5	136	*163	2.8	10.3	142	249	2.8	15.7	145
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	1122	4.7	34.4	117	666	4.8	20.4	118	284	4.8	8.7	120	413	4.7	12.7	117
ABC DIRECTION	2316	716	3.0	30.9	105	409	2.9	17.7	102	273	4.7	11.8	163	255	2.9	11.0	102
ABC ENTERTAINMENT	4834	1658	7.0	34.3	117	907	6.5	18.8	109	418	7.1	8.6	120	606	6.9	12.5	116
ABC FM	2202	709	3.0	32.2	109	463	3.3	21.0	122	*143	2.4	6.5	90	292	3.3	13.3	123
ABC INFORMATION	5425	1655	6.9	30.5	104	1001	7.2	18.5	107	394	6.7	7.3	100	514	5.9	9.5	88
ABC ROCK	1677	651	2.7	38.8	132	458	3.3	27.3	158	*152	2.6	9.1	125	*222	2.5	13.2	122
CBS	4430	1237	5.2	27.9	95	678	4.9	15.3	89	359	6.1	8.1	112	564	6.4	12.7	118
MUTUAL	4992	1602	6.7	32.1	109	1077	7.7	21.6	125	477	8.1	9.6	132	469	5.4	9.4	87
NBC	4679	1388	5.8	29.7	101	851	6.1	18.2	106	348	5.9	7.4	103	494	5.6	10.6	98
RADIORADIO	1994	618	2.6	31.0	105	334	2.4	16.8	97	*242	4.1	12.1	168	*196	2.2	9.8	91
RKO ONE	2298	737	3.1	32.1	109	396	2.8	17.2	100	*189	3.2	8.2	114	275	3.1	12.0	111
RKO TWO	3311	1017	4.3	30.7	104	558	4.0	16.9	98	339	5.8	10.2	142	459	5.2	13.9	128
THE SOURCE	2114	817	3.4	38.6	131	604	4.3	28.6	166	*178	3.0	8.4	116	296	3.4	14.0	130
NON-WIRED : BLAIR	8654	2800	11.8	32.4	110	1659	11.9	19.2	111	817	14.0	9.4	131	1071	12.2	12.4	114
INTERNET	12025	3962	16.6	32.9	112	2387	17.1	19.9	115	901	15.4	7.5	104	1477	16.9	12.3	114
KATZ RADIO GROUP	15359	5055	21.2	32.9	112	2964	21.2	19.3	112	1467	25.1	9.6	132	1903	21.7	12.4	115
SUPERNET	10628	2895	12.2	27.2	93	1828	13.1	17.2	100	592	10.1	5.6	77	1083	12.4	10.2	94
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	2242	9.4	25.9	88	1269	9.1	14.7	85	595	10.2	6.9	95	782	8.9	9.0	84
WKDAY 9:00 AM - 1:00 PM	12163	3105	13.0	25.5	87	1844	13.2	15.2	88	797	13.6	6.6	91	1164	13.3	9.6	89
WKDAY 1:00 PM - 4:30 PM	16150	4415	18.5	27.3	93	2657	19.0	16.5	95	1150	19.6	7.1	98	1508	17.2	9.3	86
WKDAY 4:30 PM - 7:30 PM	22463	6188	26.0	27.5	94	3612	25.9	16.1	93	1574	26.9	7.0	97	2194	25.1	9.8	90
WKDAY 7:30 PM - 8:00 PM	31795	8956	37.6	28.2	96	5414	38.8	17.0	99	2321	39.6	7.3	101	3101	35.4	9.8	90
WKDAY 11:00 PM - 11:30 PM	23977	7112	29.9	29.7	101	4321	31.0	18.0	105	1832	31.3	7.6	106	2587	29.5	10.8	100
WKDAY 11:30 PM - 1:00 AM	7703	2390	10.0	31.0	106	1456	10.4	18.9	110	603	10.3	7.8	108	896	10.2	11.6	108
M-SAT 8-11 PM+SUN 7-11 PM	33800	10121	42.5	29.9	102	6027	43.2	17.8	103	2564	43.8	7.6	105	3661	41.8	10.8	100
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	1998	8.4	30.6	104	1189	8.5	18.2	105	421	7.2	6.4	89	795	9.1	12.2	112
ANOTHER WORLD N	4620	1188	5.0	25.7	87	776	5.6	16.8	97	261	4.5	5.6	78	376	4.3	8.1	75
AS THE WORLD TURNS C	5614	1375	5.8	24.5	83	805	5.8	14.3	83	372	6.4	6.6	92	443	5.1	7.9	73
CAPITOL C	3396	946	4.0	27.9	95	586	4.2	17.3	100	272	4.6	8.0	111	294	3.4	8.7	80
CBS MORN. NEWS 1 C	1446	296	1.2	20.5	70	168	1.2	11.6	67	*95	1.6	6.6	91	82	0.9	5.7	52
CBS MORN. NEWS 2 C	1207	258	1.1	21.4	73	141	1.0	11.7	68	*91	1.6	7.5	104	84	1.0	7.0	64
DAYS OF OUR LIVES N	5877	1577	6.6	26.8	91	963	6.9	16.4	95	384	6.6	6.5	90	532	6.1	9.1	84
FACTS OF LIFE - DAYTIME N	2290	505	2.1	22.1	75	313	2.2	13.7	79	126	2.2	5.5	76	173	2.0	7.6	70
FAMILY FEUD A	3023	651	2.7	21.5	73	408	2.9	13.5	78	131	2.2	4.3	60	231	2.6	7.6	71
GENERAL HOSPITAL A	6097	1742	7.3	28.6	97	1070	7.7	17.5	102	441	7.5	7.2	100	594	6.8	9.7	90
GOOD MORNING, AMERICA-730 A	3515	821	3.4	23.4	79	490	3.5	13.9	81	235	4.0	6.7	92	372	4.2	10.6	98
GOOD MORNING, AMERICA-830 A	2818	719	3.0	25.5	87	419	3.0	14.9	86	200	3.4	7.1	98	281	3.2	10.0	92
GUIDING LIGHT C	5339	1466	6.2	27.5	93	814	5.8	15.2	88	455	7.8	8.5	118	508	5.8	9.5	88
ONE LIFE TO LIVE A	4478	1215	5.1	27.1	92	720	5.2	16.1	93	283	4.8	6.3	87	451	5.2	10.1	93
PRESS YOUR LUCK C	2244	586	2.5	26.1	89	288	2.1	12.8	74	232	4.0	10.3	143	194	2.2	8.6	80
PRICE IS RIGHT 1 C	4348	1099	4.6	25.3	86	669	4.8	15.4	89	329	5.6	7.6	105	329	3.8	7.6	70
PRICE IS RIGHT 2 C	5014	1239	5.2	24.7	84	795	5.7	15.9	92	371	6.3	7.4	102	370	4.2	7.4	68
RYAN'S HOPE A	3150	952	4.0	30.2	103	575	4.1	18.3	106	232	4.0	7.4	102	369	4.2	11.7	108
SALE OF THE CENTURY N	2695	572	2.4	21.2	72	361	2.6	13.4	78	143	2.4	5.3	73	201	2.3	7.5	69
SEARCH FOR TOMORROW N	2319	579	2.4	25.0	85	390	2.8	16.8	98	*165	2.8	7.1	98	199	2.3	8.6	79
TODAY SHOW 1 N	2693	703	3.0	26.1	89	329	2.4	12.2	71	191	3.3	7.1	98	182	2.1	6.8	63
TODAY SHOW 2 N	2498	633	2.7	25.3	86	325	2.3	13.0	75	183	3.1	7.3	101	159	1.8	6.4	59
$25,000 PYRAMID C	2753	701	2.9	25.5	87	385	2.8	14.0	81	208	3.6	7.6	104	229	2.6	8.3	77
WHEEL OF FORTUNE N	4388	938	3.9	21.4	73	584	4.2	13.3	77	252	4.3	5.7	79	341	3.9	7.8	72
YOUNG AND THE RESTLESS C	5695	1496	6.3	26.3	89	981	7.0	17.2	100	381	6.5	6.7	93	430	4.9	7.6	70
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	480	2.0	27.3	93	265	1.9	15.1	87	121	2.1	6.9	95	171	2.0	9.7	90
NBA PLAYOFF GAME -1 C	1136	311	1.3	27.4	93	202	1.4	17.8	103	**34	0.6	3.0	41	*105	1.2	9.2	85
NBC MAJOR LEAGUE PRE-GAME N	953	*183	0.8	19.2	65	**116	0.8	12.2	71	**70	1.2	7.3	102	**35	0.4	3.7	34
SPORTSWORLD - SUN N	1233	441	1.9	35.8	122	243	1.7	19.7	114	*98	1.7	7.9	110	*173	2.0	14.0	130
SUNDAY MORNING C	1611	411	1.7	25.5	87	246	1.8	15.3	89	*98	1.7	6.1	84	*165	1.9	10.2	95

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FROZEN WAFFLES: BRANDS
(FEMALE HOMEMAKERS)

		TOTAL U.S. '000	ALL USERS A '000	B % DOWN	C % ACROSS	D INDX	AUNT JEMIMA A '000	B % DOWN	C % ACROSS	D INDX	DOWNYFLAKE A '000	B % DOWN	C % ACROSS	D INDX	EGGO A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	23814	100.0	29.4	100	13961	100.0	17.2	100	5856	100.0	7.2	100	8755	100.0	10.8	100
MKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	6745	28.3	25.9	88	3892	27.9	14.9	87	1764	30.1	6.8	94	2324	26.5	8.9	82
NETWORK AFFILIATES - LATE		20261	5941	24.9	29.3	100	3569	25.6	17.6	102	1479	25.3	7.3	101	2184	24.9	10.8	100
INDEPENDENTS - LATE		2076	593	2.5	28.6	97	332	2.4	16.0	93	163	2.8	7.9	109	236	2.7	11.4	105
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	3491	14.7	33.4	114	2128	15.2	20.4	118	923	15.8	8.8	122	1202	13.7	11.5	106
ABC MONDAY NIGHT MOVIE	A	6412	1842	7.7	28.7	98	1125	8.1	17.5	102	390	6.7	6.1	84	646	7.4	10.1	93
ABC SUNDAY NIGHT MOVIE	A	12407	3635	15.3	29.3	100	2028	14.5	16.3	95	1004	17.1	8.1	112	1437	16.4	11.6	107
ABC WORLD NEWS TONIGHT	A	6176	1489	6.3	24.1	82	874	6.3	14.2	82	366	6.3	5.9	82	504	5.8	8.2	75
AFTERMASH	C	5863	1657	7.0	28.3	96	962	6.9	16.4	95	452	7.7	7.7	107	530	6.1	9.0	84
ALICE	C	9594	2789	11.7	29.1	99	1586	11.4	16.5	96	670	11.4	7.0	97	938	10.7	9.8	90
AMERICAN PARADE	C	6622	1580	6.6	23.9	81	934	6.7	14.1	82	413	7.1	6.2	86	575	6.6	8.7	80
BENSON	A	10886	3102	13.0	28.5	97	1805	12.9	16.6	96	733	12.5	6.7	93	1127	12.9	10.4	96
BLUE THUNDER	A	5036	1391	5.8	27.6	94	918	6.6	18.2	106	335	5.7	6.7	92	578	6.6	11.5	106
CAGNEY & LACEY	C	9965	3106	13.0	31.2	106	1841	13.2	18.5	107	746	12.7	7.5	104	1140	13.0	11.4	106
CBS EVENING NEWS-DEAN	C	3491	943	4.0	27.0	92	473	3.4	13.5	79	*177	3.0	5.1	70	322	3.7	9.2	85
CBS EVENING NEWS-RATHER	C	7123	1943	8.2	27.3	93	1181	8.5	16.6	96	468	8.0	6.6	91	796	9.1	11.2	103
CBS SAT. NEWS-SCHIEFFER	C	3621	897	3.8	24.8	84	501	3.6	13.8	80	179	3.1	4.9	68	349	4.0	9.6	89
CBS SATURDAY NIGHT MOVIE	C	5436	1550	6.5	28.5	97	859	6.2	15.8	92	416	7.1	7.7	106	622	7.1	11.4	106
CBS WEDNESDAY NIGHT MOVIE	C	6100	1653	6.9	27.1	92	1040	7.4	17.0	99	453	7.7	7.4	103	567	6.5	9.3	86
CHEERS	N	8889	3014	12.7	33.9	115	1900	13.6	21.4	124	728	12.4	8.2	113	949	10.8	10.7	99
DALLAS	C	22109	7021	29.5	31.8	108	4128	29.6	18.7	108	1823	31.1	8.2	114	2551	29.1	11.5	107
DIFF'RENT STROKES	N	6940	1960	8.2	28.2	96	1344	9.6	19.4	112	492	8.4	7.1	98	643	7.3	9.3	86
DOUBLE TROUBLE	N	7223	2268	9.5	31.4	107	1389	9.9	19.2	112	639	10.9	8.8	122	867	9.9	12.0	111
DUCK FACTORY	N	5595	1799	7.6	32.2	109	1084	7.8	19.4	112	444	7.6	7.9	110	511	5.8	9.1	84
DUKES OF HAZZARD	C	5768	1615	6.8	28.0	95	1041	7.5	18.0	105	313	5.3	5.4	75	469	5.4	8.1	75
DYNASTY	A	20053	5810	24.4	29.0	99	3290	23.6	16.4	95	1525	26.0	7.6	105	2128	24.3	10.6	98
FACTS OF LIFE	N	8087	2557	10.7	31.6	108	1583	11.3	19.6	114	642	11.0	7.9	110	944	10.8	11.7	108
FALCON CREST	C	20046	5911	24.8	29.5	100	3308	23.7	16.5	96	1690	28.9	8.4	117	2124	24.3	10.6	98
FALL GUY	A	9084	2786	11.7	30.7	104	1777	12.7	19.6	113	711	12.1	7.8	108	1096	12.5	12.1	112
FAMILY TIES	N	7964	2568	10.8	32.2	110	1503	10.8	18.9	109	680	11.6	8.5	118	900	10.3	11.3	105
FANTASY ISLAND	A	7687	2199	9.2	28.6	97	1350	9.7	17.6	102	559	9.5	7.3	101	647	7.4	8.4	78
FOULUPS, BLEEPS & BLUNDERS	A	8861	2527	10.6	28.5	97	1429	10.2	16.1	94	555	9.5	6.3	87	930	10.6	10.5	97
FOUR SEASONS	C	5095	1732	7.3	34.0	116	953	6.8	18.7	109	458	7.8	9.0	124	563	6.4	11.1	102
GIMME A BREAK	N	8838	2712	11.4	30.7	104	1642	11.8	18.6	108	724	12.4	8.2	113	857	9.8	9.7	90
HART TO HART	A	8978	2607	10.9	29.0	99	1565	11.2	17.4	101	612	10.5	6.8	94	909	10.4	10.1	94
HILL STREET BLUES	N	8590	3005	12.6	35.0	119	1698	12.2	19.8	115	716	12.2	8.3	115	1100	12.6	12.8	118
HOTEL	A	14085	4032	16.9	28.6	97	2293	16.4	16.3	94	1089	18.6	7.7	107	1572	18.0	11.2	103
JEFFERSONS	C	9360	2634	11.1	28.1	96	1537	11.0	16.4	95	625	10.7	6.7	92	897	10.2	9.6	89
JENNIFER SLEPT HERE	N	5841	1696	7.1	29.0	99	1152	8.3	19.7	114	434	7.4	7.4	103	477	5.4	8.2	76
KATE & ALLIE	C	9206	2863	12.0	31.1	106	1718	12.3	18.7	108	677	11.6	7.4	102	942	10.8	10.2	95
KNIGHT RIDER	N	7076	2128	8.9	30.1	102	1398	10.0	19.8	115	534	9.1	7.5	104	763	8.7	10.8	100
LOVE BOAT	A	12219	3239	13.6	26.5	90	1989	14.2	16.3	94	812	13.9	6.6	92	1052	12.0	8.6	80
MAGNUM PI	C	11199	3200	13.4	28.6	97	1950	14.0	17.4	101	801	13.7	7.2	99	1201	13.7	10.7	99
MAMA'S FAMILY	N	6057	1933	8.1	31.9	109	1227	8.8	20.3	118	433	7.4	7.1	99	640	7.3	10.6	98
MASTER, THE	N	3598	1102	4.6	30.6	104	685	4.9	19.0	110	270	4.6	7.5	104	457	5.2	12.7	117
MATT HOUSTON	A	6344	2050	8.6	32.3	110	1301	9.3	20.5	119	466	8.0	7.3	102	766	8.7	12.1	112
NBC MONDAY NIGHT MOVIE	N	11994	3605	15.1	30.1	102	2200	15.8	18.3	106	867	14.8	7.2	100	1201	13.7	10.0	93
NBC NIGHTLY NEWS	N	5132	1444	6.1	28.1	96	738	5.3	14.4	83	345	5.9	6.7	93	451	5.2	8.8	81
NBC NIGHTLY NEWS-SAT	N	3375	837	3.5	24.8	84	477	3.4	14.1	82	*168	2.9	5.0	69	255	2.9	7.6	70
NBC NIGHTLY NEWS-SUN	N	3130	798	3.4	25.5	87	406	2.9	13.0	75	*189	3.2	6.0	84	*217	2.5	6.9	64
NBC SUNDAY NIGHT MOVIE	N	8284	2776	11.7	33.5	114	1893	13.6	22.9	133	704	12.0	8.5	118	871	9.9	10.5	97
NEWHART	C	9240	2917	12.2	31.6	107	1770	12.7	19.2	111	703	12.0	7.6	105	1076	12.3	11.6	108
ONE DAY AT A TIME	C	7288	2057	8.6	28.2	96	1227	8.8	16.8	98	530	9.1	7.3	101	687	7.8	9.4	87
PEOPLE ARE FUNNY	N	4855	1318	5.5	27.1	92	923	6.6	19.0	110	252	4.3	5.2	72	467	5.3	9.6	89
REAL PEOPLE	N	8869	2595	10.9	29.3	100	1428	10.2	16.1	93	586	10.0	6.6	91	905	10.3	10.2	94
REMINGTON STEELE	N	7743	2293	9.6	29.6	101	1357	9.7	17.5	102	543	9.3	7.0	97	845	9.7	10.9	101
RIPLEY'S BELIEVE IT - NOT	A	5345	1583	6.6	29.6	101	964	6.9	18.0	105	415	7.1	7.8	107	623	7.1	11.7	108
RIPTIDE	N	6988	2336	9.8	33.4	114	1393	10.0	19.9	116	626	10.7	9.0	124	879	10.0	12.6	116
SCARECROW & MRS. KING	C	10002	2970	12.5	29.7	101	1702	12.2	17.0	99	764	13.0	7.6	106	1091	12.5	10.9	101
SIMON & SIMON	C	10638	3128	13.1	29.4	100	1865	13.4	17.5	102	775	13.2	7.3	101	1136	13.0	10.7	99
60 MINUTES	C	13293	3441	14.4	25.9	88	1842	13.2	13.9	80	900	15.4	6.8	94	1257	14.4	9.5	87
ST. ELSEWHERE	N	7017	2398	10.1	34.2	116	1349	9.7	19.2	112	592	10.1	8.4	117	861	9.8	12.3	114
THREE'S COMPANY	A	10917	3217	13.5	29.5	100	1923	13.8	17.6	102	744	12.7	6.8	94	1151	13.1	10.5	98
T.J. HOOKER	A	9204	2477	10.4	26.9	92	1457	10.4	15.8	92	565	9.6	6.1	85	933	10.7	10.1	94
TONIGHT SHOW	N	2372	751	3.2	31.7	108	422	3.0	17.8	103	221	3.8	9.3	129	305	3.5	12.9	119
TRAPPER JOHN, M.D.	C	9846	2567	10.8	26.1	89	1501	10.8	15.2	88	703	12.0	7.1	99	871	9.9	8.8	82
TV BLOOPERS & PRAC. JOKES	N	9105	2521	10.6	27.7	94	1490	10.7	16.4	95	692	11.8	7.6	105	900	10.3	9.9	91
20/20	A	9387	2663	11.2	28.4	96	1484	10.6	15.8	92	586	10.0	6.2	86	1008	11.5	10.7	99
WEBSTER	A	11067	3264	13.7	29.5	100	1947	13.9	17.6	102	760	13.0	6.9	95	1227	14.0	11.1	103
WORLD NEWS - SUN	A	3062	807	3.4	26.4	90	481	3.4	15.7	91	*215	3.7	7.0	97	272	3.1	8.9	82
YELLOW ROSE	N	4978	1666	7.0	33.5	114	1039	7.4	20.9	121	391	6.7	7.9	109	551	6.3	11.1	102
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	3172	13.3	35.7	122	2014	14.4	22.7	132	793	13.5	8.9	124	1092	12.5	12.3	114
BASKETBALL - COLLEGE GAMES		4080	1473	6.2	36.1	123	910	6.5	22.3	129	*402	6.9	9.9	136	686	7.8	16.8	156
BASKETBALL - PRO GAMES		3607	1489	6.3	41.3	140	963	6.9	26.7	155	*256	4.4	7.1	98	511	5.8	14.2	131
BOWLING		3883	1437	6.0	37.0	126	944	6.8	24.3	141	*335	5.7	8.6	119	578	6.6	14.9	138
BOXING		3928	1448	6.1	36.9	125	723	5.2	18.4	107	*386	6.6	9.8	136	*540	6.2	13.7	127
FOOTBALL - COLLEGE GAMES		6366	2370	10.0	37.2	127	1606	11.5	25.2	146	560	9.6	8.8	122	886	10.1	13.9	129
FOOTBALL - PRO GAMES		11300	4500	18.9	39.8	135	2668	19.1	23.6	137	1103	18.8	9.8	135	1673	19.1	14.8	137
GOLF		3378	1170	4.9	34.6	118	661	4.7	19.6	114	*311	5.3	9.2	127	*476	5.4	14.1	130
POST-SEASON COLL. FOOTBALL		4906	1832	7.7	37.3	127	1126	8.1	23.0	133	*468	8.0	9.5	132	642	7.3	13.1	121
POST-SEASON PRO FOOTBALL		6120	2247	9.4	36.7	125	1257	9.0	20.5	119	660	11.3	10.8	149	956	10.9	15.6	144
TENNIS		3033	1272	5.3	41.9	143	704	5.0	23.2	135	**274	4.7	9.0	125	*486	5.6	16.0	148
WRESTLING - PROFESSIONAL		3344	1189	5.0	35.6	121	843	6.0	25.2	146	**221	3.8	6.6	91	*414	4.7	12.4	115

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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ICE CREAM & ICE MILK & SHERBET (FOR EATING AT HOME) BASE = FEMALE HOMEMAKERS (80986) QUESTIONNAIRE PAGE H-3

		'000	%	UNWEIGHTED
3A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE THEM?				
	YES	68224	84.2	7757
	NO	12762	15.8	1678

IF YES	ALL '000	ALL %	SOLE '000	SOLE %	PRIMARY '000	PRIMARY %	SECONDARY '000	SECONDARY %	UNWEIGHTED
3B. WHAT TYPES ARE USED BY YOUR HOUSEHOLD?									
REGULAR ICE CREAM (NOT DIET)	60680	74.9	41615	51.4	18064	22.3	1001	1.2	6783
ICE MILK	13024	16.1	4699	5.8	4265	5.3	4060	5.0	1451
SHERBET	17288	21.3	1488	1.8	5753	7.1	10048	12.4	1913
DO NOT KNOW	579	.7							92

		'000	%	UNWEIGHTED
3C. IN TERMS OF QUARTS, ABOUT HOW MANY QUARTS OF ICE CREAM, ICE MILK OR SHERBET WERE USED BY YOUR ENTIRE HOUSEHOLD IN THE LAST 30 DAYS?				
QUARTS				
12 (3 GALLONS OR MORE)	H	3124	3.9	277
9 - 11	H	617	.8	57
8 (2 GALLONS)	H	4684	5.8	474
5 - 7	H	2378	2.9	261
4 (1 GALLON)	H	12978	16.0	1349
3	M	3967	4.9	431
2 (2 QTS. = 1/2 GALLON)	M	17057	21.1	1945
1 (2 PTS. = 1 QUART)	L	9523	11.8	1178
LESS THAN 1 QUART	L	10007	12.4	1319
NONE	L	3889	4.8	466

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QUARTS OF ICE CREAM & ICE MILK & SHERBET (FOR EATING AT HOME): USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0412
P-19

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FOUR OR MORE QTS. A '000	HEAVY USERS B % DOWN	HEAVY USERS C % ACROSS	HEAVY USERS D INDX	MEDIUM USERS TWO-THREE QTS. A '000	MEDIUM USERS B % DOWN	MEDIUM USERS C % ACROSS	MEDIUM USERS D INDX	LIGHT USERS ONE QUART OR LESS A '000	LIGHT USERS B % DOWN	LIGHT USERS C % ACROSS	LIGHT USERS D INDX
TOTAL FEMALE HOMEMAKERS	80986	68224	100.0	84.2	100	23781	100.0	29.4	100	21024	100.0	26.0	100	23419	100.0	28.9	100
18 - 24	9282	7350	10.8	79.2	94	2498	10.5	26.9	92	1913	9.1	20.6	79	2939	12.5	31.7	109
25 - 34	19072	16462	24.1	86.3	102	5910	24.9	31.0	106	5191	24.7	27.2	105	5361	22.9	28.1	97
35 - 44	14591	12922	18.9	88.6	105	6234	26.2	42.7	145	3604	17.1	24.7	95	3084	13.2	21.1	73
45 - 54	11345	9720	14.2	85.7	102	3560	15.0	31.4	107	3083	14.7	27.2	105	3078	13.1	27.1	94
55 - 64	11635	9908	14.5	85.2	101	3078	12.9	26.5	90	3199	15.2	27.5	106	3632	15.5	31.2	108
65 OR OLDER	15061	11862	17.4	78.8	93	2501	10.5	16.6	57	4035	19.2	26.8	103	5325	22.7	35.4	122
18 - 34	28354	23812	34.9	84.0	100	8408	35.4	29.7	101	7104	33.8	25.1	97	8300	35.4	29.3	101
18 - 49	48339	41329	60.6	85.5	101	16402	69.0	33.9	116	12225	58.1	25.3	97	12703	54.2	26.3	91
25 - 54	45008	39104	57.3	86.9	103	15703	66.0	34.9	119	11878	56.5	26.4	102	11523	49.2	25.6	89
35 - 49	19985	17517	25.7	87.7	104	7994	33.6	40.0	136	5121	24.4	25.6	99	4402	18.8	22.0	76
50 OR OLDER	32647	26894	39.4	82.4	98	7379	31.0	22.6	77	8800	41.9	27.0	104	10716	45.8	32.8	114
GRADUATED COLLEGE	11155	9484	13.9	85.0	101	3118	13.1	28.0	95	3060	14.6	27.4	106	3306	14.1	29.6	102
ATTENDED COLLEGE	13682	11723	17.2	85.7	102	4143	17.4	30.3	103	3412	16.2	24.9	96	4168	17.8	30.5	105
GRADUATED HIGH SCHOOL	33880	29330	43.0	86.6	103	10741	45.2	31.7	108	9082	43.2	26.8	103	9507	40.6	28.1	97
DID NOT GRADUATE HIGH SCHOOL	22270	17687	25.9	79.4	94	5778	24.3	25.9	88	5470	26.0	24.6	95	6439	27.5	28.9	100
EMPLOYED	40306	34564	50.7	85.8	102	11958	50.3	29.7	101	10729	51.0	26.6	103	11877	50.7	29.5	102
EMPLOYED FULL-TIME	32850	28051	41.1	85.4	101	9389	39.5	28.6	97	8798	41.8	26.8	103	9864	42.1	30.0	104
EMPLOYED PART-TIME	7456	6513	9.5	87.4	104	2569	10.8	34.5	117	1931	9.2	25.9	100	2013	8.6	27.0	93
NOT EMPLOYED	40680	33660	49.3	82.7	98	11823	49.7	29.1	99	10296	49.0	25.3	97	11542	49.3	28.4	98
PROFESSIONAL/MANAGER	10392	8825	12.9	84.9	101	3003	12.6	28.9	98	2780	13.2	26.8	103	3042	13.0	29.3	101
TECH/CLERICAL/SALES	17574	15461	22.7	88.0	104	5357	22.5	30.5	104	4746	22.6	27.0	104	5359	22.9	30.5	105
PRECISION/CRAFT	985	889	1.3	90.3	107	**214	0.9	21.7	74	*397	1.9	40.3	155	*279	1.2	28.3	98
OTHER EMPLOYED	11354	9388	13.8	82.7	98	3385	14.2	29.8	102	2806	13.3	24.7	95	3197	13.7	28.2	97
SINGLE	9863	7530	11.0	76.3	91	2232	9.4	22.6	77	1858	8.8	18.8	73	3440	14.7	34.9	121
MARRIED	51375	45043	66.0	87.7	104	17614	74.1	34.3	117	14412	68.6	28.1	108	13017	55.6	25.3	88
DIVORCED/SEPARATED/WIDOWED	19748	15651	22.9	79.3	94	3934	16.5	19.9	68	4755	22.6	24.1	93	6961	29.7	35.2	122
PARENTS	32590	28958	42.4	88.9	105	13524	56.9	41.5	141	8619	41.0	26.4	102	6816	29.1	20.9	72
WHITE	70416	59548	87.3	84.6	100	20993	88.3	29.8	102	18127	86.2	25.7	99	20428	87.2	29.0	100
BLACK	8778	7290	10.7	83.0	99	2338	9.8	26.6	91	2573	12.2	29.3	113	2380	10.2	27.1	94
OTHER	1791	1386	2.0	77.4	92	**450	1.9	25.1	86	**325	1.5	18.1	70	*611	2.6	34.1	118
NORTHEAST-CENSUS	17786	14721	21.6	82.8	98	5887	24.8	33.1	113	4390	20.9	24.7	95	4444	19.0	25.0	86
NORTH CENTRAL	20741	18386	26.9	88.6	105	7097	29.8	34.2	117	5265	25.0	25.4	98	6024	25.7	29.0	100
SOUTH	27775	22845	33.5	82.3	98	7115	29.9	25.6	87	7520	35.8	27.1	104	8210	35.1	29.6	102
WEST	14683	12271	18.0	83.6	99	3681	15.5	25.1	85	3850	18.3	26.2	101	4741	20.2	32.3	112
NORTHEAST-MKTG.	17961	14953	21.9	83.3	99	5807	24.4	32.3	110	4627	22.0	25.8	99	4519	19.3	25.2	87
EAST CENTRAL	11885	10141	14.9	85.3	101	3912	16.5	32.9	112	3168	15.1	26.7	103	3061	13.1	25.8	89
WEST CENTRAL	14090	12502	18.3	88.7	105	4707	19.8	33.4	114	3481	16.6	24.7	95	4315	18.4	30.6	106
SOUTH	24081	19843	29.1	82.4	98	6064	25.5	25.2	86	6473	30.8	26.9	104	7306	31.2	30.3	105
PACIFIC	12969	10785	15.8	83.2	99	3292	13.8	25.4	86	3276	15.6	25.3	97	4217	18.0	32.5	112
COUNTY SIZE A	32439	26936	39.5	83.0	99	9649	40.6	29.7	101	8128	38.7	25.1	97	9159	39.1	28.2	98
COUNTY SIZE B	24915	21234	31.1	85.2	101	7412	31.2	29.7	101	6248	29.7	25.1	97	7573	32.3	30.4	105
COUNTY SIZE C	12930	10809	15.8	83.6	99	3520	14.8	27.2	93	3605	17.1	27.9	107	3685	15.7	28.5	99
COUNTY SIZE D	10703	9246	13.6	86.4	103	3200	13.5	29.9	102	3044	14.5	28.4	110	3002	12.8	28.0	97
METRO CENTRAL CITY	24518	19962	29.3	81.4	97	6791	28.6	27.7	94	5986	28.5	24.4	94	7185	30.7	29.3	101
METRO SUBURBAN	35919	31027	45.5	86.4	103	11046	46.4	30.8	105	9164	43.6	25.5	98	10817	46.2	30.1	104
NON METRO	20549	17235	25.3	83.9	100	5944	25.0	28.9	99	5874	27.9	28.6	110	5417	23.1	26.4	91
TOP 5 ADI'S	18341	15005	22.0	81.8	97	5394	22.7	29.4	100	4182	19.9	22.8	88	5429	23.2	29.6	102
TOP 10 ADI'S	25378	21045	30.8	82.9	98	7404	31.1	29.2	99	6312	30.0	24.9	96	7330	31.3	28.9	100
TOP 20 ADI'S	36488	30383	44.5	83.3	99	10729	45.1	29.4	100	8933	42.5	24.5	94	10721	45.8	29.4	102
HSHLD INC. $50,000 OR MORE	6612	6037	8.8	91.3	108	2619	11.0	39.6	135	1629	7.7	24.6	95	1789	7.6	27.1	94
$40,000 OR MORE	12659	11458	16.8	90.5	107	4639	19.5	36.6	125	3319	15.8	26.2	101	3500	14.9	27.6	96
$30,000 OR MORE	24698	22176	32.5	89.8	107	8562	36.0	34.7	118	6551	31.2	26.5	102	7063	30.2	28.6	99
$25,000 OR MORE	32077	28746	42.1	89.6	106	10996	46.2	34.3	117	8863	42.2	27.6	106	8887	37.9	27.7	96
$20,000 - $24,999	9144	7664	11.2	83.8	99	2956	12.4	32.3	110	2090	9.9	22.9	88	2618	11.2	28.6	99
$15,000 - $19,999	8728	7369	10.8	84.4	100	2412	10.1	27.6	94	2420	11.5	27.7	107	2538	10.8	29.1	101
$10,000 - $14,999	12562	10230	15.0	81.4	97	3353	14.1	26.7	91	3126	14.9	24.9	96	3751	16.0	29.9	103
UNDER $10,000	18475	14214	20.8	76.9	91	4065	17.1	22.0	75	4525	21.5	24.5	94	5625	24.0	30.4	105
HOUSEHOLD OF 1 PERSON	11987	8700	12.8	72.6	86	1092	4.6	9.1	31	2474	11.8	20.6	80	5134	21.9	42.8	148
2 PEOPLE	26577	22180	32.5	83.5	99	5599	23.5	21.1	72	7245	34.5	27.3	105	9336	39.9	35.1	121
3 OR 4 PEOPLE	30617	26817	39.3	87.6	104	10905	45.9	35.6	121	8526	40.6	27.8	107	7385	31.5	24.1	83
5 OR MORE PEOPLE	11804	10527	15.4	89.2	106	6185	26.0	52.4	178	2779	13.2	23.5	91	1563	6.7	13.2	46
NO CHILD IN HSHLD	46165	37308	54.7	80.8	96	9373	39.4	20.3	69	11772	56.0	25.5	98	16162	69.0	35.0	121
CHILD(REN) UNDER 2 YRS	5325	4688	6.9	88.0	105	2022	8.5	38.0	129	1253	6.0	23.5	91	1413	6.0	26.5	92
2 - 5 YEARS	14221	12452	18.3	87.6	104	5377	22.6	37.8	129	4331	20.6	30.5	117	2745	11.7	19.3	67
6 - 11 YEARS	15117	13514	19.8	89.4	106	6651	28.0	44.0	150	4189	19.9	27.7	107	2675	11.4	17.7	61
12 - 17 YEARS	16611	14829	21.7	89.3	106	7713	32.4	46.4	158	4018	19.1	24.2	93	3098	13.2	18.7	64
RESIDENCE OWNED	55884	48671	71.3	87.1	103	17668	74.3	31.6	108	15042	71.5	26.9	104	15961	68.2	28.6	99
VALUE: $50,000 OR MORE	31744	28174	41.3	88.8	105	10844	45.6	34.2	116	8151	38.8	25.7	99	9178	39.2	28.9	100
VALUE: UNDER $50,000	24140	20497	30.0	84.9	101	6824	28.7	28.3	96	6891	32.8	28.5	110	6783	29.0	28.1	97

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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QUARTS OF ICE CREAM & ICE MILK & SHERBET (FOR EATING AT HOME): USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0413
P-19

		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FOUR OR MORE QTS. A '000	HEAVY USERS FOUR OR MORE QTS. B % DOWN	HEAVY USERS FOUR OR MORE QTS. C % ACROSS	HEAVY USERS FOUR OR MORE QTS. D INDX	MEDIUM USERS TWO-THREE QTS. A '000	MEDIUM USERS TWO-THREE QTS. B % DOWN	MEDIUM USERS TWO-THREE QTS. C % ACROSS	MEDIUM USERS TWO-THREE QTS. D INDX	LIGHT USERS ONE QUART OR LESS A '000	LIGHT USERS ONE QUART OR LESS B % DOWN	LIGHT USERS ONE QUART OR LESS C % ACROSS	LIGHT USERS ONE QUART OR LESS D INDX
TOTAL FEMALE HOMEMAKERS		80986	68224	100.0	84.2	100	23781	100.0	29.4	100	21024	100.0	26.0	100	23419	100.0	28.9	100
MAGAZINES	QUINTILE 1	15799	13868	20.3	87.8	104	5308	22.3	33.6	114	4129	19.6	26.1	101	4431	18.9	28.0	97
	QUINTILE 2	17259	14902	21.8	86.3	102	5565	23.4	32.2	110	4340	20.6	25.1	97	4998	21.3	29.0	100
	QUINTILE 3	13545	11503	16.9	84.9	101	3772	15.9	27.8	95	4002	19.0	29.5	114	3729	15.9	27.5	95
	QUINTILE 4	15133	12756	18.7	84.3	100	4189	17.6	27.7	94	3916	18.6	25.9	100	4651	19.9	30.7	106
	QUINTILE 5	19250	15195	22.3	78.9	94	4947	20.8	25.7	88	4638	22.1	24.1	93	5610	24.0	29.1	101
NEWSPAPERS	QUINTILE 1	12413	10902	16.0	87.8	104	3826	16.1	30.8	105	3424	16.3	27.6	106	3652	15.6	29.4	102
	QUINTILE 2	24116	20828	30.5	86.4	103	7677	32.3	31.8	108	6370	30.3	26.4	102	6781	29.0	28.1	97
	QUINTILE 3	11261	9613	14.1	85.4	101	3548	14.9	31.5	107	2944	14.0	26.1	101	3120	13.3	27.7	96
	QUINTILE 4	20255	16992	24.9	83.9	100	5564	23.4	27.5	94	5355	25.5	26.4	102	6074	25.9	30.0	104
	QUINTILE 5	12940	9889	14.5	76.4	91	3166	13.3	24.5	83	2932	13.9	22.7	87	3791	16.2	29.3	101
OUTDOOR	QUINTILE 1	14852	12761	18.7	85.9	102	4520	19.0	30.4	104	3747	17.8	25.2	97	4494	19.2	30.3	105
	QUINTILE 2	15725	13330	19.5	84.8	101	5170	21.7	32.9	112	3870	18.4	24.6	95	4289	18.3	27.3	94
	QUINTILE 3	16330	13765	20.2	84.3	100	4876	20.5	29.9	102	4213	20.0	25.8	99	4676	20.0	28.6	99
	QUINTILE 4	16744	13952	20.5	83.3	99	4535	19.1	27.1	92	4591	21.8	27.4	106	4826	20.6	28.8	100
	QUINTILE 5	17334	14417	21.1	83.2	99	4679	19.7	27.0	92	4603	21.9	26.6	102	5134	21.9	29.6	102
RADIO-DRIVE TIME	QUINTILE 1	15911	13676	20.0	86.0	102	5272	22.2	33.1	113	3613	17.2	22.7	87	4791	20.5	30.1	104
	QUINTILE 2	14837	12859	18.8	86.7	103	4782	20.1	32.2	110	4110	19.5	27.7	107	3968	16.9	26.7	92
	QUINTILE 3	15339	12764	18.7	83.2	99	4389	18.5	28.6	97	3935	18.7	25.7	99	4440	19.0	28.9	100
	QUINTILE 4	16723	14053	20.6	84.0	100	4939	20.8	29.5	101	4274	20.3	25.6	98	4840	20.7	28.9	100
	QUINTILE 5	18176	14872	21.8	81.8	97	4400	18.5	24.2	82	5092	24.2	28.0	108	5380	23.0	29.6	102
RADIO-MID-DAY	TERCILE 1	21020	18231	26.7	86.7	103	7078	29.8	33.7	115	5161	24.5	24.6	95	5992	25.6	28.5	99
	TERCILE 2	21610	18153	26.6	84.0	100	6473	27.2	30.0	102	5723	27.2	26.5	102	5958	25.4	27.6	95
	TERCILE 3	38355	31839	46.7	83.0	99	10230	43.0	26.7	91	10141	48.2	26.4	102	11469	49.0	29.9	103
RADIO-TOTAL	QUINTILE 1	15988	13853	20.3	86.6	103	5398	22.7	33.8	115	3697	17.6	23.1	89	4759	20.3	29.8	103
	QUINTILE 2	15626	13220	19.4	84.6	100	5008	21.1	32.0	109	3928	18.7	25.1	97	4284	18.3	27.4	95
	QUINTILE 3	16723	14252	20.9	85.2	101	5073	21.3	30.3	103	4592	21.8	27.5	106	4588	19.6	27.4	95
	QUINTILE 4	16342	13625	20.0	83.4	99	4454	18.7	27.3	93	4221	20.1	25.8	99	4950	21.1	30.3	105
	QUINTILE 5	16306	13274	19.5	81.4	97	3849	16.2	23.6	80	4587	21.8	28.1	108	4838	20.7	29.7	103
TV-PRIME TIME	QUINTILE 1	15953	13308	19.5	83.4	99	4657	19.6	29.2	99	4014	19.1	25.2	97	4637	19.8	29.1	101
	QUINTILE 2	16137	13947	20.4	86.4	103	5506	23.2	34.1	116	3926	18.7	24.3	94	4514	19.3	28.0	97
	QUINTILE 3	16420	14098	20.7	85.9	102	4731	19.9	28.8	98	4428	21.1	27.0	104	4940	21.1	30.1	104
	QUINTILE 4	16687	13951	20.4	83.6	99	4466	18.8	26.8	91	4781	22.7	28.7	110	4704	20.1	28.2	97
	QUINTILE 5	15789	12920	18.9	81.8	97	4421	18.6	28.0	95	3876	18.4	24.5	95	4624	19.7	29.3	101
TV-DAYTIME	TERCILE 1	27736	22972	33.7	82.8	98	8441	35.5	30.4	104	6831	32.5	24.6	95	7701	32.9	27.8	96
	TERCILE 2	26489	22550	33.1	85.1	101	7964	33.5	30.1	102	7044	33.5	26.6	102	7543	32.2	28.5	98
	TERCILE 3	26761	22702	33.3	84.8	101	7377	31.0	27.6	94	7150	34.0	26.7	103	8175	34.9	30.5	106
TV-TOTAL	QUINTILE 1	16345	13200	19.3	80.8	96	4886	20.5	29.9	102	3779	18.0	23.1	89	4534	19.4	27.7	96
	QUINTILE 2	16447	14188	20.8	86.3	102	4983	21.0	30.3	103	4445	21.1	27.0	104	4759	20.3	28.9	100
	QUINTILE 3	15980	13778	20.2	86.2	102	4798	20.2	30.0	102	4150	19.7	26.0	100	4830	20.6	30.2	105
	QUINTILE 4	15887	13516	19.8	85.1	101	4622	19.4	29.1	99	4325	20.6	27.2	105	4569	19.5	28.8	99
	QUINTILE 5	16326	13542	19.8	82.9	98	4491	18.9	27.5	94	4325	20.6	26.5	102	4727	20.2	29.0	100
MAGAZINES-NEWSPAPERS: DUAL		20721	18152	26.6	87.6	104	6618	27.8	31.9	109	5742	27.3	27.7	107	5792	24.7	28.0	97
MAGAZINE IMPERATIVE		19186	16335	23.9	85.1	101	5719	24.0	29.8	102	4940	23.5	25.7	99	5676	24.2	29.6	102
NEWSPAPER IMPERATIVE		21899	18765	27.5	85.7	102	6725	28.3	30.7	105	5708	27.1	26.1	100	6332	27.0	28.9	100
MAGAZINES-OUTDOOR: DUAL		15451	13472	19.7	87.2	104	5129	21.6	33.2	113	4168	19.8	27.0	104	4175	17.8	27.0	93
MAGAZINE IMPERATIVE		25953	22334	32.7	86.1	102	7792	32.8	30.0	102	6973	33.2	26.9	103	7569	32.3	29.2	101
OUTDOOR IMPERATIVE		24400	20147	29.5	82.6	98	6893	29.0	28.3	96	6085	28.9	24.9	96	7169	30.6	29.4	102
MAGAZINES-RADIO: DUAL		18049	15618	22.9	86.5	103	6088	25.6	33.7	115	4523	21.5	25.1	97	5007	21.4	27.7	96
MAGAZINE IMPERATIVE		23571	20376	29.9	86.4	103	7092	29.8	30.1	102	6548	31.1	27.8	107	6735	28.8	28.6	99
RADIO IMPERATIVE		23278	19575	28.7	84.1	100	7064	29.7	30.3	103	5850	27.8	25.1	97	6661	28.4	28.6	99
MAGAZINES-TELEVISION: DUAL		15458	13437	19.7	86.9	103	4864	20.5	31.5	107	4107	19.5	26.6	102	4466	19.1	28.9	100
MAGAZINE IMPERATIVE		25829	22294	32.7	86.3	102	8134	34.2	31.5	107	6900	32.8	26.7	103	7260	31.0	28.1	97
TELEVISION IMPERATIVE		26039	21297	31.2	81.8	97	7321	30.8	28.1	96	6393	30.4	24.6	95	7583	32.4	29.1	101
NEWSPAPERS-OUTDOOR: DUAL		16605	14554	21.3	87.6	104	5662	23.8	34.1	116	4200	20.0	25.3	97	4692	20.0	28.3	98
NEWSPAPER IMPERATIVE		26834	23048	33.8	85.9	102	8063	33.9	30.0	102	7391	35.2	27.5	106	7594	32.4	28.3	98
OUTDOOR IMPERATIVE		23346	19330	28.3	82.8	98	6729	28.3	28.8	98	5685	27.0	24.4	94	6916	29.5	29.6	102
NEWSPAPERS-RADIO: DUAL		17133	14921	21.9	87.1	103	5751	24.2	33.6	114	4265	20.3	24.9	96	4904	20.9	28.6	99
NEWSPAPER IMPERATIVE		25892	22343	32.7	86.3	102	7696	32.4	29.7	101	7277	34.6	28.1	108	7371	31.5	28.5	98
RADIO IMPERATIVE		23167	19402	28.4	83.7	99	7351	30.9	31.7	108	5663	26.9	24.4	94	6389	27.3	27.6	95
NEWSPAPERS-TELEVISION: DUAL		17159	14838	21.7	86.5	103	5493	23.1	32.0	109	4483	21.3	26.1	101	4862	20.8	28.3	98
NEWSPAPER IMPERATIVE		26214	22699	33.3	86.6	103	7979	33.6	30.4	104	7344	34.9	28.0	108	7377	31.5	28.1	97
TELEVISION IMPERATIVE		23412	19066	27.9	81.4	97	6504	27.3	27.8	95	5629	26.8	24.0	93	6932	29.6	29.6	102
OUTDOOR-RADIO: DUAL		15303	13230	19.4	86.5	103	5261	22.1	34.4	117	3479	16.5	22.7	88	4490	19.2	29.3	101
OUTDOOR IMPERATIVE		24901	20788	30.5	83.5	99	7003	29.4	28.1	96	6797	32.3	27.3	105	6988	29.8	28.1	97
RADIO IMPERATIVE		26492	22484	33.0	84.9	101	8027	33.8	30.3	103	6947	33.0	26.2	101	7510	32.1	28.3	98
OUTDOOR-TELEVISION: DUAL		14794	12464	18.3	84.3	100	4764	20.0	32.2	110	3490	16.6	23.6	91	4210	18.0	28.5	98
OUTDOOR IMPERATIVE		25437	21799	32.0	85.7	102	7827	32.9	30.8	105	6627	31.5	26.1	100	7345	31.4	28.9	100
TELEVISION IMPERATIVE		27877	23547	34.5	84.5	100	7986	33.6	28.6	98	7328	34.9	26.3	101	8233	35.2	29.5	102
RADIO-TELEVISION: DUAL		15996	13561	19.9	84.8	101	5215	21.9	32.6	111	4105	19.5	25.7	99	4241	18.1	26.5	92
RADIO IMPERATIVE		25478	21938	32.2	86.1	102	8028	33.8	31.5	107	6399	30.4	25.1	97	7511	32.1	29.5	102
TELEVISION IMPERATIVE		26573	22215	32.6	83.6	99	7507	31.6	28.3	96	6840	32.5	25.7	99	7868	33.6	29.6	102

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QUARTS OF ICE CREAM & ICE MILK & SHERBET (FOR EATING AT HOME): USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0414
P-19

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FOUR OR MORE QTS. A '000	HEAVY USERS B % DOWN	HEAVY USERS C % ACROSS	HEAVY USERS D INDX	MEDIUM USERS TWO-THREE QTS. A '000	MEDIUM USERS B % DOWN	MEDIUM USERS C % ACROSS	MEDIUM USERS D INDX	LIGHT USERS ONE QUART OR LESS A '000	LIGHT USERS B % DOWN	LIGHT USERS C % ACROSS	LIGHT USERS D INDX
TOTAL FEMALE HOMEMAKERS	80986	68224	100.0	84.2	100	23781	100.0	29.4	100	21024	100.0	26.0	100	23419	100.0	28.9	100
ATLANTIC MONTHLY	415	355	0.5	85.5	102	*179	0.8	43.1	147	**75	0.4	18.1	70	**101	0.4	24.3	84
BARRON'S	453	391	0.6	86.3	102	**198	0.8	43.7	149	**98	0.5	21.6	83	**95	0.4	21.0	73
BETTER HOMES & GARDENS	16256	14410	21.1	88.6	105	5428	22.8	33.4	114	4350	20.7	26.8	103	4632	19.8	28.5	99
BON APPETIT	2535	2229	3.3	87.9	104	756	3.2	29.8	102	562	2.7	22.2	85	912	3.9	36.0	124
BUSINESS WEEK	1278	1051	1.5	82.2	98	317	1.3	24.8	84	306	1.5	23.9	92	428	1.8	33.5	116
CAR AND DRIVER	378	322	0.5	85.2	101	**75	0.3	19.8	68	**43	0.2	11.4	44	**204	0.9	54.0	187
CBS MAGAZINE NETWORK (GROSS)	1498	1321	1.9	88.2	105	579	2.4	38.7	132	394	1.9	26.3	101	348	1.5	23.2	80
CHANGING TIMES	1505	1170	1.7	77.7	92	423	1.8	28.1	96	327	1.6	21.7	84	420	1.8	27.9	97
COLONIAL HOMES	1231	1032	1.5	83.8	100	373	1.6	30.3	103	305	1.5	24.8	95	355	1.5	28.8	100
CONDE NAST MAG. PKG. (GROSS)	14146	11749	17.2	83.1	99	3932	16.5	27.8	95	3465	16.5	24.5	94	4352	18.6	30.8	106
CONSUMERS DIGEST	1323	1211	1.8	91.5	109	468	2.0	35.4	120	308	1.5	23.3	90	436	1.9	33.0	114
COSMOPOLITAN	7102	6043	8.9	85.1	101	2109	8.9	29.7	101	1836	8.7	25.9	100	2098	9.0	29.5	102
COUNTRY LIVING	2481	2225	3.3	89.7	106	871	3.7	35.1	120	618	2.9	24.9	96	736	3.1	29.7	103
CUISINE	1472	1255	1.8	85.3	101	349	1.5	23.7	81	393	1.9	26.7	103	513	2.2	34.9	121
CYCLE WORLD	425	405	0.6	95.3	113	*225	0.9	52.9	180	**45	0.2	10.6	41	**135	0.6	31.8	110
DCI:CREATIVE IDEAS FOR LIV	2510	2288	3.4	91.2	108	961	4.0	38.3	130	552	2.6	22.0	85	775	3.3	30.9	107
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	5842	8.6	87.3	104	2113	8.9	31.6	107	1533	7.3	22.9	88	2196	9.4	32.8	113
DISCOVER	894	794	1.2	88.8	105	284	1.2	31.8	108	*215	1.0	24.0	93	295	1.3	33.0	114
EBONY	3507	3033	4.4	86.5	103	1120	4.7	31.9	109	979	4.7	27.9	108	934	4.0	26.6	92
ESQUIRE	1083	887	1.3	81.9	97	321	1.3	29.6	101	284	1.4	26.2	101	282	1.2	26.0	90
ESSENCE	1830	1616	2.4	88.3	105	655	2.8	35.8	122	509	2.4	27.8	107	453	1.9	24.8	86
FAMILY CIRCLE	15930	14222	20.8	89.3	106	4989	21.0	31.3	107	4667	22.2	29.3	113	4566	19.5	28.7	99
THE FAMILY HANDYMAN	1126	1012	1.5	89.9	107	336	1.4	29.8	102	346	1.6	30.7	118	330	1.4	29.3	101
FAMILY WEEKLY	11468	9972	14.6	87.0	103	3228	13.6	28.1	96	3250	15.5	28.3	109	3494	14.9	30.5	105
FIELD & STREAM	2234	1951	2.9	87.3	104	826	3.5	37.0	126	658	3.1	29.5	113	467	2.0	20.9	72
FOOD & WINE	579	512	0.8	88.4	105	*199	0.8	34.4	117	*144	0.7	24.9	96	*170	0.7	29.4	102
FORBES	728	641	0.9	88.0	105	*220	0.9	30.2	103	*184	0.9	25.3	97	237	1.0	32.6	113
FORTUNE	906	786	1.2	86.8	103	369	1.6	40.7	139	*144	0.7	15.9	61	*273	1.2	30.1	104
GENTLEMEN'S QUARTERLY	791	594	0.9	75.1	89	280	1.2	35.4	121	*141	0.7	17.8	69	*173	0.7	21.9	76
GLAMOUR	5265	4451	6.5	84.5	100	1463	6.2	27.8	95	1274	6.1	24.2	93	1715	7.3	32.6	113
GOLF DIGEST	636	593	0.9	93.2	111	276	1.2	43.4	148	**165	0.8	25.9	100	*152	0.6	23.9	83
GOLF DIGEST/TENNIS (GROSS)	1186	1050	1.5	88.5	105	444	1.9	37.4	127	*257	1.2	21.7	83	349	1.5	29.4	102
GOLF MAGAZINE	441	405	0.6	91.8	109	**136	0.6	30.8	105	**125	0.6	28.3	109	*144	0.6	32.7	113
GOLF MAGAZINE/SKI (GROSS)	922	821	1.2	89.0	106	329	1.4	35.7	122	*215	1.0	23.3	90	277	1.2	30.0	104
GOOD HOUSEKEEPING	16487	14477	21.2	87.8	104	5634	23.7	34.2	116	4308	20.5	26.1	101	4534	19.4	27.5	95
HARPER'S BAZAAR	2423	2033	3.0	83.9	100	677	2.8	27.9	95	583	2.8	24.1	93	773	3.3	31.9	110
HEALTH	1994	1787	2.6	89.6	106	574	2.4	28.8	98	641	3.0	32.1	124	572	2.4	28.7	99
HEARST MAG CORP. BUY (GROSS)	44101	38382	56.3	87.0	103	14321	60.2	32.5	111	11381	54.1	25.8	99	12680	54.1	28.8	99
HEARST MAN POWER (GROSS)	1993	1764	2.6	88.5	105	857	3.6	43.0	146	458	2.2	23.0	89	449	1.9	22.5	78
HEARST WOMAN POWER (GROSS)	31274	27296	40.0	87.3	104	10026	42.2	32.1	109	8306	39.5	26.6	102	8964	38.3	28.7	99
HOUSE BEAUTIFUL	3623	3143	4.6	86.8	103	1214	5.1	33.5	114	906	4.3	25.0	96	1023	4.4	28.2	98
INC.	283	*269	0.4	95.1	113	**135	0.6	47.7	162	**72	0.3	25.4	98	**61	0.3	21.6	75
JET	2928	2498	3.7	85.3	101	995	4.2	34.0	116	784	3.7	26.8	103	720	3.1	24.6	85
LADIES' HOME JOURNAL	11918	10352	15.2	86.9	103	3720	15.6	31.2	106	3175	15.1	26.6	103	3457	14.8	29.0	100
LHJ FAMILY GRP COMBO(GROSS)	16764	14682	21.5	87.6	104	5311	22.3	31.7	108	4513	21.5	26.9	104	4859	20.7	29.0	100
LIFE	4254	3601	5.3	84.6	100	1382	5.8	32.5	111	1043	5.0	24.5	94	1175	5.0	27.6	96
L.A. TIMES HOME MAGAZINE	1145	993	1.5	86.7	103	*287	1.2	25.1	85	*212	1.0	18.5	71	494	2.1	43.1	149
MADEMOISELLE	2884	2392	3.5	82.9	98	761	3.2	26.4	90	823	3.9	28.5	110	808	3.5	28.0	97
MC CALL'S	13460	11786	17.3	87.6	104	4251	17.9	31.6	108	3583	17.0	26.6	103	3952	16.9	29.4	102
MC CALL'S/WRK MOTHER (GROSS)	14606	12817	18.8	87.8	104	4617	19.4	31.6	108	3858	18.4	26.4	102	4342	18.5	29.7	103
MECHANIX ILLUSTRATED	772	674	1.0	87.3	104	307	1.3	39.8	135	**115	0.5	14.9	57	*252	1.1	32.6	113
METROPOLITAN HOME	967	753	1.1	77.9	92	*153	0.6	15.8	54	306	1.5	31.6	122	294	1.3	30.4	105
MONEY	1588	1376	2.0	86.6	103	500	2.1	31.5	107	366	1.7	23.0	89	511	2.2	32.2	111
MOTHER EARTH NEWS	1002	920	1.3	91.8	109	412	1.7	41.1	140	*268	1.3	26.7	103	241	1.0	24.1	83
MS.	825	714	1.0	86.5	103	263	1.1	31.9	109	*178	0.8	21.6	83	274	1.2	33.2	115
NATIONAL ENQUIRER	10336	8841	13.0	85.5	102	3232	13.6	31.3	106	2573	12.2	24.9	96	3035	13.0	29.4	102
NATIONAL GEOGRAPHIC	9597	8295	12.2	86.4	103	3078	12.9	32.1	109	2456	11.7	25.6	99	2761	11.8	28.8	99
NATIONAL SUNDAY MAGAZINE PKG	49558	42981	63.0	86.7	103	15229	64.0	30.7	105	13321	63.4	26.9	104	14431	61.6	29.1	101
NATURAL HISTORY	573	488	0.7	85.2	101	**173	0.7	30.2	103	*146	0.7	25.5	98	*169	0.7	29.5	102
NEW WOMAN	1699	1434	2.1	84.4	100	317	1.3	18.7	64	449	2.1	26.4	102	669	2.9	39.4	136
NEW YORK INCLUDING CUE	443	377	0.6	85.1	101	*123	0.5	27.8	95	*127	0.6	28.7	110	*127	0.5	28.7	99
THE NEW YORKER	1270	1089	1.6	85.7	102	409	1.7	32.2	110	286	1.4	22.5	87	393	1.7	30.9	107
NEWSWEEK	6277	5327	7.8	84.9	101	1818	7.6	29.0	99	1581	7.5	25.2	97	1928	8.2	30.7	106
THE N.Y. TIMES DAILY EDITION	1205	1004	1.5	83.3	99	350	1.5	29.0	99	232	1.1	19.3	74	422	1.8	35.0	121
THE N.Y. TIMES MAGAZINE	2081	1766	2.6	84.9	101	561	2.4	27.0	92	392	1.9	18.8	73	813	3.5	39.1	135
OMNI	788	704	1.0	89.3	106	*270	1.1	34.3	117	*182	0.9	23.1	89	252	1.1	32.0	111
ON CABLE	1158	1068	1.6	92.2	109	481	2.0	41.5	141	*272	1.3	23.5	90	315	1.3	27.2	94
1001 HOME IDEAS	2852	2543	3.7	89.2	106	1017	4.3	35.7	121	697	3.3	24.4	94	829	3.5	29.1	101
ORGANIC GARDENING	1658	1519	2.2	91.6	109	616	2.6	37.2	127	461	2.2	27.8	107	441	1.9	26.6	92
OUTDOOR LIFE	896	809	1.2	90.3	107	305	1.3	34.0	116	*267	1.3	29.8	115	*237	1.0	26.5	91
PARADE MAGAZINE	24275	20950	30.7	86.3	102	7646	32.2	31.5	107	6358	30.2	26.2	101	6946	29.7	28.6	99

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QUARTS OF ICE CREAM & ICE MILK & SHERBET (FOR EATING AT HOME): USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0415
P-19

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FOUR OR MORE QTS. A '000	HEAVY USERS FOUR OR MORE QTS. B % DOWN	HEAVY USERS FOUR OR MORE QTS. C % ACROSS	HEAVY USERS FOUR OR MORE QTS. D INDX	MEDIUM USERS TWO-THREE QTS. A '000	MEDIUM USERS TWO-THREE QTS. B % DOWN	MEDIUM USERS TWO-THREE QTS. C % ACROSS	MEDIUM USERS TWO-THREE QTS. D INDX	LIGHT USERS ONE QUART OR LESS A '000	LIGHT USERS ONE QUART OR LESS B % DOWN	LIGHT USERS ONE QUART OR LESS C % ACROSS	LIGHT USERS ONE QUART OR LESS D INDX
TOTAL FEMALE HOMEMAKERS	80986	68224	100.0	84.2	100	23781	100.0	29.4	100	21024	100.0	26.0	100	23419	100.0	28.9	100
PARENTS	3845	3487	5.1	90.7	108	1530	6.4	39.8	136	982	4.7	25.5	98	975	4.2	25.4	88
PENTHOUSE	831	667	1.0	80.3	95	*289	1.2	34.8	118	*188	0.9	22.6	87	*190	0.8	22.9	79
PEOPLE	11645	10037	14.7	86.2	102	3665	15.4	31.5	107	2971	14.1	25.5	98	3401	14.5	29.2	101
PLAYBOY	2006	1646	2.4	82.1	97	675	2.8	33.6	115	450	2.1	22.4	86	520	2.2	25.9	90
POPULAR HOT RODDING	297	256	0.4	86.2	102	**129	0.5	43.4	148	**33	0.2	11.1	43	**94	0.4	31.6	109
POPULAR MECHANICS	1018	929	1.4	91.3	108	472	2.0	46.4	158	*225	1.1	22.1	85	*232	1.0	22.8	79
POPULAR SCIENCE	878	777	1.1	88.5	105	328	1.4	37.4	127	**199	0.9	22.7	87	*250	1.1	28.5	98
PREVENTION	3913	3467	5.1	88.6	105	1270	5.3	32.5	111	1002	4.8	25.6	99	1196	5.1	30.6	106
PSYCHOLOGY TODAY	1710	1545	2.3	90.4	107	550	2.3	32.2	110	441	2.1	25.8	99	554	2.4	32.4	112
READER'S DIGEST	22204	19481	28.6	87.7	104	7042	29.6	31.7	108	6153	29.3	27.7	107	6287	26.8	28.3	98
REDBOOK	7684	6776	9.9	88.2	105	2283	9.6	29.7	101	2161	10.3	28.1	108	2332	10.0	30.3	105
ROAD & TRACK	410	341	0.5	83.2	99	*146	0.6	35.6	121	**90	0.4	22.0	85	**104	0.4	25.4	88
ROLLING STONE	969	808	1.2	83.4	99	293	1.2	30.2	103	*147	0.7	15.2	58	368	1.6	38.0	131
RUNNER'S WORLD	298	*246	0.4	82.6	98	**74	0.3	24.8	85	**80	0.4	26.8	103	**92	0.4	30.9	107
SATURDAY EVENING POST	1169	974	1.4	83.3	99	373	1.6	31.9	109	252	1.2	21.6	83	349	1.5	29.9	103
SCIENCE 84	587	550	0.8	93.7	111	*246	1.0	41.9	143	*131	0.6	22.3	86	*174	0.7	29.6	103
SCIENCE DIGEST	482	421	0.6	87.3	104	*202	0.8	41.9	143	**108	0.5	22.4	86	*110	0.5	22.8	79
SCIENTIFIC AMERICAN	594	491	0.7	82.7	98	*149	0.6	25.1	85	*143	0.7	24.1	93	*200	0.9	33.7	116
SELF	2089	1757	2.6	84.1	100	505	2.1	24.2	82	543	2.6	26.0	100	709	3.0	33.9	117
SEVENTEEN	2411	1983	2.9	82.2	98	782	3.3	32.4	110	589	2.8	24.4	94	612	2.6	25.4	88
SKI	480	417	0.6	86.9	103	*193	0.8	40.2	137	**90	0.4	18.8	72	*134	0.6	27.9	97
SMITHSONIAN	2760	2391	3.5	86.6	103	776	3.3	28.1	96	627	3.0	22.7	88	987	4.2	35.8	124
SOAP OPERA DIGEST	3013	2618	3.8	86.9	103	1002	4.2	33.3	113	891	4.2	29.6	114	724	3.1	24.0	83
SOUTHERN LIVING	4184	3554	5.2	84.9	101	1152	4.8	27.5	94	981	4.7	23.4	90	1421	6.1	34.0	117
SPORT	559	515	0.8	92.1	109	*165	0.7	29.5	101	*157	0.7	28.1	108	*193	0.8	34.5	119
THE SPORTING NEWS	436	420	0.6	96.3	114	*253	1.1	58.0	198	**71	0.3	16.3	63	**97	0.4	22.2	77
SPORTS AFIELD	493	415	0.6	84.2	100	*183	0.8	37.1	126	**125	0.6	25.4	98	**107	0.5	21.7	75
SPORTS ILLUSTRATED	2758	2401	3.5	87.1	103	1038	4.4	37.6	128	691	3.3	25.1	97	673	2.9	24.4	84
STAR	7456	6267	9.2	84.1	100	2100	8.8	28.2	96	2057	9.8	27.6	106	2110	9.0	28.3	98
SUNDAY	24936	21607	31.7	86.6	103	7871	33.1	31.6	107	6758	32.1	27.1	104	6978	29.8	28.0	97
SUNSET	2124	1922	2.8	90.5	107	492	2.1	23.2	79	540	2.6	25.4	98	890	3.8	41.9	145
TV GUIDE	21661	18190	26.7	84.0	100	6491	27.3	30.0	102	5818	27.7	26.9	103	5881	25.1	27.2	94
TENNIS	550	457	0.7	83.1	99	*169	0.7	30.7	105	**92	0.4	16.7	64	*197	0.8	35.8	124
TIME	8880	7610	11.2	85.7	102	2857	12.0	32.2	110	2192	10.4	24.7	95	2561	10.9	28.8	100
TOWN & COUNTRY	917	751	1.1	81.9	97	234	1.0	25.5	87	*177	0.8	19.3	74	341	1.5	37.2	129
TRAVEL & LEISURE	972	827	1.2	85.1	101	299	1.3	30.8	105	*193	0.9	19.9	76	335	1.4	34.5	119
TRUE STORY	3356	2860	4.2	85.2	101	1062	4.5	31.6	108	934	4.4	27.8	107	863	3.7	25.7	89
U.S.NEWS & WORLD REPORT	3410	2881	4.2	84.5	100	1016	4.3	29.8	101	726	3.5	21.3	82	1139	4.9	33.4	116
USA TODAY	1759	1523	2.2	86.6	103	562	2.4	31.9	109	478	2.3	27.2	105	482	2.1	27.4	95
US	1873	1654	2.4	88.3	105	632	2.7	33.7	115	396	1.9	21.1	81	626	2.7	33.4	116
VOGUE	3909	3149	4.6	80.6	96	1203	5.1	30.8	105	825	3.9	21.1	81	1121	4.8	28.7	99
WALL STREET JOURNAL	1886	1644	2.4	87.2	103	504	2.1	26.7	91	509	2.4	27.0	104	631	2.7	33.5	116
WEIGHT WATCHERS	2120	1911	2.8	90.1	107	714	3.0	33.7	115	580	2.8	27.4	105	617	2.6	29.1	101
WOMAN'S DAY	14172	12662	18.6	89.3	106	4788	20.1	33.8	115	4080	19.4	28.8	111	3794	16.2	26.8	93
WORKING MOTHER	1146	1031	1.5	90.0	107	366	1.5	31.9	109	275	1.3	24.0	92	390	1.7	34.0	118
WORKING WOMAN	1322	1169	1.7	88.4	105	462	1.9	34.9	119	274	1.3	20.7	80	432	1.8	32.7	113
WORLD TENNIS	*163	*157	0.2	96.3	114	**63	0.3	38.7	132	**64	0.3	39.3	151	**30	0.1	18.4	64
ZIFF-DAVIS MAG NETWK (GROSS)	2532	2179	3.2	86.1	102	815	3.4	32.2	110	569	2.7	22.5	87	795	3.4	31.4	109
BLAIR INSERTS	43657	37816	55.4	86.6	103	13351	56.1	30.6	104	11643	55.4	26.7	103	12821	54.7	29.4	102
DAILY NEWSPAPERS																	
READ ANY	51633	44433	65.1	86.1	102	16197	68.1	31.4	107	13687	65.1	26.5	102	14549	62.1	28.2	97
READ ONE	43463	37297	54.7	85.8	102	13766	57.9	31.7	108	11375	54.1	26.2	101	12156	51.9	28.0	97
READ TWO OR MORE	8170	7136	10.5	87.3	104	2431	10.2	29.8	101	2312	11.0	28.3	109	2393	10.2	29.3	101
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	45476	66.7	86.3	102	16066	67.6	30.5	104	14027	66.7	26.6	103	15383	65.7	29.2	101
READ ONE	46126	39678	58.2	86.0	102	14021	59.0	30.4	104	12292	58.5	26.6	103	13365	57.1	29.0	100
READ TWO OR MORE	6552	5798	8.5	88.5	105	2045	8.6	31.2	106	1735	8.3	26.5	102	2018	8.6	30.8	107
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.00				29.08				26.57				28.16			
30 DAY REACH	71455	60123	88.1	84.1	100	21092	88.7	29.5	101	18468	87.8	25.8	100	20563	87.8	28.8	100
50 SHWG - 30 DAY AV FREQ	14.56	14.77				15.30				14.11				14.80			
30 DAY REACH	67742	57106	83.7	84.3	100	20090	84.5	29.7	101	17408	82.8	25.7	99	19607	83.7	28.9	100
25 SHWG - 30 DAY AV FREQ	7.94	8.02				8.20				7.66				8.14			
30 DAY REACH	62117	52535	77.0	84.6	100	18757	78.9	30.2	103	16021	76.2	25.8	99	17758	75.8	28.6	99
CABLE TV: HOME WIRED	32077	27818	40.8	86.7	103	9704	40.8	30.3	103	8968	42.7	28.0	108	9146	39.1	28.5	99
HOME NOT WIRED	48909	40405	59.2	82.6	98	14077	59.2	28.8	98	12056	57.3	24.6	95	14272	60.9	29.2	101
HAVE PAY CABLE	15935	14114	20.7	88.6	105	5631	23.7	35.3	120	4160	19.8	26.1	101	4323	18.5	27.1	94

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QUARTS OF ICE CREAM & ICE MILK & SHERBET (FOR EATING AT HOME): USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0416
P-19

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FOUR OR MORE QTS. A '000	HEAVY USERS B % DOWN	HEAVY USERS C % ACROSS	HEAVY USERS D INDX	MEDIUM USERS TWO-THREE QTS. A '000	MEDIUM USERS B % DOWN	MEDIUM USERS C % ACROSS	MEDIUM USERS D INDX	LIGHT USERS ONE QUART OR LESS A '000	LIGHT USERS B % DOWN	LIGHT USERS C % ACROSS	LIGHT USERS D INDX
TOTAL FEMALE HOMEMAKERS	80986	68224	100.0	84.2	100	23781	100.0	29.4	100	21024	100.0	26.0	100	23419	100.0	28.9	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	37585	55.1	85.6	102	13647	57.4	31.1	106	11017	52.4	25.1	97	12921	55.2	29.4	102
10:00 AM - 3:00 PM	30659	26276	38.5	85.7	102	9818	41.3	32.0	109	7722	36.7	25.2	97	8735	37.3	28.5	99
3:00 PM - 7:00 PM	31045	26547	38.9	85.5	102	10093	42.4	32.5	111	7539	35.9	24.3	94	8914	38.1	28.7	99
7:00 PM - MIDNIGHT	15767	13161	19.3	83.5	99	5018	21.1	31.8	108	3597	17.1	22.8	88	4547	19.4	28.8	100
MIDNIGHT - 6:00 AM	9120	7806	11.4	85.6	102	2763	11.6	30.3	103	2139	10.2	23.5	90	2904	12.4	31.8	110
6:00 AM - MIDNIGHT	58527	49892	73.1	85.2	101	18353	77.2	31.4	107	14647	69.7	25.0	96	16892	72.1	28.9	100
ENTIRE DAY	59311	50497	74.0	85.1	101	18551	78.0	31.3	107	14806	70.4	25.0	96	17139	73.2	28.9	100
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	14129	20.7	87.4	104	5442	22.9	33.7	115	4024	19.1	24.9	96	4663	19.9	28.8	100
ALL NEWS	2256	1985	2.9	88.0	104	707	3.0	31.3	107	481	2.3	21.3	82	798	3.4	35.4	122
AOR/PROGRESSIVE	3874	3369	4.9	87.0	103	1101	4.6	28.4	97	995	4.7	25.7	99	1272	5.4	32.8	114
BEAUTIFUL MUSIC	5660	4835	7.1	85.4	101	1786	7.5	31.6	107	1424	6.8	25.2	97	1625	6.9	28.7	99
BLACK	2204	1857	2.7	84.3	100	735	3.1	33.3	114	593	2.8	26.9	104	529	2.3	24.0	83
CLASSICAL	1418	1142	1.7	80.5	96	454	1.9	32.0	109	246	1.2	17.3	67	441	1.9	31.1	108
CHR/ROCK	9538	8116	11.9	85.1	101	3063	12.9	32.1	109	2333	11.1	24.5	94	2720	11.6	28.5	99
COUNTRY	12648	10804	15.8	85.4	101	3792	15.9	30.0	102	3430	16.3	27.1	104	3582	15.3	28.3	98
GOLDEN OLDIES	1191	970	1.4	81.4	97	312	1.3	26.2	89	353	1.7	29.6	114	306	1.3	25.7	89
MOR/NOSTALGIA	4757	3973	5.8	83.5	99	1374	5.8	28.9	98	1151	5.5	24.2	93	1449	6.2	30.5	105
NEWS/TALK	3863	3243	4.8	84.0	100	1119	4.7	29.0	99	889	4.2	23.0	89	1236	5.3	32.0	111
RELIGIOUS	3084	2602	3.8	84.4	100	886	3.7	28.7	98	761	3.6	24.7	95	956	4.1	31.0	107
SOFT ROCK	521	436	0.6	83.7	99	*198	0.8	38.0	129	*128	0.6	24.6	95	**110	0.5	21.1	73
URBAN CONTEMPORARY	1585	1299	1.9	82.0	97	623	2.6	39.3	134	297	1.4	18.7	72	379	1.6	23.9	83
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	2790	4.1	85.6	102	1187	5.0	36.4	124	846	4.0	25.9	100	756	3.2	23.2	80
ABC DIRECTION	2316	1979	2.9	85.4	101	685	2.9	29.6	101	615	2.9	26.6	102	679	2.9	29.3	101
ABC ENTERTAINMENT	4834	4138	6.1	85.6	102	1558	6.6	32.2	110	1232	5.9	25.5	98	1349	5.8	27.9	97
ABC FM	2202	1863	2.7	84.6	100	775	3.3	35.2	120	438	2.1	19.9	77	650	2.8	29.5	102
ABC INFORMATION	5425	4670	6.8	86.1	102	1692	7.1	31.2	106	1453	6.9	26.8	103	1525	6.5	28.1	97
ABC ROCK	1677	1401	2.1	83.5	99	489	2.1	29.2	99	358	1.7	21.3	82	554	2.4	33.0	114
CBS	4430	3836	5.6	86.6	103	1367	5.7	30.9	105	1071	5.1	24.2	93	1398	6.0	31.6	109
MUTUAL	4992	4338	6.4	86.9	103	1765	7.4	35.4	120	1194	5.7	23.9	92	1379	5.9	27.6	96
NBC	4679	4124	6.0	88.1	105	1567	6.6	33.5	114	1071	5.1	22.9	88	1486	6.3	31.8	110
RADIORADIO	1994	1673	2.5	83.9	100	586	2.5	29.4	100	513	2.4	25.7	99	574	2.5	28.8	100
RKO ONE	2298	1950	2.9	84.9	101	597	2.5	26.0	88	608	2.9	26.5	102	745	3.2	32.4	112
RKO TWO	3311	2693	3.9	81.3	97	1058	4.4	32.0	109	756	3.6	22.8	88	879	3.8	26.5	92
THE SOURCE	2114	1777	2.6	84.1	100	631	2.7	29.8	102	474	2.3	22.4	86	672	2.9	31.8	110
NON-WIRED : BLAIR	8654	7575	11.1	87.5	104	2939	12.4	34.0	116	2251	10.7	26.0	100	2385	10.2	27.6	95
INTERNET	12025	10328	15.1	85.9	102	3918	16.5	32.6	111	2917	13.9	24.3	93	3494	14.9	29.1	100
KATZ RADIO GROUP	15359	13064	19.1	85.1	101	4703	19.8	30.6	104	3675	17.5	23.9	92	4686	20.0	30.5	106
SUPERNET	10628	8855	13.0	83.3	99	2936	12.3	27.6	94	2703	12.9	25.4	98	3215	13.7	30.3	105
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	7081	10.4	81.8	97	2382	10.0	27.5	94	2125	10.1	24.5	95	2574	11.0	29.7	103
WKDAY 9:00 AM - 1:00 PM	12163	9986	14.6	82.1	97	3566	15.0	29.3	100	3059	14.6	25.2	97	3361	14.4	27.6	96
WKDAY 1:00 PM - 4:30 PM	16150	13474	19.7	83.4	99	4923	20.7	30.5	104	4060	19.3	25.1	97	4490	19.2	27.8	96
WKDAY 4:30 PM - 7:30 PM	22463	18544	27.2	82.6	98	6295	26.5	28.0	95	5690	27.1	25.3	98	6559	28.0	29.2	101
WKDAY 7:30 PM - 8:00 PM	31795	26491	38.8	83.3	99	9042	38.0	28.4	97	8127	38.7	25.6	98	9322	39.8	29.3	101
WKDAY 11:00 PM - 11:30 PM	23977	20458	30.0	85.3	101	7364	31.0	30.7	105	6173	29.4	25.7	99	6921	29.6	28.9	100
WKDAY 11:30 PM - 1:00 AM	7703	6550	9.6	85.0	101	2657	11.2	34.5	117	1860	8.8	24.1	93	2033	8.7	26.4	91
M-SAT 8-11 PM+SUN 7-11 PM	33800	28598	41.9	84.6	100	10151	42.7	30.0	102	8688	41.3	25.7	99	9759	41.7	28.9	100
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	5405	7.9	82.7	98	2156	9.1	33.0	112	1645	7.8	25.2	97	1604	6.8	24.5	85
ANOTHER WORLD N	4620	3982	5.8	86.2	102	1404	5.9	30.4	103	1333	6.3	28.9	111	1245	5.3	26.9	93
AS THE WORLD TURNS C	5614	4655	6.8	82.9	98	1585	6.7	28.2	96	1406	6.7	25.0	96	1664	7.1	29.6	102
CAPITOL C	3396	2750	4.0	81.0	96	926	3.9	27.3	93	808	3.8	23.8	92	1016	4.3	29.9	103
CBS MORN. NEWS 1 C	1446	1147	1.7	79.3	94	324	1.4	22.4	76	398	1.9	27.5	106	425	1.8	29.4	102
CBS MORN. NEWS 2 C	1207	956	1.4	79.2	94	288	1.2	23.9	81	273	1.3	22.6	87	394	1.7	32.6	113
DAYS OF OUR LIVES N	5877	5120	7.5	87.1	103	1825	7.7	31.1	106	1665	7.9	28.3	109	1630	7.0	27.7	96
FACTS OF LIFE - DAYTIME N	2290	1881	2.8	82.1	98	560	2.4	24.5	83	755	3.6	33.0	127	567	2.4	24.8	86
FAMILY FEUD A	3023	2378	3.5	78.7	93	812	3.4	26.9	91	781	3.7	25.8	100	785	3.4	26.0	90
GENERAL HOSPITAL A	6097	4948	7.3	81.2	96	2003	8.4	32.9	112	1362	6.5	22.3	86	1583	6.8	26.0	90
GOOD MORNING, AMERICA-730 A	3515	2957	4.3	84.1	100	954	4.0	27.1	92	891	4.2	25.3	98	1112	4.7	31.6	109
GOOD MORNING, AMERICA-830 A	2818	2409	3.5	85.5	101	858	3.6	30.4	104	753	3.6	26.7	103	797	3.4	28.3	98
GUIDING LIGHT C	5339	4465	6.5	83.6	99	1569	6.6	29.4	100	1314	6.3	24.6	95	1581	6.8	29.6	102
ONE LIFE TO LIVE A	4478	3692	5.4	82.4	98	1448	6.1	32.3	110	995	4.7	22.2	86	1249	5.3	27.9	96
PRESS YOUR LUCK C	2244	1889	2.8	84.2	100	634	2.7	28.3	96	598	2.8	26.6	103	657	2.8	29.3	101
PRICE IS RIGHT 1 C	4348	3504	5.1	80.6	96	1168	4.9	26.9	91	1056	5.0	24.3	94	1280	5.5	29.4	102
PRICE IS RIGHT 2 C	5014	4069	6.0	81.2	96	1368	5.8	27.3	93	1193	5.7	23.8	92	1508	6.4	30.1	104
RYAN'S HOPE A	3150	2602	3.8	82.6	98	958	4.0	30.4	104	872	4.1	27.7	107	772	3.3	24.5	85
SALE OF THE CENTURY N	2695	2185	3.2	81.1	96	741	3.1	27.5	94	746	3.5	27.7	107	698	3.0	25.9	90
SEARCH FOR TOMORROW N	2319	1971	2.9	85.0	101	685	2.9	29.5	101	592	2.8	25.5	98	694	3.0	29.9	103
TODAY SHOW 1 N	2693	2172	3.2	80.7	96	652	2.7	24.2	82	673	3.2	25.0	96	847	3.6	31.5	109
TODAY SHOW 2 N	2498	2010	2.9	80.5	96	614	2.6	24.6	84	674	3.2	27.0	104	722	3.1	28.9	100
$25,000 PYRAMID C	2753	2363	3.5	85.8	102	776	3.3	28.2	96	692	3.3	25.1	97	894	3.8	32.5	112
WHEEL OF FORTUNE N	4388	3588	5.3	81.8	97	1103	4.6	25.1	86	1237	5.9	28.2	109	1248	5.3	28.4	98
YOUNG AND THE RESTLESS C	5695	4599	6.7	80.8	96	1681	7.1	29.5	101	1337	6.4	23.5	90	1581	6.8	27.8	96
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	1379	2.0	78.4	93	516	2.2	29.3	100	418	2.0	23.8	91	445	1.9	25.3	87
NBA PLAYOFF GAME -1 C	1136	978	1.4	86.1	102	326	1.4	28.7	98	340	1.6	29.9	115	312	1.3	27.5	95
NBC MAJOR LEAGUE PRE-GAME N	953	816	1.2	85.6	102	*191	0.8	20.0	68	323	1.5	33.9	131	302	1.3	31.7	110
SPORTSWORLD - SUN N	1233	1022	1.5	82.9	98	374	1.6	30.3	103	315	1.5	25.5	98	333	1.4	27.0	93
SUNDAY MORNING C	1611	1245	1.8	77.3	92	385	1.6	23.9	81	303	1.4	18.8	72	557	2.4	34.6	120

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QUARTS OF ICE CREAM & ICE MILK & SHERBET (FOR EATING AT HOME): USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0417
P-19

		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS FOUR OR MORE QTS. A '000	HEAVY USERS B % DOWN	HEAVY USERS C % ACROSS	HEAVY USERS D INDX	MEDIUM USERS TWO-THREE QTS. A '000	MEDIUM USERS B % DOWN	MEDIUM USERS C % ACROSS	MEDIUM USERS D INDX	LIGHT USERS ONE QUART OR LESS A '000	LIGHT USERS B % DOWN	LIGHT USERS C % ACROSS	LIGHT USERS D INDX
TOTAL FEMALE HOMEMAKERS		80986	68224	100.0	84.2	100	23781	100.0	29.4	100	21024	100.0	26.0	100	23419	100.0	28.9	100
MKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	21620	31.7	83.0	98	6955	29.2	26.7	91	6818	32.4	26.2	101	7846	33.5	30.1	104
NETWORK AFFILIATES - LATE		20261	17294	25.3	85.4	101	6146	25.8	30.3	103	5169	24.6	25.5	98	5980	25.5	29.5	102
INDEPENDENTS - LATE		2076	1731	2.5	83.4	99	565	2.4	27.2	93	540	2.6	26.0	100	627	2.7	30.2	104
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	9056	13.3	86.6	103	3575	15.0	34.2	116	2700	12.8	25.8	99	2781	11.9	26.6	92
ABC MONDAY NIGHT MOVIE	A	6412	5565	8.2	86.8	103	1960	8.2	30.6	104	1590	7.6	24.8	96	2015	8.6	31.4	109
ABC SUNDAY NIGHT MOVIE	A	12407	10438	15.3	84.1	100	3601	15.1	29.0	99	3194	15.2	25.7	99	3643	15.6	29.4	102
ABC WORLD NEWS TONIGHT	A	6176	5019	7.4	81.3	96	1627	6.8	26.3	90	1662	7.9	26.9	104	1731	7.4	28.0	97
AFTERMASH	C	5863	4783	7.0	81.6	97	1492	6.3	25.4	87	1587	7.5	27.1	104	1704	7.3	29.1	101
ALICE	C	9594	8143	11.9	84.9	101	2665	11.2	27.8	95	2476	11.8	25.8	99	3002	12.8	31.3	108
AMERICAN PARADE	C	6622	5438	8.0	82.1	97	1859	7.8	28.1	96	1769	8.4	26.7	103	1810	7.7	27.3	95
BENSON	A	10886	9118	13.4	83.8	99	3116	13.1	28.6	97	2591	12.3	23.8	92	3411	14.6	31.3	108
BLUE THUNDER	A	5036	4285	6.3	85.1	101	1602	6.7	31.8	108	1235	5.9	24.5	94	1448	6.2	28.8	99
CAGNEY & LACEY	C	9965	8712	12.8	87.4	104	2985	12.6	30.0	102	2749	13.1	27.6	106	2978	12.7	29.9	103
CBS EVENING NEWS-DEAN	C	3491	2836	4.2	81.2	96	808	3.4	23.1	79	773	3.7	22.1	85	1256	5.4	36.0	124
CBS EVENING NEWS-RATHER	C	7123	5996	8.8	84.2	100	1819	7.6	25.5	87	1872	8.9	26.3	101	2306	9.8	32.4	112
CBS SAT. NEWS-SCHIEFFER	C	3621	2983	4.4	82.4	98	821	3.5	22.7	77	867	4.1	23.9	92	1294	5.5	35.7	124
CBS SATURDAY NIGHT MOVIE	C	5436	4646	6.8	85.5	101	1797	7.6	33.1	113	1358	6.5	25.0	96	1491	6.4	27.4	95
CBS WEDNESDAY NIGHT MOVIE	C	6100	5059	7.4	82.9	98	1742	7.3	28.6	97	1550	7.4	25.4	98	1767	7.5	29.0	100
CHEERS	N	8889	7632	11.2	85.9	102	2765	11.6	31.1	106	2239	10.6	25.2	97	2628	11.2	29.6	102
DALLAS	C	22109	19009	27.9	86.0	102	6496	27.3	29.4	100	5850	27.8	26.5	102	6663	28.5	30.1	104
DIFF'RENT STROKES	N	6940	5823	8.5	83.9	100	2139	9.0	30.8	105	1724	8.2	24.8	96	1960	8.4	28.2	98
DOUBLE TROUBLE	N	7223	6050	8.9	83.8	99	2242	9.4	31.0	106	1886	9.0	26.1	101	1923	8.2	26.6	92
DUCK FACTORY	N	5595	4814	7.1	86.0	102	1724	7.2	30.8	105	1374	6.5	24.6	95	1717	7.3	30.7	106
DUKES OF HAZZARD	C	5768	4937	7.2	85.6	102	1824	7.7	31.6	108	1415	6.7	24.5	94	1699	7.3	29.5	102
DYNASTY	A	20053	16919	24.8	84.4	100	5893	24.8	29.4	100	5291	25.2	26.4	102	5734	24.5	28.6	99
FACTS OF LIFE	N	8087	6818	10.0	84.3	100	2612	11.0	32.3	110	2090	9.9	25.8	100	2116	9.0	26.2	90
FALCON CREST	C	20046	17219	25.2	85.9	102	5986	25.2	29.9	102	5329	25.3	26.6	102	5903	25.2	29.4	102
FALL GUY	A	9084	7753	11.4	85.3	101	3043	12.8	33.5	114	2080	9.9	22.9	88	2630	11.2	29.0	100
FAMILY TIES	N	7964	6704	9.8	84.2	100	2553	10.7	32.1	109	2010	9.6	25.2	97	2142	9.1	26.9	93
FANTASY ISLAND	A	7687	6348	9.3	82.6	98	2144	9.0	27.9	95	2062	9.8	26.8	103	2142	9.1	27.9	96
FOULUPS,BLEEPS & BLUNDERS	A	8861	7344	10.8	82.9	98	2577	10.8	29.1	99	2068	9.8	23.3	90	2700	11.5	30.5	105
FOUR SEASONS	C	5095	4248	6.2	83.4	99	1394	5.9	27.4	93	1290	6.1	25.3	98	1564	6.7	30.7	106
GIMME A BREAK	N	8838	7374	10.8	83.4	99	2637	11.1	29.8	102	2401	11.4	27.2	105	2335	10.0	26.4	91
HART TO HART	A	8978	7520	11.0	83.8	99	2518	10.6	28.0	96	2295	10.9	25.6	98	2706	11.6	30.1	104
HILL STREET BLUES	N	8590	7308	10.7	85.1	101	2883	12.1	33.6	114	2090	9.9	24.3	94	2335	10.0	27.2	94
HOTEL	A	14085	11931	17.5	84.7	101	4277	18.0	30.4	103	3678	17.5	26.1	101	3976	17.0	28.2	98
JEFFERSONS	C	9360	7809	11.4	83.4	99	2617	11.0	28.0	95	2535	12.1	27.1	104	2658	11.3	28.4	98
JENNIFER SLEPT HERE	N	5841	4821	7.1	82.5	98	1802	7.6	30.9	105	1315	6.3	22.5	87	1704	7.3	29.2	101
KATE & ALLIE	C	9206	7923	11.6	86.1	102	2728	11.5	29.6	101	2453	11.7	26.6	103	2742	11.7	29.8	103
KNIGHT RIDER	N	7076	6092	8.9	86.1	102	2094	8.8	29.6	101	2062	9.8	29.1	112	1936	8.3	27.4	95
LOVE BOAT	A	12219	10182	14.9	83.3	99	3389	14.3	27.7	94	3143	14.9	25.7	99	3650	15.6	29.9	103
MAGNUM PI	C	11199	9452	13.9	84.4	100	3335	14.0	29.8	101	2817	13.4	25.2	97	3300	14.1	29.5	102
MAMA'S FAMILY	N	6057	5178	7.6	85.5	101	1947	8.2	32.1	109	1324	6.3	21.9	84	1907	8.1	31.5	109
MASTER, THE	N	3598	3029	4.4	84.2	100	1262	5.3	35.1	119	856	4.1	23.8	92	912	3.9	25.3	88
MATT HOUSTON	A	6344	5306	7.8	83.6	99	2095	8.8	33.0	112	1435	6.8	22.6	87	1776	7.6	28.0	97
NBC MONDAY NIGHT MOVIE	N	11994	10210	15.0	85.1	101	3868	16.3	32.2	110	3127	14.9	26.1	100	3215	13.7	26.8	93
NBC NIGHTLY NEWS	N	5132	4376	6.4	85.3	101	1402	5.9	27.3	93	1388	6.6	27.0	104	1586	6.8	30.9	107
NBC NIGHTLY NEWS-SAT	N	3375	2828	4.1	83.8	99	882	3.7	26.1	89	940	4.5	27.9	107	1006	4.3	29.8	103
NBC NIGHTLY NEWS-SUN	N	3130	2569	3.8	82.1	97	911	3.8	29.1	99	859	4.1	27.4	106	799	3.4	25.5	88
NBC SUNDAY NIGHT MOVIE	N	8284	7113	10.4	85.9	102	2923	12.3	35.3	120	2006	9.5	24.2	93	2184	9.3	26.4	91
NEWHART	C	9240	7965	11.7	86.2	102	2823	11.9	30.6	104	2367	11.3	25.6	99	2775	11.8	30.0	104
ONE DAY AT A TIME	C	7288	6061	8.9	83.2	99	2086	8.8	28.6	97	1751	8.3	24.0	93	2224	9.5	30.5	106
PEOPLE ARE FUNNY	N	4855	4095	6.0	84.3	100	1499	6.3	30.9	105	1151	5.5	23.7	91	1445	6.2	29.8	103
REAL PEOPLE	N	8869	7459	10.9	84.1	100	2425	10.2	27.3	93	2444	11.6	27.6	106	2589	11.1	29.2	101
REMINGTON STEELE	N	7743	6648	9.7	85.9	102	2557	10.8	33.0	112	1794	8.5	23.2	89	2297	9.8	29.7	103
RIPLEY'S BELIEVE IT - NOT	A	5345	4631	6.8	86.6	103	1579	6.6	29.5	101	1441	6.9	27.0	104	1612	6.9	30.2	104
RIPTIDE	N	6988	6207	9.1	88.8	105	2430	10.2	34.8	118	1818	8.6	26.0	100	1959	8.4	28.0	97
SCARECROW & MRS. KING	C	10002	8675	12.7	86.7	103	2884	12.1	28.8	98	2669	12.7	26.7	103	3121	13.3	31.2	108
SIMON & SIMON	C	10638	9229	13.5	86.8	103	3229	13.6	30.4	103	3081	14.7	29.0	112	2919	12.5	27.4	95
60 MINUTES	C	13293	10979	16.1	82.6	98	3371	14.2	25.4	86	3599	17.1	27.1	104	4009	17.1	30.2	104
ST. ELSEWHERE	N	7017	5951	8.7	84.8	101	2315	9.7	33.0	112	1645	7.8	23.4	90	1991	8.5	28.4	98
THREE'S COMPANY	A	10917	9399	13.8	86.1	102	3307	13.9	30.3	103	2904	13.8	26.6	102	3188	13.6	29.2	101
T.J. HOOKER	A	9204	7748	11.4	84.2	100	2422	10.2	26.3	90	2469	11.7	26.8	103	2857	12.2	31.0	107
TONIGHT SHOW	N	2372	1979	2.9	83.4	99	744	3.1	31.4	107	526	2.5	22.2	85	710	3.0	29.9	104
TRAPPER JOHN, M.D.	C	9846	8403	12.3	85.3	101	3047	12.8	30.9	105	2406	11.4	24.4	94	2950	12.6	30.0	104
TV BLOOPERS & PRAC. JOKES	N	9105	7659	11.2	84.1	100	2666	11.2	29.3	100	2377	11.3	26.1	101	2616	11.2	28.7	99
20/20	A	9387	8001	11.7	85.2	101	2766	11.6	29.5	100	2229	10.6	23.7	91	3006	12.8	32.0	111
WEBSTER	A	11067	9241	13.5	83.5	99	3120	13.1	28.2	96	2715	12.9	24.5	95	3406	14.5	30.8	106
WORLD NEWS - SUN	A	3062	2594	3.8	84.7	101	752	3.2	24.6	84	915	4.4	29.9	115	927	4.0	30.3	105
YELLOW ROSE	N	4978	4281	6.3	86.0	102	1594	6.7	32.0	109	1195	5.7	24.0	92	1492	6.4	30.0	104
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	7901	11.6	89.0	106	3137	13.2	35.3	120	2299	10.9	25.9	100	2465	10.5	27.8	96
BASKETBALL - COLLEGE GAMES		4080	3548	5.2	87.0	103	1163	4.9	28.5	97	1027	4.9	25.2	97	1358	5.8	33.3	115
BASKETBALL - PRO GAMES		3607	3100	4.5	85.9	102	1125	4.7	31.2	106	903	4.3	25.0	96	1072	4.6	29.7	103
BOWLING		3883	3390	5.0	87.3	104	1330	5.6	34.3	117	1030	4.9	26.5	102	1030	4.4	26.5	92
BOXING		3928	3291	4.8	83.8	99	1398	5.9	35.6	121	1086	5.2	27.6	107	807	3.4	20.5	71
FOOTBALL - COLLEGE GAMES		6366	5575	8.2	87.6	104	2070	8.7	32.5	111	1597	7.6	25.1	97	1907	8.1	30.0	104
FOOTBALL - PRO GAMES		11300	10073	14.8	89.1	106	4362	18.3	38.6	131	2921	13.9	25.8	100	2790	11.9	24.7	85
GOLF		3378	3048	4.5	90.2	107	1143	4.8	33.8	115	886	4.2	26.2	101	1020	4.4	30.2	104
POST-SEASON COLL. FOOTBALL		4906	4196	6.2	85.5	102	1819	7.6	37.1	126	1157	5.5	23.6	91	1221	5.2	24.9	86
POST-SEASON PRO FOOTBALL		6120	5386	7.9	88.0	104	2287	9.6	37.4	127	1501	7.1	24.5	94	1599	6.8	26.1	90
TENNIS		3033	2526	3.7	83.3	99	1023	4.3	33.7	115	699	3.3	23.0	89	804	3.4	26.5	92
WRESTLING - PROFESSIONAL		3344	2816	4.1	84.2	100	1426	6.0	42.6	145	779	3.7	23.3	90	611	2.6	18.3	63

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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ICE CREAM & ICE MILK & SHERBET (FOR EATING AT HOME) - TYPES
(FEMALE HOMEMAKERS)

0418
P-19

	TOTAL U.S. '000	REGULAR ICE CREAM (NOT DIET) A '000	B % DOWN	C % ACROSS	D INDX	ICE MILK A '000	B % DOWN	C % ACROSS	D INDX	SHERBET A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	60680	100.0	74.9	100	13024	100.0	16.1	100	17288	100.0	21.3	100				
18 - 24	9282	6842	11.3	73.7	98	1141	8.8	12.3	76	1940	11.2	20.9	98				
25 - 34	19072	15172	25.0	79.6	106	3073	23.6	16.1	100	4460	25.8	23.4	110				
35 - 44	14591	11921	19.6	81.7	109	2396	18.4	16.4	102	3665	21.2	25.1	118				
45 - 54	11345	8743	14.4	77.1	103	1782	13.7	15.7	98	2474	14.3	21.8	102				
55 - 64	11635	8414	13.9	72.3	97	2132	16.4	18.3	114	2352	13.6	20.2	95				
65 OR OLDER	15061	9588	15.8	63.7	85	2501	19.2	16.6	103	2398	13.9	15.9	75				
18 - 34	28354	22015	36.3	77.6	104	4214	32.4	14.9	92	6400	37.0	22.6	106				
18 - 49	48339	38120	62.8	78.9	105	7485	57.5	15.5	96	11395	65.9	23.6	110				
25 - 54	45008	35836	59.1	79.6	106	7251	55.7	16.1	100	10598	61.3	23.5	110				
35 - 49	19985	16106	26.5	80.6	108	3271	25.1	16.4	102	4996	28.9	25.0	117				
50 OR OLDER	32647	22560	37.2	69.1	92	5539	42.5	17.0	106	5893	34.1	18.1	85				
GRADUATED COLLEGE	11155	8693	14.3	77.9	104	1724	13.2	15.5	96	2644	15.3	23.7	111				
ATTENDED COLLEGE	13682	11033	18.2	80.6	108	1944	14.9	14.2	88	3831	22.2	28.0	131				
GRADUATED HIGH SCHOOL	33880	26423	43.5	78.0	104	5244	40.3	15.5	96	7203	41.7	21.3	100				
DID NOT GRADUATE HIGH SCHOOL	22270	14530	23.9	65.2	87	4112	31.6	18.5	115	3612	20.9	16.2	76				
EMPLOYED	40306	31556	52.0	78.3	104	6188	47.5	15.4	95	9473	54.8	23.5	110				
EMPLOYED FULL-TIME	32850	25499	42.0	77.6	104	5114	39.3	15.6	97	7404	42.8	22.5	106				
EMPLOYED PART-TIME	7456	6058	10.0	81.3	108	1075	8.3	14.4	90	2070	12.0	27.8	130				
NOT EMPLOYED	40680	29124	48.0	71.6	96	6836	52.5	16.8	104	7815	45.2	19.2	90				
PROFESSIONAL/MANAGER	10392	8126	13.4	78.2	104	1526	11.7	14.7	91	2623	15.2	25.2	118				
TECH/CLERICAL/SALES	17574	14415	23.8	82.0	109	2534	19.5	14.4	90	4403	25.5	25.1	117				
PRECISION/CRAFT	985	745	1.2	75.6	101	**194	1.5	19.7	122	**238	1.4	24.2	113				
OTHER EMPLOYED	11354	8271	13.6	72.8	97	1934	14.8	17.0	106	2210	12.8	19.5	91				
SINGLE	9863	6606	10.9	67.0	89	1326	10.2	13.4	84	1864	10.8	18.9	89				
MARRIED	51375	41179	67.9	80.2	107	8460	65.0	16.5	102	11823	68.4	23.0	108				
DIVORCED/SEPARATED/WIDOWED	19748	12896	21.3	65.3	87	3239	24.9	16.4	102	3601	20.8	18.2	85				
PARENTS	32590	26736	44.1	82.0	109	5486	42.1	16.8	105	8376	48.4	25.7	120				
WHITE	70416	53551	88.3	76.0	101	10718	82.3	15.2	95	14620	84.6	20.8	97				
BLACK	8778	5863	9.7	66.8	89	2132	16.4	24.3	151	2128	12.3	24.2	114				
OTHER	1791	1266	2.1	70.7	94	**174	1.3	9.7	60	**540	3.1	30.2	141				
NORTHEAST-CENSUS	17786	13752	22.7	77.3	103	1846	14.2	10.4	65	4252	24.6	23.9	112				
NORTH CENTRAL	20741	17152	28.3	82.7	110	2662	20.4	12.8	80	4936	28.6	23.8	111				
SOUTH	27775	18571	30.6	66.9	89	6517	50.0	23.5	146	5302	30.7	19.1	89				
WEST	14683	11205	18.5	76.3	102	1999	15.3	13.6	85	2800	16.2	19.1	89				
NORTHEAST-MKTG.	17961	13403	22.1	74.6	100	2305	17.7	12.8	80	4246	24.6	23.6	111				
EAST CENTRAL	11885	9254	15.3	77.9	104	1630	12.5	13.7	85	2607	15.1	21.9	103				
WEST CENTRAL	14090	11747	19.4	83.4	111	1746	13.4	12.4	77	3427	19.8	24.3	114				
SOUTH	24081	16473	27.1	68.4	91	5570	42.8	23.1	144	4577	26.5	19.0	89				
PACIFIC	12969	9803	16.2	75.6	101	1773	13.6	13.7	85	2431	14.1	18.7	88				
COUNTY SIZE A	32439	24344	40.1	75.0	100	4150	31.9	12.8	80	7133	41.3	22.0	103				
COUNTY SIZE B	24915	18850	31.1	75.7	101	4301	33.0	17.3	107	5220	30.2	21.0	98				
COUNTY SIZE C	12930	9580	15.8	74.1	99	2308	17.7	17.8	111	2683	15.5	20.8	97				
COUNTY SIZE D	10703	7907	13.0	73.9	99	2266	17.4	21.2	132	2253	13.0	21.1	99				
METRO CENTRAL CITY	24518	17563	28.9	71.6	96	3736	28.7	15.2	95	5022	29.0	20.5	96				
METRO SUBURBAN	35919	28433	46.9	79.2	106	5072	38.9	14.1	88	8076	46.7	22.5	105				
NON METRO	20549	14684	24.2	71.5	95	4217	32.4	20.5	128	4190	24.2	20.4	96				
TOP 5 ADI'S	18341	13760	22.7	75.0	100	2142	16.4	11.7	73	4093	23.7	22.3	105				
TOP 10 ADI'S	25378	19049	31.4	75.1	100	3189	24.5	12.6	78	5637	32.6	22.2	104				
TOP 20 ADI'S	36488	27399	45.2	75.1	100	4746	36.4	13.0	81	8127	47.0	22.3	104				
HSHLD INC. $50,000 OR MORE	6612	5669	9.3	85.7	114	759	5.8	11.5	71	1843	10.7	27.9	131				
$40,000 OR MORE	12659	10752	17.7	84.9	113	1596	12.3	12.6	78	3483	20.1	27.5	129				
$30,000 OR MORE	24698	20768	34.2	84.1	112	3233	24.8	13.1	81	6585	38.1	26.7	125				
$25,000 OR MORE	32077	26839	44.2	83.7	112	4275	32.8	13.3	83	8344	48.3	26.0	122				
$20,000 - $24,999	9144	6946	11.4	76.0	101	1446	11.1	15.8	98	1903	11.0	20.8	97				
$15,000 - $19,999	8728	6554	10.8	75.1	100	1722	13.2	19.7	123	1911	11.1	21.9	103				
$10,000 - $14,999	12562	9011	14.9	71.7	96	2041	15.7	16.2	101	2220	12.8	17.7	83				
UNDER $10,000	18475	11330	18.7	61.3	82	3540	27.2	19.2	119	2911	16.8	15.8	74				
HOUSEHOLD OF 1 PERSON	11987	6917	11.4	57.7	77	1772	13.6	14.8	92	1784	10.3	14.9	70				
2 PEOPLE	26577	19253	31.7	72.4	97	4212	32.3	15.8	99	4835	28.0	18.2	85				
3 OR 4 PEOPLE	30617	24799	40.9	81.0	108	4823	37.0	15.8	98	7349	42.5	24.0	112				
5 OR MORE PEOPLE	11804	9711	16.0	82.3	110	2217	17.0	18.8	117	3320	19.2	28.1	132				
NO CHILD IN HSHLD	46165	32060	52.8	69.4	93	7235	55.6	15.7	97	8426	48.7	18.3	86				
CHILD(REN) UNDER 2 YRS	5325	4414	7.3	82.9	111	759	5.8	14.3	89	1042	6.0	19.6	92				
2 - 5 YEARS	14221	11560	19.1	81.3	108	2520	19.3	17.7	110	3089	17.9	21.7	102				
6 - 11 YEARS	15117	12497	20.6	82.7	110	2514	19.3	16.6	103	3994	23.1	26.4	124				
12 - 17 YEARS	16611	13629	22.5	82.0	110	2777	21.3	16.7	104	4612	26.7	27.8	130				
RESIDENCE OWNED	55884	43542	71.8	77.9	104	9262	71.1	16.6	103	12618	73.0	22.6	106				
VALUE: $50,000 OR MORE	31744	25501	42.0	80.3	107	4906	37.7	15.5	96	7795	45.1	24.6	115				
VALUE: UNDER $50,000	24140	18042	29.7	74.7	100	4356	33.4	18.0	112	4823	27.9	20.0	94				

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ICE CREAM & ICE MILK & SHERBET (FOR EATING AT HOME) - TYPES
(FEMALE HOMEMAKERS)

0419
P-19

		TOTAL U.S. '000	REGULAR ICE CREAM (NOT DIET) A '000	B % DOWN	C % ACROSS	D INDX	ICE MILK A '000	B % DOWN	C % ACROSS	D INDX	SHERBET A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	60680	100.0	74.9	100	13024	100.0	16.1	100	17288	100.0	21.3	100				
MAGAZINES	QUINTILE 1	15799	12706	20.9	80.4	107	2265	17.4	14.3	89	4189	24.2	26.5	124				
	QUINTILE 2	17259	13686	22.6	79.3	106	2456	18.9	14.2	88	4125	23.9	23.9	112				
	QUINTILE 3	13545	10280	16.9	75.9	101	2128	16.3	15.7	98	2894	16.7	21.4	100				
	QUINTILE 4	15133	11228	18.5	74.2	99	2779	21.3	18.4	114	2868	16.6	19.0	89				
	QUINTILE 5	19250	12781	21.1	66.4	89	3396	26.1	17.6	110	3212	18.6	16.7	78				
NEWSPAPERS	QUINTILE 1	12413	10025	16.5	80.8	108	1263	9.7	10.2	63	3107	18.0	25.0	117				
	QUINTILE 2	24116	18785	31.0	77.9	104	3787	29.1	15.7	98	5323	30.8	22.1	103				
	QUINTILE 3	11261	8629	14.2	76.6	102	1777	13.6	15.8	98	2491	14.4	22.1	104				
	QUINTILE 4	20255	14841	24.5	73.3	98	3437	26.4	17.0	106	4373	25.3	21.6	101				
	QUINTILE 5	12940	8400	13.8	64.9	87	2761	21.2	21.3	133	1995	11.5	15.4	72				
OUTDOOR	QUINTILE 1	14852	11608	19.1	78.2	104	2378	18.3	16.0	100	3384	19.6	22.8	107				
	QUINTILE 2	15725	12150	20.0	77.3	103	2556	19.6	16.3	101	3641	21.1	23.2	108				
	QUINTILE 3	16330	12358	20.4	75.7	101	2364	18.0	14.4	89	3717	21.5	22.8	107				
	QUINTILE 4	16744	12118	20.0	72.4	97	2799	21.5	16.7	104	3376	19.5	20.2	94				
	QUINTILE 5	17334	12446	20.5	71.8	96	2947	22.6	17.0	106	3170	18.3	18.3	86				
RADIO-DRIVE TIME	QUINTILE 1	15911	12303	20.3	77.3	103	2626	20.2	16.5	103	3718	21.5	23.4	109				
	QUINTILE 2	14837	11598	19.1	78.2	104	2129	16.3	14.3	89	3399	19.7	22.9	107				
	QUINTILE 3	15339	11532	19.0	75.2	100	2655	20.4	17.3	108	3327	19.2	21.7	102				
	QUINTILE 4	16723	12292	20.3	73.5	98	2733	21.0	16.3	102	3431	19.8	20.5	96				
	QUINTILE 5	18176	12956	21.4	71.3	95	2881	22.1	15.9	99	3414	19.7	18.8	88				
RADIO-MID-DAY	TERCILE 1	21020	16413	27.0	78.1	104	3275	25.1	15.6	97	4880	28.2	23.2	109				
	TERCILE 2	21610	15934	26.3	73.7	98	3810	29.3	17.6	110	4912	28.4	22.7	106				
	TERCILE 3	38355	28333	46.7	73.9	99	5940	45.6	15.5	96	7497	43.4	19.5	92				
RADIO-TOTAL	QUINTILE 1	15988	12393	20.4	77.5	103	2596	19.9	16.2	101	3629	21.0	22.7	106				
	QUINTILE 2	15626	12037	19.8	77.0	103	2503	19.2	16.0	100	3567	20.6	22.8	107				
	QUINTILE 3	16723	12844	21.2	76.8	103	2610	20.0	15.6	97	4002	23.1	23.9	112				
	QUINTILE 4	16342	11953	19.7	73.1	98	2751	21.1	16.8	105	3334	19.3	20.4	96				
	QUINTILE 5	16306	11454	18.9	70.2	94	2564	19.7	15.7	98	2757	15.9	16.9	79				
TV-PRIME TIME	QUINTILE 1	15953	11795	19.4	73.9	99	2421	18.6	15.2	94	3345	19.3	21.0	98				
	QUINTILE 2	16137	12440	20.5	77.1	103	2777	21.3	17.2	107	3483	20.1	21.6	101				
	QUINTILE 3	16420	12664	20.9	77.1	103	2575	19.8	15.7	98	3844	22.2	23.4	110				
	QUINTILE 4	16687	12413	20.5	74.4	99	2695	20.7	16.2	100	3499	20.2	21.0	98				
	QUINTILE 5	15789	11369	18.7	72.0	96	2556	19.6	16.2	101	3118	18.0	19.7	93				
TV-DAYTIME	TERCILE 1	27736	19906	32.8	71.8	96	4986	38.3	18.0	112	5537	32.0	20.0	94				
	TERCILE 2	26489	20338	33.5	76.8	102	4144	31.8	15.6	97	6249	36.1	23.6	111				
	TERCILE 3	26761	20436	33.7	76.4	102	3894	29.9	14.6	90	5502	31.8	20.6	96				
TV-TOTAL	QUINTILE 1	16345	11366	18.7	69.5	93	2709	20.8	16.6	103	3120	18.0	19.1	89				
	QUINTILE 2	16447	12592	20.8	76.6	102	2911	22.4	17.7	110	3673	21.2	22.3	105				
	QUINTILE 3	15980	12388	20.4	77.5	103	2408	18.5	15.1	94	3436	19.9	21.5	101				
	QUINTILE 4	15887	12159	20.0	76.5	102	2396	18.4	15.1	94	3771	21.8	23.7	111				
	QUINTILE 5	16326	12175	20.1	74.6	100	2600	20.0	15.9	99	3288	19.0	20.1	94				
MAGAZINES-NEWSPAPERS: DUAL		20721	16641	27.4	80.3	107	2687	20.6	13.0	81	5221	30.2	25.2	118				
MAGAZINE IMPERATIVE		19186	14829	24.4	77.3	103	3188	24.5	16.6	103	4441	25.7	23.1	108				
NEWSPAPER IMPERATIVE		21899	16655	27.4	76.1	102	3347	25.9	15.4	96	4409	25.5	20.1	94				
MAGAZINES-OUTDOOR: DUAL		15451	12720	21.0	82.3	110	2144	16.5	13.9	86	3681	21.3	23.8	112				
MAGAZINE IMPERATIVE		25953	19928	32.8	76.8	102	3885	29.8	15.0	93	6198	35.9	23.9	112				
OUTDOOR IMPERATIVE		24400	17684	29.1	72.5	97	4142	31.8	17.0	106	5065	29.3	20.8	97				
MAGAZINES-RADIO: DUAL		18049	14357	23.7	79.5	106	2486	18.9	13.7	85	4551	26.3	25.2	118				
MAGAZINE IMPERATIVE		23571	18460	30.4	78.3	105	3478	26.7	14.8	92	5488	31.7	23.3	109				
RADIO IMPERATIVE		23278	17235	28.4	74.0	99	4223	32.4	18.1	113	4630	26.8	19.9	93				
MAGAZINES-TELEVISION: DUAL		15459	12084	19.9	78.2	104	2362	18.1	15.3	95	3768	21.8	24.4	114				
MAGAZINE IMPERATIVE		25829	20481	33.8	79.3	106	3638	27.9	14.1	88	6374	36.9	24.7	116				
TELEVISION IMPERATIVE		26039	18316	30.2	70.3	94	4723	36.3	18.1	113	4578	26.5	17.6	82				
NEWSPAPERS-OUTDOOR: DUAL		16605	13457	22.2	81.0	108	2497	19.2	15.0	94	4304	24.9	25.9	121				
NEWSPAPER IMPERATIVE		26834	20645	34.0	76.9	103	3623	27.8	13.5	84	5753	33.3	21.4	100				
OUTDOOR IMPERATIVE		23346	17150	28.3	73.5	98	4104	31.5	17.6	109	4933	28.5	21.1	99				
NEWSPAPERS-RADIO: DUAL		17133	13714	22.6	80.0	107	2429	18.7	14.2	88	3985	23.1	23.3	109				
NEWSPAPER IMPERATIVE		25892	20005	33.0	77.3	103	3710	28.5	14.3	89	5835	33.8	22.5	106				
RADIO IMPERATIVE		23167	17209	28.4	74.3	99	4124	31.7	17.8	111	5111	29.6	22.1	103				
NEWSPAPERS-TELEVISION: DUAL		17159	13383	22.1	78.0	104	2473	19.0	14.4	90	4020	23.3	23.4	110				
NEWSPAPER IMPERATIVE		26214	20719	34.1	79.0	105	3601	27.6	13.7	85	6038	34.9	23.0	108				
TELEVISION IMPERATIVE		23412	16331	26.9	69.8	93	4359	33.5	18.6	116	4380	25.3	18.7	88				
OUTDOOR-RADIO: DUAL		15303	11980	19.7	78.3	104	2478	19.0	16.2	101	3672	21.2	24.0	112				
OUTDOOR IMPERATIVE		24901	18817	31.0	75.6	101	3837	29.5	15.4	96	5390	31.2	21.6	101				
RADIO IMPERATIVE		26492	20105	33.1	75.9	101	4234	32.5	16.0	99	5960	34.5	22.5	105				
OUTDOOR-TELEVISION: DUAL		14794	11346	18.7	76.7	102	2115	16.2	14.3	89	3436	19.9	23.2	109				
OUTDOOR IMPERATIVE		25437	19929	32.8	78.3	105	4019	30.9	15.8	98	5903	34.1	23.2	109				
TELEVISION IMPERATIVE		27877	20236	33.3	72.6	97	4962	38.1	17.8	111	5531	32.0	19.8	93				
RADIO-TELEVISION: DUAL		15996	12234	20.2	76.5	102	2500	19.2	15.6	97	3676	21.3	23.0	108				
RADIO IMPERATIVE		25478	19887	32.8	78.1	104	4047	31.1	15.9	99	5945	34.4	23.3	109				
TELEVISION IMPERATIVE		26573	19265	31.7	72.5	97	4591	35.3	17.3	107	5082	29.4	19.1	90				

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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ICE CREAM & ICE MILK & SHERBET (FOR EATING AT HOME) - TYPES
(FEMALE HOMEMAKERS)

0420
P-19

	TOTAL U.S. '000	REGULAR ICE CREAM (NOT DIET) A '000	B % DOWN	C % ACROSS	D INDX	ICE MILK A '000	B % DOWN	C % ACROSS	D INDX	SHERBET A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	60680	100.0	74.9	100	13024	100.0	16.1	100	17288	100.0	21.3	100				
ATLANTIC MONTHLY	415	349	0.6	84.1	112	**34	0.3	8.2	51	**108	0.6	26.0	122				
BARRON'S	453	366	0.6	80.8	108	**43	0.3	9.5	59	*191	1.1	42.2	198				
BETTER HOMES & GARDENS	16256	13049	21.5	80.3	107	2660	20.4	16.4	102	4342	25.1	26.7	125				
BON APPETIT	2535	2051	3.4	80.9	108	439	3.4	17.3	108	718	4.2	28.3	133				
BUSINESS WEEK	1278	948	1.6	74.2	99	*146	1.1	11.4	71	314	1.8	24.6	115				
CAR AND DRIVER	378	295	0.5	78.0	104	**62	0.5	16.4	102	**127	0.7	33.6	157				
CBS MAGAZINE NETWORK (GROSS)	1498	1261	2.1	84.2	112	*196	1.5	13.1	81	526	3.0	35.1	164				
CHANGING TIMES	1505	1080	1.8	71.8	96	*236	1.8	15.7	98	329	1.9	21.9	102				
COLONIAL HOMES	1231	912	1.5	74.1	99	255	2.0	20.7	129	329	1.9	26.7	125				
CONDE NAST MAG. PKG. (GROSS)	14146	10940	18.0	77.3	103	1765	13.6	12.5	78	3695	21.4	26.1	122				
CONSUMERS DIGEST	1323	1091	1.8	82.5	110	*192	1.5	14.5	90	442	2.6	33.4	157				
COSMOPOLITAN	7102	5615	9.3	79.1	106	810	6.2	11.4	71	1678	9.7	23.6	111				
COUNTRY LIVING	2481	2051	3.4	82.7	110	487	3.7	19.6	122	651	3.8	26.2	123				
CUISINE	1472	1118	1.8	76.0	101	*233	1.8	15.8	98	361	2.1	24.5	115				
CYCLE WORLD	425	382	0.6	89.9	120	**49	0.4	11.5	72	**176	1.0	41.4	194				
DCI:CREATIVE IDEAS FOR LIV	2510	2077	3.4	82.7	110	428	3.3	17.1	106	803	4.6	32.0	150				
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	5141	8.5	76.8	103	1156	8.9	17.3	107	1844	10.7	27.5	129				
DISCOVER	894	768	1.3	85.9	115	*137	1.1	15.3	95	297	1.7	33.2	156				
EBONY	3507	2523	4.2	71.9	96	730	5.6	20.8	129	981	5.7	28.0	131				
ESQUIRE	1083	760	1.3	70.2	94	*154	1.2	14.2	88	244	1.4	22.5	106				
ESSENCE	1830	1376	2.3	75.2	100	392	3.0	21.4	133	557	3.2	30.4	143				
FAMILY CIRCLE	15930	12917	21.3	81.1	108	2530	19.4	15.9	99	4301	24.9	27.0	126				
THE FAMILY HANDYMAN	1126	903	1.5	80.2	107	*320	2.5	28.4	177	395	2.3	35.1	164				
FAMILY WEEKLY	11468	8688	14.3	75.8	101	1982	15.2	17.3	107	2590	15.0	22.6	106				
FIELD & STREAM	2234	1828	3.0	81.8	109	312	2.4	14.0	87	573	3.3	25.6	120				
FOOD & WINE	579	430	0.7	74.3	99	*144	1.1	24.9	155	*172	1.0	29.7	139				
FORBES	728	588	1.0	80.8	108	**87	0.7	12.0	74	*224	1.3	30.8	144				
FORTUNE	906	762	1.3	84.1	112	**71	0.5	7.8	49	364	2.1	40.2	188				
GENTLEMEN'S QUARTERLY	791	547	0.9	69.2	92	**124	1.0	15.7	97	*201	1.2	25.4	119				
GLAMOUR	5265	4127	6.8	78.4	105	652	5.0	12.4	77	1480	8.6	28.1	132				
GOLF DIGEST	636	557	0.9	87.6	117	**111	0.9	17.5	109	*194	1.1	30.5	143				
GOLF DIGEST/TENNIS (GROSS)	1186	947	1.6	79.8	107	*171	1.3	14.4	90	385	2.2	32.5	152				
GOLF MAGAZINE	441	377	0.6	85.5	114	**89	0.7	20.2	125	**140	0.8	31.7	149				
GOLF MAGAZINE/SKI (GROSS)	922	763	1.3	82.8	110	*149	1.1	16.2	100	*232	1.3	25.2	118				
GOOD HOUSEKEEPING	16487	13177	21.7	79.9	107	2532	19.4	15.4	95	4338	25.1	26.3	123				
HARPER'S BAZAAR	2423	1933	3.2	79.8	106	284	2.2	11.7	73	569	3.3	23.5	110				
HEALTH	1994	1522	2.5	76.3	102	347	2.7	17.4	108	513	3.0	25.7	121				
HEARST MAG CORP. BUY (GROSS)	44101	35451	58.4	80.4	107	6295	48.3	14.3	89	11274	65.2	25.6	120				
HEARST MAN POWER (GROSS)	1993	1669	2.8	83.7	112	314	2.4	15.8	98	543	3.1	27.2	128				
HEARST WOMAN POWER (GROSS)	31274	25188	41.5	80.5	107	4246	32.6	13.6	84	8008	46.3	25.6	120				
HOUSE BEAUTIFUL	3623	2864	4.7	79.1	106	578	4.4	16.0	99	952	5.5	26.3	123				
INC.	283	*265	0.4	93.6	125	**24	0.2	8.5	53	**137	0.8	48.4	227				
JET	2928	2085	3.4	71.2	95	630	4.8	21.5	134	845	4.9	28.9	135				
LADIES' HOME JOURNAL	11918	9503	15.7	79.7	106	1851	14.2	15.5	97	3092	17.9	25.9	122				
LHJ FAMILY GRP COMBO(GROSS)	16764	13329	22.0	79.5	106	2653	20.4	15.8	98	4385	25.4	26.2	123				
LIFE	4254	3324	5.5	78.1	104	559	4.3	13.1	82	1187	6.9	27.9	131				
L.A. TIMES HOME MAGAZINE	1145	961	1.6	83.9	112	**86	0.7	7.5	47	*224	1.3	19.6	92				
MADEMOISELLE	2884	2196	3.6	76.1	102	360	2.8	12.5	78	837	4.8	29.0	136				
MC CALL'S	13460	10732	17.7	79.7	106	1990	15.3	14.8	92	3252	18.8	24.2	113				
MC CALL'S/WRK MOTHER (GROSS)	14606	11690	19.3	80.0	107	2182	16.8	14.9	93	3610	20.9	24.7	116				
MECHANIX ILLUSTRATED	772	622	1.0	80.6	108	**163	1.3	21.1	131	*171	1.0	22.2	104				
METROPOLITAN HOME	967	714	1.2	73.8	99	*128	1.0	13.2	82	*211	1.2	21.8	102				
MONEY	1588	1233	2.0	77.6	104	*189	1.5	11.9	74	527	3.0	33.2	155				
MOTHER EARTH NEWS	1002	860	1.4	85.8	115	*146	1.1	14.6	91	*290	1.7	28.9	136				
MS.	825	686	1.1	83.2	111	*127	1.0	15.4	96	*200	1.2	24.2	114				
NATIONAL ENQUIRER	10336	7744	12.8	74.9	100	1596	12.3	15.4	96	2168	12.5	21.0	98				
NATIONAL GEOGRAPHIC	9597	7694	12.7	80.2	107	1239	9.5	12.9	80	2646	15.3	27.6	129				
NATIONAL SUNDAY MAGAZINE PKG	49558	38830	64.0	78.4	105	7166	55.0	14.5	90	11398	65.9	23.0	108				
NATURAL HISTORY	573	464	0.8	81.0	108	**62	0.5	10.8	67	*207	1.2	36.1	169				
NEW WOMAN	1699	1359	2.2	80.0	107	275	2.1	16.2	101	458	2.6	27.0	126				
NEW YORK INCLUDING CUE	443	349	0.6	78.8	105	**27	0.2	6.1	38	*98	0.6	22.1	104				
THE NEW YORKER	1270	1008	1.7	79.4	106	*187	1.4	14.7	92	310	1.8	24.4	114				
NEWSWEEK	6277	4916	8.1	78.3	105	782	6.0	12.5	77	1703	9.9	27.1	127				
THE N.Y. TIMES DAILY EDITION	1205	926	1.5	76.8	103	**115	0.9	9.5	59	273	1.6	22.7	106				
THE N.Y. TIMES MAGAZINE	2081	1643	2.7	79.0	105	*250	1.9	12.0	75	558	3.2	26.8	126				
OMNI	788	664	1.1	84.3	112	**121	0.9	15.4	95	*215	1.2	27.3	128				
ON CABLE	1158	996	1.6	86.0	115	*226	1.7	19.5	121	316	1.8	27.3	128				
1001 HOME IDEAS	2852	2303	3.8	80.8	108	456	3.5	16.0	99	781	4.5	27.4	128				
ORGANIC GARDENING	1658	1384	2.3	83.5	111	266	2.0	16.0	100	489	2.8	29.5	138				
OUTDOOR LIFE	896	730	1.2	81.5	109	**101	0.8	11.3	70	321	1.9	35.8	168				
PARADE MAGAZINE	24275	18913	31.2	77.9	104	3237	24.9	13.3	83	5842	33.8	24.1	113				

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ICE CREAM & ICE MILK & SHERBET (FOR EATING AT HOME) - TYPES
(FEMALE HOMEMAKERS)

0421
P-19

	TOTAL U.S. '000	REGULAR ICE CREAM (NOT DIET) A '000	B % DOWN	C % ACROSS	D INDX	ICE MILK A '000	B % DOWN	C % ACROSS	D INDX	SHERBET A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	60680	100.0	74.9	100	13024	100.0	16.1	100	17288	100.0	21.3	100				
PARENTS	3845	3267	5.4	85.0	113	638	4.9	16.6	103	1015	5.9	26.4	124				
PENTHOUSE	831	630	1.0	75.8	101	**68	0.5	8.2	51	*221	1.3	26.6	125				
PEOPLE	11645	9259	15.3	79.5	106	1517	11.6	13.0	81	2710	15.7	23.3	109				
PLAYBOY	2006	1524	2.5	76.0	101	*236	1.8	11.8	73	431	2.5	21.5	101				
POPULAR HOT RODDING	297	*233	0.4	78.5	105	**49	0.4	16.5	103	**84	0.5	28.3	132				
POPULAR MECHANICS	1018	872	1.4	85.7	114	*146	1.1	14.3	89	*246	1.4	24.2	113				
POPULAR SCIENCE	878	726	1.2	82.7	110	**213	1.6	24.3	151	*224	1.3	25.5	120				
PREVENTION	3913	3190	5.3	81.5	109	501	3.8	12.8	80	844	4.9	21.6	101				
PSYCHOLOGY TODAY	1710	1464	2.4	85.6	114	258	2.0	15.1	94	552	3.2	32.3	151				
READER'S DIGEST	22204	17587	29.0	79.2	106	3677	28.2	16.6	103	5302	30.7	23.9	112				
REDBOOK	7684	6396	10.5	83.2	111	903	6.9	11.8	73	1992	11.5	25.9	121				
ROAD & TRACK	410	325	0.5	79.3	106	**64	0.5	15.6	97	**157	0.9	38.3	179				
ROLLING STONE	969	790	1.3	81.5	109	*132	1.0	13.6	85	252	1.5	26.0	122				
RUNNER'S WORLD	291	*241	0.4	80.9	108	**16	0.1	5.4	33	**82	0.5	27.5	129				
SATURDAY EVENING POST	1169	883	1.5	75.5	101	*154	1.2	13.2	82	316	1.8	27.0	127				
SCIENCE 84	587	486	0.8	82.8	111	**110	0.8	18.7	117	*139	0.8	23.7	111				
SCIENCE DIGEST	482	386	0.6	80.1	107	**113	0.9	23.4	146	*158	0.9	32.8	154				
SCIENTIFIC AMERICAN	594	471	0.8	79.3	106	**60	0.5	10.1	63	*127	0.7	21.4	100				
SELF	2089	1674	2.8	80.1	107	250	1.9	12.0	74	501	2.9	24.0	112				
SEVENTEEN	2411	1851	3.1	76.8	102	282	2.2	11.7	73	584	3.4	24.2	113				
SKI	480	387	0.6	80.6	108	**60	0.5	12.5	78	**93	0.5	19.4	91				
SMITHSONIAN	2760	2178	3.6	78.9	105	353	2.7	12.8	80	769	4.4	27.9	131				
SOAP OPERA DIGEST	3013	2366	3.9	78.5	105	399	3.1	13.2	82	811	4.7	26.9	126				
SOUTHERN LIVING	4184	3064	5.0	73.2	98	728	5.6	17.4	108	1041	6.0	24.9	117				
SPORT	559	430	0.7	76.9	103	**116	0.9	20.8	129	*213	1.2	38.1	178				
THE SPORTING NEWS	436	*404	0.7	92.7	124	**58	0.4	13.3	83	**161	0.9	36.9	173				
SPORTS AFIELD	493	410	0.7	83.2	111	**55	0.4	11.2	69	*139	0.8	28.2	132				
SPORTS ILLUSTRATED	2758	2273	3.7	82.4	110	450	3.5	16.3	101	760	4.4	27.6	129				
STAR	7456	5425	8.9	72.8	97	1199	9.2	16.1	100	1575	9.1	21.1	99				
SUNDAY	24936	19743	32.5	79.2	106	3330	25.6	13.4	83	5734	33.2	23.0	108				
SUNSET	2124	1752	2.9	82.5	110	*373	2.9	17.6	109	489	2.8	23.0	108				
TV GUIDE	21661	16365	27.0	75.6	101	3349	25.7	15.5	96	5196	30.1	24.0	112				
TENNIS	550	390	0.6	70.9	95	**59	0.5	10.7	67	*191	1.1	34.7	163				
TIME	8880	7060	11.6	79.5	106	1025	7.9	11.5	72	2436	14.1	27.4	129				
TOWN & COUNTRY	917	698	1.2	76.1	102	**112	0.9	12.2	76	*210	1.2	22.9	107				
TRAVEL & LEISURE	972	777	1.3	79.9	107	*144	1.1	14.8	92	237	1.4	24.4	114				
TRUE STORY	3356	2576	4.2	76.8	102	583	4.5	17.4	108	689	4.0	20.5	96				
U.S.NEWS & WORLD REPORT	3410	2649	4.4	77.7	104	445	3.4	13.0	81	804	4.7	23.6	110				
USA TODAY	1759	1459	2.4	82.9	111	*198	1.5	11.3	70	416	2.4	23.6	111				
US	1873	1481	2.4	79.1	106	274	2.1	14.6	91	489	2.8	26.1	122				
VOGUE	3909	2944	4.9	75.3	101	504	3.9	12.9	80	878	5.1	22.5	105				
WALL STREET JOURNAL	1886	1568	2.6	83.1	111	*210	1.6	11.1	69	473	2.7	25.1	117				
WEIGHT WATCHERS	2120	1719	2.8	81.1	108	435	3.3	20.5	128	515	3.0	24.3	114				
WOMAN'S DAY	14172	11484	18.9	81.0	108	2116	16.2	14.9	93	3766	21.8	26.6	124				
WORKING MOTHER	1146	958	1.6	83.6	112	*192	1.5	16.8	104	358	2.1	31.2	146				
WORKING WOMAN	1322	1133	1.9	85.7	114	*125	1.0	9.5	59	329	1.9	24.9	117				
WORLD TENNIS	*163	*144	0.2	88.3	118	**35	0.3	21.5	134	**53	0.3	32.5	152				
ZIFF-DAVIS MAG NETWK (GROSS)	2532	2037	3.4	80.5	107	322	2.5	12.7	79	680	3.9	26.9	126				
BLAIR INSERTS	43657	34272	56.5	78.5	105	6243	47.9	14.3	89	10256	59.3	23.5	110				
DAILY NEWSPAPERS																	
READ ANY	51633	39870	65.7	77.2	103	7629	58.6	14.8	92	11589	67.0	22.4	105				
READ ONE	43463	33336	54.9	76.7	102	6737	51.7	15.5	96	9510	55.0	21.9	103				
READ TWO OR MORE	8170	6534	10.8	80.0	107	892	6.8	10.9	68	2079	12.0	25.4	119				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	41163	67.8	78.1	104	7627	58.6	14.5	90	12096	70.0	23.0	108				
READ ONE	46126	35756	58.9	77.5	103	6932	53.2	15.0	93	10309	59.6	22.3	105				
READ TWO OR MORE	6552	5407	8.9	82.5	110	695	5.3	10.6	66	1787	10.3	27.3	128				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.34				28.18				29.09							
30 DAY REACH	71455	53751	88.6	75.2	100	11343	87.1	15.9	99	15638	90.5	21.9	103				
50 SHWG - 30 DAY AV FREQ	14.56	14.94				14.91				15.31							
30 DAY REACH	67742	51086	84.2	75.4	101	10770	82.7	15.9	99	14912	86.3	22.0	103				
25 SHWG - 30 DAY AV FREQ	7.94	8.08				8.14				8.25							
30 DAY REACH	62117	47150	77.7	75.9	101	9841	75.6	15.8	99	13822	80.0	22.3	104				
CABLE TV: HOME WIRED	32077	25432	41.9	79.3	106	4621	35.5	14.4	90	7102	41.1	22.1	104				
HOME NOT WIRED	48909	35248	58.1	72.1	96	8403	64.5	17.2	107	10186	58.9	20.8	98				
HAVE PAY CABLE	15935	13229	21.8	83.0	111	2158	16.6	13.5	84	4069	23.5	25.5	120				

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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ICE CREAM & ICE MILK & SHERBET (FOR EATING AT HOME) - TYPES
(FEMALE HOMEMAKERS)

0422
P-19

	TOTAL U.S. '000	REGULAR ICE CREAM (NOT DIET) A '000	B % DOWN	C % ACROSS	D INDX	ICE MILK A '000	B % DOWN	C % ACROSS	D INDX	SHERBET A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	60680	100.0	74.9	100	13024	100.0	16.1	100	17288	100.0	21.3	100
RADIO AVG. DAILY (M-F) CUME													
6:00 AM - 10:00 AM	43921	33855	55.8	77.1	103	6865	52.7	15.6	97	10067	58.2	22.9	107
10:00 AM - 3:00 PM	30659	23430	38.6	76.4	102	4971	38.2	16.2	101	6967	40.3	22.7	106
3:00 PM - 7:00 PM	31045	24051	39.6	77.5	103	4915	37.7	15.8	98	7043	40.7	22.7	106
7:00 PM - MIDNIGHT	15767	11809	19.5	74.9	100	2560	19.7	16.2	101	3529	20.4	22.4	105
MIDNIGHT - 6:00 AM	9120	7133	11.8	78.2	104	1390	10.7	15.2	95	2086	12.1	22.9	107
6:00 AM - MIDNIGHT	58527	44855	73.9	76.6	102	9262	71.1	15.8	98	13176	76.2	22.5	105
ENTIRE DAY	59311	45396	74.8	76.5	102	9374	72.0	15.8	98	13349	77.2	22.5	105
AVG DAILY M-F CUME: 6AM-MDNT													
FORMATS: ADULT CONTEMPORARY	16172	12893	21.2	79.7	106	2460	18.9	15.2	95	3860	22.3	23.9	112
ALL NEWS	2256	1772	2.9	78.5	105	252	1.9	11.2	69	510	3.0	22.6	106
AOR/PROGRESSIVE	3874	3142	5.2	81.1	108	644	4.9	16.6	103	1044	6.0	26.9	126
BEAUTIFUL MUSIC	5660	4401	7.3	77.8	104	909	7.0	16.1	100	1265	7.3	22.3	105
BLACK	2204	1616	2.7	73.3	98	471	3.6	21.4	133	595	3.4	27.0	126
CLASSICAL	1418	1016	1.7	71.7	96	*205	1.6	14.5	90	310	1.8	21.9	102
CHR/ROCK	9538	7479	12.3	78.4	105	1423	10.9	14.9	93	2153	12.5	22.6	106
COUNTRY	12648	9566	15.8	75.6	101	2206	16.9	17.4	108	2828	16.4	22.4	105
GOLDEN OLDIES	1191	853	1.4	71.6	96	*229	1.8	19.2	120	*291	1.7	24.4	114
MOR/NOSTALGIA	4757	3642	6.0	76.6	102	626	4.8	13.2	82	1050	6.1	22.1	103
NEWS/TALK	3863	2893	4.8	74.9	100	494	3.8	12.8	80	791	4.6	20.5	96
RELIGIOUS	3084	2180	3.6	70.7	94	700	5.4	22.7	141	533	3.1	17.3	81
SOFT ROCK	521	419	0.7	80.4	107	**104	0.8	20.0	124	**174	1.0	33.4	156
URBAN CONTEMPORARY	1585	1122	1.8	70.8	94	299	2.3	18.9	117	408	2.4	25.7	121
WIRED NETWORKS:													
ABC CONTEMPORARY	3261	2546	4.2	78.1	104	641	4.9	19.7	122	628	3.6	19.3	90
ABC DIRECTION	2316	1750	2.9	75.6	101	474	3.6	20.5	127	647	3.7	27.9	131
ABC ENTERTAINMENT	4834	3664	6.0	75.8	101	772	5.9	16.0	99	1011	5.8	20.9	98
ABC FM	2202	1709	2.8	77.6	104	333	2.6	15.1	94	509	2.9	23.1	108
ABC INFORMATION	5425	4257	7.0	78.5	105	689	5.3	12.7	79	1337	7.7	24.6	115
ABC ROCK	1677	1337	2.2	79.7	106	*295	2.3	17.6	109	432	2.5	25.8	121
CBS	4430	3448	5.7	77.8	104	698	5.4	15.8	98	951	5.5	21.5	101
MUTUAL	4992	3893	6.4	78.0	104	789	6.1	15.8	98	1234	7.1	24.7	116
NBC	4679	3687	6.1	78.8	105	807	6.2	17.2	107	1193	6.9	25.5	119
RADIORADIO	1994	1563	2.6	78.4	105	*254	2.0	12.7	79	485	2.8	24.3	114
RKO ONE	2298	1764	2.9	76.8	102	302	2.3	13.1	82	420	2.4	18.3	86
RKO TWO	3311	2440	4.0	73.7	98	475	3.6	14.3	89	655	3.8	19.8	93
THE SOURCE	2114	1634	2.7	77.3	103	372	2.9	17.6	109	466	2.7	22.0	103
NON-WIRED : BLAIR	8654	6706	11.1	77.5	103	1509	11.6	17.4	108	2010	11.6	23.2	109
INTERNET	12025	9416	15.5	78.3	105	2065	15.9	17.2	107	2997	17.3	24.9	117
KATZ RADIO GROUP	15359	11821	19.5	77.0	103	2341	18.0	15.2	95	3454	20.0	22.5	105
SUPERNET	10628	8105	13.4	76.3	102	1501	11.5	14.1	88	2584	14.9	24.3	114
TELEVISION AVG. HALF HOUR													
MKDAY 7:00 AM - 9:00 AM	8659	6125	10.1	70.7	94	1493	11.5	17.2	107	1706	9.9	19.7	92
MKDAY 9:00 AM - 1:00 PM	12163	8601	14.2	70.7	94	2169	16.7	17.8	111	2347	13.6	19.3	90
MKDAY 1:00 PM - 4:30 PM	16150	11712	19.3	72.5	97	2868	22.0	17.8	110	3290	19.0	20.4	95
MKDAY 4:30 PM - 7:30 PM	22463	16160	26.6	71.9	96	3615	27.8	16.1	100	4458	25.8	19.8	93
MKDAY 7:30 PM - 8:00 PM	31795	23283	38.4	73.2	98	5034	38.7	15.8	98	6602	38.2	20.8	97
MKDAY 11:00 PM - 11:30 PM	23977	18270	30.1	76.2	102	3766	28.9	15.7	98	5447	31.5	22.7	106
MKDAY 11:30 PM - 1:00 AM	7703	5844	9.6	75.9	101	1227	9.4	15.9	99	1734	10.0	22.5	105
M-SAT 8-11 PM+SUN 7-11 PM	33800	25477	42.0	75.4	101	5383	41.3	15.9	99	7331	42.4	21.7	102
MKDY DAYTIME NTWK 7AM-4:30PM													
ALL MY CHILDREN A	6538	4876	8.0	74.6	100	949	7.3	14.5	90	1332	7.7	20.4	95
ANOTHER WORLD N	4620	3445	5.7	74.6	100	944	7.2	20.4	127	866	5.0	18.7	88
AS THE WORLD TURNS C	5614	3915	6.5	69.7	93	1203	9.2	21.4	133	954	5.5	17.0	80
CAPITOL C	3396	2295	3.8	67.6	90	693	5.3	20.4	127	657	3.8	19.3	91
CBS MORN. NEWS 1 C	1446	971	1.6	67.2	90	243	1.9	16.8	104	269	1.6	18.6	87
CBS MORN. NEWS 2 C	1207	826	1.4	68.4	91	191	1.5	15.8	98	182	1.1	15.1	71
DAYS OF OUR LIVES N	5877	4519	7.4	76.9	103	976	7.5	16.6	103	1369	7.9	23.3	109
FACTS OF LIFE - DAYTIME N	2290	1588	2.6	69.3	93	554	4.3	24.2	150	403	2.3	17.6	82
FAMILY FEUD A	3023	2046	3.4	67.7	90	545	4.2	18.0	112	509	2.9	16.8	79
GENERAL HOSPITAL A	6097	4519	7.4	74.1	99	775	6.0	12.7	79	1294	7.5	21.2	99
GOOD MORNING, AMERICA-730 A	3515	2522	4.2	71.7	96	689	5.3	19.6	122	818	4.7	23.3	109
GOOD MORNING, AMERICA-830 A	2818	2089	3.4	74.1	99	464	3.6	16.5	102	648	3.7	23.0	108
GUIDING LIGHT C	5339	3721	6.1	69.7	93	1116	8.6	20.9	130	1061	6.1	19.9	93
ONE LIFE TO LIVE A	4478	3344	5.5	74.7	100	590	4.5	13.2	82	944	5.5	21.1	99
PRESS YOUR LUCK C	2244	1662	2.7	74.1	99	351	2.7	15.6	97	403	2.3	18.0	84
PRICE IS RIGHT 1 C	4348	2910	4.8	66.9	89	853	6.5	19.6	122	894	5.2	20.6	96
PRICE IS RIGHT 2 C	5014	3442	5.7	68.6	92	956	7.3	19.1	119	913	5.3	18.2	85
RYAN'S HOPE A	3150	2343	3.9	74.4	99	461	3.5	14.6	91	605	3.5	19.2	90
SALE OF THE CENTURY N	2695	1821	3.0	67.6	90	672	5.2	24.9	155	463	2.7	17.2	80
SEARCH FOR TOMORROW N	2319	1753	2.9	75.6	101	418	3.2	18.0	112	417	2.4	18.0	84
TODAY SHOW 1 N	2693	1826	3.0	67.8	90	433	3.3	16.1	100	539	3.1	20.0	94
TODAY SHOW 2 N	2498	1758	2.9	70.4	94	402	3.1	16.1	100	476	2.8	19.1	89
$25,000 PYRAMID C	2753	1981	3.3	72.0	96	489	3.8	17.8	110	558	3.2	20.3	95
WHEEL OF FORTUNE N	4388	3058	5.0	69.7	93	865	6.6	19.7	123	767	4.4	17.5	82
YOUNG AND THE RESTLESS C	5695	3922	6.5	68.9	92	1076	8.3	18.9	117	998	5.8	17.5	82
WEEKEND DAYTIME NTWK PRE 6PM													
ABC WIDE WORLD-SPORTS SAT A	1760	1195	2.0	67.9	91	304	2.3	17.3	107	367	2.1	20.9	98
NBA PLAYOFF GAME -1 C	1136	746	1.2	65.7	88	319	2.4	28.1	175	244	1.4	21.5	101
NBC MAJOR LEAGUE PRE-GAME N	953	685	1.1	71.9	96	*195	1.5	20.5	127	*183	1.1	19.2	90
SPORTSWORLD - SUN N	1233	903	1.5	73.2	98	186	1.4	15.1	94	316	1.8	25.6	120
SUNDAY MORNING C	1611	1072	1.8	66.5	89	260	2.0	16.1	100	245	1.4	15.2	71

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ICE CREAM & ICE MILK & SHERBET (FOR EATING AT HOME) - TYPES
(FEMALE HOMEMAKERS)

0423
P-19

		TOTAL U.S. '000	REGULAR ICE CREAM (NOT DIET) A '000	B % DOWN	C % ACROSS	D INDX	ICE MILK A '000	B % DOWN	C % ACROSS	D INDX	SHERBET A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	60680	100.0	74.9	100	13024	100.0	16.1	100	17288	100.0	21.3	100				
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	18749	30.9	71.9	96	4416	33.9	16.9	105	5209	30.1	20.0	94				
NETWORK AFFILIATES - LATE		20261	15427	25.4	76.1	102	3224	24.8	15.9	99	4526	26.2	22.3	105				
INDEPENDENTS - LATE		2076	1582	2.6	76.2	102	252	1.9	12.1	75	482	2.8	23.2	109				
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	8040	13.2	76.9	103	1950	15.0	18.7	116	2448	14.2	23.4	110				
ABC MONDAY NIGHT MOVIE	A	6412	4995	8.2	77.9	104	1008	7.7	15.7	98	1530	8.9	23.9	112				
ABC SUNDAY NIGHT MOVIE	A	12407	9377	15.5	75.6	101	2010	15.4	16.2	101	2766	16.0	22.3	104				
ABC WORLD NEWS TONIGHT	A	6176	4285	7.1	69.4	93	1042	8.0	16.9	105	1166	6.7	18.9	88				
AFTERMASH	C	5863	4113	6.8	70.2	94	995	7.6	17.0	106	1299	7.5	22.2	104				
ALICE	C	9594	7154	11.8	74.6	100	1717	13.2	17.9	111	2064	11.9	21.5	101				
AMERICAN PARADE	C	6622	4637	7.6	70.0	93	1130	8.7	17.1	106	1483	8.6	22.4	105				
BENSON	A	10886	8059	13.3	74.0	99	1639	12.6	15.1	94	2310	13.4	21.2	99				
BLUE THUNDER	A	5036	3743	6.2	74.3	99	810	6.2	16.1	100	1021	5.9	20.3	95				
CAGNEY & LACEY	C	9965	7805	12.9	78.3	105	1680	12.9	16.9	105	2304	13.3	23.1	108				
CBS EVENING NEWS-DEAK	C	3491	2381	3.9	68.2	91	562	4.3	16.1	100	681	3.9	19.5	91				
CBS EVENING NEWS-RATHER	C	7123	5203	8.6	73.0	97	1233	9.5	17.3	108	1554	9.0	21.8	102				
CBS SAT. NEWS-SCHIEFFER	C	3621	2509	4.1	69.3	92	664	5.1	18.3	114	610	3.5	16.8	79				
CBS SATURDAY NIGHT MOVIE	C	5436	4015	6.6	73.9	99	1052	8.1	19.4	120	1125	6.5	20.7	97				
CBS WEDNESDAY NIGHT MOVIE	C	6100	4549	7.5	74.6	100	984	7.6	16.1	100	1250	7.2	20.5	96				
CHEERS	N	8889	7112	11.7	80.0	107	1164	8.9	13.1	81	2244	13.0	25.2	118				
DALLAS	C	22109	17181	28.3	77.7	104	3197	24.5	14.5	90	4678	27.1	21.2	99				
DIFF'RENT STROKES	N	6940	5021	8.3	72.3	97	1199	9.2	17.3	107	1581	9.1	22.8	107				
DOUBLE TROUBLE	N	7223	5364	8.8	74.3	99	1236	9.5	17.1	106	1616	9.3	22.4	105				
DUCK FACTORY	N	5595	4511	7.4	80.6	108	809	6.2	14.5	90	1294	7.5	23.1	108				
DUKES OF HAZZARD	C	5768	4356	7.2	75.5	101	976	7.5	16.9	105	1057	6.1	18.3	86				
DYNASTY	A	20053	14945	24.6	74.5	99	3224	24.8	16.1	100	3984	23.0	19.9	93				
FACTS OF LIFE	N	8087	6022	9.9	74.5	99	1384	10.6	17.1	106	1836	10.6	22.7	106				
FALCON CREST	C	20046	15488	25.5	77.3	103	2941	22.6	14.7	91	4424	25.6	22.1	103				
FALL GUY	A	9084	6806	11.2	74.9	100	1719	13.2	18.9	118	1976	11.4	21.8	102				
FAMILY TIES	N	7964	6079	10.0	76.3	102	1253	9.6	15.7	98	2064	11.9	25.9	121				
FANTASY ISLAND	A	7687	5620	9.3	73.1	98	1111	8.5	14.5	90	1529	8.8	19.9	93				
FOULUPS,BLEEPS & BLUNDERS	A	8861	6643	10.9	75.0	100	1322	10.2	14.9	93	1824	10.6	20.6	96				
FOUR SEASONS	C	5095	3619	6.0	71.0	95	888	6.8	17.4	108	1153	6.7	22.6	106				
GIMME A BREAK	N	8838	6439	10.6	72.9	97	1616	12.4	18.3	114	2200	12.7	24.9	117				
HART TO HART	A	8978	6570	10.8	73.2	98	1411	10.8	15.7	98	1697	9.8	18.9	89				
HILL STREET BLUES	N	8590	6700	11.0	78.0	104	1215	9.3	14.1	88	2037	11.8	23.7	111				
HOTEL	A	14085	10756	17.7	76.4	102	1935	14.9	13.7	85	2782	16.1	19.8	93				
JEFFERSONS	C	9360	6812	11.2	72.8	97	1722	13.2	18.4	114	1953	11.3	20.9	98				
JENNIFER SLEPT HERE	N	5841	4279	7.1	73.3	98	931	7.1	15.9	99	1359	7.9	23.3	109				
KATE & ALLIE	C	9206	7080	11.7	76.9	103	1528	11.7	16.6	103	2024	11.7	22.0	103				
KNIGHT RIDER	N	7076	5450	9.0	77.0	103	1363	10.5	19.3	120	1561	9.0	22.1	103				
LOVE BOAT	A	12219	8814	14.5	72.1	96	1953	15.0	16.0	99	2344	13.6	19.2	90				
MAGNUM PI	C	11199	8261	13.6	73.8	98	2004	15.4	17.9	111	2250	13.0	20.1	94				
MAMA'S FAMILY	N	6057	4584	7.6	75.7	101	948	7.3	15.7	97	1342	7.8	22.2	104				
MASTER, THE	N	3598	2665	4.4	74.1	99	735	5.6	20.4	127	741	4.3	20.6	96				
MATT HOUSTON	A	6344	4688	7.7	73.9	99	1133	8.7	17.9	111	1461	8.5	23.0	108				
NBC MONDAY NIGHT MOVIE	N	11994	9163	15.1	76.4	102	1918	14.7	16.0	99	2828	16.4	23.6	110				
NBC NIGHTLY NEWS	N	5132	3728	6.1	72.6	97	909	7.0	17.7	110	1068	6.2	20.8	97				
NBC NIGHTLY NEWS-SAT	N	3375	2356	3.9	69.8	93	535	4.1	15.9	99	687	4.0	20.4	95				
NBC NIGHTLY NEWS-SUN	N	3130	2141	3.5	68.4	91	575	4.4	18.4	114	703	4.1	22.5	105				
NBC SUNDAY NIGHT MOVIE	N	8284	6401	10.5	77.3	103	1389	10.7	16.8	104	1991	11.5	24.0	113				
NEWHART	C	9240	7163	11.8	77.5	103	1476	11.3	16.0	99	2136	12.4	23.1	108				
ONE DAY AT A TIME	C	7288	5383	8.9	73.9	99	1178	9.0	16.2	101	1548	9.0	21.2	100				
PEOPLE ARE FUNNY	N	4855	3599	5.9	74.1	99	827	6.3	17.0	106	1139	6.6	23.5	110				
REAL PEOPLE	N	8869	6526	10.8	73.6	98	1556	11.9	17.5	109	1834	10.6	20.7	97				
REMINGTON STEELE	N	7743	6120	10.1	79.0	105	1085	8.3	14.0	87	1741	10.1	22.5	105				
RIPLEY'S BELIEVE IT - NOT	A	5345	4168	6.9	78.0	104	809	6.2	15.1	94	1255	7.3	23.5	110				
RIPTIDE	N	6988	5597	9.2	80.1	107	1278	9.8	18.3	114	1618	9.4	23.2	108				
SCARECROW & MRS. KING	C	10002	7537	12.4	75.4	101	1847	14.2	18.5	115	2144	12.4	21.4	100				
SIMON & SIMON	C	10638	8089	13.3	76.0	101	2007	15.4	18.9	117	2241	13.0	21.1	99				
60 MINUTES	C	13293	9475	15.6	71.3	95	2261	17.4	17.0	106	2703	15.6	20.3	95				
ST. ELSEWHERE	N	7017	5347	8.8	76.2	102	1064	8.2	15.2	94	1695	9.8	24.2	113				
THREE'S COMPANY	A	10917	8427	13.9	77.2	103	1675	12.9	15.3	95	2171	12.6	19.9	93				
T.J. HOOKER	A	9204	6666	11.0	72.4	97	1547	11.9	16.8	105	1856	10.7	20.2	94				
TONIGHT SHOW	N	2372	1811	3.0	76.3	102	325	2.5	13.7	85	582	3.4	24.5	115				
TRAPPER JOHN, M.D.	C	9846	7325	12.1	74.4	99	1768	13.6	18.0	112	2259	13.1	22.9	107				
TV BLOOPERS & PRAC. JOKES	N	9105	6827	11.3	75.0	100	1424	10.9	15.6	97	2102	12.2	23.1	108				
20/20	A	9387	7155	11.8	76.2	102	1430	11.0	15.2	95	2124	12.3	22.6	106				
WEBSTER	A	11067	8186	13.5	74.0	99	1705	13.1	15.4	96	2344	13.6	21.2	99				
WORLD NEWS - SUN	A	3062	2239	3.7	73.1	98	519	4.0	16.9	105	640	3.7	20.9	98				
YELLOW ROSE	N	4978	3784	6.2	76.0	101	748	5.7	15.0	93	1219	7.1	24.5	115				
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	7185	11.8	80.9	108	1188	9.1	13.4	83	2296	13.3	25.9	121				
BASKETBALL - COLLEGE GAMES		4080	3116	5.1	76.4	102	725	5.6	17.8	110	984	5.7	24.1	113				
BASKETBALL - PRO GAMES		3607	2693	4.4	74.7	100	722	5.5	20.0	124	1021	5.9	28.3	133				
BOWLING		3883	2980	4.9	76.7	102	605	4.6	15.6	97	958	5.5	24.7	116				
BOXING		3928	2925	4.8	74.5	99	677	5.2	17.2	107	816	4.7	20.8	97				
FOOTBALL - COLLEGE GAMES		6366	5101	8.4	80.1	107	1056	8.1	16.6	103	1341	7.8	21.1	99				
FOOTBALL - PRO GAMES		11300	9400	15.5	83.2	111	1656	12.7	14.7	91	2492	14.4	22.1	103				
GOLF		3378	2610	4.3	77.3	103	621	4.8	18.4	114	861	5.0	25.5	119				
POST-SEASON COLL. FOOTBALL		4906	3931	6.5	80.1	107	724	5.6	14.8	92	1048	6.1	21.4	100				
POST-SEASON PRO FOOTBALL		6120	4986	8.2	81.5	109	880	6.8	14.4	89	1594	9.2	26.0	122				
TENNIS		3033	2336	3.8	77.0	103	*375	2.9	12.4	77	769	4.4	25.4	119				
WRESTLING - PROFESSIONAL		3344	2432	4.0	72.7	97	788	6.1	23.6	147	723	4.2	21.6	101				

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JAMS, JELLIES & PRESERVES

BASE = FEMALE HOMEMAKERS (80986)

		'000	%	UNWEIGHTED
6A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE THEM?	YES	70229	86.7	8051
	NO	10757	13.3	1384

IF YES

	ALL		SOLE		PRIMARY		SECONDARY		
6B. WHAT FLAVORS ARE USED BY YOUR HOUSEHOLD?	'000	%	'000	%	'000	%	'000	%	UNWEIGHTED
GRAPE	45526	56.2	14404	17.8	25278	31.2	5844	7.2	5086
STRAWBERRY	42453	52.4	10742	13.3	23535	29.1	8177	10.1	4886
OTHER	29100	35.9	7234	8.9	10453	12.9	11414	14.1	3264
DO NOT KNOW	711	.9							72

	ALL		SOLE		PRIMARY		SECONDARY		
6C. WHICH BRANDS ARE USED BY YOUR HOUSEHOLD?	'000	%	'000	%	'000	%	'000	%	UNWEIGHTED
BAMA	9531	11.8	2340	2.9	5478	6.8	1713	2.1	960
KRAFT	19841	24.5	4242	5.2	11427	14.1	4172	5.2	2199
POLANDER	1982	2.4	394	.5	949	1.2	640	.8	245
SMUCKERS	32610	40.3	8712	10.8	18273	22.6	5625	6.9	3762
WELCH	29436	36.3	6621	8.2	16095	19.9	6720	8.3	3328
OTHER BRANDS	24288	30.0	12129	15.0	6759	8.3	5400	6.7	2756
DO NOT KNOW	1823	2.3							214

		'000	%	UNWEIGHTED
6D. ABOUT HOW MANY JARS OF JAMS, JELLIES OR PRESERVES WERE USED BY YOUR ENTIRE HOUSEHOLD IN THE LAST 30 DAYS?				
SIX OR MORE	H	1649	2.0	182
FIVE	H	1160	1.4	125
FOUR	H	2315	2.9	238
THREE	H	6027	7.4	601
TWO	H	14608	18.0	1623
ONE	M	20487	25.3	2313
LESS THAN ONE	L	21957	27.1	2690
NONE	L	2028	2.5	279

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JAMS, JELLIES & PRESERVES: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0426
P-19

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS TWO OR MORE A '000	HEAVY USERS TWO OR MORE B % DOWN	HEAVY USERS TWO OR MORE C % ACROSS	HEAVY USERS TWO OR MORE D INDX	MEDIUM USERS ONE A '000	MEDIUM USERS ONE B % DOWN	MEDIUM USERS ONE C % ACROSS	MEDIUM USERS ONE D INDX	LIGHT USERS LESS THAN ONE A '000	LIGHT USERS LESS THAN ONE B % DOWN	LIGHT USERS LESS THAN ONE C % ACROSS	LIGHT USERS LESS THAN ONE D INDX
TOTAL FEMALE HOMEMAKERS	80986	70229	100.0	86.7	100	25758	100.0	31.8	100	20487	100.0	25.3	100	23984	100.0	29.6	100
18 - 24	9282	7894	11.2	85.0	98	2508	9.7	27.0	85	2327	11.4	25.1	99	3059	12.8	33.0	111
25 - 34	19072	16887	24.0	88.5	102	5858	22.7	30.7	97	4775	23.3	25.0	99	6254	26.1	32.8	111
35 - 44	14591	13102	18.7	89.8	104	6044	23.5	41.4	130	3837	18.7	26.3	104	3221	13.4	22.1	75
45 - 54	11345	10205	14.5	90.0	104	4033	15.7	35.5	112	2736	13.4	24.1	95	3437	14.3	30.3	102
55 - 64	11635	10088	14.4	86.7	100	3492	13.6	30.0	94	2783	13.6	23.9	95	3812	15.9	32.8	111
65 OR OLDER	15061	12052	17.2	80.0	92	3823	14.8	25.4	80	4028	19.7	26.7	106	4201	17.5	27 9	94
18 - 34	28354	24781	35.3	87.4	101	8365	32.5	29.5	93	7102	34.7	25.0	99	9314	38.8	32.8	111
18 - 49	48339	42854	61.0	88.7	102	16529	64.2	34.2	108	12260	59.8	25.4	100	14064	58.6	29.1	98
25 - 54	45008	40194	57.2	89.3	103	15935	61.9	35.4	111	11348	55.4	25.2	100	12912	53.8	28.7	97
35 - 49	19985	18072	25.7	90.4	104	8164	31.7	40.9	128	5158	25.2	25.8	102	4750	19.8	23.8	80
50 OR OLDER	32647	27375	39.0	83.9	97	9229	35.8	28.3	89	8226	40.2	25.2	100	9920	41.4	30.4	103
GRADUATED COLLEGE	11155	9602	13.7	86.1	99	3106	12.1	27.8	88	2473	12.1	22.2	88	4023	16.8	36.1	122
ATTENDED COLLEGE	13682	12064	17.2	88.2	102	3883	15.1	28.4	89	3614	17.6	26.4	104	4566	19.0	33.4	113
GRADUATED HIGH SCHOOL	33830	29920	42.6	88.3	102	11345	44.0	33.5	105	8820	43.1	26.0	103	9756	40.7	28.8	97
DID NOT GRADUATE HIGH SCHOOL	22270	18643	26.5	83.7	97	7424	28.8	33.3	105	5580	27.2	25.1	99	5640	23.5	25.3	86
EMPLOYED	40306	35482	50.5	88.0	102	12307	47.8	30.5	96	10039	49.0	24.9	98	13136	54.8	32.6	110
EMPLOYED FULL-TIME	32850	28889	41.1	87.9	101	10063	39.1	30.6	96	8083	39.5	24.6	97	10743	44.8	32.7	110
EMPLOYED PART-TIME	7456	6593	9.4	88.4	102	2244	8.7	30.1	95	1956	9.5	26.2	104	2393	10.0	32.1	108
NOT EMPLOYED	40680	34747	49.5	85.4	98	13451	52.2	33.1	104	10448	E1.0	25.7	102	10848	45.2	26.7	90
PROFESSIONAL/MANAGER	10392	9218	13.1	88.7	102	2713	10.5	26.1	82	2542	I2.4	24.5	97	3963	16.5	38.1	129
TECH/CLERICAL/SALES	17574	15355	21.9	87.4	101	4949	19.2	28.2	89	4484	21.9	25.5	101	5922	24.7	33.7	114
PRECISION/CRAFT	985	892	1.3	90.6	104	*375	1.5	38.1	120	**242	1.2	24.6	97	*275	1.1	27.9	94
OTHER EMPLOYED	11354	10016	14.3	88.2	102	4271	16.6	37.6	118	2770	13.5	24.4	96	2975	12.4	26.2	88
SINGLE	9863	8168	11.6	82.8	95	2570	10.0	26.1	82	2360	11.5	23.9	95	3239	13.5	32.8	111
MARRIED	51375	45654	65.0	88.9	102	17838	69.3	34.7	109	13617	66.5	26.5	105	14199	59.2	27.6	93
DIVORCED/SEPARATED/WIDOWED	19748	16406	23.4	83.1	96	5350	20.8	27.1	85	4510	22.0	22.8	90	6547	27.3	33.2	112
PARENTS	32590	29779	42.4	91.4	105	13129	51.0	40.3	127	9031	44.1	27.7	110	7620	31.8	23.4	79
WHITE	70416	61112	87.0	86.8	100	21733	84.4	30.9	97	17782	86.8	25.3	100	21597	90.0	30.7	104
BLACK	8778	7724	11.0	88.0	101	3625	14.1	41.3	130	2227	10.9	25.4	100	1872	7.8	21.3	72
OTHER	1791	1393	2.0	77.8	90	**400	1.6	22.3	70	**477	2.3	26.6	105	**516	2.2	28.8	97
NORTHEAST-CENSUS	17786	15264	21.7	85.8	99	5548	21.5	31.2	98	4662	22.8	26.2	104	5054	21.1	28.4	96
NORTH CENTRAL	20741	18704	26.6	90.2	104	7079	27.5	34.1	107	5418	26.4	26.1	103	6208	25.9	29.9	101
SOUTH	27775	24152	34.4	87.0	100	9401	36.5	33.8	106	7188	35.1	25.9	102	7564	31.5	27.2	92
WEST	14683	12108	17.2	82.5	95	3730	14.5	25.4	80	3220	15.7	21.9	87	5159	21.5	35.1	119
NORTHEAST-MKTG.	17961	15393	21.9	85.7	99	5682	22.1	31.6	99	4877	23.8	27.2	107	4835	20.2	26.9	91
EAST CENTRAL	11885	10634	15.1	89.5	103	3962	15.4	33.3	105	3169	15.5	26.7	105	3504	14.6	29.5	100
WEST CENTRAL	14090	12702	18.1	90.1	104	4797	18.6	34.0	107	3627	17.7	25.7	102	4278	17.8	30.4	103
SOUTH	24081	20916	29.8	86.9	100	8108	31.5	33.7	106	5997	29.3	24.9	98	6811	28.4	28.3	96
PACIFIC	12969	10584	15.1	81.6	94	3209	12.5	24.7	78	2818	13.8	21.7	86	4557	19.0	35.1	119
COUNTY SIZE A	32439	28219	40.2	87.0	100	9962	38.7	30.7	97	8935	43.6	27.5	109	9322	38.9	28.7	97
COUNTY SIZE B	24915	21416	30.5	86.0	99	8259	32.1	33.1	104	5486	26.8	22.0	87	7671	32.0	30.8	104
COUNTY SIZE C	12930	11234	16.0	86.9	100	3838	14.9	29.7	93	3277	16.0	25.3	100	4119	17.2	31.9	108
COUNTY SIZE D	10703	9360	13.3	87.5	101	3699	14.4	34.6	109	2789	13.6	26.1	103	2872	12.0	26.8	91
METRO CENTRAL CITY	24518	20678	29.4	84.3	97	7899	30.7	32.2	101	5553	27.1	22.6	90	7226	30.1	29.5	100
METRO SUBURBAN	35919	31751	45.2	88.4	102	10947	42.5	30.5	96	9889	48.3	27.5	109	10915	45.5	30.4	103
NON METRO	20549	17800	25.3	86.6	100	6912	26.8	33.6	106	5045	24.6	24.6	97	5843	24.4	28.4	96
TOP 5 ADI'S	18341	15720	22.4	85.7	99	5428	21.1	29.6	93	5045	24.6	27.5	109	5247	21.9	28.6	97
TOP 10 ADI'S	25378	22115	31.5	87.1	100	7591	29.5	29.9	94	7265	35.5	28.6	113	7259	30.3	2E.6	97
TOP 20 ADI'S	36488	31562	44.9	86.5	100	11035	42.8	30.2	95	9913	48.4	27.2	107	10613	44.3	29.1	98
HSHLD INC. $50,000 OR MORE	6612	5990	8.5	90.6	104	2126	8.3	32.2	101	1776	8.7	26.9	106	2088	8.7	31.6	107
$40,000 OR MORE	12659	11475	16.3	90.6	105	4246	16.5	33.5	105	3523	17.2	27.8	110	3707	15.5	29.3	99
$30,000 OR MORE	24698	22158	31.6	89.7	103	8036	31.2	32.5	102	6517	31.8	26.4	104	7606	31.7	30.8	104
$25,000 OR MORE	32077	28874	41.1	90.0	104	10786	41.9	33.6	106	8349	40.8	26.0	103	9739	40.6	30.4	103
$20,000 - $24,999	9144	7927	11.3	86.7	100	2760	10.7	30.2	95	2269	11.1	24.8	98	2898	12.1	31.7	107
$15,000 - $19,999	8728	7472	10.6	85.6	99	2458	9.5	28.2	89	2410	11.8	27.6	109	2604	10.9	29.8	101
$10,000 - $14,999	12562	10796	15.4	85.9	99	4207	16.3	33.5	105	2971	14.5	23.7	93	3618	15.1	28.8	97
UNDER $10,000	18475	15160	21.6	82.1	95	5547	21.5	30.0	94	4488	21.9	24.3	96	5125	21.4	27.7	94
HOUSEHOLD OF 1 PERSON	11987	9245	13.2	77.1	89	2012	7.8	16.8	53	2282	11.1	19.0	75	4951	20.6	41.3	139
2 PEOPLE	26577	22222	31.6	83.6	96	6615	25.7	24.9	78	6617	32.3	24.9	98	8990	37.5	33.8	114
3 OR 4 PEOPLE	30617	27896	39.7	91.1	105	11196	43.5	36.6	115	8448	41.2	27.6	109	8253	34.4	27.0	91
5 OR MORE PEOPLE	11804	10865	15.5	92.0	106	5935	23.0	50.3	158	3140	15.3	26.6	105	1790	7.5	15.2	51
NO CHILD IN HSHLD	46165	38359	54.6	83.1	96	11606	45.1	25.1	79	10855	53.0	23.5	93	15898	66.3	34.4	116
CHILD(REN) UNDER 2 YRS	5325	4827	6.9	90.6	105	1680	6.5	31.5	99	1480	7.2	27.8	110	1667	7.0	31.3	106
2 - 5 YEARS	14221	12930	18.4	90.9	105	5486	21.3	38.6	121	4027	19.7	28.3	112	3416	14.2	24.0	81
6 - 11 YEARS	15117	13855	19.7	91.7	106	6495	25.2	43.0	135	4229	20.6	28.0	111	3130	13.1	20.7	70
12 - 17 YEARS	16611	15287	21.8	92.0	106	7814	30.3	47.0	148	4556	22.2	27.4	108	2918	12.2	17.6	59
RESIDENCE OWNED	55884	49394	70.3	88.4	102	18015	69.9	32.2	101	15082	73.6	27.0	107	16296	67.9	29.2	98
VALUE: $50,000 OR MORE	31744	28021	39.9	88.3	102	9912	38.5	31.2	98	8704	42.5	27.4	108	9405	39.2	29.6	100
VALUE: UNDER $50,000	24140	21373	30.4	88.5	102	8103	31.5	33.6	106	6378	31.1	26.4	104	6892	28.7	28.6	96

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JAMS, JELLIES & PRESERVES: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0427
P-19

		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS TWO OR MORE A '000	HEAVY USERS TWO OR MORE B % DOWN	HEAVY USERS TWO OR MORE C % ACROSS	HEAVY USERS TWO OR MORE D INDX	MEDIUM USERS ONE A '000	MEDIUM USERS ONE B % DOWN	MEDIUM USERS ONE C % ACROSS	MEDIUM USERS ONE D INDX	LIGHT USERS LESS THAN ONE A '000	LIGHT USERS LESS THAN ONE B % DOWN	LIGHT USERS LESS THAN ONE C % ACROSS	LIGHT USERS LESS THAN ONE D INDX
TOTAL FEMALE HOMEMAKERS		80986	70229	100.0	86.7	100	25758	100.0	31.8	100	20487	100.0	25.3	100	23984	100.0	29.6	100
MAGAZINES	QUINTILE 1	15799	14209	20.2	89.9	104	5629	21.9	35.6	112	4032	19.7	25.5	101	4548	19.0	28.8	97
	QUINTILE 2	17259	15334	21.8	88.8	102	5542	21.5	32.1	101	4490	21.9	26.0	103	5302	22.1	30.7	104
	QUINTILE 3	13545	11619	16.5	85.8	99	4306	16.7	31.8	100	3552	17.3	26.2	104	3761	15.7	27.8	94
	QUINTILE 4	15133	12915	18.4	85.3	98	4503	17.5	29.8	94	3904	19.1	25.8	102	4509	18.8	29.8	101
	QUINTILE 5	19250	16152	23.0	83.9	97	5779	22.4	30.0	94	4509	22.0	23.4	93	5864	24.4	30.5	103
NEWSPAPERS	QUINTILE 1	12413	11046	15.7	89.0	103	4320	16.8	34.8	109	3393	16.6	27.3	108	3333	13.9	26.9	91
	QUINTILE 2	24116	21206	30.2	87.9	101	7902	30.7	32.8	103	5861	28.6	24.3	96	7444	31.0	30.9	104
	QUINTILE 3	11261	9824	14.0	87.2	101	3608	14.0	32.0	101	2846	13.9	25.3	100	3371	14.1	29.9	101
	QUINTILE 4	20255	17375	24.7	85.8	99	5949	23.1	29.4	92	5329	26.0	26.3	104	6097	25.4	30.1	102
	QUINTILE 5	12940	10777	15.3	83.3	96	3979	15.4	30.7	97	3058	14.9	23.6	93	3740	15.6	28.9	98
OUTDOOR	QUINTILE 1	14852	13065	18.6	88.0	101	4774	18.5	32.1	101	3775	18.4	25.4	100	4516	18.8	30.4	103
	QUINTILE 2	15725	13861	19.7	88.1	102	5193	20.2	33.0	104	3738	18.2	23.8	94	4931	20.6	31.4	106
	QUINTILE 3	16[illegible]	14016	20.0	85.8	99	4939	19.2	30.2	95	4353	21.2	26.7	105	4724	19.7	28.9	98
	QUINTILE 4	16744	14476	20.6	86.5	100	5426	21.1	32.4	102	4205	20.5	25.1	99	4845	20.2	28.9	98
	QUINTILE 5	17334	14810	21.1	85.4	99	5425	21.1	31.3	98	4416	21.6	25.5	101	4969	20.7	28.7	97
RADIO-DRIVE TIME	QUINTILE 1	15911	14180	20.2	89.1	103	5340	20.7	33.6	106	4207	20.5	26.4	105	4633	19.3	29.1	98
	QUINTILE 2	14837	13119	18.7	88.4	102	5332	20.7	35.9	113	3682	18.0	24.8	98	4105	17.1	27.7	93
	QUINTILE 3	15339	13200	18.8	86.1	99	4518	17.5	29.5	93	3973	19.4	25.9	102	4709	19.6	30.7	104
	QUINTILE 4	16723	14451	20.6	86.4	100	5232	20.3	31.3	98	4167	20.3	24.9	99	5052	21.1	30.2	102
	QUINTILE 5	18176	15278	21.8	84.1	97	5336	20.7	29.4	92	4457	21.8	24.5	97	5485	22.9	30.2	102
RADIO-MID-DAY	TERCILE 1	21020	18452	26.3	87.8	101	6851	26.6	32.6	102	5424	26.5	25.8	102	6177	25.8	29.4	99
	TERCILE 2	21610	19048	27.1	88.1	102	7279	28.3	33.7	106	5582	27.2	25.8	102	6188	25.8	28.6	97
	TERCILE 3	38355	32729	46.6	85.3	98	11628	45.1	30.3	95	9481	46.3	24.7	98	11620	48.4	30.3	102
RADIO-TOTAL	QUINTILE 1	15988	14106	20.1	88.2	102	5254	20.4	32.9	103	4212	20.6	26.3	104	4639	19.3	29.0	98
	QUINTILE 2	15626	13804	19.7	88.3	102	5352	20.8	34.3	108	3978	19.4	25.5	101	4474	18.7	28.6	97
	QUINTILE 3	16723	14584	20.8	87.2	101	5353	20.8	32.0	101	4285	20.9	25.6	101	4947	20.6	29.6	100
	QUINTILE 4	16342	14060	20.0	86.0	99	4830	18.8	29.6	93	4014	19.6	24.6	97	5216	21.7	31.9	108
	QUINTILE 5	16306	13674	19.5	83.9	97	4968	19.3	30.5	96	3998	19.5	24.5	97	4709	19.6	28.9	98
TV-PRIME TIME	QUINTILE 1	15953	13783	19.6	86.4	100	5084	19.7	31.9	100	4086	19.9	25.6	101	4613	19.2	28.9	98
	QUINTILE 2	16137	14271	20.3	88.4	102	5375	20.9	33.3	105	4072	19.9	25.2	100	4824	20.1	29.9	101
	QUINTILE 3	16420	14636	20.8	89.1	103	5440	21.1	33.1	104	4014	19.6	24.4	97	5182	21.6	31.6	107
	QUINTILE 4	16687	14299	20.4	85.7	99	5330	20.7	31.9	100	4404	21.5	26.4	104	4565	19.0	27.4	92
	QUINTILE 5	15789	13240	18.9	83.9	97	4529	17.6	28.7	90	3911	19.1	24.8	98	4800	20.0	30.4	103
TV-DAYTIME	TERCILE 1	27736	24164	34.4	87.1	100	9447	36.7	34.1	107	6843	33.4	24.7	98	7875	32.8	28.4	96
	TERCILE 2	26489	22877	32.6	86.4	100	8735	33.9	33.0	104	6659	32.5	25.1	99	7483	31.2	28.2	95
	TERCILE 3	26761	23188	33.0	86.6	100	7576	29.4	28.3	89	6986	34.1	26.1	103	8627	36.0	32.2	109
TV-TOTAL	QUINTILE 1	16345	14014	20.0	85.7	99	5472	21.2	33.5	105	3976	19.4	24.3	96	4566	19.0	27.9	94
	QUINTILE 2	16447	14542	20.7	88.4	102	5806	22.5	35.3	111	4143	20.2	25.2	100	4593	19.2	27.9	94
	QUINTILE 3	15980	13935	19.8	87.2	101	5069	19.7	31.7	100	4077	19.9	25.5	101	4789	20.0	30.0	101
	QUINTILE 4	15887	13853	19.7	87.2	101	4865	18.9	30.6	96	4247	20.7	26.7	106	4741	19.8	29.8	101
	QUINTILE 5	16326	13885	19.8	85.0	98	4546	17.6	27.8	88	4044	19.7	24.8	98	5295	22.1	32.4	110
MAGAZINES-NEWSPAPERS: DUAL		20721	18620	26.5	89.9	104	7036	27.3	34.0	107	5312	25.9	25.6	101	6272	26.2	30.3	102
MAGAZINE IMPERATIVE		19186	16675	23.7	86.9	100	6204	24.1	32.3	102	4876	23.8	25.4	100	5596	23.3	29.2	98
NEWSPAPER IMPERATIVE		21899	18856	26.8	86.1	99	7138	27.7	32.6	102	5326	26.0	24.3	96	6393	26.7	29.2	99
MAGAZINES-OUTDOOR: DUAL		15451	13944	19.9	90.2	104	5409	21.0	35.0	110	3890	19.0	25.2	100	4645	19.4	30.1	102
MAGAZINE IMPERATIVE		25953	22777	32.4	87.8	101	8472	32.9	32.6	103	6812	33.3	26.2	104	7493	31.2	28.9	97
OUTDOOR IMPERATIVE		24400	20686	29.5	84.8	98	7159	27.8	29.3	92	6034	29.5	24.7	98	7493	31.2	30.7	104
MAGAZINES-RADIO: DUAL		18049	16222	23.1	89.9	104	6253	24.3	34.6	109	4509	22.0	25.0	99	5460	22.8	30.3	102
MAGAZINE IMPERATIVE		23571	20583	29.3	87.3	101	7655	29.7	32.5	102	6131	29.9	26.0	103	6797	28.3	28.8	97
RADIO IMPERATIVE		23278	20039	28.5	86.1	99	7301	28.3	31.4	99	6219	30.4	26.7	106	6519	27.2	28.0	95
MAGAZINES-TELEVISION: DUAL		15459	13639	19.4	88.2	102	5487	21.3	35.5	112	4038	19.7	26.1	103	4114	17.2	26.6	90
MAGAZINE IMPERATIVE		25829	22822	32.5	88.4	102	8031	31.2	31.1	98	6734	32.9	26.1	103	8056	33.6	31.2	105
TELEVISION IMPERATIVE		26039	22214	31.6	85.3	98	8174	31.7	31.4	99	6348	31.0	24.4	96	7692	32.1	29.5	100
NEWSPAPERS-OUTDOOR: DUAL		16605	14621	20.8	88.1	102	5682	22.1	34.2	108	4014	19.6	24.2	96	4925	20.5	29.7	100
NEWSPAPER IMPERATIVE		26834	23574	33.6	87.9	101	8795	34.1	32.8	103	6957	34.0	25.9	102	7823	32.6	29.2	98
OUTDOOR IMPERATIVE		23346	20131	28.7	86.2	99	7094	27.5	30.4	96	5873	28.7	25.2	99	7164	29.9	30.7	104
NEWSPAPERS-RADIO: DUAL		17133	15195	21.6	88.7	102	5914	23.0	34.5	109	4376	21.4	25.5	101	4905	20.5	28.6	97
NEWSPAPER IMPERATIVE		25892	22656	32.3	87.5	101	8301	32.2	32.1	101	6535	31.9	25.2	100	7821	32.6	30.2	102
RADIO IMPERATIVE		23167	20122	28.7	86.9	100	7283	28.3	31.4	99	6163	30.1	26.6	105	6676	27.8	28.8	97
NEWSPAPERS-TELEVISION: DUAL		17159	15165	21.6	88.4	102	6167	23.9	35.9	113	4389	21.4	25.6	101	4609	19.2	26.9	91
NEWSPAPER IMPERATIVE		26214	23037	32.8	87.9	101	8094	31.4	30.9	97	6648	32.4	25.4	100	8295	34.6	31.6	107
TELEVISION IMPERATIVE		23412	20100	28.6	85.9	99	7466	29.0	31.9	100	5775	28.2	24.7	98	6859	28.6	29.3	99
OUTDOOR-RADIO: DUAL		15303	13588	19.3	88.8	102	5046	19.6	33.0	104	3831	18.7	25.0	99	4711	19.6	30.8	104
OUTDOOR IMPERATIVE		24901	21394	30.5	85.9	99	7758	30.1	31.2	98	5988	29.2	24.0	95	7648	31.9	30.7	104
RADIO IMPERATIVE		26492	23042	32.8	87.0	100	8647	33.6	32.6	103	7046	34.4	26.6	105	7350	30.6	27.7	94
OUTDOOR-TELEVISION: DUAL		14794	13001	18.5	87.9	101	5143	20.0	34.8	109	3604	17.6	24.4	96	4254	17.7	28.8	97
OUTDOOR IMPERATIVE		25437	22198	31.6	87.3	101	7573	29.4	29.8	94	6684	32.6	26.3	104	7941	33.1	31.2	105
TELEVISION IMPERATIVE		27877	24231	34.5	86.9	100	9237	35.9	33.1	104	7019	34.3	25.2	100	7975	33.3	28.6	97
RADIO-TELEVISION: DUAL		15996	14150	20.1	88.5	102	5840	22.7	36.5	115	3932	19.2	24.6	97	4378	18.3	27.4	92
RADIO IMPERATIVE		25478	22321	31.8	87.6	101	7841	30.4	30.8	97	6596	32.2	25.9	102	7884	32.9	30.9	104
TELEVISION IMPERATIVE		26573	22976	32.7	86.5	100	8457	32.8	31.8	100	6686	32.6	25.2	99	7833	32.7	29.5	100

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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JAMS, JELLIES & PRESERVES: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0428
P-19

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS TWO OR MORE A '000	HEAVY USERS TWO OR MORE B % DOWN	HEAVY USERS TWO OR MORE C % ACROSS	HEAVY USERS TWO OR MORE D INDX	MEDIUM USERS ONE A '000	MEDIUM USERS ONE B % DOWN	MEDIUM USERS ONE C % ACROSS	MEDIUM USERS ONE D INDX	LIGHT USERS LESS THAN ONE A '000	LIGHT USERS LESS THAN ONE B % DOWN	LIGHT USERS LESS THAN ONE C % ACROSS	LIGHT USERS LESS THAN ONE D INDX
TOTAL FEMALE HOMEMAKERS	80986	70229	100.0	86.7	100	25758	100.0	31.8	100	20487	100.0	25.3	100	23984	100.0	29.6	100
ATLANTIC MONTHLY	415	368	0.5	88.7	102	*129	0.5	31.1	98	**122	0.6	29.4	116	*116	0.5	28.0	94
BARRON'S	453	386	0.5	85.2	98	**127	0.5	28.0	88	**120	0.6	26.5	105	*139	0.6	30.7	104
BETTER HOMES & GARDENS	16256	14479	20.6	89.1	103	5348	20.8	32.9	103	4477	21.9	27.5	109	4653	19.4	28.6	97
BON APPETIT	2535	2220	3.2	87.6	101	790	3.1	31.2	98	626	3.1	24.7	98	804	3.4	31.7	107
BUSINESS WEEK	1278	1097	1.6	85.8	99	392	1.5	30.7	96	396	1.9	31.0	122	310	1.3	24.3	82
CAR AND DRIVER	378	346	0.5	91.5	106	**98	0.4	25.9	82	**155	0.8	41.0	162	**93	0.4	24.6	83
CBS MAGAZINE NETWORK (GROSS)	1498	1384	2.0	92.4	107	523	2.0	34.9	110	471	2.3	31.4	124	390	1.6	26.0	88
CHANGING TIMES	1505	1327	1.9	88.2	102	437	1.7	29.0	91	322	1.6	21.4	85	568	2.4	37.7	127
COLONIAL HOMES	1231	1127	1.6	91.6	106	438	1.7	35.6	112	325	1.6	26.4	104	363	1.5	29.5	100
CONDE NAST MAG. PKG. (GROSS)	14146	12302	17.5	87.0	100	4271	16.6	30.2	95	4012	19.6	28.4	112	4019	16.8	28.4	96
CONSUMERS DIGEST	1323	1207	1.7	91.2	105	432	1.7	32.7	103	360	1.8	27.2	108	415	1.7	31.4	106
COSMOPOLITAN	7102	6153	8.8	86.6	100	2249	8.7	31.7	100	1792	8.7	25.2	100	2112	8.8	29.7	100
COUNTRY LIVING	2481	2198	3.1	88.6	102	887	3.4	35.8	112	677	3.3	27.3	108	634	2.6	25.6	86
CUISINE	1472	1301	1.9	88.4	102	527	2.0	35.8	113	410	2.0	27.9	110	364	1.5	24.7	83
CYCLE WORLD	425	392	0.6	92.2	106	*190	0.7	44.7	141	**70	0.3	16.5	65	**132	0.6	31.1	105
DCI:CREATIVE IDEAS FOR LIV	2510	2239	3.2	89.2	103	993	3.9	39.6	124	626	3.1	24.9	99	620	2.6	24.7	83
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	6001	8.5	89.6	103	2429	9.4	36.3	114	1653	8.1	24.7	98	1918	8.0	28.7	97
DISCOVER	894	800	1.1	89.5	103	313	1.2	35.0	110	*202	1.0	22.6	89	284	1.2	31.8	107
EBONY	3507	3161	4.5	90.1	104	1369	5.3	39.0	123	1092	5.3	31.1	123	699	2.9	19.9	67
ESQUIRE	1083	914	1.3	84.4	97	429	1.7	39.6	125	290	1.4	26.8	106	195	0.8	18.0	61
ESSENCE	1830	1683	2.4	92.0	106	692	2.7	37.8	119	659	3.2	36.0	142	332	1.4	18.1	61
FAMILY CIRCLE	15930	14227	20.3	89.3	103	5481	21.3	34.4	108	4158	20.3	26.1	103	4588	19.1	28.8	97
THE FAMILY HANDYMAN	1126	1018	1.4	90.4	104	402	1.6	35.7	112	316	1.5	28.1	111	300	1.3	26.6	90
FAMILY WEEKLY	11468	10010	14.3	87.3	101	3457	13.4	30.1	95	2799	13.7	24.4	96	3753	15.6	32.7	111
FIELD & STREAM	2234	1987	2.8	88.9	103	876	3.4	39.2	123	569	2.8	25.5	101	542	2.3	24.3	82
FOOD & WINE	579	531	0.8	91.7	106	265	1.0	45.8	144	*126	0.6	21.8	86	*140	0.6	24.2	82
FORBES	728	623	0.9	85.6	99	*161	0.6	22.1	70	*274	1.3	37.6	149	*187	0.8	25.7	87
FORTUNE	906	794	1.1	87.6	101	*259	1.0	28.6	90	*297	1.4	32.8	130	239	1.0	26.4	89
GENTLEMEN'S QUARTERLY	791	701	1.0	88.6	102	*260	1.0	32.9	103	*191	0.9	24.1	95	251	1.0	31.7	107
GLAMOUR	5265	4769	6.8	90.6	104	1632	6.3	31.0	97	1495	7.3	28.4	112	1642	6.8	31.2	105
GOLF DIGEST	636	576	0.8	90.6	104	*183	0.7	28.8	90	*219	1.1	34.4	136	*174	0.7	27.4	92
GOLF DIGEST/TENNIS (GROSS)	1186	1067	1.5	90.0	104	349	1.4	29.4	93	392	1.9	33.1	131	326	1.4	27.5	93
GOLF MAGAZINE	441	418	0.6	94.8	109	**133	0.5	30.2	95	**170	0.8	38.5	152	**115	0.5	26.1	88
GOLF MAGAZINE/SKI (GROSS)	922	772	1.1	83.7	97	286	1.1	31.0	98	*288	1.4	31.2	123	*197	0.8	21.4	72
GOOD HOUSEKEEPING	16487	14718	21.0	89.3	103	5527	21.5	33.5	105	4491	21.9	27.2	108	4699	19.6	28.5	96
HARPER'S BAZAAR	2423	2064	2.9	85.2	98	694	2.7	28.6	90	769	3.8	31.7	125	601	2.5	24.8	84
HEALTH	1994	1724	2.5	86.5	100	723	2.8	36.3	114	500	2.4	25.1	99	502	2.1	25.2	85
HEARST MAG CORP. BUY (GROSS)	44101	39144	55.7	88.8	102	14736	57.2	33.4	105	11915	58.2	27.0	107	12493	52.1	28.3	96
HEARST MAN POWER (GROSS)	1993	1799	2.6	90.3	104	747	2.9	37.5	118	533	2.6	26.7	106	519	2.2	26.0	88
HEARST WOMAN POWER (GROSS)	31274	27735	39.5	88.7	102	10414	40.4	33.3	105	8305	40.5	26.6	105	9016	37.6	28.8	97
HOUSE BEAUTIFUL	3623	3235	4.6	89.3	103	1212	4.7	33.5	105	1058	5.2	29.2	115	965	4.0	26.6	90
INC.	283	*263	0.4	92.9	107	**92	0.4	32.5	102	**87	0.4	30.7	122	**84	0.4	29.7	100
JET	2928	2578	3.7	88.0	102	1204	4.7	41.1	129	832	4.1	28.4	112	542	2.3	18.5	63
LADIES' HOME JOURNAL	11918	10783	15.4	90.5	104	3993	15.5	33.5	105	3265	15.9	27.4	108	3525	14.7	29.6	100
LHJ FAMILY GRP COMBO(GROSS)	16764	15059	21.4	89.8	104	5720	22.2	34.1	107	4433	21.6	26.4	105	4906	20.5	29.3	99
LIFE	4254	3724	5.3	87.5	101	1544	6.0	36.3	114	1042	5.1	24.5	97	1137	4.7	26.7	90
L.A. TIMES HOME MAGAZINE	1145	886	1.3	77.4	89	*215	0.8	18.8	59	*270	1.3	23.6	93	401	1.7	35.0	118
MADEMOISELLE	2884	2582	3.7	89.5	103	908	3.5	31.5	99	907	4.4	31.4	124	767	3.2	26.6	90
MC CALL'S	13460	12088	17.2	89.8	104	4758	18.5	35.3	111	3646	17.8	27.1	107	3684	15.4	27.4	92
MC CALL'S/WRK MOTHER (GROSS)	14606	13153	18.7	90.1	104	5185	20.1	35.5	112	3922	19.1	26.9	106	4046	16.9	27.7	94
MECHANIX ILLUSTRATED	772	704	1.0	91.2	105	300	1.2	38.9	122	*190	0.9	24.6	97	*213	0.9	27.6	93
METROPOLITAN HOME	967	888	1.3	91.8	106	326	1.3	33.7	106	247	1.2	25.5	101	315	1.3	32.6	110
MONEY	1588	1429	2.0	90.0	104	482	1.9	30.4	95	379	1.8	23.9	94	568	2.4	35.8	121
MOTHER EARTH NEWS	1002	872	1.2	87.0	100	342	1.3	34.1	107	*195	1.0	19.5	77	335	1.4	33.4	113
MS.	825	717	1.0	86.9	100	270	1.0	32.7	103	*212	1.0	25.7	102	235	1.0	28.5	96
NATIONAL ENQUIRER	10336	9153	13.0	88.6	102	3774	14.7	36.5	115	2749	13.4	26.6	105	2629	11.0	25.4	86
NATIONAL GEOGRAPHIC	9597	8394	12.0	87.5	101	3139	12.2	32.7	103	2427	11.8	25.3	100	2828	11.8	29.5	100
NATIONAL SUNDAY MAGAZINE PKG	49558	43487	61.9	87.7	101	15867	61.6	32.0	101	12765	62.3	25.8	102	14854	61.9	30.0	101
NATURAL HISTORY	573	516	0.7	90.1	104	*199	0.8	34.7	109	*146	0.7	25.5	101	*171	0.7	29.8	101
NEW WOMAN	1699	1533	2.2	90.2	104	488	1.9	28.7	90	383	1.9	22.5	89	663	2.8	39.0	132
NEW YORK INCLUDING CUE	443	390	0.6	88.0	102	*167	0.6	37.7	119	**105	0.5	23.7	94	*118	0.5	26.6	90
THE NEW YORKER	1270	1165	1.7	91.7	106	362	1.4	28.5	90	372	1.8	29.3	116	431	1.8	33.9	115
NEWSWEEK	6277	5432	7.7	86.5	100	2035	7.9	32.4	102	1624	7.9	25.9	102	1773	7.4	28.2	95
THE N.Y. TIMES DAILY EDITION	1205	1049	1.5	87.1	100	415	1.6	34.4	108	266	1.3	22.1	87	367	1.5	30.5	103
THE N.Y. TIMES MAGAZINE	2081	1786	2.5	85.8	99	663	2.6	31.9	100	381	1.9	18.3	72	741	3.1	35.6	120
OMNI	788	671	1.0	85.2	98	*219	0.9	27.8	87	*220	1.1	27.9	110	*232	1.0	29.4	99
ON CABLE	1158	1045	1.5	90.2	104	395	1.5	34.1	107	*359	1.8	31.0	123	292	1.2	25.2	85
1001 HOME IDEAS	2852	2552	3.6	89.5	103	1004	3.9	35.2	111	668	3.3	23.4	93	880	3.7	30.9	104
ORGANIC GARDENING	1658	1487	2.1	89.7	103	541	2.1	32.6	103	379	1.8	22.9	90	567	2.4	34.2	115
OUTDOOR LIFE	896	725	1.0	80.9	93	325	1.3	36.3	114	*234	1.1	26.1	103	*167	0.7	18.6	63
PARADE MAGAZINE	24275	21341	30.4	87.9	101	7844	30.5	32.3	102	6407	31.3	26.4	104	7090	29.6	29.2	99

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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JAMS, JELLIES & PRESERVES: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS TWO OR MORE A '000	HEAVY USERS TWO OR MORE B % DOWN	HEAVY USERS TWO OR MORE C % ACROSS	HEAVY USERS TWO OR MORE D INDX	MEDIUM USERS ONE A '000	MEDIUM USERS ONE B % DOWN	MEDIUM USERS ONE C % ACROSS	MEDIUM USERS ONE D INDX	LIGHT USERS LESS THAN ONE A '000	LIGHT USERS LESS THAN ONE B % DOWN	LIGHT USERS LESS THAN ONE C % ACROSS	LIGHT USERS LESS THAN ONE D IND
TOTAL FEMALE HOMEMAKERS	80986	70229	100.0	86.7	100	25758	100.0	31.8	100	20487	100.0	25.3	100	23984	100.0	29.6	10
PARENTS	3845	3489	5.0	90.7	105	1358	5.3	35.3	111	1151	5.6	29.9	118	981	4.1	25.5	8
PENTHOUSE	831	721	1.0	86.8	100	296	1.1	35.6	112	*256	1.2	30.8	122	*169	0.7	20.3	6
PEOPLE	11645	10469	14.9	89.9	104	3949	15.3	33.9	107	3114	15.2	26.7	106	3406	14.2	29.2	9
PLAYBOY	2006	1755	2.5	87.5	101	677	2.6	33.7	106	436	2.1	21.7	86	642	2.7	32.0	10
POPULAR HOT RODDING	297	264	0.4	88.9	103	**106	0.4	35.7	112	**80	0.4	26.9	106	**78	0.3	26.3	8
POPULAR MECHANICS	1018	913	1.3	89.7	103	406	1.6	39.9	125	*240	1.2	23.6	93	*267	1.1	26.2	8
POPULAR SCIENCE	878	776	1.1	88.4	102	479	1.9	54.6	172	*168	0.8	19.1	76	*129	0.5	14.7	5
PREVENTION	3913	3502	5.0	89.5	103	1284	5.0	32.8	103	826	4.0	21.1	83	1392	5.8	35.6	12
PSYCHOLOGY TODAY	1710	1547	2.2	90.5	104	540	2.1	31.6	99	518	2.5	30.3	120	490	2.0	28.7	9
READER'S DIGEST	22204	19677	28.0	88.6	102	7308	28.4	32.9	103	6001	29.3	27.0	107	6368	26.6	28.7	9
REDBOOK	7684	6864	9.8	89.3	103	2638	10.2	34.3	108	2022	9.9	26.3	104	2205	9.2	28.7	9
ROAD & TRACK	410	378	0.5	92.2	106	**134	0.5	32.7	103	**143	0.7	34.9	138	**101	0.4	24.6	8
ROLLING STONE	969	882	1.3	91.0	105	353	1.4	36.4	115	255	1.2	26.3	104	274	1.1	28.3	9
RUNNER'S WORLD	308	279	0.4	93.6	108	**105	0.4	35.2	111	**57	0.3	19.1	76	**116	0.5	38.9	13
SATURDAY EVENING POST	1169	1018	1.4	87.1	100	370	1.4	31.7	100	320	1.6	27.4	108	327	1.4	28.0	9
SCIENCE 84	587	546	0.8	93.0	107	*184	0.7	31.3	99	*136	0.7	23.2	92	*225	0.9	38.3	12
SCIENCE DIGEST	482	455	0.6	94.4	109	*174	0.7	36.1	114	*128	0.6	26.6	105	*153	0.6	31.7	10
SCIENTIFIC AMERICAN	594	582	0.8	98.0	113	*220	0.9	37.0	116	**165	0.8	27.8	110	*197	0.8	33.2	11
SELF	2089	1768	2.5	84.6	98	582	2.3	27.9	88	619	3.0	29.6	117	567	2.4	27.1	9
SEVENTEEN	2411	2209	3.1	91.6	106	851	3.3	35.3	111	765	3.7	31.7	125	594	2.5	24.6	8
SKI	480	354	0.5	73.8	85	*154	0.6	32.1	101	**118	0.6	24.6	97	**82	0.3	17.1	5
SMITHSONIAN	2760	2485	3.5	90.0	104	874	3.4	31.7	100	705	3.4	25.5	101	906	3.8	32.8	11
SOAP OPERA DIGEST	3013	2726	3.9	90.5	104	1306	5.1	43.3	136	904	4.4	30.0	119	516	2.2	17.1	5
SOUTHERN LIVING	4184	3762	5.4	89.9	104	1436	5.6	34.3	108	1027	5.0	24.5	97	1299	5.4	31.0	10
SPORT	559	489	0.7	87.5	101	*177	0.7	31.7	100	*168	0.8	30.1	119	**144	0.6	25.8	8
THE SPORTING NEWS	436	373	0.5	85.6	99	**219	0.9	50.2	158	**73	0.4	16.7	66	**81	0.3	18.6	6
SPORTS AFIELD	493	431	0.6	87.4	101	*167	0.6	33.9	107	*165	0.8	33.5	132	**99	0.4	20.1	6
SPORTS ILLUSTRATED	2758	2427	3.5	88.0	101	923	3.6	33.5	105	670	3.3	24.3	96	834	3.5	30.2	10
STAR	7456	6520	9.3	87.4	101	2861	11.1	38.4	121	2025	9.9	27.2	107	1633	6.8	21.9	7
SUNDAY	24936	22105	31.5	88.6	102	8329	32.3	33.4	105	6535	31.9	26.2	104	7240	30.2	29.0	9
SUNSET	2124	1795	2.6	84.5	97	553	2.1	26.0	82	341	1.7	16.1	63	901	3.8	42.4	14
TV GUIDE	21661	19089	27.2	88.1	102	7285	28.3	33.6	106	5827	28.4	26.9	106	5976	24.9	27.6	9
TENNIS	550	491	0.7	89.3	103	*166	0.6	30.2	95	*173	0.8	31.5	124	*152	0.6	27.6	9
TIME	8880	7876	11.2	88.7	102	2991	11.6	33.7	106	2263	11.0	25.5	101	2623	10.9	29.5	10
TOWN & COUNTRY	917	837	1.2	91.3	105	286	1.1	31.2	98	*178	0.9	19.4	77	373	1.6	40.7	13
TRAVEL & LEISURE	972	872	1.2	89.7	103	302	1.2	31.1	98	249	1.2	25.6	101	320	1.3	32.9	11
TRUE STORY	3356	2984	4.2	88.9	103	1391	5.4	41.4	130	872	4.3	26.0	103	721	3.0	21.5	7
U.S.NEWS & WORLD REPORT	3410	3041	4.3	89.2	103	1091	4.2	32.0	101	1007	4.9	29.5	117	943	3.9	27.7	9
USA TODAY	1759	1620	2.3	92.1	106	622	2.4	35.4	111	415	2.0	23.6	93	583	2.4	33.1	11
US	1873	1662	2.4	88.7	102	473	1.8	25.3	79	566	2.8	30.2	119	623	2.6	33.3	11
VOGUE	3909	3182	4.5	81.4	94	1150	4.5	29.4	92	990	4.8	25.3	100	1043	4.3	26.7	9
WALL STREET JOURNAL	1886	1659	2.4	88.0	101	568	2.2	30.1	95	502	2.5	26.6	105	589	2.5	31.2	10
WEIGHT WATCHERS	2120	1912	2.7	90.2	104	831	3.2	39.2	123	468	2.3	22.1	87	613	2.6	28.9	9
WOMAN'S DAY	14172	12863	18.3	90.8	105	4887	19.0	34.5	108	3806	18.6	26.9	106	4171	17.4	29.4	9
WORKING MOTHER	1146	1065	1.5	92.9	107	427	1.7	37.3	117	*276	1.3	24.1	95	362	1.5	31.6	10
WORKING WOMAN	1322	1179	1.7	89.2	103	441	1.7	33.4	105	307	1.5	23.2	92	431	1.8	32.6	11
WORLD TENNIS	*163	*153	0.2	93.9	108	**57	0.2	35.0	110	**61	0.3	37.4	148	**35	0.1	21.5	7
ZIFF-DAVIS MAG NETWK (GROSS)	2532	2311	3.3	91.3	105	931	3.6	36.8	116	673	3.3	26.6	105	707	2.9	27.9	9
BLAIR INSERTS	43657	38396	54.7	87.9	101	14100	54.7	32.3	102	11202	54.7	25.7	101	13094	54.6	30.0	10
DAILY NEWSPAPERS																	
READ ANY	51633	45206	64.4	87.6	101	16926	65.7	32.8	103	13235	64.6	25.6	101	15046	62.7	29.1	9
READ ONE	43463	37925	54.0	87.3	101	13971	54.2	32.1	101	11180	54.6	25.7	102	12774	53.3	29.4	9
READ TWO OR MORE	8170	7282	10.4	89.1	103	2955	11.5	36.2	114	2054	10.0	25.1	99	2273	9.5	27.8	9
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	46345	66.0	88.0	101	17019	66.1	32.3	102	13468	65.7	25.6	101	15858	66.1	30.1	10
READ ONE	46126	40508	57.7	87.8	101	14721	57.2	31.9	100	11720	57.2	25.4	100	14066	58.6	30.5	10
READ TWO OR MORE	6552	5838	8.3	89.1	103	2298	8.9	35.1	110	1748	8.5	26.7	105	1792	7.5	27.4	9
OUTDOOR																	
100 SHMG - 30 DAY AV FREQ	27.55	27.93				27.89				27.34				28.47			
30 DAY REACH	71455	61873	88.1	86.6	100	22566	87.6	31.6	99	17955	87.6	25.1	99	21352	89.0	29.9	10
50 SHMG - 30 DAY AV FREQ	14.56	14.74				14.60				14.45				15.13			
30 DAY REACH	67742	58758	83.7	86.7	100	21601	83.9	31.9	100	17026	83.1	25.1	99	20131	83.9	29.7	10
25 SHMG - 30 DAY AV FREQ	7.94	8.01				7.97				7.85				8.18			
30 DAY REACH	62117	54088	77.0	87.1	100	19830	77.0	31.9	100	15677	76.5	25.2	100	18581	77.5	29.9	10
CABLE TV: HOME WIRED	32077	28597	40.7	89.2	103	10505	40.8	32.7	103	8073	39.4	25.2	99	10019	41.8	31.2	10
HOME NOT WIRED	48909	41632	59.3	85.1	98	15253	59.2	31.2	98	12414	60.6	25.4	100	13965	58.2	28.6	9
HAVE PAY CABLE	15935	14559	20.7	91.4	105	5541	21.5	34.8	109	4221	20.6	26.5	105	4798	20.0	30.1	10

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JAMS, JELLIES & PRESERVES: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0430
P-19

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS TWO OR MORE A '000	HEAVY USERS TWO OR MORE B % DOWN	HEAVY USERS TWO OR MORE C % ACROSS	HEAVY USERS TWO OR MORE D INDX	MEDIUM USERS ONE A '000	MEDIUM USERS ONE B % DOWN	MEDIUM USERS ONE C % ACROSS	MEDIUM USERS ONE D INDX	LIGHT USERS LESS THAN ONE A '000	LIGHT USERS LESS THAN ONE B % DOWN	LIGHT USERS LESS THAN ONE C % ACROSS	LIGHT USERS LESS THAN ONE D INDX
TOTAL FEMALE HOMEMAKERS	80986	70229	100.0	86.7	100	25758	100.0	31.8	100	20487	100.0	25.3	100	23984	100.0	29.6	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	38533	54.9	87.7	101	14217	55.2	32.4	102	11171	54.5	25.4	101	13146	54.8	29.9	101
10:00 AM - 3:00 PM	30659	26867	38.3	87.6	101	9989	38.8	32.6	102	7844	38.3	25.6	101	9034	37.7	29.5	99
3:00 PM - 7:00 PM	31045	27418	39.0	88.3	102	10060	39.1	32.4	102	7927	38.7	25.5	101	9431	39.3	30.4	103
7:00 PM - MIDNIGHT	15767	13669	19.5	86.7	100	4834	18.8	30.7	96	4034	19.7	25.6	101	4800	20.0	30.4	103
MIDNIGHT - 6:00 AM	9120	8100	11.5	88.8	102	3108	12.1	34.1	107	2329	11.4	25.5	101	2664	11.1	29.2	99
6:00 AM - MIDNIGHT	58527	51294	73.0	87.6	101	18774	72.9	32.1	101	14875	72.6	25.4	100	17646	73.6	30.2	102
ENTIRE DAY	59311	51970	74.0	87.6	101	19108	74.2	32.2	101	15079	73.6	25.4	101	17783	74.1	30.0	101
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	14292	20.4	88.4	102	5268	20.5	32.6	102	4092	20.0	25.3	100	4933	20.6	30.5	103
ALL NEWS	2256	1920	2.7	85.1	98	699	2.7	31.0	97	496	2.4	22.0	87	725	3.0	32.1	109
AOR/PROGRESSIVE	3874	3473	4.9	89.6	103	1140	4.4	29.4	93	886	4.3	22.9	90	1448	6.0	37.4	126
BEAUTIFUL MUSIC	5660	4911	7.0	86.8	100	1742	6.8	30.8	97	1594	7.8	28.2	111	1575	6.6	27.8	94
BLACK	2204	1940	2.8	88.0	102	974	3.8	44.2	139	457	2.2	20.7	82	509	2.1	23.1	78
CLASSICAL	1418	1220	1.7	86.0	99	458	1.8	32.3	102	326	1.6	23.0	91	436	1.8	30.7	104
CHR/ROCK	9538	8285	11.8	86.9	100	2884	11.2	30.2	95	2398	11.7	25.1	99	3002	12.5	31.5	106
COUNTRY	12648	11164	15.9	88.3	102	4340	16.8	34.3	108	3166	15.5	25.0	99	3658	15.3	28.9	98
GOLDEN OLDIES	1191	1007	1.4	84.6	98	376	1.5	31.6	99	365	1.8	30.6	121	266	1.1	22.3	75
MOR/NOSTALGIA	4757	4254	6.1	89.4	103	1424	5.5	29.9	94	1281	6.3	26.9	106	1549	6.5	32.6	110
NEWS/TALK	3863	3156	4.5	81.7	94	1047	4.1	27.1	85	912	4.5	23.6	93	1198	5.0	31.0	105
RELIGIOUS	3084	2630	3.7	85.3	98	887	3.4	28.8	90	777	3.8	25.2	100	965	4.0	31.3	106
SOFT ROCK	521	466	0.7	89.4	103	*198	0.8	38.0	119	*162	0.8	31.1	123	**106	0.4	20.3	69
URBAN CONTEMPORARY	1585	1394	2.0	87.9	101	637	2.5	40.2	126	419	2.0	26.4	105	338	1.4	21.3	72
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	2831	4.0	86.8	100	1247	4.8	38.2	120	719	3.5	22.0	87	865	3.6	26.5	90
ABC DIRECTION	2316	2087	3.0	90.1	104	840	3.3	36.3	114	547	2.7	23.6	93	700	2.9	30.2	102
ABC ENTERTAINMENT	4834	4207	6.0	87.0	100	1635	6.3	33.8	106	1204	5.9	24.9	98	1368	5.7	28.3	96
ABC FM	2202	1949	2.8	88.5	102	773	3.0	35.1	110	484	2.4	22.0	87	692	2.9	31.4	106
ABC INFORMATION	5425	4766	6.8	87.9	101	1648	6.4	30.4	96	1427	7.0	26.3	104	1691	7.1	31.2	105
ABC ROCK	1677	1506	2.1	89.8	104	512	2.0	30.5	96	377	1.8	22.5	89	617	2.6	36.8	124
CBS	4430	3814	5.4	86.1	99	1299	5.0	29.3	92	1062	5.2	24.0	95	1453	6.1	32.8	111
MUTUAL	4992	4560	6.5	91.3	105	1942	7.5	38.9	122	1268	6.2	25.4	100	1350	5.6	27.0	91
NBC	4679	4136	5.9	88.4	102	1599	6.2	34.2	107	1090	5.3	23.3	92	1447	6.0	30.9	104
RADIORADIO	1994	1675	2.4	84.0	97	715	2.8	35.9	113	466	2.3	23.4	92	494	2.1	24.8	84
RKO ONE	2298	2015	2.9	87.7	101	702	2.7	30.5	96	551	2.7	24.0	95	762	3.2	33.2	112
RKO TWO	3311	2801	4.0	84.6	98	1005	3.9	30.4	95	773	3.8	23.3	92	1024	4.3	30.9	104
THE SOURCE	2114	1896	2.7	89.7	103	663	2.6	31.4	99	488	2.4	23.1	91	746	3.1	35.3	119
NON-WIRED : BLAIR	8654	7670	10.9	88.6	102	2982	11.6	34.5	108	2264	11.1	26.2	103	2424	10.1	28.0	95
INTERNET	12025	10636	15.1	88.4	102	4059	15.8	33.8	106	3008	14.7	25.0	99	3568	14.9	29.7	100
KATZ RADIO GROUP	15359	13364	19.0	87.0	100	4788	18.6	31.2	98	3904	19.1	25.4	100	4672	19.5	30.4	103
SUPERNET	10628	9346	13.3	87.9	101	3336	13.0	31.4	99	2466	12.0	23.2	92	3544	14.8	33.3	113
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	7425	10.6	85.7	99	2741	10.6	31.7	100	2021	9.9	23.3	92	2664	11.1	30.8	104
WKDAY 9:00 AM - 1:00 PM	12163	10486	14.9	86.2	99	4276	16.6	35.2	111	2898	14.1	23.8	94	3312	13.8	27.2	92
WKDAY 1:00 PM - 4:30 PM	16150	14051	20.0	87.0	100	5630	21.9	34.9	110	4014	19.6	24.9	98	4407	18.4	27.3	92
WKDAY 4:30 PM - 7:30 PM	22463	19255	27.4	85.7	99	7268	28.2	32.4	102	5495	26.8	24.5	97	6492	27.1	28.9	98
WKDAY 7:30 PM - 8:00 PM	31795	27478	39.1	86.4	100	9939	38.6	31.3	98	8006	39.1	25.2	100	9532	39.7	30.0	101
WKDAY 11:00 PM - 11:30 PM	23977	20954	29.8	87.4	101	8022	31.1	33.5	105	5969	29.1	24.9	98	6963	29.0	29.0	98
WKDAY 11:30 PM - 1:00 AM	7703	6760	9.6	87.8	101	2681	10.4	34.8	109	1883	9.2	24.4	97	2197	9.2	28.5	96
M-SAT 8-11 PM+SUN 7-11 PM	33800	29511	42.0	87.3	101	10941	42.5	32.4	102	8589	41.9	25.4	100	9981	41.6	29.5	100
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	5646	8.0	86.4	100	2424	9.4	37.1	117	1542	7.5	23.6	93	1680	7.0	25.7	87
ANOTHER WORLD N	4620	4038	5.7	87.4	101	1678	6.5	36.3	114	1062	5.2	23.0	91	1299	5.4	28.1	95
AS THE WORLD TURNS C	5614	4912	7.0	87.5	101	1928	7.5	34.3	108	1526	7.4	27.2	107	1459	6.1	26.0	88
CAPITOL C	3396	2954	4.2	87.0	100	1275	4.9	37.5	118	852	4.2	25.1	99	826	3.4	24.3	82
CBS MORN. NEWS 1 C	1446	1154	1.6	79.8	92	469	1.8	32.4	102	320	1.6	22.1	87	365	1.5	25.2	85
CBS MORN. NEWS 2 C	1207	918	1.3	76.1	88	373	1.4	30.9	97	267	1.3	22.1	87	278	1.2	23.0	78
DAYS OF OUR LIVES N	5877	5105	7.3	86.9	100	1984	7.7	33.8	106	1420	6.9	24.2	96	1701	7.1	28.9	98
FACTS OF LIFE - DAYTIME N	2290	1996	2.8	87.2	101	893	3.5	39.0	123	462	2.3	20.2	80	641	2.7	28.0	95
FAMILY FEUD A	3023	2562	3.6	84.8	98	1041	4.0	34.4	108	681	3.3	22.5	89	840	3.5	27.8	94
GENERAL HOSPITAL A	6097	5245	7.5	86.0	99	2137	8.3	35.1	110	1481	7.2	24.3	96	1627	6.8	26.7	90
GOOD MORNING, AMERICA-730 A	3515	3010	4.3	85.6	99	1124	4.4	32.0	101	779	3.8	22.2	88	1107	4.6	31.5	106
GOOD MORNING, AMERICA-830 A	2818	2390	3.4	84.8	98	957	3.7	34.0	107	664	3.2	23.6	93	770	3.2	27.3	92
GUIDING LIGHT C	5339	4692	6.7	87.9	101	1831	7.1	34.3	108	1447	7.1	27.1	107	1413	5.9	26.5	89
ONE LIFE TO LIVE A	4478	3881	5.5	86.7	100	1524	5.9	34.0	107	1136	5.5	25.4	100	1222	5.1	27.3	92
PRESS YOUR LUCK C	2244	2000	2.8	89.1	103	832	3.2	37.1	117	488	2.4	21.7	86	680	2.8	30.3	102
PRICE IS RIGHT 1 C	4348	3739	5.3	86.0	99	1603	6.2	36.9	116	944	4.6	21.7	86	1193	5.0	27.4	93
PRICE IS RIGHT 2 C	5014	4340	6.2	86.6	100	1786	6.9	35.6	112	1124	5.5	22.4	89	1430	6.0	28.5	96
RYAN'S HOPE A	3150	2670	3.8	84.8	98	1079	4.2	34.3	108	708	3.5	22.5	89	883	3.7	28.0	95
SALE OF THE CENTURY N	2695	2293	3.3	85.1	98	927	3.6	34.4	108	668	3.3	24.8	98	698	2.9	25.9	87
SEARCH FOR TOMORROW N	2319	2021	2.9	87.1	100	797	3.1	34.4	108	544	2.7	23.5	93	680	2.8	29.3	99
TODAY SHOW 1 N	2693	2307	3.3	85.7	99	846	3.3	31.4	99	620	3.0	23.0	91	841	3.5	31.2	105
TODAY SHOW 2 N	2498	2133	3.0	85.4	98	753	2.9	30.1	95	623	3.0	24.9	99	758	3.2	30.3	102
$25,000 PYRAMID C	2753	2371	3.4	86.1	99	936	3.6	34.0	107	589	2.9	21.4	85	846	3.5	30.7	104
WHEEL OF FORTUNE N	4388	3794	5.4	86.5	100	1481	5.7	33.8	106	999	4.9	22.8	90	1314	5.5	29.9	101
YOUNG AND THE RESTLESS C	5695	4956	7.1	87.0	100	2005	7.8	35.2	111	1477	7.2	25.9	103	1474	6.1	25.9	87
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	1499	2.1	85.2	98	648	2.5	36.8	116	420	2.1	23.9	94	430	1.8	24.4	82
NBA PLAYOFF GAME -1 C	1136	1042	1.5	91.7	106	455	1.8	40.1	126	340	1.7	29.9	118	248	1.0	21.8	74
NBC MAJOR LEAGUE PRE-GAME N	953	779	1.1	81.7	94	363	1.4	38.1	120	*180	0.9	18.9	75	*236	1.0	24.8	84
SPORTSWORLD - SUN N	1233	1059	1.5	85.9	99	404	1.6	32.8	103	239	1.2	19.4	77	417	1.7	33.8	114
SUNDAY MORNING C	1611	1374	2.0	85.3	98	402	1.6	25.0	78	401	2.0	24.9	98	571	2.4	35.4	120

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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JAMS, JELLIES & PRESERVES: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0431
P-19

		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS TWO OR MORE A '000	HEAVY USERS TWO OR MORE B % DOWN	HEAVY USERS TWO OR MORE C % ACROSS	HEAVY USERS TWO OR MORE D INDX	MEDIUM USERS ONE A '000	MEDIUM USERS ONE B % DOWN	MEDIUM USERS ONE C % ACROSS	MEDIUM USERS ONE D INDX	LIGHT USERS LESS THAN ONE A '000	LIGHT USERS LESS THAN ONE B % DOWN	LIGHT USERS LESS THAN ONE C % ACROSS	LIGHT USERS LESS THAN ONE D INDX
TOTAL FEMALE HOMEMAKERS		80986	70229	100.0	86.7	100	25758	100.0	31.8	100	20487	100.0	25.3	100	23984	100.0	29.6	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	22332	31.8	85.7	99	8238	32.0	31.6	99	6446	31.5	24.7	98	7648	31.9	29.3	99
NETWORK AFFILIATES - LATE		20261	17707	25.2	87.4	101	6753	26.2	33.3	105	5025	24.5	24.8	98	5929	24.7	29.3	99
INDEPENDENTS - LATE		2076	1751	2.5	84.3	97	519	2.0	25.0	79	563	2.7	27.1	107	670	2.8	32.3	109
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	9151	13.0	87.5	101	3432	13.3	32.8	103	2741	13.4	26.2	104	2977	12.4	28.5	96
ABC MONDAY NIGHT MOVIE	A	6412	5589	8.0	87.2	101	2126	8.3	33.2	104	1625	7.9	25.3	100	1838	7.7	28.7	97
ABC SUNDAY NIGHT MOVIE	A	12407	10667	15.2	86.0	99	3751	14.6	30.2	95	3128	15.3	25.2	100	3789	15.8	30.5	103
ABC WORLD NEWS TONIGHT	A	6176	5255	7.5	85.1	98	1932	7.5	31.3	98	1543	7.5	25.0	99	1779	7.4	28.8	97
AFTERMASH	C	5863	5000	7.1	85.3	98	1758	6.8	30.0	94	1281	6.3	21.8	86	1961	8.2	33.4	113
ALICE	C	9594	8374	11.9	87.3	101	3003	11.7	31.3	98	2379	11.6	24.8	98	2992	12.5	31.2	105
AMERICAN PARADE	C	6622	5629	8.0	85.0	98	1957	7.6	29.6	93	1705	8.3	25.7	102	1966	8.2	29.7	100
BENSON	A	10886	9484	13.5	87.1	100	3278	12.7	30.1	95	2919	14.2	26.8	106	3287	13.7	30.2	102
BLUE THUNDER	A	5036	4419	6.3	87.7	101	1681	6.5	33.4	105	1354	6.6	26.9	106	1383	5.8	27.5	93
CAGNEY & LACEY	C	9965	8787	12.5	88.2	102	3162	12.3	31.7	100	2519	12.3	25.3	100	3106	13.0	31.2	105
CBS EVENING NEWS-DEAN	C	34.1	2984	4.2	85.5	99	1121	4.4	32.1	101	793	3.9	22.7	90	1071	4.5	30.7	104
CBS EVENING NEWS-RATHER	C	7123	6148	8.8	86.3	100	2239	8.7	31.4	99	1550	7.6	21.8	86	2360	9.8	33.1	112
CBS SAT. NEWS-SCHIEFFER	C	3621	3032	4.3	83.7	97	1023	4.0	28.3	89	784	3.8	21.7	86	1225	5.1	33.8	114
CBS SATURDAY NIGHT MOVIE	C	5436	4830	6.9	88.9	102	1776	6.9	32.7	103	1621	7.9	29.8	118	1433	6.0	26.4	89
CBS WEDNESDAY NIGHT MOVIE	C	6100	5216	7.4	85.5	99	1837	7.1	30.1	95	1572	7.7	25.8	102	1808	7.5	29.6	100
CHEERS	N	8889	7859	11.2	88.4	102	2922	11.3	32.9	103	2414	11.8	27.2	107	2524	10.5	28.4	96
DALLAS	C	22109	19198	27.3	86.8	100	7118	27.6	32.2	101	5446	26.6	24.6	97	6634	27.7	30.0	101
DIFF'RENT STROKES	N	6940	5934	8.4	85.5	99	2371	9.2	34.2	107	1662	8.1	23.9	95	1901	7.9	27.4	92
DOUBLE TROUBLE	N	7223	6475	9.2	89.6	103	2569	10.0	35.6	112	1810	8.8	25.1	99	2097	8.7	29.0	98
DUCK FACTORY	N	5595	4883	7.0	87.3	101	1872	7.3	33.5	105	1492	7.3	26.7	105	1519	6.3	27.1	92
DUKES OF HAZZARD	C	5768	5060	7.2	87.7	101	2023	7.9	35.1	110	1546	7.5	26.8	106	1492	6.2	25.9	87
DYNASTY	A	20053	17659	25.1	88.1	102	7008	27.2	34.9	110	4911	24.0	24.5	97	5740	23.9	28.6	97
FACTS OF LIFE	N	8087	7167	10.2	88.6	102	2887	11.2	35.7	112	1992	9.7	24.6	97	2289	9.5	28.3	96
FALCON CREST	C	20046	17512	24.9	87.4	101	6628	25.7	33.1	104	4804	23.4	24.0	95	6081	25.4	30.3	102
FALL GUY	A	9084	7841	11.2	86.3	100	3070	11.9	33.8	106	2196	10.7	24.2	96	2576	10.7	28.4	96
FAMILY TIES	N	7964	6835	9.7	85.8	99	2739	10.6	34.4	108	2000	9.8	25.1	99	2096	8.7	26.3	89
FANTASY ISLAND	A	7687	6591	9.4	85.7	99	2417	9.4	31.4	99	1961	9.6	25.5	101	2214	9.2	28.8	97
FOULUPS,BLEEPS & BLUNDERS	A	8861	7823	11.1	88.3	102	2905	11.3	32.8	103	2200	10.7	24.8	98	2718	11.3	30.7	104
FOUR SEASONS	C	5095	4434	6.3	87.0	100	1580	6.1	31.0	98	1206	5.9	23.7	94	1648	6.9	32.3	109
GIMME A BREAK	N	8838	7548	10.7	85.4	98	2843	11.0	32.2	101	2508	12.2	28.4	112	2196	9.2	24.8	84
HART TO HART	A	8978	7778	11.1	86.6	100	2870	11.1	32.0	101	2180	10.6	24.3	96	2728	11.4	30.4	103
HILL STREET BLUES	N	8590	7461	10.6	86.9	100	2955	11.5	34.4	108	2130	10.4	24.8	98	2376	9.9	27.7	93
HOTEL	A	14085	12311	17.5	87.4	101	4752	18.4	33.7	106	3480	17.0	24.7	98	4079	17.0	29.0	98
JEFFERSONS	C	9360	8192	11.7	87.5	101	3136	12.2	33.5	105	2174	10.6	23.2	92	2881	12.0	30.8	104
JENNIFER SLEPT HERE	N	5841	5065	7.2	86.7	100	2058	8.0	35.2	111	1370	6.7	23.5	93	1637	6.8	28.0	95
KATE & ALLIE	C	9206	8022	11.4	87.1	100	2852	11.1	31.0	97	2350	11.5	25.5	101	2820	11.8	30.6	103
KNIGHT RIDER	N	7076	6151	8.8	86.9	100	2177	8.5	30.8	97	1812	8.8	25.6	101	2162	9.0	30.6	103
LOVE BOAT	A	12219	10468	14.9	85.7	99	3871	15.0	31.7	100	2933	14.3	24.0	95	3664	15.3	30.0	101
MAGNUM PI	C	11199	9757	13.9	87.1	100	3754	14.6	33.5	105	2681	13.1	23.9	95	3322	13.9	29.7	100
MAMA'S FAMILY	N	6057	5218	7.4	86.1	99	2142	8.3	35.4	111	1338	6.5	22.1	87	1738	7.2	28.7	97
MASTER, THE	N	3598	3099	4.4	86.1	99	1211	4.7	33.7	106	958	4.7	26.6	105	930	3.9	25.8	87
MATT HOUSTON	A	6344	5541	7.9	87.3	101	2011	7.8	31.7	100	1721	8.4	27.1	107	1809	7.5	28.5	96
NBC MONDAY NIGHT MOVIE	N	11994	10624	15.1	88.6	102	3970	15.4	33.1	104	3152	15.4	26.3	104	3502	14.6	29.2	99
NBC NIGHTLY NEWS	N	5132	4337	6.2	84.5	97	1630	6.3	31.8	100	1170	5.7	22.8	90	1537	6.4	29.9	101
NBC NIGHTLY NEWS-SAT	N	3375	2888	4.1	85.6	99	1044	4.1	30.9	97	771	3.8	22.8	90	1073	4.5	31.8	107
NBC NIGHTLY NEWS-SUN	N	3130	2662	3.8	85.0	98	882	3.4	28.2	89	862	4.2	27.5	109	919	3.8	29.4	99
NBC SUNDAY NIGHT MOVIE	N	8284	7421	10.6	89.6	103	2924	11.4	35.3	111	2292	11.2	27.7	109	2205	9.2	26.6	90
NEWHART	C	9240	8143	11.6	88.1	102	2873	11.2	31.1	98	2277	11.1	24.6	97	2993	12.5	32.4	109
ONE DAY AT A TIME	C	7288	6488	9.2	89.0	103	2397	9.3	32.9	103	1879	9.2	25.8	102	2212	9.2	30.4	102
PEOPLE ARE FUNNY	N	4855	4155	5.9	85.6	99	1641	6.4	33.8	106	1022	5.0	21.1	83	1492	6.2	30.7	104
REAL PEOPLE	N	8869	7736	11.0	87.2	101	2797	10.9	31.5	99	2308	11.3	26.0	103	2631	11.0	29.7	100
REMINGTON STEELE	N	7743	6732	9.6	86.9	100	2610	10.1	33.7	106	1842	9.0	23.8	94	2279	9.5	29.4	99
RIPLEY'S BELIEVE IT - NOT	A	5345	4745	6.8	88.8	102	1612	6.3	30.2	95	1353	6.6	25.3	100	1780	7.4	33.3	112
RIPTIDE	N	6988	6172	8.8	88.3	102	2307	9.0	33.0	104	1868	9.1	26.7	106	1997	8.3	28.6	96
SCARECROW & MRS. KING	C	10002	8524	12.1	85.2	98	2764	10.7	27.6	87	2540	12.4	25.4	100	3221	13.4	32.2	109
SIMON & SIMON	C	10638	9438	13.4	88.7	102	3756	14.6	35.3	111	2527	12.3	23.8	94	3155	13.2	29.7	100
60 MINUTES	C	13293	11491	16.4	86.4	100	4099	15.9	30.8	97	3197	15.6	24.1	95	4196	17.5	31.6	107
ST. ELSEWHERE	N	7017	6118	8.7	87.2	101	2360	9.2	33.6	106	1863	9.1	26.5	105	1895	7.9	27.0	91
THREE'S COMPANY	A	10917	9674	13.8	88.6	102	3675	14.3	33.7	106	2779	13.6	25.5	101	3220	13.4	29.5	100
T.J. HOOKER	A	9204	7927	11.3	86.1	99	2758	10.7	30.0	94	2328	11.4	25.3	100	2842	11.8	30.9	104
TONIGHT SHOW	N	2372	2062	2.9	86.9	100	714	2.8	30.1	95	616	3.0	26.0	103	733	3.1	30.9	104
TRAPPER JOHN, M.D.	C	9846	8608	12.3	87.4	101	3363	13.1	34.2	107	2218	10.8	22.5	89	3028	12.6	30.8	104
TV BLOOPERS & PRAC. JOKES	N	9105	7914	11.3	86.9	100	2846	11.0	31.3	98	2382	11.6	26.2	103	2686	11.2	29.5	100
20/20	A	9387	8328	11.9	88.7	102	3158	12.3	33.6	106	2295	11.2	24.4	97	2875	12.0	30.6	103
WEBSTER	A	11067	9622	13.7	86.9	100	3462	13.4	31.3	98	2936	14.3	26.5	105	3224	13.4	29.1	98
WORLD NEWS - SUN	A	3062	2638	3.8	86.2	99	920	3.6	30.0	94	666	3.3	21.8	86	1052	4.4	34.4	116
YELLOW ROSE	N	4978	4343	6.2	87.2	101	1773	6.9	35.6	112	1088	5.3	21.9	86	1482	6.2	29.8	101
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	8063	11.5	90.8	105	3530	13.7	39.8	125	1994	9.7	22.5	89	2540	10.6	28.6	97
BASKETBALL - COLLEGE GAMES		4080	3637	5.2	89.1	103	1536	6.0	37.6	118	1005	4.9	24.6	97	1095	4.6	26.8	91
BASKETBALL - PRO GAMES		3607	3181	4.5	88.2	102	1343	5.2	37.2	117	854	4.2	23.7	94	984	4.1	27.3	92
BOWLING		3883	3566	5.1	91.8	106	1428	5.5	36.8	116	1076	5.3	27.7	110	1063	4.4	27.4	92
BOXING		3928	3665	5.2	93.3	108	1783	6.9	45.4	143	960	4.7	24.4	97	922	3.8	23.5	79
FOOTBALL - COLLEGE GAMES		6366	5734	8.2	90.1	104	2533	9.8	39.8	125	1463	7.1	23.0	91	1737	7.2	27.3	92
FOOTBALL - PRO GAMES		11300	10431	14.9	92.3	106	4240	16.5	37.5	118	2561	12.5	22.7	90	3631	15.1	32.1	109
GOLF		3378	3076	4.4	91.1	105	1099	4.3	32.5	102	967	4.7	28.6	113	1010	4.2	29.9	101
POST-SEASON COLL. FOOTBALL		4906	4383	6.2	89.3	103	1784	6.9	36.4	114	1415	6.9	28.8	114	1184	4.9	24.1	81
POST-SEASON PRO FOOTBALL		6120	5544	7.9	90.6	104	2254	8.8	36.8	116	1435	7.0	23.4	93	1854	7.7	30.3	102
TENNIS		3033	2691	3.8	88.7	102	1000	3.9	33.0	104	776	3.8	25.6	101	915	3.8	30.2	102
WRESTLING - PROFESSIONAL		3344	3178	4.5	95.0	110	1791	7.0	53.6	168	686	3.3	20.5	81	701	2.9	21.0	71

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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JAMS, JELLIES & PRESERVES - FLAVORS
(FEMALE HOMEMAKERS)

0432
P-19

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS %	ALL USERS D INDX	GRAPE A '000	GRAPE B % DOWN	GRAPE C % ACROSS %	GRAPE D INDX	STRAWBERRY A '000	STRAWBERRY B % DOWN	STRAWBERRY C % ACROSS %	STRAWBERRY D INDX	OTHER A '000	OTHER B % DOWN	OTHER C % ACROSS %	OTHER D INDX
TOTAL FEMALE HOMEMAKERS	80986	70229	100.0	86.7	100	45526	100.0	56.2	100	42453	100.0	52.4	100	29100	100.0	35.9	100
18 - 24	9282	7894	11.2	85.0	98	5514	12.1	59.4	106	4658	11.0	50.2	96	3122	10.7	33.6	94
25 - 34	19072	16887	24.0	88.5	102	11485	25.2	60.2	107	10754	25.3	56.4	108	6882	23.6	36.1	100
35 - 44	14591	13102	18.7	89.8	104	9406	20.7	64.5	115	8120	19.1	55.7	106	5694	19.6	39.0	109
45 - 54	11345	10205	14.5	90.0	104	6627	14.6	58.4	104	6092	14.3	53.7	102	4170	14.3	36.8	102
55 - 64	11635	10088	14.4	86.7	100	5786	12.7	49.7	88	5915	13.9	50.8	97	4299	14.8	36.9	103
65 OR OLDER	15061	12052	17.2	80.0	92	6708	14.7	44.5	79	6915	16.3	45.9	88	4935	17.0	32.8	91
18 - 34	28354	24781	35.3	87.4	101	16998	37.3	59.9	107	15411	36.3	54.4	104	10003	34.4	35.3	98
18 - 49	48339	42854	61.0	88.7	102	29820	65.5	61.7	110	26556	62.6	54.9	105	17720	60.9	36.7	102
25 - 54	45008	40194	57.2	89.3	103	27518	60.4	61.1	109	24966	58.8	55.5	106	16745	57.5	37.2	104
35 - 49	19985	18072	25.7	90.4	104	12821	28.2	64.2	114	11145	26.3	55.8	106	7716	26.5	38.6	107
50 OR OLDER	32647	27375	39.0	83.9	97	15706	34.5	48.1	86	15897	37.4	48.7	93	11380	39.1	34.9	97
GRADUATED COLLEGE	11155	9602	13.7	86.1	99	5447	12.0	48.8	87	6127	14.4	54.9	105	5152	17.7	46.2	129
ATTENDED COLLEGE	13682	12064	17.2	88.2	102	7420	16.3	54.2	96	7616	17.9	55.7	106	5612	19.3	41.0	114
GRADUATED HIGH SCHOOL	33880	29920	42.6	88.3	102	20534	45.1	60.6	108	18431	43.4	54.4	104	11698	40.2	34.5	96
DID NOT GRADUATE HIGH SCHOOL	22270	18643	26.5	83.7	97	12125	26.6	54.4	97	10280	24.2	46.2	88	6638	22.8	29.8	83
EMPLOYED	40306	35482	50.5	88.0	102	23575	51.8	58.5	104	21413	50.4	53.1	101	15335	52.7	38.0	106
EMPLOYED FULL-TIME	32850	28889	41.1	87.9	101	19052	41.8	58.0	103	17342	40.8	52.8	101	12529	43.1	38.1	106
EMPLOYED PART-TIME	7456	6593	9.4	88.4	102	4523	9.9	60.7	108	4071	9.6	54.6	104	2806	9.6	37.6	105
NOT EMPLOYED	40680	34747	49.5	85.4	98	21951	48.2	54.0	96	21040	49.6	51.7	99	13765	47.3	33.8	94
PROFESSIONAL/MANAGER	10392	9218	13.1	88.7	102	5539	12.2	53.3	95	5682	13.4	54.7	104	4705	16.2	45.3	126
TECH/CLERICAL/SALES	17574	15355	21.9	87.4	101	10437	22.9	59.4	106	9390	22.1	53.4	102	6186	21.3	35.2	98
PRECISION/CRAFT	985	892	1.3	90.6	104	642	1.4	65.2	116	607	1.4	61.6	118	*428	1.5	43.5	121
OTHER EMPLOYED	11354	10016	14.3	88.2	102	6957	15.3	61.3	109	5734	13.5	50.5	96	4016	13.8	35.4	98
SINGLE	9863	8168	11.6	82.8	95	5113	11.2	51.8	92	4792	11.3	48.6	93	3259	11.2	33.0	92
MARRIED	51375	45654	65.0	88.9	102	30468	66.9	59.3	105	28532	67.2	55.5	106	19676	67.6	38.3	107
DIVORCED/SEPARATED/WIDOWED	19748	16406	23.4	83.1	96	9944	21.8	50.4	90	9129	21.5	46.2	88	6165	21.2	31.2	87
PARENTS	32590	29779	42.4	91.4	105	21681	47.6	66.5	118	18681	44.0	57.3	109	11803	40.6	36.2	101
WHITE	70416	61112	87.0	86.8	100	38754	85.1	55.0	98	38047	89.6	54.0	103	26011	89.4	36.9	103
BLACK	8778	7724	11.0	88.0	101	5893	12.9	67.1	119	3533	8.3	40.2	77	2517	8.6	28.7	80
OTHER	1791	1393	2.0	77.8	90	*879	1.9	49.1	87	*873	2.1	48.7	93	*572	2.0	31.9	89
NORTHEAST-CENSUS	17786	15264	21.7	85.8	99	10306	22.6	57.9	103	9652	22.7	54.3	104	5569	19.1	31.3	87
NORTH CENTRAL	20741	18704	26.6	90.2	104	12561	27.6	60.6	108	12335	29.1	59.5	113	7164	24.6	34.5	96
SOUTH	27775	24152	34.4	87.0	100	17070	37.5	61.5	109	12268	28.9	44.2	84	9659	33.2	34.8	97
WEST	14683	12108	17.2	82.5	95	5589	12.3	38.1	68	8198	19.3	55.8	107	6708	23.1	45.7	127
NORTHEAST-MKTG.	17961	15393	21.9	85.7	99	10354	22.7	57.6	103	9525	22.4	53.0	101	5656	19.4	31.5	88
EAST CENTRAL	11885	10634	15.1	89.5	103	7226	15.9	60.8	108	6770	15.9	57.0	109	3828	13.2	32.2	90
WEST CENTRAL	14090	12702	18.1	90.1	104	8420	18.5	59.8	106	8543	20.1	60.6	116	5128	17.6	36.4	101
SOUTH	24081	20916	29.8	86.9	100	14855	32.6	61.7	110	10530	24.8	43.7	83	8529	29.3	35.4	99
PACIFIC	12969	10584	15.1	81.6	94	4672	10.3	36.0	64	7085	16.7	54.6	104	5959	20.5	45.9	128
COUNTY SIZE A	32439	28219	40.2	87.0	100	17754	39.0	54.7	97	17005	40.1	52.4	100	11997	41.2	37.0	103
COUNTY SIZE B	24915	21416	30.5	86.0	99	14160	31.1	56.8	101	12917	30.4	51.8	99	8985	30.9	36.1	100
COUNTY SIZE C	12930	11234	16.0	86.9	100	7110	15.6	55.0	98	7208	17.0	55.7	106	4738	16.3	36.6	102
COUNTY SIZE D	10703	9360	13.3	87.5	101	6501	14.3	60.7	108	5323	12.5	49.7	95	3380	11.6	31.6	88
METRO CENTRAL CITY	24518	20678	29.4	84.3	97	13220	29.0	53.9	96	12295	29.0	50.1	96	8822	30.3	36.0	100
METRO SUBURBAN	35919	31751	45.2	88.4	102	20359	44.7	56.7	101	19775	46.6	55.1	105	13635	46.9	38.0	106
NON METRO	20549	17800	25.3	86.6	100	11947	26.2	58.1	103	10384	24.5	50.5	96	6642	22.8	32.3	90
TOP 5 ADI'S	18341	15720	22.4	85.7	99	9945	21.8	54.2	96	9813	23.1	53.5	102	6595	22.7	36.0	100
TOP 10 ADI'S	25378	22115	31.5	87.1	100	14030	30.8	55.3	98	13220	31.1	52.1	99	9208	31.6	36.3	101
TOP 20 ADI'S	36488	31562	44.9	86.5	100	19714	43.3	54.0	96	19434	45.8	53.3	102	13710	47.1	37.6	105
HSHLD INC. $50,000 OR MORE	6612	5990	8.5	90.6	104	3946	8.7	59.7	106	4091	9.6	61.9	118	3073	10.6	46.5	129
$40,000 OR MORE	12659	11475	16.3	90.6	105	7545	16.6	59.6	106	7657	18.0	60.5	115	5495	18.9	43.4	121
$30,000 OR MORE	24698	22158	31.6	89.7	103	14422	31.7	58.4	104	14464	34.1	58.6	112	10421	35.8	42.2	117
$25,000 OR MORE	32077	28874	41.1	90.0	104	18791	41.3	58.6	104	18851	44.4	58.8	112	13320	45.8	41.5	116
$20,000 - $24,999	9144	7927	11.3	86.7	100	5227	11.5	57.2	102	4612	10.9	50.4	96	3308	11.4	36.2	101
$15,000 - $19,999	8728	7472	10.6	85.6	99	4885	10.7	56.0	100	4585	10.8	52.5	100	3055	10.5	35.0	97
$10,000 - $14,999	12562	10796	15.4	85.9	99	6891	15.1	54.9	98	6119	14.4	48.7	93	4161	14.3	33.1	92
UNDER $10,000	18475	15160	21.6	82.1	95	9732	21.4	52.7	94	8287	19.5	44.9	86	5256	18.1	28.4	79
HOUSEHOLD OF 1 PERSON	11987	9245	13.2	77.1	89	4869	10.7	40.6	72	5245	12.4	43.8	83	3796	13.0	31.7	88
2 PEOPLE	26577	22222	31.6	83.6	96	12881	28.3	48.5	86	13186	31.1	49.6	95	9580	32.9	36.0	100
3 OR 4 PEOPLE	30617	27896	39.7	91.1	105	19340	42.5	63.2	112	17177	40.5	56.1	107	11425	39.3	37.3	104
5 OR MORE PEOPLE	11804	10865	15.5	92.0	106	8436	18.5	71.5	127	6846	16.1	58.0	111	4298	14.8	36.4	101
NO CHILD IN HSHLD	46165	38359	54.6	83.1	96	22348	49.1	48.4	86	22519	53.0	48.8	93	16502	56.7	35.7	99
CHILD(REN) UNDER 2 YRS	5325	4827	6.9	90.6	105	3460	7.6	65.0	116	2958	7.0	55.5	106	1758	6.0	33.0	92
2 - 5 YEARS	14221	12930	18.4	90.9	105	9229	20.3	64.9	115	8037	18.9	56.5	108	5129	17.6	36.1	100
6 - 11 YEARS	15117	13855	19.7	91.7	106	10313	22.7	68.2	121	8549	20.1	56.6	108	5235	18.0	34.6	96
12 - 17 YEARS	16611	15287	21.8	92.0	106	11254	24.7	67.8	121	9536	22.5	57.4	110	6190	21.3	37.3	104
RESIDENCE OWNED	55884	49394	70.3	88.4	102	31799	69.8	56.9	101	30314	71.4	54.2	103	21199	72.8	37.9	106
VALUE: $50,000 OR MORE	31744	28021	39.9	88.3	102	17238	37.9	54.3	97	18145	42.7	57.2	109	13050	44.8	41.1	114
VALUE: UNDER $50,000	24140	21373	30.4	88.5	102	14561	32.0	60.3	107	12169	28.7	50.4	96	8149	28.0	33.8	94

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JAMS, JELLIES & PRESERVES - FLAVORS
(FEMALE HOMEMAKERS)

0433
P-19

		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	GRAPE A '000	GRAPE B % DOWN	GRAPE C % ACROSS	GRAPE D INDX	STRAWBERRY A '000	STRAWBERRY B % DOWN	STRAWBERRY C % ACROSS	STRAWBERRY D INDX	OTHER A '000	OTHER B % DOWN	OTHER C % ACROSS	OTHER D INDX
TOTAL FEMALE HOMEMAKERS		80986	70229	100.0	86.7	100	45526	100.0	56.2	100	42453	100.0	52.4	100	29100	100.0	35.9	100
MAGAZINES	QUINTILE 1	15799	14209	20.2	89.9	104	9435	20.7	59.7	106	9051	21.3	57.3	109	6446	22.2	40.8	114
	QUINTILE 2	17259	15334	21.8	88.8	102	9873	21.7	57.2	102	9572	22.5	55.5	106	6696	23.0	38.8	108
	QUINTILE 3	13545	11619	16.5	85.8	99	7883	17.3	58.2	104	6819	16.1	50.3	96	4766	16.4	35.2	98
	QUINTILE 4	15133	12915	18.4	85.3	98	8029	17.6	53.1	94	7657	18.0	50.6	97	5107	17.5	33.7	94
	QUINTILE 5	19250	16152	23.0	83.9	97	10306	22.6	53.5	95	9354	22.0	48.6	93	6085	20.9	31.6	88
NEWSPAPERS	QUINTILE 1	12413	11046	15.7	89.0	103	7169	15.7	57.8	103	6965	16.4	56.1	107	4771	16.4	38.4	107
	QUINTILE 2	24116	21206	30.2	87.9	101	13619	29.9	56.5	100	13274	31.3	55.0	105	8824	30.3	36.6	102
	QUINTILE 3	11261	9824	14.0	87.2	101	6435	14.1	57.1	102	6017	14.2	53.4	102	4033	13.9	35.8	100
	QUINTILE 4	20255	17375	24.7	85.8	99	11592	25.5	57.2	102	10114	23.8	49.9	95	6993	24.0	34.5	96
	QUINTILE 5	12940	10777	15.3	83.3	96	6711	14.7	51.9	92	6084	14.3	47.0	90	4479	15.4	34.6	96
OUTDOOR	QUINTILE 1	14852	13065	18.6	88.0	101	8682	19.1	58.5	104	8188	19.3	55.1	105	5639	19.4	38.0	106
	QUINTILE 2	15725	13861	19.7	88.1	102	9004	19.8	57.3	102	8474	20.0	53.9	103	5774	19.8	36.7	102
	QUINTILE 3	16330	14016	20.0	85.8	99	9316	20.5	57.0	101	8509	20.0	52.1	99	5668	19.5	34.7	97
	QUINTILE 4	16744	14476	20.6	86.5	100	9401	20.6	56.1	100	8555	20.2	51.1	97	5942	20.4	35.5	99
	QUINTILE 5	17334	14810	21.1	85.4	99	9123	20.0	52.6	94	8727	20.6	50.3	96	6077	20.9	35.1	98
RADIO-DRIVE TIME	QUINTILE 1	15911	14180	20.2	89.1	103	9350	20.5	58.8	105	8593	20.2	54.0	103	5651	19.4	35.5	99
	QUINTILE 2	14837	13119	18.7	88.4	102	8641	19.0	58.2	104	7955	18.7	53.6	102	5711	19.6	38.5	107
	QUINTILE 3	15339	13200	18.8	86.1	99	8588	18.9	56.0	100	7969	18.8	52.0	99	5478	18.8	35.7	99
	QUINTILE 4	16723	14451	20.6	86.4	100	9534	20.9	57.0	101	9121	21.5	54.5	104	5960	20.5	35.6	99
	QUINTILE 5	18176	15278	21.8	84.1	97	9413	20.7	51.8	92	8816	20.8	48.5	93	6301	21.7	34.7	96
RADIO-MID-DAY	TERCILE 1	21020	18452	26.3	87.8	101	11985	26.3	57.0	101	11449	27.0	54.5	104	7519	25.8	35.8	100
	TERCILE 2	21610	19048	27.1	88.1	102	12615	27.7	58.4	104	11741	27.7	54.3	104	7705	26.5	35.7	99
	TERCILE 3	38355	32729	46.6	85.3	98	20926	46.0	54.6	97	19263	45.4	50.2	96	13876	47.7	36.2	101
RADIO-TOTAL	QUINTILE 1	15988	14106	20.1	88.2	102	9306	20.4	58.2	104	8655	20.4	54.1	103	5607	19.3	35.1	98
	QUINTILE 2	15626	13804	19.7	88.3	102	9004	19.8	57.6	103	8278	19.5	53.0	101	5846	20.1	37.4	104
	QUINTILE 3	16723	14584	20.8	87.2	101	9846	21.6	58.9	105	9159	21.6	54.8	104	6206	21.3	37.1	103
	QUINTILE 4	16342	14060	20.0	86.0	99	8882	19.5	54.4	97	8529	20.1	52.2	100	5932	20.4	36.3	101
	QUINTILE 5	16306	13674	19.5	83.9	97	8488	18.6	52.1	93	7832	18.4	48.0	92	5509	18.9	33.8	94
TV-PRIME TIME	QUINTILE 1	15953	13783	19.6	86.4	100	8834	19.4	55.4	99	8176	19.3	51.3	98	5498	18.9	34.5	96
	QUINTILE 2	16137	14271	20.3	88.4	102	9020	19.8	55.9	99	8443	19.9	52.3	100	6053	20.8	37.5	104
	QUINTILE 3	16420	14636	20.8	89.1	103	9785	21.5	59.6	106	9253	21.8	56.4	108	6249	21.5	38.1	106
	QUINTILE 4	16687	14299	20.4	85.7	99	9487	20.8	56.9	101	8513	20.1	51.0	97	6071	20.9	36.4	101
	QUINTILE 5	15789	13240	18.9	83.9	97	8399	18.4	53.2	95	8068	19.0	51.1	97	5229	18.0	33.1	92
TV-DAYTIME	TERCILE 1	27736	24164	34.4	87.1	100	16122	35.4	58.1	103	14272	33.6	51.5	98	9482	32.6	34.2	95
	TERCILE 2	26489	22877	32.6	86.4	100	14746	32.4	55.7	99	13992	33.0	52.8	101	9617	33.0	36.3	101
	TERCILE 3	26761	23188	33.0	86.6	100	14657	32.2	54.8	97	14190	33.4	53.0	101	10001	34.4	37.4	104
TV-TOTAL	QUINTILE 1	16345	14014	20.0	85.7	99	8890	19.5	54.4	97	8325	19.6	50.9	97	5354	18.4	32.8	91
	QUINTILE 2	16447	14542	20.7	88.4	102	9444	20.7	57.4	102	8543	20.1	51.9	99	6039	20.8	36.7	102
	QUINTILE 3	15980	13935	19.8	87.2	101	8971	19.7	56.1	100	8691	20.5	54.4	104	5681	19.5	35.6	99
	QUINTILE 4	15887	13853	19.7	87.2	101	9339	20.5	58.8	105	8589	20.2	54.1	103	6162	21.2	38.8	108
	QUINTILE 5	16326	13885	19.8	85.0	98	8881	19.5	54.4	97	8305	19.6	50.9	97	5864	20.2	35.9	100
MAGAZINES-NEWSPAPERS: DUAL		20721	18620	26.5	89.9	104	12145	26.7	58.6	104	11829	27.9	57.1	109	8298	28.5	40.0	111
MAGAZINE IMPERATIVE		19186	16675	23.7	86.9	100	11160	24.5	58.2	103	10150	23.9	52.9	101	7197	24.7	37.5	104
NEWSPAPER IMPERATIVE		21899	18856	26.8	86.1	99	12103	26.6	55.3	98	11494	27.1	52.5	100	7245	24.9	33.1	92
MAGAZINES-OUTDOOR: DUAL		15451	13944	19.9	90.2	104	9376	20.6	60.7	108	9044	21.3	58.5	112	6050	20.8	39.2	109
MAGAZINE IMPERATIVE		25953	22777	32.4	87.8	101	14741	32.4	56.8	101	13646	32.1	52.6	100	9943	34.2	38.3	107
OUTDOOR IMPERATIVE		24400	20686	29.5	84.8	98	13335	29.3	54.7	97	12243	28.8	50.2	96	8262	28.4	33.9	94
MAGAZINES-RADIO: DUAL		18049	16222	23.1	89.9	104	10575	23.2	58.6	104	9937	23.4	55.1	105	6900	23.7	38.2	106
MAGAZINE IMPERATIVE		23571	20583	29.3	87.3	101	13524	29.7	57.4	102	12865	30.3	54.6	104	9249	31.8	39.2	109
RADIO IMPERATIVE		23278	20039	28.5	86.1	99	13322	29.3	57.2	102	12083	28.5	51.9	99	7906	27.2	34.0	95
MAGAZINES-TELEVISION: DUAL		15459	13639	19.4	88.2	102	8878	19.5	57.4	102	8508	20.0	55.0	105	5737	19.7	37.1	103
MAGAZINE IMPERATIVE		25829	22822	32.5	88.4	102	15331	33.7	59.4	106	14169	33.4	54.9	105	10144	34.9	39.3	109
TELEVISION IMPERATIVE		26039	22214	31.6	85.3	98	14166	31.1	54.4	97	12830	30.2	49.3	94	8432	29.0	32.4	90
NEWSPAPERS-OUTDOOR: DUAL		16605	14621	20.8	88.1	102	9820	21.6	59.1	105	9304	21.9	56.0	107	6319	21.7	38.1	106
NEWSPAPER IMPERATIVE		26834	23574	33.6	87.9	101	14897	32.7	55.5	99	14493	34.1	54.0	103	9607	33.0	35.8	100
OUTDOOR IMPERATIVE		23346	20131	28.7	86.2	99	13276	29.2	56.9	101	11935	28.1	51.1	98	8314	28.6	35.6	99
NEWSPAPERS-RADIO: DUAL		17133	15195	21.6	88.7	102	9920	21.8	57.9	103	9689	22.8	56.6	108	6597	22.7	38.5	107
NEWSPAPER IMPERATIVE		25892	22656	32.3	87.5	101	14463	31.8	55.9	99	13950	32.9	53.9	103	9412	32.3	36.4	101
RADIO IMPERATIVE		23167	20122	28.7	86.9	100	13515	29.7	58.3	104	12041	28.4	52.0	99	7988	27.5	34.5	96
NEWSPAPERS-TELEVISION: DUAL		17159	15165	21.6	88.4	102	9571	21.0	55.8	99	9466	22.3	55.2	105	6164	21.2	35.9	100
NEWSPAPER IMPERATIVE		26214	23037	32.8	87.9	101	15071	33.1	57.5	102	14394	33.9	54.9	105	9899	34.0	37.8	105
TELEVISION IMPERATIVE		23412	20100	28.6	85.9	99	13187	29.0	56.3	100	11370	26.8	48.6	93	7873	27.1	33.6	94
OUTDOOR-RADIO: DUAL		15303	13588	19.3	88.8	102	8996	19.8	58.8	105	8420	19.8	55.0	105	5762	19.8	37.7	105
OUTDOOR IMPERATIVE		24901	21394	30.5	85.9	99	13853	30.4	55.6	99	13191	31.1	53.0	101	9049	31.1	36.3	101
RADIO IMPERATIVE		26492	23042	32.8	87.0	100	15144	33.3	57.2	102	13688	32.2	51.7	99	9355	32.1	35.3	98
OUTDOOR-TELEVISION: DUAL		14794	13001	18.5	87.9	101	8408	18.5	56.8	101	7669	18.1	51.8	99	5365	18.4	36.3	101
OUTDOOR IMPERATIVE		25437	22198	31.6	87.3	101	14824	32.6	58.3	104	14153	33.3	55.6	106	9410	32.3	37.0	103
TELEVISION IMPERATIVE		27877	24231	34.5	86.9	100	15423	33.9	55.3	98	14404	33.9	51.7	99	9521	32.7	34.2	95
RADIO-TELEVISION: DUAL		15996	14150	20.1	88.5	102	8996	19.8	56.2	100	8470	20.0	53.0	101	5615	19.3	35.1	98
RADIO IMPERATIVE		25478	22321	31.8	87.6	101	14962	32.9	58.7	104	13927	32.8	54.7	104	9721	33.4	38.2	106
TELEVISION IMPERATIVE		26573	22976	32.7	86.5	100	14737	32.4	55.5	99	13794	32.5	51.9	99	9437	32.4	35.5	99

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JAMS, JELLIES & PRESERVES - FLAVORS
(FEMALE HOMEMAKERS)

0434
P-19

	TOTAL U.S. '000	ALL USERS A '000	B % DOWN	C ACROSS %	D INDX	GRAPE A '000	B % DOWN	C ACROSS %	D INDX	STRAWBERRY A '000	B % DOWN	C ACROSS %	D INDX	OTHER A '000	B % DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEMAKERS	80986	70229	100.0	86.7	100	45526	100.0	56.2	100	42453	100.0	52.4	100	29100	100.0	35.9	100
ATLANTIC MONTHLY	415	368	0.5	88.7	102	*250	0.5	60.2	107	*236	0.6	56.9	108	*176	0.6	42.4	118
BARRON'S	453	386	0.5	85.2	98	*250	0.5	55.2	98	*276	0.7	60.9	116	*235	0.8	51.9	144
BETTER HOMES & GARDENS	16256	14479	20.6	89.1	103	9554	21.0	58.8	105	9182	21.6	56.5	108	6622	22.8	40.7	113
BON APPETIT	2535	2220	3.2	87.6	101	1175	2.6	46.4	82	1481	3.5	58.4	111	1283	4.4	50.6	141
BUSINESS WEEK	1278	1097	1.6	85.8	99	709	1.6	55.5	99	699	1.6	54.7	104	471	1.6	36.9	103
CAR AND DRIVER	378	346	0.5	91.5	106	*214	0.5	56.6	101	*220	0.5	58.2	111	**121	0.4	32.0	89
CBS MAGAZINE NETWORK (GROSS)	1498	1384	2.0	92.4	107	893	2.0	59.6	106	882	2.1	58.9	112	771	2.6	51.5	143
CHANGING TIMES	1505	1327	1.9	88.2	102	748	1.6	49.7	88	794	1.9	52.8	101	679	2.3	45.1	126
COLONIAL HOMES	1231	1127	1.6	91.6	106	789	1.7	64.1	114	681	1.6	55.3	106	569	2.0	46.2	129
CONDE NAST MAG. PKG. (GROSS)	14146	12302	17.5	87.0	100	8537	18.8	60.3	107	7661	18.0	54.2	103	5119	17.6	36.2	101
CONSUMERS DIGEST	1323	1207	1.7	91.2	105	826	1.8	62.4	111	789	1.9	59.6	114	525	1.8	39.7	110
COSMOPOLITAN	7102	6153	8.8	86.6	100	4135	9.1	58.2	104	3882	9.1	54.7	104	2510	8.6	35.3	98
COUNTRY LIVING	2481	2198	3.1	88.6	102	1543	3.4	62.2	111	1477	3.5	59.5	114	1035	3.6	41.7	116
CUISINE	1472	1301	1.9	88.4	102	693	1.5	47.1	84	771	1.8	52.4	100	706	2.4	48.0	133
CYCLE WORLD	425	392	0.6	92.2	106	*261	0.6	61.4	109	*247	0.6	58.1	111	*198	0.7	46.6	130
DCI:CREATIVE IDEAS FOR LIV	2510	2239	3.2	89.2	103	1738	3.8	69.2	123	1431	3.4	57.0	109	1101	3.8	43.9	122
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	6001	8.5	89.6	103	4391	9.6	65.6	117	3572	8.4	53.4	102	2982	10.2	44.5	124
DISCOVER	894	800	1.1	89.5	103	493	1.1	55.1	98	464	1.1	51.9	99	451	1.5	50.4	140
EBONY	3507	3161	4.5	90.1	104	2354	5.2	67.1	119	1559	3.7	44.5	85	1031	3.5	29.4	82
ESQUIRE	1083	914	1.3	84.4	97	652	1.4	60.2	107	615	1.4	56.8	108	365	1.3	33.7	94
ESSENCE	1830	1683	2.4	92.0	106	1228	2.7	67.1	119	859	2.0	46.9	90	513	1.8	28.0	78
FAMILY CIRCLE	15930	14227	20.3	89.3	103	9427	20.7	59.2	105	8909	21.0	55.9	107	6358	21.8	39.9	111
THE FAMILY HANDYMAN	1126	1018	1.4	90.4	104	656	1.4	58.3	104	758	1.8	67.3	128	436	1.5	38.7	108
FAMILY WEEKLY	11468	10010	14.3	87.3	101	6456	14.2	56.3	100	6360	15.0	55.5	106	4072	14.0	35.5	99
FIELD & STREAM	2234	1987	2.8	88.9	103	1403	3.1	62.8	112	1299	3.1	58.1	111	829	2.8	37.1	103
FOOD & WINE	579	531	0.8	91.7	106	354	0.8	61.1	109	377	0.9	65.1	124	253	0.9	43.7	122
FORBES	728	623	0.9	85.6	99	396	0.9	54.4	97	397	0.9	54.5	104	370	1.3	50.8	141
FORTUNE	906	794	1.1	87.6	101	555	1.2	61.3	109	536	1.3	59.2	113	432	1.5	47.7	133
GENTLEMEN'S QUARTERLY	791	701	1.0	88.6	102	476	1.0	60.2	107	512	1.2	64.7	123	370	1.3	46.8	130
GLAMOUR	5265	4769	6.8	90.6	104	3433	7.5	65.2	116	2879	6.8	54.7	104	1922	6.6	36.5	102
GOLF DIGEST	636	576	0.8	90.6	104	398	0.9	62.6	111	308	0.7	48.4	92	*203	0.7	31.9	89
GOLF DIGEST/TENNIS (GROSS)	1186	1067	1.5	90.0	104	745	1.6	62.8	112	613	1.4	51.7	99	453	1.6	38.2	106
GOLF MAGAZINE	441	418	0.6	94.8	109	*226	0.5	51.2	91	*284	0.7	64.4	123	*188	0.6	42.6	119
GOLF MAGAZINE/SKI (GROSS)	922	772	1.1	83.7	97	489	1.1	53.0	94	547	1.3	59.3	113	367	1.3	39.8	111
GOOD HOUSEKEEPING	16487	14718	21.0	89.3	103	9732	21.4	59.0	105	9326	22.0	56.6	108	6189	21.3	37.5	104
HARPER'S BAZAAR	2423	2064	2.9	85.2	98	1424	3.1	58.8	105	1249	2.9	51.5	98	926	3.2	38.2	106
HEALTH	1994	1724	2.5	86.5	100	1191	2.6	59.7	106	1133	2.7	56.8	108	748	2.6	37.5	104
HEARST MAG CORP. BUY (GROSS)	44101	39144	55.7	88.8	102	26468	58.1	60.0	107	24803	58.4	56.2	107	16974	58.3	38.5	107
HEARST MAN POWER (GROSS)	1993	1799	2.6	90.3	104	1281	2.8	64.3	114	1275	3.0	64.0	122	873	3.0	43.8	122
HEARST WOMAN POWER (GROSS)	31274	27735	39.5	88.7	102	18589	40.8	59.4	106	17445	41.1	55.8	106	11588	39.8	37.1	103
HOUSE BEAUTIFUL	3623	3235	4.6	89.3	103	2182	4.8	60.2	107	1940	4.6	53.5	102	1516	5.2	41.8	116
INC.	283	*263	0.4	92.9	107	*183	0.4	64.7	115	*200	0.5	70.7	135	*135	0.5	47.7	133
JET	2928	2578	3.7	88.0	102	1922	4.2	65.6	117	1278	3.0	43.6	83	807	2.8	27.6	77
LADIES' HOME JOURNAL	11918	10783	15.4	90.5	104	7148	15.7	60.0	107	6508	15.3	54.6	104	4530	15.6	38.0	106
LHJ FAMILY GRP COMBO(GROSS)	16764	15059	21.4	89.8	104	10017	22.0	59.8	106	9167	21.6	54.7	104	6365	21.9	38.0	106
LIFE	4254	3724	5.3	87.5	101	2488	5.5	58.5	104	2188	5.2	51.4	98	1778	6.1	41.8	116
L.A. TIMES HOME MAGAZINE	1145	886	1.3	77.4	89	426	0.9	37.2	66	564	1.3	49.3	94	554	1.9	48.4	135
MADEMOISELLE	2884	2582	3.7	89.5	103	1725	3.8	59.8	106	1522	3.6	52.8	101	1177	4.0	40.8	114
MC CALL'S	13460	12088	17.2	89.8	104	8001	17.6	59.4	106	7518	17.7	55.9	107	5362	18.4	39.8	111
MC CALL'S/WRK MOTHER (GROSS)	14606	13153	18.7	90.1	104	8799	19.3	60.2	107	8152	19.2	55.8	106	5728	19.7	39.2	109
MECHANIX ILLUSTRATED	772	704	1.0	91.2	105	559	1.2	72.4	129	457	1.1	59.2	113	313	1.1	40.5	113
METROPOLITAN HOME	967	888	1.3	91.8	106	515	1.1	53.3	95	650	1.5	67.2	128	502	1.7	51.9	144
MONEY	1588	1429	2.0	90.0	104	913	2.0	57.5	102	858	2.0	54.0	103	737	2.5	46.4	129
MOTHER EARTH NEWS	1002	872	1.2	87.0	100	501	1.1	50.0	89	611	1.4	61.0	116	538	1.8	53.7	149
MS.	825	717	1.0	86.9	100	394	0.9	47.8	85	388	0.9	47.0	90	349	1.2	42.3	118
NATIONAL ENQUIRER	10336	9153	13.0	88.6	102	6154	13.5	59.5	106	5440	12.8	52.6	100	3321	11.4	32.1	89
NATIONAL GEOGRAPHIC	9597	8394	12.0	87.5	101	4981	10.9	51.9	92	5427	12.8	56.5	108	4497	15.5	46.9	130
NATIONAL SUNDAY MAGAZINE PKG	49558	43487	61.9	87.7	101	28059	61.6	56.6	101	27115	63.9	54.7	104	18323	63.0	37.0	103
NATURAL HISTORY	573	516	0.7	90.1	104	254	0.6	44.3	79	297	0.7	51.8	99	339	1.2	59.2	165
NEW WOMAN	1699	1533	2.2	90.2	104	1013	2.2	59.6	106	853	2.0	50.2	96	722	2.5	42.5	118
NEW YORK INCLUDING CUE	443	390	0.6	88.0	102	246	0.5	55.5	99	270	0.6	60.9	116	*161	0.6	36.3	101
THE NEW YORKER	1270	1165	1.7	91.7	106	706	1.6	55.6	99	771	1.8	60.7	116	607	2.1	47.8	133
NEWSWEEK	6277	5432	7.7	86.5	100	3512	7.7	56.0	100	3301	7.8	52.6	100	2745	9.4	43.7	122
THE N.Y. TIMES DAILY EDITION	1205	1049	1.5	87.1	100	690	1.5	57.3	102	604	1.4	50.1	96	517	1.8	42.9	119
THE N.Y. TIMES MAGAZINE	2081	1786	2.5	85.8	99	1148	2.5	55.2	98	1073	2.5	51.6	98	996	3.4	47.9	133
OMNI	788	671	1.0	85.2	98	429	0.9	54.4	97	448	1.1	56.9	108	318	1.1	40.4	112
ON CABLE	1158	1045	1.5	90.2	104	783	1.7	67.6	120	636	1.5	54.9	105	432	1.5	37.3	104
1001 HOME IDEAS	2852	2552	3.6	89.5	103	1678	3.7	58.8	105	1525	3.6	53.5	102	1088	3.7	38.1	106
ORGANIC GARDENING	1658	1487	2.1	89.7	103	796	1.7	48.0	85	953	2.2	57.5	110	752	2.6	45.4	126
OUTDOOR LIFE	896	725	1.0	80.9	93	510	1.1	56.9	101	474	1.1	52.9	101	283	1.0	31.6	88
PARADE MAGAZINE	24275	21341	30.4	87.9	101	13603	29.9	56.0	100	12919	30.4	53.2	102	9163	31.5	37.7	105

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JAMS, JELLIES & PRESERVES - FLAVORS
(FEMALE HOMEMAKERS)

0435
P-19

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	GRAPE A '000	GRAPE B % DOWN	GRAPE C % ACROSS	GRAPE D INDX	STRAWBERRY A '000	STRAWBERRY B % DOWN	STRAWBERRY C % ACROSS	STRAWBERRY D INDX	OTHER A '000	OTHER B % DOWN	OTHER C % ACROSS	OTHER D INDX
TOTAL FEMALE HOMEMAKERS	80986	70229	100.0	86.7	100	45526	100.0	56.2	100	42453	100.0	52.4	100	29100	100.0	35.9	100
PARENTS	3845	3489	5.0	90.7	105	2474	5.4	64.3	114	2118	5.0	55.1	105	1349	4.6	35.1	98
PENTHOUSE	831	721	1.0	86.8	100	561	1.2	67.5	120	424	1.0	51.0	97	294	1.0	35.4	98
PEOPLE	11645	10469	14.9	89.9	104	6857	15.1	58.9	105	6499	15.3	55.8	106	4480	15.4	38.5	107
PLAYBOY	2006	1755	2.5	87.5	101	1301	2.9	64.9	115	951	2.2	47.4	90	772	2.7	38.5	107
POPULAR HOT RODDING	297	264	0.4	88.9	103	*205	0.5	69.0	123	*157	0.4	52.9	101	**92	0.3	31.0	86
POPULAR MECHANICS	1018	913	1.3	89.7	103	679	1.5	66.7	119	667	1.6	65.5	125	534	1.8	52.5	146
POPULAR SCIENCE	878	776	1.1	88.4	102	570	1.3	64.9	115	567	1.3	64.6	123	362	1.2	41.2	115
PREVENTION	3913	3502	5.0	89.5	103	2111	4.6	53.9	96	2109	5.0	53.9	103	1556	5.3	39.8	111
PSYCHOLOGY TODAY	1710	1547	2.2	90.5	104	1079	2.4	63.1	112	842	2.0	49.2	94	719	2.5	42.0	117
READER'S DIGEST	22204	19677	28.0	88.6	102	12499	27.5	56.3	100	12443	29.3	56.0	107	8728	30.0	39.3	109
REDBOOK	7684	6864	9.8	89.3	103	4722	10.4	61.5	109	4237	10.0	55.1	105	2889	9.9	37.6	105
ROAD & TRACK	410	378	0.5	92.2	106	*189	0.4	46.1	82	*237	0.6	57.8	110	*250	0.9	61.0	170
ROLLING STONE	969	882	1.3	91.0	105	656	1.4	67.7	120	576	1.4	59.4	113	438	1.5	45.2	126
RUNNER'S WORLD	298	279	0.4	93.6	108	*157	0.3	52.7	94	*165	0.4	55.4	106	*186	0.6	62.4	174
SATURDAY EVENING POST	1169	1018	1.4	87.1	100	662	1.5	56.6	101	670	1.6	57.3	109	487	1.7	41.7	116
SCIENCE 84	587	546	0.8	93.0	107	312	0.7	53.2	95	372	0.9	63.4	121	307	1.1	52.3	146
SCIENCE DIGEST	482	455	0.6	94.4	109	287	0.6	59.5	106	304	0.7	63.1	120	*218	0.7	45.2	126
SCIENTIFIC AMERICAN	594	582	0.8	98.0	113	308	0.7	51.9	92	416	1.0	70.0	134	265	0.9	44.6	124
SELF	2089	1768	2.5	84.6	98	1271	2.8	60.8	108	1161	2.7	55.6	106	608	2.1	29.1	81
SEVENTEEN	2411	2209	3.1	91.6	106	1646	3.6	68.3	121	1273	3.0	52.8	101	845	2.9	35.0	98
SKI	480	354	0.5	73.8	85	262	0.6	54.6	97	263	0.6	54.8	105	*179	0.6	37.3	104
SMITHSONIAN	2760	2485	3.5	90.0	104	1331	2.9	48.2	86	1554	3.7	56.3	107	1404	4.8	50.9	142
SOAP OPERA DIGEST	3013	2726	3.9	90.5	104	2038	4.5	67.6	120	1680	4.0	55.8	106	860	3.0	28.5	79
SOUTHERN LIVING	4184	3762	5.4	89.9	104	2653	5.8	63.4	113	2141	5.0	51.2	98	1881	6.5	45.0	125
SPORT	559	489	0.7	87.5	101	380	0.8	68.0	121	364	0.9	65.1	124	*148	0.5	26.5	74
THE SPORTING NEWS	436	373	0.5	85.6	99	*306	0.7	70.2	125	*295	0.7	67.7	129	**155	0.5	35.6	99
SPORTS AFIELD	493	431	0.6	87.4	101	315	0.7	63.9	114	304	0.7	61.7	118	*121	0.4	24.5	68
SPORTS ILLUSTRATED	2758	2427	3.5	88.0	101	1734	3.8	62.9	112	1574	3.7	57.1	109	1131	3.9	41.0	114
STAR	7456	6520	9.3	87.4	101	4568	10.0	61.3	109	3965	9.3	53.2	101	2237	7.7	30.0	83
SUNDAY	24936	22105	31.5	88.6	102	14209	31.2	57.0	101	13847	32.6	55.5	106	9374	32.2	37.6	105
SUNSET	2124	1795	2.6	84.5	97	661	1.5	31.1	55	1150	2.7	54.1	103	1110	3.8	52.3	145
TV GUIDE	21661	19089	27.2	88.1	102	12775	28.1	59.0	105	11648	27.4	53.8	103	7689	26.4	35.5	99
TENNIS	550	491	0.7	89.3	103	348	0.8	63.3	113	305	0.7	55.5	106	*250	0.9	45.5	127
TIME	8880	7876	11.2	88.7	102	5261	11.6	59.2	105	4969	11.7	56.0	107	3735	12.8	42.1	117
TOWN & COUNTRY	917	837	1.2	91.3	105	545	1.2	59.4	106	601	1.4	65.5	125	444	1.5	48.4	135
TRAVEL & LEISURE	972	872	1.2	89.7	103	544	1.2	56.0	100	615	1.4	63.3	121	397	1.4	40.8	114
TRUE STORY	3356	2984	4.2	88.9	103	2197	4.8	65.5	116	1827	4.3	54.4	104	917	3.2	27.3	76
U.S.NEWS & WORLD REPORT	3410	3041	4.3	89.2	103	1934	4.2	56.7	101	1904	4.5	55.8	107	1560	5.4	45.7	127
USA TODAY	1759	1620	2.3	92.1	106	979	2.2	55.7	99	1074	2.5	61.1	116	766	2.6	43.5	121
US	1873	1662	2.4	88.7	102	1074	2.4	57.3	102	1032	2.4	55.1	105	668	2.3	35.7	99
VOGUE	3909	3182	4.5	81.4	94	2108	4.6	53.9	96	2099	4.9	53.7	102	1412	4.9	36.1	101
WALL STREET JOURNAL	1886	1659	2.4	88.0	101	924	2.0	49.0	87	1087	2.6	57.6	110	843	2.9	44.7	124
WEIGHT WATCHERS	2120	1912	2.7	90.2	104	1300	2.9	61.3	109	1176	2.8	55.5	106	795	2.7	37.5	104
WOMAN'S DAY	14172	12863	18.3	90.8	105	8697	19.1	61.4	109	8075	19.0	57.0	109	5480	18.8	38.7	108
WORKING MOTHER	1146	1065	1.5	92.9	107	798	1.8	69.6	124	634	1.5	55.3	106	366	1.3	31.9	89
WORKING WOMAN	1322	1179	1.7	89.2	103	810	1.8	61.3	109	730	1.7	55.2	105	539	1.9	40.8	113
WORLD TENNIS	*163	*153	0.2	93.9	108	**120	0.3	73.6	131	**99	0.2	60.7	116	**70	0.2	42.9	120
ZIFF-DAVIS MAG NETWK (GROSS)	2532	2311	3.3	91.3	105	1539	3.4	60.8	108	1450	3.4	57.3	109	1153	4.0	45.5	127
BLAIR INSERTS	43657	38396	54.7	87.9	101	24762	54.4	56.7	101	23866	56.2	54.7	104	16330	56.1	37.4	104
DAILY NEWSPAPERS																	
READ ANY	51633	45206	64.4	87.6	101	29425	64.6	57.0	101	27688	65.2	53.6	102	18746	64.4	36.3	101
READ ONE	43463	37925	54.0	87.3	101	24730	54.3	56.9	101	23183	54.6	53.3	102	15503	53.3	35.7	99
READ TWO OR MORE	8170	7282	10.4	89.1	103	4695	10.3	57.5	102	4505	10.6	55.1	105	3243	11.1	39.7	110
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	46345	66.0	88.0	101	30073	66.1	57.1	102	28855	68.0	54.8	104	19448	66.8	36.9	103
READ ONE	46126	40508	57.7	87.8	101	26228	57.6	56.9	101	25082	59.1	54.4	104	16754	57.6	36.3	101
READ TWO OR MORE	6552	5838	8.3	89.1	103	3845	8.4	58.7	104	3772	8.9	57.6	110	2694	9.3	41.1	114
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.93				28.23				28.25				28.79			
30 DAY REACH	71455	61873	88.1	86.6	100	40467	88.9	56.6	101	37419	88.1	52.4	100	25569	87.9	35.8	100
50 SHWG - 30 DAY AV FREQ	14.56	14.74				14.89				14.84				15.19			
30 DAY REACH	67742	58758	83.7	86.7	100	38428	84.4	56.7	101	35695	84.1	52.7	101	24323	83.6	35.9	100
25 SHWG - 30 DAY AV FREQ	7.94	8.01				8.04				8.05				8.23			
30 DAY REACH	62117	54088	77.0	87.1	100	35652	78.3	57.4	102	32880	77.5	52.9	101	22421	77.0	36.1	100
CABLE TV: HOME WIRED	32077	28597	40.7	89.2	103	19184	42.1	59.8	106	17830	42.0	55.6	106	12098	41.6	37.7	105
HOME NOT WIRED	48909	41632	59.3	85.1	98	26342	57.9	53.9	96	24623	58.0	50.3	96	17002	58.4	34.8	97
HAVE PAY CABLE	15935	14559	20.7	91.4	105	10409	22.9	65.3	116	9349	22.0	58.7	112	6332	21.8	39.7	111

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JAMS, JELLIES & PRESERVES - FLAVORS
(FEMALE HOMEMAKERS)

0436
P-19

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	GRAPE A '000	GRAPE B % DOWN	GRAPE C % ACROSS	GRAPE D INDX	STRAWBERRY A '000	STRAWBERRY B % DOWN	STRAWBERRY C % ACROSS	STRAWBERRY D INDX	OTHER A '000	OTHER B % DOWN	OTHER C % ACROSS	OTHER D INDX
TOTAL FEMALE HOMEMAKERS	80986	70229	100.0	86.7	100	45526	100.0	56.2	100	42453	100.0	52.4	100	29100	100.0	35.9	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	38533	54.9	87.7	101	25222	55.4	57.4	102	23656	55.7	53.9	103	16055	55.2	36.6	102
10:00 AM - 3:00 PM	30659	26867	38.3	87.6	101	17557	38.6	57.3	102	16627	39.2	54.2	103	10899	37.5	35.5	99
3:00 PM - 7:00 PM	31045	27418	39.0	88.3	102	17966	39.5	57.9	103	16965	40.0	54.6	104	11709	40.2	37.7	105
7:00 PM - MIDNIGHT	15767	13669	19.5	86.7	100	9034	19.8	57.3	102	8021	18.9	50.9	97	5592	19.2	35.5	99
MIDNIGHT 6:00 AM	9120	8100	11.5	88.8	102	5308	11.7	58.2	104	5060	11.9	55.5	106	3416	11.7	37.5	104
6:00 AM - MIDNIGHT	58527	51294	73.0	87.6	101	33585	73.8	57.4	102	31405	74.0	53.7	102	21455	73.7	36.7	102
ENTIRE DAY	59311	51970	74.0	87.6	101	34048	74.8	57.4	102	31850	75.0	53.7	102	21769	74.8	36.7	102
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	14292	20.4	88.4	102	9432	20.7	58.3	104	9414	22.2	58.2	111	6010	20.7	37.2	103
ALL NEWS	2256	1920	2.7	85.1	98	1027	2.3	45.5	81	1214	2.9	53.8	103	857	2.9	38.0	106
AOR/PROGRESSIVE	3874	3473	4.9	89.6	103	2230	4.9	57.6	102	2250	5.3	58.1	111	1630	5.6	42.1	117
BEAUTIFUL MUSIC	5660	4911	7.0	86.8	100	2937	6.5	51.9	92	3023	7.1	53.4	102	2168	7.5	38.3	107
BLACK	2204	1940	2.8	88.0	102	1465	3.2	66.5	118	986	2.3	44.7	85	817	2.8	37.1	103
CLASSICAL	1418	1220	1.7	86.0	99	748	1.6	52.8	94	872	2.1	61.5	117	591	2.0	41.7	116
CHR/ROCK	9538	8285	11.8	86.9	100	5629	12.4	59.0	105	4972	11.7	52.1	99	3453	11.9	36.2	101
COUNTRY	12648	11164	15.9	88.3	102	7807	17.1	61.7	110	6629	15.6	52.4	100	4422	15.2	35.0	97
GOLDEN OLDIES	1191	1007	1.4	84.6	98	702	1.5	58.9	105	649	1.5	54.5	104	461	1.6	38.7	108
MOR/NOSTALGIA	4757	4254	6.1	89.4	103	2748	6.0	57.8	103	2400	5.7	50.5	96	1813	6.2	38.1	106
NEWS/TALK	3863	3156	4.5	81.7	94	1667	3.7	43.2	77	1878	4.4	48.6	93	1468	5.0	38.0	106
RELIGIOUS	3084	2630	3.7	85.3	98	1657	3.6	53.7	96	1405	3.3	45.6	87	1079	3.7	35.0	97
SOFT ROCK	521	466	0.7	89.4	103	370	0.8	71.0	126	*252	0.6	48.4	92	*188	0.6	36.1	100
URBAN CONTEMPORARY	1585	1394	2.0	87.9	101	1041	2.3	65.7	117	734	1.7	46.3	88	373	1.3	23.5	65
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	2831	4.0	86.8	100	1986	4.4	60.9	108	1711	4.0	52.5	100	1021	3.5	31.3	87
ABC DIRECTION	2316	2087	3.0	90.1	104	1422	3.1	61.4	109	1195	2.8	51.6	98	880	3.0	38.0	106
ABC ENTERTAINMENT	4834	4207	6.0	87.0	100	2756	6.1	57.0	101	2582	6.1	53.4	102	1780	6.1	36.8	102
ABC FM	2202	1949	2.8	88.5	102	1380	3.0	62.7	111	1137	2.7	51.6	99	708	2.4	32.2	89
ABC INFORMATION	5425	4766	6.8	87.9	101	3066	6.7	56.5	101	2784	6.6	51.3	98	2124	7.3	39.2	109
ABC ROCK	1677	1506	2.1	89.8	104	1037	2.3	61.8	110	1002	2.4	59.7	114	619	2.1	36.9	103
CBS	4430	3814	5.4	86.1	99	2239	4.9	50.5	90	2494	5.9	56.3	107	1683	5.8	38.0	106
MUTUAL	4992	4560	6.5	91.3	105	3071	6.7	61.5	109	2707	6.4	54.2	103	1926	6.6	38.6	107
NBC	4679	4136	5.9	88.4	102	2636	5.8	56.3	100	2614	6.2	55.9	107	1780	6.1	38.0	106
RADIORADIO	1994	1675	2.4	84.0	97	1202	2.6	60.3	107	1004	2.4	50.4	96	716	2.5	35.9	100
RKO ONE	2298	2015	2.9	87.7	101	1342	2.9	58.4	104	1136	2.7	49.4	94	890	3.1	38.7	108
RKO TWO	3311	2801	4.0	84.6	98	1976	4.3	59.7	106	1659	3.9	50.1	96	1169	4.0	35.3	98
THE SOURCE	2114	1896	2.7	89.7	103	1381	3.0	65.3	116	1143	2.7	54.1	103	866	3.0	41.0	114
NON-WIRED : BLAIR	8654	7670	10.9	88.6	102	5313	11.7	61.4	109	4516	10.6	52.2	100	3286	11.3	38.0	106
INTERNET	12025	10636	15.1	88.4	102	6972	15.3	58.0	103	6492	15.3	54.0	103	4537	15.6	37.7	105
KATZ RADIO GROUP	15359	13364	19.0	87.0	100	8559	18.8	55.7	99	8209	19.3	53.4	102	5892	20.2	38.4	107
SUPERNET	10628	9346	13.3	87.9	101	6054	13.3	57.0	101	5837	13.7	54.9	105	4062	14.0	38.2	106
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	7425	10.6	85.7	99	4583	10.1	52.9	94	4456	10.5	51.5	98	3173	10.9	36.6	102
MKDAY 9:00 AM - 1:00 PM	12163	10486	14.9	86.2	99	6810	15.0	56.0	100	6278	14.8	51.6	98	4136	14.2	34.0	95
MKDAY 1:00 PM - 4:30 PM	16150	14051	20.0	87.0	100	9423	20.7	58.3	104	8134	19.2	50.4	96	5328	18.3	33.0	92
MKDAY 4:30 PM - 7:30 PM	22463	19255	27.4	85.7	99	12187	26.8	54.3	97	11422	26.9	50.8	97	7796	26.8	34.7	97
MKDAY 7:30 PM - 8:00 PM	31795	27478	39.1	86.4	100	17541	38.5	55.2	98	16202	38.2	51.0	97	11380	39.1	35.8	100
MKDAY 11:00 PM - 11:30 PM	23977	20954	29.8	87.4	101	13693	30.1	57.1	102	12490	29.4	52.1	99	8677	29.8	36.2	101
MKDAY 11:30 PM - 1:00 AM	7703	6760	9.6	87.8	101	4494	9.9	58.3	104	3976	9.4	51.6	98	2787	9.6	36.2	101
M-SAT 8-11 PM+SUN 7-11 PM	33800	29511	42.0	87.3	101	19112	42.0	56.5	101	17748	41.8	52.5	100	12217	42.0	36.1	101
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	5646	8.0	86.4	100	3910	8.6	59.8	106	3381	8.0	51.7	99	2272	7.8	34.8	97
ANOTHER WORLD N	4620	4038	5.7	87.4	101	2583	5.7	55.9	99	2292	5.4	49.6	95	1499	5.2	32.4	90
AS THE WORLD TURNS C	5614	4912	7.0	87.5	101	3243	7.1	57.8	103	2723	6.4	48.5	93	2069	7.1	36.9	103
CAPITOL C	3396	2954	4.2	87.0	100	2028	4.5	59.7	106	1635	3.9	48.1	92	1209	4.2	35.6	99
CBS MORN. NEWS 1 C	1446	1154	1.6	79.8	92	662	1.5	45.8	81	663	1.6	45.9	87	458	1.6	31.7	88
CBS MORN. NEWS 2 C	1207	918	1.3	76.1	88	513	1.1	42.5	76	526	1.2	43.6	83	400	1.4	33.1	92
DAYS OF OUR LIVES N	5877	5105	7.3	86.9	100	3205	7.0	54.5	97	3047	7.2	51.8	99	1975	6.8	33.6	94
FACTS OF LIFE - DAYTIME N	2290	1996	2.8	87.2	101	1337	2.9	58.4	104	1144	2.7	50.0	95	671	2.3	29.3	82
FAMILY FEUD A	3023	2562	3.6	84.8	98	1672	3.7	55.3	98	1485	3.5	49.1	94	1028	3.5	34.0	95
GENERAL HOSPITAL A	6097	5245	7.5	86.0	99	3748	8.2	61.5	109	3006	7.1	49.3	94	1729	5.9	28.4	79
GOOD MORNING, AMERICA-730 A	3515	3010	4.3	85.6	99	2006	4.4	57.1	102	1920	4.5	54.6	104	1269	4.4	36.1	100
GOOD MORNING, AMERICA-830 A	2818	2390	3.4	84.8	98	1482	3.3	52.6	94	1567	3.7	55.6	106	934	3.2	33.1	92
GUIDING LIGHT C	5339	4692	6.7	87.9	101	3122	6.9	58.5	104	2544	6.0	47.6	91	2006	6.9	37.6	105
ONE LIFE TO LIVE A	4478	3881	5.5	86.7	100	2753	6.0	61.5	109	2148	5.1	48.0	92	1230	4.2	27.5	76
PRESS YOUR LUCK C	2244	2000	2.8	89.1	103	1355	3.0	60.4	107	1184	2.8	52.8	101	687	2.4	30.6	85
PRICE IS RIGHT 1 C	4348	3739	5.3	86.0	99	2593	5.7	59.6	106	2111	5.0	48.6	93	1384	4.8	31.8	89
PRICE IS RIGHT 2 C	5014	4340	6.2	86.6	100	2941	6.5	58.7	104	2401	5.7	47.9	91	1617	5.6	32.2	90
RYAN'S HOPE A	3150	2670	3.8	84.8	98	1954	4.3	62.0	110	1584	3.7	50.3	96	1043	3.6	33.1	92
SALE OF THE CENTURY N	2695	2293	3.3	85.1	98	1510	3.3	56.0	100	1155	2.7	42.9	82	882	3.0	32.7	91
SEARCH FOR TOMORROW N	2319	2021	2.9	87.1	100	1283	2.8	55.3	98	1073	2.5	46.3	88	812	2.8	35.0	97
TODAY SHOW 1 N	2693	2307	3.3	85.7	99	1378	3.0	51.2	91	1320	3.1	49.0	94	896	3.1	33.3	93
TODAY SHOW 2 N	2498	2133	3.0	85.4	98	1245	2.7	49.8	89	1226	2.9	49.1	94	830	2.9	33.2	92
$25,000 PYRAMID C	2753	2371	3.4	86.1	99	1574	3.5	57.2	102	1305	3.1	47.4	90	801	2.8	29.1	81
WHEEL OF FORTUNE N	4388	3794	5.4	86.5	100	2452	5.4	55.9	99	2221	5.2	50.6	97	1603	5.5	36.5	102
YOUNG AND THE RESTLESS C	5695	4956	7.1	87.0	100	3302	7.3	58.0	103	2864	6.7	50.3	96	1724	5.9	30.3	84
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	1499	2.1	85.2	98	976	2.1	55.5	99	922	2.2	52.4	100	581	2.0	33.0	92
NBA PLAYOFF GAME -1 C	1136	1042	1.5	91.7	106	753	1.7	66.3	118	551	1.3	48.5	93	499	1.7	43.9	122
NBC MAJOR LEAGUE PRE-GAME N	953	779	1.1	81.7	94	535	1.2	56.1	100	405	1.0	42.5	81	*221	0.8	23.2	65
SPORTSWORLD - SUN N	1233	1059	1.5	85.9	99	718	1.6	58.2	104	659	1.6	53.4	102	389	1.3	31.5	88
SUNDAY MORNING C	1611	1374	2.0	85.3	98	703	1.5	43.6	78	813	1.9	50.5	96	685	2.4	42.5	118

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JAMS, JELLIES & PRESERVES - FLAVORS
(FEMALE HOMEMAKERS)

0437
P-19

		TOTAL U.S. '000	ALL USERS A '000	B % DOWN	C % ACROSS	D INDX	GRAPE A '000	B % DOWN	C % ACROSS	D INDX	STRAWBERRY A '000	B % DOWN	C % ACROSS	D INDX	OTHER A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	70229	100.0	86.7	100	45526	100.0	56.2	100	42453	100.0	52.4	100	29100	100.0	35.9	100
MKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	22332	31.8	85.7	99	13964	30.7	53.6	95	13030	30.7	50.0	95	9213	31.7	35.3	98
NETWORK AFFILIATES - LATE		20261	17707	25.2	87.4	101	11430	25.1	56.4	100	10593	25.0	52.3	100	7325	25.2	36.2	101
INDEPENDENTS - LATE		2076	1751	2.5	84.3	97	1061	2.3	51.1	91	1136	2.7	54.7	104	772	2.7	37.2	103
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	9151	13.0	87.5	101	6360	14.0	60.8	108	5331	12.6	51.0	97	3642	12.5	34.8	97
ABC MONDAY NIGHT MOVIE	A	6412	5589	8.0	87.2	101	3595	7.9	56.1	100	3412	8.0	53.2	102	2374	8.2	37.0	103
ABC SUNDAY NIGHT MOVIE	A	12407	10667	15.2	86.0	99	6816	15.0	54.9	98	6534	15.4	52.7	100	4563	15.7	36.8	102
ABC WORLD NEWS TONIGHT	A	6176	5255	7.5	85.1	98	3415	7.5	55.3	98	3063	7.2	49.6	95	2066	7.1	33.5	93
AFTERMASH	C	5863	5000	7.1	85.3	98	3185	7.0	54.3	97	3109	7.3	53.0	101	2053	7.1	35.0	97
ALICE	C	9594	8374	11.9	87.3	101	5369	11.8	56.0	100	5063	11.9	52.8	101	3319	11.4	34.6	96
AMERICAN PARADE	C	6622	5629	8.0	85.0	98	3399	7.5	51.3	91	3269	7.7	49.4	94	2449	8.4	37.0	103
BENSON	A	10886	9484	13.5	87.1	100	6120	13.4	56.2	100	5863	13.8	53.9	103	4010	13.8	36.8	103
BLUE THUNDER	A	5036	4419	6.3	87.7	101	2841	6.2	56.4	100	2685	6.3	53.3	102	1981	6.8	39.3	109
CAGNEY & LACEY	C	9965	8787	12.5	88.2	102	5683	12.5	57.0	101	5419	12.8	54.4	104	3710	12.7	37.2	104
CBS EVENING NEWS-DEAN	C	3491	2984	4.2	85.5	99	1765	3.9	50.6	90	1791	4.2	51.3	98	1239	4.3	35.5	99
CBS EVENING NEWS-RATHER	C	7123	6148	8.8	86.3	100	3640	8.0	51.1	91	3704	8.7	52.0	99	2636	9.1	37.0	103
CBS SAT. NEWS-SCHIEFFER	C	3621	3032	4.3	83.7	97	1714	3.8	47.3	84	1724	4.1	47.6	91	1340	4.6	37.0	103
CBS SATURDAY NIGHT MOVIE	C	5436	4830	6.9	88.9	102	3064	6.7	56.4	100	2890	6.8	53.2	101	2010	6.9	37.0	103
CBS WEDNESDAY NIGHT MOVIE	C	6100	5216	7.4	85.5	99	3279	7.2	53.8	96	3065	7.2	50.2	96	2180	7.5	35.7	99
CHEERS	N	8889	7859	11.2	88.4	102	5238	11.5	58.9	105	4758	11.2	53.5	102	3414	11.7	38.4	107
DALLAS	C	22109	19198	27.3	86.8	100	12537	27.5	56.7	101	11241	26.5	50.8	97	7813	26.8	35.3	98
DIFF'RENT STROKES	N	6940	5934	8.4	85.5	99	3935	8.6	56.7	101	3472	8.2	50.0	95	2219	7.6	32.0	89
DOUBLE TROUBLE	N	7223	6475	9.2	89.6	103	4321	9.5	59.8	106	3957	9.3	54.8	105	2897	10.0	40.1	112
DUCK FACTORY	N	5595	4883	7.0	87.3	101	3242	7.1	57.9	103	2840	6.7	50.8	97	2131	7.3	38.1	106
DUKES OF HAZZARD	C	5768	5060	7.2	87.7	101	3326	7.3	57.7	103	2878	6.8	49.9	95	2028	7.0	35.2	98
DYNASTY	A	20053	17659	25.1	88.1	102	11841	26.0	59.0	105	9890	23.3	49.3	94	6986	24.0	34.8	97
FACTS OF LIFE	N	8087	7167	10.2	88.6	102	4867	10.7	60.2	107	4403	10.4	54.4	104	3192	11.0	39.5	110
FALCON CREST	C	20046	17512	24.9	87.4	101	11685	25.7	58.3	104	10256	24.2	51.2	98	6948	23.9	34.7	96
FALL GUY	A	9084	7841	11.2	86.3	100	5318	11.7	58.5	104	4505	10.6	49.6	95	3266	11.2	36.0	100
FAMILY TIES	N	7964	6835	9.7	85.8	99	4609	10.1	57.9	103	4011	9.4	50.4	96	2870	9.9	36.0	100
FANTASY ISLAND	A	7687	6591	9.4	85.7	99	4235	9.3	55.1	98	3973	9.4	51.7	99	2588	8.9	33.7	94
FOULUPS,BLEEPS & BLUNDERS	A	8861	7823	11.1	88.3	102	5149	11.3	58.1	103	4879	11.5	55.1	105	3192	11.0	36.0	100
FOUR SEASONS	C	5095	4434	6.3	87.0	100	2877	6.3	56.5	100	2646	6.2	51.9	99	1887	6.5	37.0	103
GIMME A BREAK	N	8838	7548	10.7	85.4	98	5223	11.5	59.1	105	4189	9.9	47.4	90	3011	10.3	34.1	95
HART TO HART	A	8978	7778	11.1	86.6	100	4967	10.9	55.3	98	4712	11.1	52.5	100	3146	10.8	35.0	98
HILL STREET BLUES	N	8590	7461	10.6	86.9	100	4920	10.8	57.3	102	4551	10.7	53.0	101	3354	11.5	39.0	109
HOTEL	A	14085	12311	17.5	87.4	101	8150	17.9	57.9	103	7068	16.6	50.2	96	4883	16.8	34.7	96
JEFFERSONS	C	9360	8192	11.7	87.5	101	5184	11.4	55.4	99	4870	11.5	52.0	99	3460	11.9	37.0	103
JENNIFER SLEPT HERE	N	5841	5065	7.2	86.7	100	3449	7.6	59.0	105	3047	7.2	52.2	100	1896	6.5	32.5	90
KATE & ALLIE	C	9206	8022	11.4	87.1	100	5026	11.0	54.6	97	5047	11.9	54.8	105	3338	11.5	36.3	101
KNIGHT RIDER	N	7076	6151	8.8	86.9	100	3917	8.6	55.4	98	3653	8.6	51.6	98	2498	8.6	35.3	98
LOVE BOAT	A	12219	10468	14.9	85.7	99	6558	14.4	53.7	95	6042	14.2	49.4	94	4301	14.8	35.2	98
MAGNUM PI	C	11199	9757	13.9	87.1	100	6286	13.8	56.1	100	5748	13.5	51.3	98	3992	13.7	35.6	99
MAMA'S FAMILY	N	6057	5218	7.4	86.1	99	3393	7.5	56.0	100	3221	7.6	53.2	101	2211	7.6	36.5	102
MASTER, THE	N	3598	3099	4.4	86.1	99	2058	4.5	57.2	102	1819	4.3	50.6	96	1397	4.8	38.8	108
MATT HOUSTON	A	6344	5541	7.9	87.3	101	3523	7.7	55.5	99	3473	8.2	54.7	104	2448	8.4	38.6	107
NBC MONDAY NIGHT MOVIE	N	11994	10624	15.1	88.6	102	7101	15.6	59.2	105	6354	15.0	53.0	101	4144	14.2	34.6	96
NBC NIGHTLY NEWS	N	5132	4337	6.2	84.5	97	2587	5.7	50.4	90	2522	5.9	49.1	94	1853	6.4	36.1	100
NBC NIGHTLY NEWS-SAT	N	3375	2888	4.1	85.6	99	1785	3.9	52.9	94	1809	4.3	53.6	102	1005	3.5	29.8	83
NBC NIGHTLY NEWS-SUN	N	3130	2662	3.8	85.0	98	1663	3.7	53.1	95	1663	3.9	53.1	101	987	3.4	31.5	88
NBC SUNDAY NIGHT MOVIE	N	8284	7421	10.6	89.6	103	5157	11.3	62.3	111	4262	10.0	51.4	98	2951	10.1	35.6	99
NEWHART	C	9240	8143	11.6	88.1	102	5197	11.4	56.2	100	5036	11.9	54.5	104	3425	11.8	37.1	103
ONE DAY AT A TIME	C	7288	6488	9.2	89.0	103	4179	9.2	57.3	102	3795	8.9	52.1	99	2677	9.2	36.7	102
PEOPLE ARE FUNNY	N	4855	4155	5.9	85.6	99	2704	5.9	55.7	99	2599	6.1	53.5	102	1770	6.1	36.5	101
REAL PEOPLE	N	8869	7736	11.0	87.2	101	4930	10.8	55.6	99	4656	11.0	52.5	100	3190	11.0	36.0	100
REMINGTON STEELE	N	7743	6732	9.6	86.9	100	4447	9.8	57.4	102	3964	9.3	51.2	98	2640	9.1	34.1	95
RIPLEY'S BELIEVE IT - NOT	A	5345	4745	6.8	88.8	102	2898	6.4	54.2	96	2974	7.0	55.6	106	2109	7.2	39.5	110
RIPTIDE	N	6988	6172	8.8	88.3	102	4229	9.3	60.5	108	3590	8.5	51.4	98	2521	8.7	36.1	100
SCARECROW & MRS. KING	C	10002	8524	12.1	85.2	98	5354	11.8	53.5	95	4882	11.5	48.8	93	3587	12.3	35.9	100
SIMON & SIMON	C	10638	9438	13.4	88.7	102	6115	13.4	57.5	102	5326	12.5	50.1	96	3786	13.0	35.6	99
60 MINUTES	C	13293	11491	16.4	86.4	100	6939	15.2	52.2	93	6987	16.5	52.6	100	4924	16.9	37.0	103
ST. ELSEWHERE	N	7017	6118	8.7	87.2	101	4089	9.0	58.3	104	3886	9.2	55.4	106	2761	9.5	39.3	110
THREE'S COMPANY	A	10917	9674	13.8	88.6	102	6524	14.3	59.8	106	5831	13.7	53.4	102	3878	13.3	35.5	99
T.J. HOOKER	A	9204	7927	11.3	86.1	99	4836	10.6	52.5	93	4537	10.7	49.3	94	3464	11.9	37.6	105
TONIGHT SHOW	N	2372	2062	2.9	86.9	100	1386	3.0	58.4	104	1196	2.8	50.4	96	1012	3.5	42.7	119
TRAPPER JOHN, M.D.	C	9846	8608	12.3	87.4	101	5813	12.8	59.0	105	5189	12.2	52.7	101	3428	11.8	34.8	97
TV BLOOPERS & PRAC. JOKES	N	9105	7914	11.3	86.9	100	5036	11.1	55.3	98	4798	11.3	52.7	101	3224	11.1	35.4	99
20/20	A	9387	8328	11.9	88.7	102	5283	11.6	56.3	100	5210	12.3	55.5	106	3639	12.5	38.8	108
WEBSTER	A	11067	9622	13.7	86.9	100	6178	13.6	55.8	99	5871	13.8	53.0	101	4161	14.3	37.6	105
WORLD NEWS - SUN	A	3062	2638	3.8	86.2	99	1642	3.6	53.6	95	1460	3.4	47.7	91	1109	3.8	36.2	101
YELLOW ROSE	N	4978	4343	6.2	87.2	101	2801	6.2	56.3	100	2662	6.3	53.5	102	1822	6.3	36.6	102
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	8063	11.5	90.8	105	5205	11.4	58.6	104	5249	12.4	59.1	113	3357	11.5	37.8	105
BASKETBALL - COLLEGE GAMES		4080	3637	5.2	89.1	103	2560	5.6	62.7	112	2471	5.8	60.6	116	1347	4.6	33.0	92
BASKETBALL - PRO GAMES		3607	3181	4.5	88.2	102	2025	4.4	56.1	100	2138	5.0	59.3	113	1269	4.4	35.2	98
BOWLING		3883	3566	5.1	91.8	106	2194	4.8	56.5	101	2500	5.9	64.4	123	1559	5.4	40.1	112
BOXING		3928	3665	5.2	93.3	108	2586	5.7	65.8	117	2338	5.5	59.5	114	1315	4.5	33.5	93
FOOTBALL - COLLEGE GAMES		6366	5734	8.2	90.1	104	3716	8.2	58.4	104	3743	8.8	58.8	112	2772	9.5	43.5	121
FOOTBALL - PRO GAMES		11300	10431	14.9	92.3	106	7193	15.8	63.7	113	6930	16.3	61.3	117	4405	15.1	39.0	108
GOLF		3378	3076	4.4	91.1	105	1799	4.0	53.3	95	2113	5.0	62.6	119	1402	4.8	41.5	116
POST-SEASON COLL. FOOTBALL		4906	4383	6.2	89.3	103	3058	6.7	62.3	111	2688	6.3	54.8	105	2005	6.9	40.9	114
POST-SEASON PRO FOOTBALL		6120	5544	7.9	90.6	104	3732	8.2	61.0	108	3453	8.1	56.4	108	2646	9.1	43.2	120
TENNIS		3033	2691	3.8	88.7	102	1752	3.8	57.8	103	1807	4.3	59.6	114	1310	4.5	43.2	120
WRESTLING - PROFESSIONAL		3344	3178	4.5	95.0	110	2354	5.2	70.4	125	1957	4.6	58.5	112	898	3.1	26.9	75

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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JAMS, JELLIES & PRESERVES: BRANDS
(FEMALE HOMEMAKERS)

0438
P-19

	TOTAL U.S. '000	BAMA A '000	BAMA B % DOWN	BAMA C % ACROSS	BAMA D INDX	KRAFT A '000	KRAFT B % DOWN	KRAFT C % ACROSS	KRAFT D INDX	SMUCKERS A '000	SMUCKERS B % DOWN	SMUCKERS C % ACROSS	SMUCKERS D INDX	WELCH A '000	WELCH B % DOWN	WELCH C % ACROSS	WELCH D INDX
TOTAL FEMALE HOMEMAKERS	80986	9531	100.0	11.8	100	19841	100.0	24.5	100	32610	100.0	40.3	100	29436	100.0	36.3	100
18 - 24	9282	1101	11.6	11.9	101	1703	8.6	18.3	75	3726	11.4	40.1	100	3644	12.4	39.3	108
25 - 34	19072	2304	24.2	12.1	103	5034	25.4	26.4	108	7914	24.3	41.5	103	7671	26.1	40.2	111
35 - 44	14591	2112	22.2	14.5	123	4114	20.7	28.2	115	6161	18.9	42.2	105	6170	21.0	42.3	116
45 - 54	11345	1438	15.1	12.7	108	3185	16.1	28.1	115	4842	14.8	42.7	106	4383	14.9	38.6	106
55 - 64	11635	1129	11.8	9.7	82	2836	14.3	24.4	99	4834	14.8	41.5	103	3569	12.1	30.7	84
65 OR OLDER	15061	1447	15.2	9.6	82	2970	15.0	19.7	80	5133	15.7	34.1	85	3998	13.6	26.5	72
18 - 34	28354	3405	35.7	12.0	102	6737	34.0	23.8	97	11640	35.7	41.1	102	11316	38.4	39.9	110
18 - 49	48339	6224	65.3	12.9	109	12371	62.4	25.6	104	20325	62.3	42.0	104	19896	67.6	41.2	113
25 - 54	45008	5854	61.4	13.0	111	12333	62.2	27.4	112	18917	58.0	42.0	104	18224	61.9	40.5	111
35 - 49	19985	2819	29.6	14.1	120	5634	28.4	28.2	115	8685	26.6	43.5	108	8580	29.1	42.9	118
50 OR OLDER	32647	3307	34.7	10.1	86	7470	37.6	22.9	93	12285	37.7	37.6	93	9540	32.4	29.2	80
GRADUATED COLLEGE	11155	933	9.8	8.4	71	2508	12.6	22.5	92	4864	14.9	43.6	108	3474	11.8	31.1	86
ATTENDED COLLEGE	13682	1461	15.3	10.7	91	3242	16.3	23.7	97	6071	18.6	44.4	110	5315	18.1	38.8	107
GRADUATED HIGH SCHOOL	33880	4223	44.3	12.5	106	8909	44.9	26.3	107	14734	45.2	43.5	108	13575	46.1	40.1	110
DID NOT GRADUATE HIGH SCHOOL	22270	2915	30.6	13.1	111	5182	26.1	23.3	95	6942	21.3	31.2	77	7071	24.0	31.8	87
EMPLOYED	40306	4900	51.4	12.2	103	9936	50.1	24.7	101	17161	52.6	42.6	106	15395	52.3	38.2	105
EMPLOYED FULL-TIME	32850	4084	42.8	12.4	106	8111	40.9	24.7	101	14263	43.7	43.4	108	12474	42.4	38.0	104
EMPLOYED PART-TIME	7456	815	8.6	10.9	93	1825	9.2	24.5	100	2898	8.9	38.9	97	2921	9.9	39.2	108
NOT EMPLOYED	40680	4631	48.6	11.4	97	9905	49.9	24.3	99	15449	47.4	38.0	94	14041	47.7	34.5	95
PROFESSIONAL/MANAGER	10392	1023	10.7	9.8	84	2160	10.9	20.8	85	4752	14.6	45.7	114	3421	11.6	32.9	91
TECH/CLERICAL/SALES	17574	1872	19.6	10.7	91	4774	24.1	27.2	111	7681	23.6	43.7	109	7152	24.3	40.7	112
PRECISION/CRAFT	985	**144	1.5	14.6	124	**188	0.9	19.1	78	*423	1.3	42.9	107	*406	1.4	41.2	113
OTHER EMPLOYED	11354	1861	19.5	16.4	139	2814	14.2	24.8	101	4306	13.2	37.9	94	4415	15.0	38.9	107
SINGLE	9863	930	9.8	9.4	80	1776	9.0	18.0	73	3934	12.1	39.9	99	3556	12.1	36.1	99
MARRIED	51375	6528	68.5	12.7	108	14150	71.3	27.5	112	21553	66.1	42.0	104	19602	66.6	38.2	105
DIVORCED/SEPARATED/WIDOWED	19748	2074	21.8	10.5	89	3915	19.7	19.8	81	7123	21.8	36.1	90	6277	21.3	31.8	87
PARENTS	32590	4823	50.6	14.8	126	9514	48.0	29.2	119	13772	42.2	42.3	105	14222	48.3	43.6	120
WHITE	70416	7443	78.1	10.6	90	17549	88.4	24.9	102	29664	91.0	42.1	105	25157	85.5	35.7	98
BLACK	8778	1993	20.9	22.7	193	1924	9.7	21.9	89	2318	7.1	26.4	66	3608	12.3	41.1	113
OTHER	1791	**95	1.0	5.3	45	**368	1.9	20.5	84	*628	1.9	35.1	87	*670	2.3	37.4	103
NORTHEAST-CENSUS	17786	*508	5.3	2.9	24	5214	26.3	29.3	120	8081	24.8	45.4	113	6823	23.2	38.4	106
NORTH CENTRAL	20741	695	7.3	3.4	28	5982	30.1	28.8	118	10166	31.2	49.0	122	8655	29.4	41.7	115
SOUTH	27775	8101	85.0	29.2	248	6853	34.5	24.7	101	8513	26.1	30.6	76	9934	33.7	35.8	98
WEST	14683	*227	2.4	1.5	13	1792	9.0	12.2	50	5850	17.9	39.8	99	4024	13.7	27.4	75
NORTHEAST-MKTG.	17961	472	5.0	2.6	22	5255	26.5	29.3	119	7590	23.3	42.3	105	6918	23.5	38.5	106
EAST CENTRAL	11885	758	8.0	6.4	54	3185	16.1	26.8	109	6313	19.4	53.1	132	4344	14.8	36.6	101
WEST CENTRAL	14090	*393	4.1	2.8	24	4316	21.8	30.6	125	6373	19.5	45.2	112	6197	21.1	44.0	121
SOUTH	24081	7797	81.8	32.4	275	5636	28.4	23.4	96	7327	22.5	30.4	76	8618	29.3	35.8	98
PACIFIC	12969	**111	1.2	0.9	7	1449	7.3	11.2	46	5007	15.4	38.6	96	3359	11.4	25.9	71
COUNTY SIZE A	32439	2312	24.3	7.1	61	7392	37.3	22.8	93	13975	42.9	43.1	107	11509	39.1	35.5	98
COUNTY SIZE B	24915	3256	34.2	13.1	111	6346	32.0	25.5	104	9884	30.3	39.7	99	9501	32.3	38.1	105
COUNTY SIZE C	12930	2285	24.0	17.7	150	3045	15.3	23.5	96	5236	16.1	40.5	101	4210	14.3	32.6	90
COUNTY SIZE D	10703	1679	17.6	15.7	133	3059	15.4	28.6	117	3516	10.8	32.9	82	4215	14.3	39.4	108
METRO CENTRAL CITY	24518	2839	29.8	11.6	98	5463	27.5	22.3	91	9310	28.5	38.0	94	9019	30.6	36.8	101
METRO SUBURBAN	35919	3450	36.2	9.6	82	8890	44.8	24.8	101	16125	49.4	44.9	111	13075	44.4	36.4	100
NON METRO	20549	3243	34.0	15.8	134	5488	27.7	26.7	109	7175	22.0	34.9	87	7342	24.9	35.7	98
TOP 5 ADI'S	18341	*424	4.4	2.3	20	4196	21.1	22.9	93	7937	24.3	43.3	107	6548	22.2	35.7	98
TOP 10 ADI'S	25378	1512	15.9	6.0	51	5761	29.0	22.7	93	10584	32.5	41.7	104	8768	29.8	34.5	95
TOP 20 ADI'S	36488	2711	28.4	7.4	63	8365	42.2	22.9	94	15394	47.2	42.2	105	12474	42.4	34.2	94
HSHLD INC. $50,000 OR MORE	6612	*508	5.3	7.7	65	1655	8.3	25.0	102	3377	10.4	51.1	127	2700	9.2	40.8	112
$40,000 OR MORE	12659	1071	11.2	8.5	72	3279	16.5	25.9	106	6569	20.1	51.9	129	5064	17.2	40.0	110
$30,000 OR MORE	24698	2191	23.0	8.9	75	6354	32.0	25.7	105	11863	36.4	48.0	119	9619	32.7	38.9	107
$25,000 OR MORE	32077	3109	32.6	9.7	82	8512	42.9	26.5	108	15392	47.2	48.0	119	12453	42.3	38.8	107
$20,000 - $24,999	9144	1070	11.2	11.7	99	2245	11.3	24.6	100	3853	11.8	42.1	105	3790	12.9	41.4	114
$15,000 - $19,999	8728	1115	11.7	12.8	109	2230	11.2	25.5	104	3145	9.6	36.0	89	3332	11.3	38.2	105
$10,000 - $14,999	12562	1840	19.3	14.6	124	3254	16.4	25.9	106	4787	14.7	38.1	95	4207	14.3	33.5	92
UNDER $10,000	18475	2397	25.1	13.0	110	3599	18.1	19.5	80	5433	16.7	29.4	73	5654	19.2	30.6	84
HOUSEHOLD OF 1 PERSON	11987	904	9.5	7.5	64	2091	10.5	17.4	71	4070	12.5	34.0	84	2894	9.8	24.1	66
2 PEOPLE	26577	2369	24.9	8.9	76	5490	27.7	20.7	84	10370	31.8	39.0	97	8442	28.7	31.8	87
3 OR 4 PEOPLE	30617	4197	44.0	13.7	116	8274	41.7	27.0	110	13060	40.0	42.7	106	12652	43.0	41.3	114
5 OR MORE PEOPLE	11804	2061	21.6	17.5	148	3985	20.1	33.8	138	5110	15.7	43.3	108	5447	18.5	46.1	127
NO CHILD IN HSHLD	46165	4309	45.2	9.3	79	9712	48.9	21.0	86	17932	55.0	38.8	96	14273	48.5	30.9	85
CHILD(REN) UNDER 2 YRS	5325	799	8.4	15.0	127	1282	6.5	24.1	98	1876	5.8	35.2	87	2195	7.5	41.2	113
2 - 5 YEARS	14221	2258	23.7	15.9	135	4164	21.0	29.3	120	5378	16.5	37.8	94	5867	19.9	41.3	114
6 - 11 YEARS	15117	2286	24.0	15.1	128	4598	23.2	30.4	124	6224	19.1	41.2	102	6840	23.2	45.2	124
12 - 17 YEARS	16611	2571	27.0	15.5	132	5120	25.8	30.8	126	7358	22.6	44.3	110	7351	25.0	44.3	122
RESIDENCE OWNED	55884	7117	74.7	12.7	108	14358	72.4	25.7	105	23337	71.6	41.8	104	20415	69.4	36.5	101
VALUE: $50,000 OR MORE	31744	2979	31.3	9.4	80	7964	40.1	25.1	102	14416	44.2	45.4	113	11363	38.6	35.8	98
VALUE: UNDER $50,000	24140	4138	43.4	17.1	146	6394	32.2	26.5	108	8921	27.4	37.0	92	9052	30.8	37.5	103

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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JAMS, JELLIES & PRESERVES: BRANDS
(FEMALE HOMEMAKERS)

0439
P-19

		TOTAL U.S. '000	BAMA A '000	BAMA B % DOWN	BAMA C % ACROSS	BAMA D INDX	KRAFT A '000	KRAFT B % DOWN	KRAFT C % ACROSS	KRAFT D INDX	SMUCKERS A '000	SMUCKERS B % DOWN	SMUCKERS C % ACROSS	SMUCKERS D INDX	WELCH A '000	WELCH B % DOWN	WELCH C % ACROSS	WELCH D INDX
TOTAL FEMALE HOMEMAKERS		80986	9531	100.0	11.8	100	19841	100.0	24.5	100	32610	100.0	40.3	100	29436	100.0	36.3	100
MAGAZINES	QUINTILE 1	15799	2055	21.6	13.0	111	4270	21.5	27.0	110	7624	23.4	48.3	120	6441	21.9	40.8	112
	QUINTILE 2	17259	2012	21.1	11.7	99	4645	23.4	26.9	110	7640	23.4	44.3	110	6466	22.0	37.5	103
	QUINTILE 3	13545	1434	15.0	10.6	90	3269	16.5	24.1	99	5426	16.6	40.1	99	5224	17.7	38.6	106
	QUINTILE 4	15133	1629	17.1	10.8	91	3429	17.3	22.7	92	5580	17.1	36.9	92	5260	17.9	34.8	96
	QUINTILE 5	19250	2402	25.2	12.5	106	4228	21.3	22.0	90	6341	19.4	32.9	82	6044	20.5	31.4	86
NEWSPAPERS	QUINTILE 1	12413	937	9.8	7.5	64	3722	18.8	30.0	122	6090	18.7	49.1	122	4792	16.3	38.6	106
	QUINTILE 2	24116	2687	28.2	11.1	95	6455	32.5	26.8	109	10514	32.2	43.6	108	8887	30.2	36.9	101
	QUINTILE 3	11261	1185	12.4	10.5	89	2698	13.6	24.0	98	4681	14.4	41.6	103	4309	14.6	38.3	105
	QUINTILE 4	20255	2778	29.1	13.7	117	4354	21.9	21.5	88	7613	23.3	37.6	93	7341	24.9	36.2	100
	QUINTILE 5	12940	1945	20.4	15.0	128	2612	13.2	20.2	82	3712	11.4	28.7	71	4107	14.0	31.7	87
OUTDOOR	QUINTILE 1	14852	1605	16.8	10.8	92	3495	17.6	23.5	96	6734	20.7	45.3	113	5916	20.1	39.8	110
	QUINTILE 2	15725	1959	20.6	12.5	106	4103	20.7	26.1	107	6338	19.4	40.3	100	5867	19.9	37.3	103
	QUINTILE 3	16330	1784	18.7	10.9	93	4225	21.3	25.9	106	6411	19.7	39.3	97	5933	20.2	36.3	100
	QUINTILE 4	16744	1875	19.7	11.2	95	4229	21.3	25.3	103	6579	20.2	39.3	98	5915	20.1	35.3	97
	QUINTILE 5	17334	2308	24.2	13.3	113	3789	19.1	21.9	89	6548	20.1	37.8	94	5805	19.7	33.5	92
RADIO-DRIVE TIME	QUINTILE 1	15911	2102	22.1	13.2	112	4491	22.6	28.2	115	7112	21.8	44.7	111	6162	20.9	38.7	107
	QUINTILE 2	14837	1787	18.7	12.0	102	3597	18.1	24.2	99	6032	18.5	40.7	101	5971	20.3	40.2	111
	QUINTILE 3	15339	1685	17.7	11.0	93	3392	17.1	22.1	90	5952	18.3	38.8	96	5187	17.6	33.8	93
	QUINTILE 4	16723	2019	21.2	12.1	103	4514	22.8	27.0	110	6994	21.4	41.8	104	6271	21.3	37.5	103
	QUINTILE 5	18176	1938	20.3	10.7	91	3848	19.4	21.2	86	6521	20.0	35.9	89	5845	19.9	32.2	88
RADIO-MID-DAY	TERCILE 1	21020	2524	26.5	12.0	102	5727	28.9	27.2	111	9229	28.3	43.9	109	8360	28.4	39.8	109
	TERCILE 2	21610	2652	27.8	12.3	104	5488	27.7	25.4	104	8828	27.1	40.9	101	8021	27.2	37.1	102
	TERCILE 3	38355	4355	45.7	11.4	96	8627	43.5	22.5	92	14554	44.6	37.9	94	13055	44.4	34.0	94
RADIO-TOTAL	QUINTILE 1	15988	1975	20.7	12.4	105	4333	21.8	27.1	111	6940	21.3	43.4	108	6260	21.3	39.2	108
	QUINTILE 2	15626	2013	21.1	12.9	109	4075	20.5	26.1	106	6723	20.6	43.0	107	6379	21.7	40.8	112
	QUINTILE 3	16723	2080	21.8	12.4	106	4334	21.8	25.9	106	6787	20.8	40.6	101	6205	21.1	37.1	102
	QUINTILE 4	16342	1670	17.5	10.2	87	3533	17.8	21.6	88	6524	20.0	39.9	99	5478	18.6	33.5	92
	QUINTILE 5	16306	1793	18.8	11.0	93	3566	18.0	21.9	89	5636	17.3	34.6	86	5114	17.4	31.4	86
TV-PRIME TIME	QUINTILE 1	15953	2127	22.3	13.3	113	4183	21.1	26.2	107	6478	19.9	40.6	101	5928	20.1	37.2	102
	QUINTILE 2	16137	1859	19.5	11.5	98	3842	19.4	23.8	97	6791	20.8	42.1	105	6156	20.9	38.1	105
	QUINTILE 3	16420	1777	18.6	10.8	92	4373	22.0	26.6	109	6926	21.2	42.2	105	5931	20.1	36.1	99
	QUINTILE 4	16687	1991	20.9	11.9	101	4141	20.9	24.8	101	6852	21.0	41.1	102	6133	20.8	36.8	101
	QUINTILE 5	15789	1778	18.7	11.3	96	3302	16.6	20.9	85	5564	17.1	35.2	88	5289	18.0	33.5	92
TV-DAYTIME	TERCILE 1	27736	4038	42.4	14.6	124	6878	34.7	24.8	101	10513	32.2	37.9	94	10144	34.5	36.6	101
	TERCILE 2	26489	2870	30.1	10.8	92	6921	34.9	26.1	107	11117	34.1	42.0	104	9452	32.1	35.7	98
	TERCILE 3	26761	2623	27.5	9.8	83	6042	30.5	22.6	92	10980	33.7	41.0	102	9840	33.4	36.8	101
TV-TOTAL	QUINTILE 1	16345	2434	25.5	14.9	127	3754	18.9	23.0	94	6132	18.8	37.5	93	5767	19.6	35.3	97
	QUINTILE 2	16447	1942	20.4	11.8	100	4287	21.6	26.1	106	6889	21.1	41.9	104	6169	21.0	37.5	103
	QUINTILE 3	15980	1742	18.3	10.9	93	4407	22.2	27.6	113	6689	20.5	41.9	104	5778	19.6	36.2	99
	QUINTILE 4	15887	1734	18.2	10.9	93	3783	19.1	23.8	97	6806	20.9	42.8	106	5920	20.1	37.3	103
	QUINTILE 5	16326	1679	17.6	10.3	87	3610	18.2	22.1	90	6095	18.7	37.3	93	5803	19.7	35.5	98
MAGAZINES-NEWSPAPERS: DUAL		20721	2182	22.9	10.5	89	6178	31.1	29.8	122	9864	30.2	47.6	118	8216	27.9	39.7	109
MAGAZINE IMPERATIVE		19186	2747	28.8	14.3	122	4374	22.0	22.8	93	7855	24.1	40.9	102	7498	25.5	39.1	108
NEWSPAPER IMPERATIVE		21899	1994	20.9	9.1	77	5447	27.5	24.9	102	9003	27.6	41.1	102	7735	26.3	35.3	97
MAGAZINES-OUTDOOR: DUAL		15451	1787	18.7	11.6	98	4013	20.2	26.0	106	7537	23.1	48.8	121	6422	21.8	41.6	114
MAGAZINE IMPERATIVE		25953	3129	32.8	12.1	102	6852	34.5	26.4	108	10929	33.5	42.1	105	9584	32.6	36.9	102
OUTDOOR IMPERATIVE		24400	2749	28.8	11.3	96	5730	28.9	23.5	96	8751	26.8	35.9	89	8336	28.3	34.2	94
MAGAZINES-RADIO: DUAL		18049	2263	23.7	12.5	107	5282	26.6	29.3	119	8122	24.9	45.0	112	7307	24.8	40.5	111
MAGAZINE IMPERATIVE		23571	2668	28.0	11.3	96	5656	28.5	24.0	98	10306	31.6	43.7	109	8587	29.2	36.4	100
RADIO IMPERATIVE		23278	2873	30.1	12.3	105	5659	28.5	24.3	99	9097	27.9	39.1	97	8715	29.6	37.4	103
MAGAZINES-TELEVISION: DUAL		15459	2076	21.8	13.4	114	4083	20.6	26.4	108	6943	21.3	44.9	112	5978	20.3	38.7	106
MAGAZINE IMPERATIVE		25829	2780	29.2	10.8	91	6763	34.1	26.2	107	11535	35.4	44.7	111	10178	34.6	39.4	108
TELEVISION IMPERATIVE		26039	3212	33.7	12.3	105	6189	31.2	23.8	97	9295	28.5	35.7	89	8875	30.2	34.1	94
NEWSPAPERS-OUTDOOR: DUAL		16605	1514	15.9	9.1	77	4616	23.3	27.8	113	7792	23.9	46.9	117	6668	22.7	40.2	110
NEWSPAPER IMPERATIVE		26834	2852	29.9	10.6	90	7266	36.6	27.1	111	11601	35.6	43.2	107	9732	33.1	36.3	100
OUTDOOR IMPERATIVE		23346	3191	33.5	13.7	116	5155	26.0	22.1	90	8467	26.0	36.3	90	8460	28.7	36.2	100
NEWSPAPERS-RADIO: DUAL		17133	1780	18.7	10.4	88	5012	25.3	29.3	119	8175	25.1	47.7	118	6744	22.9	39.4	108
NEWSPAPER IMPERATIVE		25892	2401	25.2	9.3	79	6625	33.4	25.6	104	11092	34.0	42.8	106	9214	31.3	35.6	98
RADIO IMPERATIVE		23167	3380	35.5	14.6	124	5458	27.5	23.6	96	8750	26.8	37.8	94	8931	30.3	38.6	106
NEWSPAPERS-TELEVISION: DUAL		17159	1976	20.7	11.5	98	4681	23.6	27.3	111	7688	23.6	44.8	111	6311	21.4	36.8	101
NEWSPAPER IMPERATIVE		26214	2296	24.1	8.8	74	6964	35.1	26.6	108	11779	36.1	44.9	112	10069	34.2	38.4	106
TELEVISION IMPERATIVE		23412	3392	35.6	14.5	123	5212	26.3	22.3	91	8209	25.2	35.1	87	8373	28.4	35.8	98
OUTDOOR-RADIO: DUAL		15303	1832	19.2	12.0	102	3993	20.1	26.1	107	6523	20.0	42.6	106	6197	21.1	40.5	111
OUTDOOR IMPERATIVE		24901	2844	29.8	11.4	97	5928	29.9	23.8	97	10053	30.8	40.4	100	8829	30.0	35.5	98
RADIO IMPERATIVE		26492	3383	35.5	12.8	109	6958	35.1	26.3	107	10850	33.3	41.0	102	9974	33.9	37.6	104
OUTDOOR-TELEVISION: DUAL		14794	1885	19.8	12.7	108	3631	18.3	24.5	100	6252	19.2	42.3	105	5317	18.1	35.9	99
OUTDOOR IMPERATIVE		25437	2634	27.6	10.4	88	6312	31.8	24.8	101	10894	33.4	42.8	106	9924	33.7	39.0	107
TELEVISION IMPERATIVE		27877	3482	36.5	12.5	106	7107	35.8	25.5	104	10790	33.1	38.7	96	9980	33.9	35.8	98
RADIO-TELEVISION: DUAL		15996	2065	21.7	12.9	110	4336	21.9	27.1	111	6637	20.4	41.5	103	5987	20.3	37.4	103
RADIO IMPERATIVE		25478	2877	30.2	11.3	96	6707	33.8	26.3	107	10986	33.7	43.1	107	10111	34.3	39.7	109
TELEVISION IMPERATIVE		26573	3269	34.3	12.3	105	6328	31.9	23.8	97	10265	31.5	38.6	96	9217	31.3	34.7	95

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JAMS, JELLIES & PRESERVES: BRANDS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	BAMA A '000	BAMA B % DOWN	BAMA C % ACROSS	BAMA D INDX	KRAFT A '000	KRAFT B % DOWN	KRAFT C % ACROSS	KRAFT D INDX	SMUCKERS A '000	SMUCKERS B % DOWN	SMUCKERS C % ACROSS	SMUCKERS D INDX	WELCH A '000	WELCH B % DOWN	WELCH C % ACROSS	WELCH D INDX
TOTAL FEMALE HOMEMAKERS	80986	9531	100.0	11.8	100	19841	100.0	24.5	100	32610	100.0	40.3	100	29436	100.0	36.3	100
ATLANTIC MONTHLY	415	**31	0.3	7.5	63	**165	0.8	39.8	162	*164	0.5	39.5	98	**148	0.5	35.7	98
BARRON'S	453	**24	0.3	5.3	45	**119	0.6	26.3	107	*263	0.8	58.1	144	**185	0.6	40.8	112
BETTER HOMES & GARDENS	16256	1822	19.1	11.2	95	4685	23.6	28.8	118	7182	22.0	44.2	110	6313	21.4	38.8	107
BON APPETIT	2535	*160	1.7	6.3	54	714	3.6	28.2	115	1116	3.4	44.0	109	789	2.7	31.1	86
BUSINESS WEEK	1278	**142	1.5	11.1	94	*277	1.4	21.7	88	570	1.7	44.6	111	429	1.5	33.6	92
CAR AND DRIVER	378	**65	0.7	17.2	146	**54	0.3	14.3	58	*186	0.6	49.2	122	*140	0.5	37.0	102
CBS MAGAZINE NETWORK (GROSS)	1498	*224	2.4	15.0	127	345	1.7	23.0	94	764	2.3	51.0	127	690	2.3	46.1	127
CHANGING TIMES	1505	*275	2.9	18.3	155	388	2.0	25.8	105	683	2.1	45.4	113	547	1.9	36.3	100
COLONIAL HOMES	1231	*266	2.8	21.6	184	317	1.6	25.8	105	648	2.0	52.6	131	436	1.5	35.4	97
CONDE NAST MAG. PKG. (GROSS)	14146	1601	16.8	11.3	96	3273	16.5	23.1	94	6516	20.0	46.1	114	5757	19.6	40.7	112
CONSUMERS DIGEST	1323	**211	2.2	15.9	136	367	1.8	27.7	113	602	1.8	45.5	113	541	1.8	40.9	113
COSMOPOLITAN	7102	895	9.4	12.6	107	1832	9.2	25.8	105	3240	9.9	45.6	113	2978	10.1	41.9	115
COUNTRY LIVING	2481	315	3.3	12.7	108	781	3.9	31.5	128	1155	3.5	46.6	116	855	2.9	34.5	95
CUISINE	1472	**138	1.4	9.4	80	335	1.7	22.8	93	652	2.0	44.3	110	526	1.8	35.7	98
CYCLE WORLD	425	**56	0.6	13.2	112	**124	0.6	29.2	119	*139	0.4	32.7	81	*194	0.7	45.6	126
DCI:CREATIVE IDEAS FOR LIV	2510	254	2.7	10.1	86	699	3.5	27.8	114	1210	3.7	48.2	120	1114	3.8	44.4	122
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	1472	15.4	22.0	187	1827	9.2	27.3	111	2921	9.0	43.6	108	2709	9.2	40.5	111
DISCOVER	894	*129	1.4	14.4	123	*132	0.7	14.8	60	408	1.3	45.6	113	367	1.2	41.1	113
EBONY	3507	733	7.7	20.9	178	853	4.3	24.3	99	1215	3.7	34.6	86	1601	5.4	45.7	126
ESQUIRE	1083	*145	1.5	13.4	114	*258	1.3	23.8	97	445	1.4	41.1	102	434	1.5	40.1	110
ESSENCE	1830	423	4.4	23.1	196	543	2.7	29.7	121	670	2.1	36.6	91	864	2.9	47.2	130
FAMILY CIRCLE	15930	1824	19.1	11.5	97	4667	23.5	29.3	120	7239	22.2	45.4	113	6282	21.3	39.4	108
THE FAMILY HANDYMAN	1126	*136	1.4	12.1	103	435	2.2	38.6	158	461	1.4	40.9	102	468	1.6	41.6	114
FAMILY WEEKLY	11468	1371	14.4	12.0	102	2704	13.6	23.6	96	4697	14.4	41.0	102	4153	14.1	36.2	100
FIELD & STREAM	2234	*230	2.4	10.3	87	651	3.3	29.1	119	915	2.8	41.0	102	971	3.3	43.5	120
FOOD & WINE	579	**58	0.6	10.0	85	*147	0.7	25.4	104	307	0.9	53.0	132	259	0.9	44.7	123
FORBES	728	**58	0.6	8.0	68	*142	0.7	19.5	80	309	0.9	42.4	105	255	0.9	35.0	96
FORTUNE	906	**51	0.5	5.6	48	*154	0.8	17.0	69	468	1.4	51.7	128	423	1.4	46.7	128
GENTLEMEN'S QUARTERLY	791	**87	0.9	11.0	93	*131	0.7	16.6	68	434	1.3	54.9	136	353	1.2	44.6	123
GLAMOUR	5265	686	7.2	13.0	111	1195	6.0	22.7	93	2551	7.8	48.5	120	2344	8.0	44.5	122
GOLF DIGEST	636	**63	0.7	9.9	84	*161	0.8	25.3	103	323	1.0	50.8	126	*209	0.7	32.9	90
GOLF DIGEST/TENNIS (GROSS)	1186	**119	1.2	10.0	85	308	1.6	26.0	106	628	1.9	53.0	132	409	1.4	34.5	95
GOLF MAGAZINE	441	**26	0.3	5.9	50	**110	0.6	24.9	102	*305	0.9	69.2	172	**138	0.5	31.3	86
GOLF MAGAZINE/SKI (GROSS)	922	**59	0.6	6.4	54	*216	1.1	23.4	96	508	1.6	55.1	137	259	0.9	28.1	77
GOOD HOUSEKEEPING	16487	1866	19.6	11.3	96	4618	23.3	28.0	114	7541	23.1	45.7	114	6435	21.9	39.0	107
HARPER'S BAZAAR	2423	*225	2.4	9.3	79	477	2.4	19.7	80	1107	3.4	45.7	113	963	3.3	39.7	109
HEALTH	1994	*222	2.3	11.1	95	522	2.6	26.2	107	953	2.9	47.8	119	808	2.7	40.5	111
HEARST MAG CORP. BUY (GROSS)	44101	5363	56.3	12.2	103	12204	61.5	27.7	113	20576	63.1	46.7	116	17587	59.7	39.9	110
HEARST MAN POWER (GROSS)	1993	*244	2.6	12.2	104	702	3.5	35.2	144	989	3.0	49.6	123	930	3.2	46.7	128
HEARST WOMAN POWER (GROSS)	31274	3781	39.7	12.1	103	8753	44.1	28.0	114	14382	44.1	46.0	114	12593	42.8	40.3	111
HOUSE BEAUTIFUL	3623	413	4.3	11.4	97	904	4.6	25.0	102	1683	5.2	46.5	115	1424	4.8	39.3	108
INC.	283	**12	0.1	4.2	36	**108	0.5	38.2	156	*165	0.5	58.3	145	**126	0.4	44.5	122
JET	2928	722	7.6	24.7	210	712	3.6	24.3	99	925	2.8	31.6	78	1237	4.2	42.2	116
LADIES' HOME JOURNAL	11918	1565	16.4	13.1	112	3452	17.4	29.0	118	5633	17.3	47.3	117	4876	16.6	40.9	113
LHJ FAMILY GRP COMBO(GROSS)	16764	2223	23.3	13.3	113	4745	23.9	28.3	116	7829	24.0	46.7	116	6840	23.2	40.8	112
LIFE	4254	495	5.2	11.6	99	1116	5.6	26.2	107	1917	5.9	45.1	112	1732	5.9	40.7	112
L.A. TIMES HOME MAGAZINE	1145	**3	0.0	0.3	2	**55	0.3	4.8	20	460	1.4	40.2	100	324	1.1	28.3	78
MADEMOISELLE	2884	400	4.2	13.9	118	766	3.9	26.6	108	1242	3.8	43.1	107	1146	3.9	39.7	109
MC CALL'S	13460	1547	16.2	11.5	98	3670	18.5	27.3	111	5890	18.1	43.8	109	5426	18.4	40.3	111
MC CALL'S/WRK MOTHER (GROSS)	14606	1644	17.2	11.3	96	4016	20.2	27.5	112	6456	19.8	44.2	110	5988	20.3	41.0	113
MECHANIX ILLUSTRATED	772	**86	0.9	11.1	95	*238	1.2	30.8	126	356	1.1	46.1	115	340	1.2	44.0	121
METROPOLITAN HOME	967	*165	1.7	17.1	145	241	1.2	24.9	102	583	1.8	60.3	150	344	1.2	35.6	98
MONEY	1588	*158	1.7	9.9	85	406	2.0	25.6	104	764	2.3	48.1	119	609	2.1	38.4	106
MOTHER EARTH NEWS	1002	**95	1.0	9.5	81	*188	0.9	18.8	77	483	1.5	48.2	120	308	1.0	30.7	85
MS.	825	**55	0.6	6.7	57	*193	1.0	23.4	95	331	1.0	40.1	100	273	0.9	33.1	91
NATIONAL ENQUIRER	10336	1513	15.9	14.6	124	2790	14.1	27.0	110	4055	12.4	39.2	97	3950	13.4	38.2	105
NATIONAL GEOGRAPHIC	9597	931	9.8	9.7	82	2279	11.5	23.7	97	4364	13.4	45.5	113	3244	11.0	33.8	93
NATIONAL SUNDAY MAGAZINE PKG	49558	5198	54.5	10.5	89	12754	64.3	25.7	105	21892	67.1	44.2	110	18534	63.0	37.4	103
NATURAL HISTORY	573	**35	0.4	6.1	52	**109	0.5	19.0	78	209	0.6	36.5	91	*138	0.5	24.1	66
NEW WOMAN	1699	*197	2.1	11.6	99	415	2.1	24.4	100	784	2.4	46.1	115	716	2.4	42.1	116
NEW YORK INCLUDING CUE	443	**9	0.1	2.0	17	**114	0.6	25.7	105	259	0.8	58.5	145	*112	0.4	25.3	70
THE NEW YORKER	1270	**86	0.9	6.8	58	335	1.7	26.4	108	641	2.0	50.5	125	406	1.4	32.0	88
NEWSWEEK	6277	666	7.0	10.6	90	1485	7.5	23.7	97	2718	8.3	43.3	108	2289	7.8	36.5	100
THE N.Y. TIMES DAILY EDITION	1205	**25	0.3	2.1	18	280	1.4	23.2	95	583	1.8	48.4	120	392	1.3	32.5	90
THE N.Y. TIMES MAGAZINE	2081	**52	0.5	2.5	21	467	2.4	22.4	92	966	3.0	46.4	115	746	2.5	35.8	99
OMNI	788	**91	1.0	11.5	98	*187	0.9	23.7	97	315	1.0	40.0	99	290	1.0	36.8	101
ON CABLE	1158	**126	1.3	10.9	92	*315	1.6	27.2	111	459	1.4	39.6	98	529	1.8	45.7	126
1001 HOME IDEAS	2852	437	4.6	15.3	130	770	3.9	27.0	110	1244	3.8	43.6	108	1156	3.9	40.5	112
ORGANIC GARDENING	1658	*234	2.5	14.1	120	388	2.0	23.4	96	582	1.8	35.1	87	510	1.7	30.8	85
OUTDOOR LIFE	896	**107	1.1	11.9	101	*207	1.0	23.1	94	312	1.0	34.8	86	430	1.5	48.0	132
PARADE MAGAZINE	24275	2778	29.1	11.4	97	6393	32.2	26.3	107	10553	32.4	43.5	108	9000	30.6	37.1	102

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JAMS, JELLIES & PRESERVES: BRANDS
(FEMALE HOMEMAKERS)

0441
P-19

	TOTAL U.S.	BAMA				KRAFT				SMUCKERS				WELCH			
		A	B	C ACROSS	D	A	B	C ACROSS	D	A	B	C ACROSS	D	A	B	C ACROSS	D
	'000	'000	% DOWN	%	INDX	'000	% DOWN	%	INDX	'000	% DOWN	%	INDX	'000	% DOWN	%	INDX
TOTAL FEMALE HOMEMAKERS	80986	9531	100.0	11.8	100	19841	100.0	24.5	100	32610	100.0	40.3	100	29436	100.0	36.3	100
PARENTS	3845	516	5.4	13.4	114	990	5.0	25.7	105	1597	4.9	41.5	103	1695	5.8	44.1	121
PENTHOUSE	831	**110	1.2	13.2	112	*199	1.0	23.9	98	366	1.1	44.0	109	356	1.2	42.8	118
PEOPLE	11645	1290	13.5	11.1	94	2916	14.7	25.0	102	5420	16.6	46.5	116	4533	15.4	38.9	107
PLAYBOY	2006	*221	2.3	11.0	94	406	2.0	20.2	83	764	2.3	38.1	95	842	2.9	42.0	115
POPULAR HOT RODDING	297	**50	0.5	16.8	143	**66	0.3	22.2	91	**124	0.4	41.8	104	*169	0.6	56.9	157
POPULAR MECHANICS	1018	**124	1.3	12.2	104	489	2.5	48.0	196	518	1.6	50.9	126	498	1.7	48.9	135
POPULAR SCIENCE	878	**106	1.1	12.1	103	*257	1.3	29.3	119	481	1.5	54.8	136	428	1.5	48.7	134
PREVENTION	3913	343	3.6	8.8	74	926	4.7	23.7	97	1568	4.8	40.1	100	1515	5.1	38.7	107
PSYCHOLOGY TODAY	1710	*247	2.6	14.4	123	324	1.6	18.9	77	777	2.4	45.4	113	757	2.6	44.3	122
READER'S DIGEST	22204	2594	27.2	11.7	99	5738	28.9	25.8	105	9696	29.7	43.7	108	8555	29.1	38.5	106
REDBOOK	7684	1020	10.7	13.3	113	2304	11.6	30.0	122	3601	11.0	46.9	116	3180	10.8	41.4	114
ROAD & TRACK	410	**53	0.6	12.9	110	**61	0.3	14.9	61	*217	0.7	52.9	131	*151	0.5	36.8	101
ROLLING STONE	969	**102	1.1	10.5	89	*197	1.0	20.3	83	369	1.1	38.1	95	413	1.4	42.6	117
RUNNER'S WORLD	298	**79	0.8	26.5	225	**64	0.3	21.5	88	*132	0.4	44.3	110	**122	0.4	40.9	113
SATURDAY EVENING POST	1169	**110	1.2	9.4	80	309	1.6	26.4	108	544	1.7	46.5	116	446	1.5	38.2	105
SCIENCE 84	587	**41	0.4	7.0	59	*174	0.9	29.6	121	293	0.9	49.9	124	265	0.9	45.1	124
SCIENCE DIGEST	482	**70	0.7	14.5	123	**82	0.4	17.0	69	233	0.7	48.3	120	*192	0.7	39.8	110
SCIENTIFIC AMERICAN	594	**63	0.7	10.6	90	*122	0.6	20.5	84	312	1.0	52.5	130	*168	0.6	28.3	78
SELF	2089	*156	1.6	7.5	63	453	2.3	21.7	89	1053	3.2	50.4	125	923	3.1	44.2	122
SEVENTEEN	2411	*218	2.3	9.0	77	576	2.9	23.9	98	1264	3.9	52.4	130	1017	3.5	42.2	116
SKI	480	**32	0.3	6.7	57	**106	0.5	22.1	90	*203	0.6	42.3	105	*121	0.4	25.2	69
SMITHSONIAN	2760	*215	2.3	7.8	66	598	3.0	21.7	88	1282	3.9	46.4	115	832	2.8	30.1	83
SOAP OPERA DIGEST	3013	468	4.9	15.5	132	883	4.5	29.3	120	1393	4.3	46.2	115	1390	4.7	46.1	127
SOUTHERN LIVING	4184	1218	12.8	29.1	247	1128	5.7	27.0	110	1711	5.2	40.9	102	1595	5.4	38.1	105
SPORT	559	**40	0.4	7.2	61	**136	0.7	24.3	99	*226	0.7	40.4	100	*220	0.7	39.4	108
THE SPORTING NEWS	436	**1	0.0	0.2	2	**142	0.7	32.6	133	*199	0.6	45.6	113	**156	0.5	35.8	98
SPORTS AFIELD	493	**50	0.5	10.1	86	**131	0.7	26.6	108	238	0.7	48.3	120	240	0.8	48.7	134
SPORTS ILLUSTRATED	2758	*255	2.7	9.2	79	762	3.8	27.6	113	1365	4.2	49.5	123	1166	4.0	42.3	116
STAR	7456	1159	12.2	15.5	132	2027	10.2	27.2	111	3001	9.2	40.2	100	2999	10.2	40.2	111
SUNDAY	24936	1906	20.0	7.6	65	6815	34.3	27.3	112	11722	35.9	47.0	117	9533	32.4	38.2	105
SUNSET	2124	**12	0.1	0.6	5	337	1.7	15.9	65	706	2.2	33.2	83	473	1.6	22.3	61
TV GUIDE	21661	2976	31.2	13.7	117	5385	27.1	24.9	101	9058	27.8	41.8	104	8505	28.9	39.3	108
TENNIS	550	**56	0.6	10.2	87	*147	0.7	26.7	109	*305	0.9	55.5	138	*200	0.7	36.4	100
TIME	8880	918	9.6	10.3	88	2296	11.6	25.9	106	4332	13.3	48.8	121	3392	11.5	38.2	105
TOWN & COUNTRY	917	**104	1.1	11.3	96	249	1.3	27.2	111	523	1.6	57.0	142	345	1.2	37.6	104
TRAVEL & LEISURE	972	**79	0.8	8.1	69	245	1.2	25.2	103	545	1.7	56.1	139	351	1.2	36.1	99
TRUE STORY	3356	550	5.8	16.4	139	1005	5.1	29.9	122	1181	3.6	35.2	87	1384	4.7	41.2	113
U.S.NEWS & WORLD REPORT	3410	433	4.5	12.7	108	789	4.0	23.1	94	1674	5.1	49.1	122	1245	4.2	36.5	100
USA TODAY	1759	*199	2.1	11.3	96	496	2.5	28.2	115	920	2.8	52.3	130	618	2.1	35.1	97
US	1873	*159	1.7	8.5	72	540	2.7	28.8	118	863	2.6	46.1	114	798	2.7	42.6	117
VOGUE	3909	360	3.8	9.2	78	859	4.3	22.0	90	1670	5.1	42.7	106	1345	4.6	34.4	95
WALL STREET JOURNAL	1886	*142	1.5	7.5	64	547	2.8	29.0	118	841	2.6	44.6	111	655	2.2	34.7	96
WEIGHT WATCHERS	2120	259	2.7	12.2	104	567	2.9	26.7	109	894	2.7	42.2	105	829	2.8	39.1	108
WOMAN'S DAY	14172	1478	15.5	10.4	89	4054	20.4	28.6	117	6719	20.6	47.4	118	5863	19.9	41.4	114
WORKING MOTHER	1146	**97	1.0	8.5	72	346	1.7	30.2	123	566	1.7	49.4	123	562	1.9	49.0	135
WORKING WOMAN	1322	*176	1.8	13.3	113	357	1.8	27.0	110	639	2.0	48.3	120	608	2.1	46.0	127
WORLD TENNIS	*163	**15	0.2	9.2	78	**49	0.2	30.1	123	**84	0.3	51.5	128	**89	0.3	54.6	150
ZIFF-DAVIS MAG NETWK (GROSS)	2532	318	3.3	12.6	107	633	3.2	25.0	102	1202	3.7	47.5	118	1110	3.8	43.8	121
BLAIR INSERTS	43657	4470	46.9	10.2	87	11482	57.9	26.3	107	19568	60.0	44.8	111	16427	55.8	37.6	104
DAILY NEWSPAPERS																	
READ ANY	51633	5569	58.4	10.8	92	13539	68.2	26.2	107	22155	67.9	42.9	107	19243	65.4	37.3	103
READ ONE	43463	4905	51.5	11.3	96	11106	56.0	25.6	104	18248	56.0	42.0	104	16067	54.6	37.0	102
READ TWO OR MORE	8170	664	7.0	8.1	69	2433	12.3	29.8	122	3907	12.0	47.8	119	3176	10.8	38.9	107
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	5578	58.5	10.6	90	13705	69.1	26.0	106	23359	71.6	44.3	110	19837	67.4	37.7	104
READ ONE	46126	5188	54.4	11.2	96	11873	59.8	25.7	105	20003	61.3	43.4	108	17286	58.7	37.5	103
READ TWO OR MORE	6552	389	4.1	5.9	50	1832	9.2	28.0	114	3356	10.3	51.2	127	2551	8.7	38.9	107
OUTDOOR																	
100 SHMG - 30 DAY AV FREQ	27.55	26.97				26.82				29.90				29.15			
30 DAY REACH	71455	8167	85.7	11.4	97	17833	89.9	25.0	102	28652	87.9	40.1	100	26268	89.2	36.8	101
50 SHMG - 30 DAY AV FREQ	14.56	14.25				14.06				15.73				15.37			
30 DAY REACH	67742	7745	81.3	11.4	97	17058	86.0	25.2	103	27330	83.8	40.3	100	24965	84.8	36.9	101
25 SHMG - 30 DAY AV FREQ	7.94	7.80				7.62				8.44				8.30			
30 DAY REACH	62117	7083	74.3	11.4	97	15709	79.2	25.3	103	25451	78.0	41.0	102	23129	78.6	37.2	102
CABLE TV: HOME WIRED	32077	3610	37.9	11.3	96	8129	41.0	25.3	103	15174	46.5	47.3	117	12458	42.3	38.8	107
HOME NOT WIRED	48909	5921	62.1	12.1	103	11712	59.0	23.9	98	17436	53.5	35.6	89	16978	57.7	34.7	96
HAVE PAY CABLE	15935	1723	18.1	10.8	92	4353	21.9	27.3	112	8334	25.6	52.3	130	6847	23.3	43.0	118

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JAMS, JELLIES & PRESERVES: BRANDS
(FEMALE HOMEMAKERS)

0442
P-19

	TOTAL U.S. '000	BAMA A '000	BAMA B % DOWN	BAMA C % ACROSS	BAMA D INDX	KRAFT A '000	KRAFT B % DOWN	KRAFT C % ACROSS	KRAFT D INDX	SMUCKERS A '000	SMUCKERS B % DOWN	SMUCKERS C % ACROSS	SMUCKERS D INDX	WELCH A '000	WELCH B % DOWN	WELCH C % ACROSS	WELCH D INDX
TOTAL FEMALE HOMEMAKERS	80986	9531	100.0	11.8	100	19841	100.0	24.5	100	32610	100.0	40.3	100	29436	100.0	36.3	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	5347	56.1	12.2	103	11190	56.4	25.5	104	18506	56.7	42.1	105	16439	55.8	37.4	103
10:00 AM - 3:00 PM	30659	3633	38.1	11.8	101	8071	40.7	26.3	107	13038	40.0	42.5	106	11834	40.2	38.6	106
3:00 PM - 7:00 PM	31045	3886	40.8	12.5	106	8004	40.3	25.8	105	13621	41.8	43.9	109	11939	40.6	38.5	106
7:00 PM - MIDNIGHT	15767	1944	20.4	12.3	105	4002	20.2	25.4	104	6560	20.1	41.6	103	5961	20.3	37.8	104
MIDNIGHT - 6:00 AM	9120	1156	12.1	12.7	108	2326	11.7	25.5	104	4045	12.4	44.4	110	3658	12.4	40.1	110
6:00 AM - MIDNIGHT	58527	7067	74.1	12.1	103	15009	75.6	25.6	105	24681	75.7	42.2	105	22148	75.2	37.8	104
ENTIRE DAY	59311	7151	75.0	12.1	102	15172	76.5	25.6	104	25072	76.9	42.3	105	22475	76.4	37.9	104
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	1732	18.2	10.7	91	4217	21.3	26.1	106	7342	22.5	45.4	113	6352	21.6	39.3	108
ALL NEWS	2256	**26	0.3	1.2	10	404	2.0	17.9	73	1014	3.1	44.9	112	725	2.5	32.1	88
AOR/PROGRESSIVE	3874	*222	2.3	5.7	49	967	4.9	25.0	102	1922	5.9	49.6	123	1598	5.4	41.2	113
BEAUTIFUL MUSIC	5660	711	7.5	12.6	107	1475	7.4	26.1	106	2624	8.0	46.4	115	2002	6.8	35.4	97
BLACK	2204	491	5.2	22.3	189	621	3.1	28.2	115	735	2.3	33.3	83	1043	3.5	47.3	130
CLASSICAL	1418	**140	1.5	9.9	84	328	1.7	23.1	94	683	2.1	48.2	120	518	1.8	36.5	101
CHR/ROCK	9538	1218	12.8	12.8	109	2461	12.4	25.8	105	4063	12.5	42.6	106	3893	13.2	40.8	112
COUNTRY	12648	2281	23.9	18.0	153	3423	17.3	27.1	110	5096	15.6	40.3	100	4927	16.7	39.0	107
GOLDEN OLDIES	1191	*146	1.5	12.3	104	*205	1.0	17.2	70	437	1.3	36.7	91	443	1.5	37.2	102
MOR/NOSTALGIA	4757	407	4.3	8.6	73	1229	6.2	25.8	105	2244	6.9	47.2	117	1828	6.2	38.4	106
NEWS/TALK	3863	*194	2.0	5.0	43	878	4.4	22.7	93	1571	4.8	40.7	101	1139	3.9	29.5	81
RELIGIOUS	3084	440	4.6	14.3	121	847	4.3	27.5	112	958	2.9	31.1	77	942	3.2	30.5	84
SOFT ROCK	521	**17	0.2	3.3	28	**129	0.7	24.8	101	*201	0.6	38.6	96	*241	0.8	46.3	127
URBAN CONTEMPORARY	1585	*280	2.9	17.7	150	410	2.1	25.9	106	559	1.7	35.3	88	685	2.3	43.2	119
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	381	4.0	11.7	99	857	4.3	26.3	107	1308	4.0	40.1	100	1309	4.4	40.1	110
ABC DIRECTION	2316	*252	2.6	10.9	92	801	4.0	34.6	141	915	2.8	39.5	98	870	3.0	37.6	103
ABC ENTERTAINMENT	4834	838	8.8	17.3	147	1349	6.8	27.9	114	1954	6.0	40.4	100	1832	6.2	37.9	104
ABC FM	2202	439	4.6	19.9	169	683	3.4	31.0	127	871	2.7	39.6	98	956	3.2	43.4	119
ABC INFORMATION	5425	523	5.5	9.6	82	1355	6.8	25.0	102	2208	6.8	40.7	101	2035	6.9	37.5	103
ABC ROCK	1677	**95	1.0	5.7	48	509	2.6	30.4	124	801	2.5	47.8	119	689	2.3	41.1	113
CBS	4430	332	3.5	7.5	64	1027	5.2	23.2	95	1869	5.7	42.2	105	1505	5.1	34.0	93
MUTUAL	4992	889	9.3	17.8	151	1494	7.5	29.9	122	2187	6.7	43.8	109	1896	6.4	38.0	104
NBC	4679	392	4.1	8.4	71	1233	6.2	26.4	108	2272	7.0	48.6	121	1989	6.8	42.5	117
RADIORADIO	1994	*287	3.0	14.4	122	431	2.2	21.6	88	903	2.8	45.3	112	844	2.9	42.3	116
RKO ONE	2298	351	3.7	15.3	130	486	2.4	21.1	86	1036	3.2	45.1	112	815	2.8	35.5	98
RKO TWO	3311	679	7.1	20.5	174	874	4.4	26.4	108	1335	4.1	40.3	100	1225	4.2	37.0	102
THE SOURCE	2114	359	3.8	17.0	144	477	2.4	22.6	92	1019	3.1	48.2	120	876	3.0	41.4	114
NON-WIRED : BLAIR	8654	1238	13.0	14.3	122	2357	11.9	27.2	111	3617	11.1	41.8	104	3382	11.5	39.1	108
INTERNET	12025	1492	15.7	12.4	105	3296	16.6	27.4	112	5433	16.7	45.2	112	4694	15.9	39.0	107
KATZ RADIO GROUP	15359	1498	15.7	9.8	83	3777	19.0	24.6	100	6946	21.3	45.2	112	5834	19.8	38.0	105
SUPERNET	10628	1523	16.0	14.3	122	3017	15.2	28.4	116	4424	13.6	41.6	103	4070	13.8	38.3	105
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	1199	12.6	13.8	118	2113	10.6	24.4	100	3456	10.6	39.9	99	2969	10.1	34.3	94
MKDAY 9:00 AM - 1:00 PM	12163	1726	18.1	14.2	121	2911	14.7	23.9	98	4673	14.3	38.4	95	4241	14.4	34.9	96
MKDAY 1:00 PM - 4:30 PM	16150	2394	25.1	14.8	126	4010	20.2	24.8	101	6115	18.8	37.9	94	5879	20.0	36.4	100
MKDAY 4:30 PM - 7:30 PM	22463	2759	28.9	12.3	104	5361	27.0	23.9	97	8739	26.8	38.9	97	7714	26.2	34.3	94
MKDAY 7:30 PM - 8:00 PM	31795	3875	40.7	12.2	104	7842	39.5	24.7	101	12484	38.3	39.3	98	11218	38.1	35.3	97
MKDAY 11:00 PM - 11:30 PM	23977	3098	32.5	12.9	110	6376	32.1	26.6	109	10012	30.7	41.8	104	9138	31.0	38.1	105
MKDAY 11:30 PM - 1:00 AM	7703	1045	11.0	13.6	115	2115	10.7	27.5	112	3112	9.5	40.4	100	3000	10.2	38.9	107
M-SAT 8-11 PM+SUN 7-11 PM	33800	4112	43.1	12.2	103	8570	43.2	25.4	103	13918	42.7	41.2	102	12500	42.5	37.0	102
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	846	8.9	12.9	110	1710	8.6	26.2	107	2595	8.0	39.7	99	2476	8.4	37.9	104
ANOTHER WORLD N	4620	930	9.8	20.1	171	1030	5.2	22.3	91	1603	4.9	34.7	86	1480	5.0	32.0	88
AS THE WORLD TURNS C	5614	787	8.3	14.0	119	1352	6.8	24.1	98	1920	5.9	34.2	85	2052	7.0	36.6	101
CAPITOL C	3396	618	6.5	18.2	155	773	3.9	22.8	93	1192	3.7	35.1	87	1311	4.5	38.6	106
CBS MORN. NEWS 1 C	1446	182	1.9	12.6	107	306	1.5	21.2	86	555	1.7	38.4	95	465	1.6	32.2	88
CBS MORN. NEWS 2 C	1207	150	1.6	12.4	106	290	1.5	24.0	98	431	1.3	35.7	89	357	1.2	29.6	81
DAYS OF OUR LIVES N	5877	983	10.3	16.7	142	1464	7.4	24.9	102	2230	6.8	37.9	94	1933	6.6	32.9	90
FACTS OF LIFE - DAYTIME N	2290	348	3.7	15.2	129	524	2.6	22.9	93	863	2.6	37.7	94	864	2.9	37.7	104
FAMILY FEUD A	3023	326	3.4	10.8	92	641	3.2	21.2	87	1143	3.5	37.8	94	972	3.3	32.2	88
GENERAL HOSPITAL A	6097	812	8.5	13.3	113	1843	9.3	30.2	123	2335	7.2	38.3	95	2315	7.9	38.0	104
GOOD MORNING, AMERICA-730 A	3515	475	5.0	13.5	115	940	4.7	26.7	109	1390	4.3	39.5	98	1273	4.3	36.2	100
GOOD MORNING, AMERICA-830 A	2818	396	4.2	14.1	119	649	3.3	23.0	94	1166	3.6	41.4	103	925	3.1	32.8	90
GUIDING LIGHT C	5339	931	9.8	17.4	148	1203	6.1	22.5	92	1983	6.1	37.1	92	1973	6.7	37.0	102
ONE LIFE TO LIVE A	4478	506	5.3	11.3	96	1275	6.4	28.5	116	1715	5.3	38.3	95	1758	6.0	39.3	108
PRESS YOUR LUCK C	2244	325	3.4	14.5	123	573	2.9	25.5	104	820	2.5	36.5	91	879	3.0	39.2	108
PRICE IS RIGHT 1 C	4348	629	6.6	14.5	123	994	5.0	22.9	93	1548	4.7	35.6	88	1645	5.6	37.8	104
PRICE IS RIGHT 2 C	5014	807	8.5	16.1	137	1212	6.1	24.2	99	1788	5.5	35.7	89	1825	6.2	36.4	100
RYAN'S HOPE A	3150	391	4.1	12.4	105	934	4.7	29.7	121	1377	4.2	43.7	109	1305	4.4	41.4	114
SALE OF THE CENTURY N	2695	323	3.4	12.0	102	558	2.8	20.7	85	921	2.8	34.2	85	848	2.9	31.5	87
SEARCH FOR TOMORROW N	2319	589	6.2	25.4	216	524	2.6	22.6	92	758	2.3	32.7	81	745	2.5	32.1	88
TODAY SHOW 1 N	2693	338	3.5	12.6	107	639	3.2	23.7	97	1070	3.3	39.7	99	787	2.7	29.2	80
TODAY SHOW 2 N	2498	238	2.5	9.5	81	593	3.0	23.7	97	1030	3.2	41.2	102	813	2.8	32.5	90
$25,000 PYRAMID C	2753	423	4.4	15.4	131	632	3.2	23.0	94	984	3.0	35.7	89	964	3.3	35.0	96
WHEEL OF FORTUNE N	4388	691	7.3	15.7	134	1017	5.1	23.2	95	1611	4.9	36.7	91	1596	5.4	36.4	100
YOUNG AND THE RESTLESS C	5695	860	9.0	15.1	128	1336	6.7	23.5	96	2018	6.2	35.4	88	2076	7.1	36.5	100
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	155	1.6	8.8	75	399	2.0	22.7	93	759	2.3	43.1	107	692	2.4	39.3	108
NBA PLAYOFF GAME -1 C	1136	*179	1.9	15.8	134	270	1.4	23.8	97	484	1.5	42.6	106	422	1.4	37.1	102
NBC MAJOR LEAGUE PRE-GAME N	953	*181	1.9	19.0	161	*202	1.0	21.2	87	293	0.9	30.7	76	292	1.0	30.6	84
SPORTSWORLD - SUN N	1233	*204	2.1	16.5	141	338	1.7	27.4	112	447	1.4	36.3	90	446	1.5	36.2	100
SUNDAY MORNING C	1611	240	2.5	14.9	127	395	2.0	24.5	100	646	2.0	40.1	100	520	1.8	32.3	89

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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JAMS, JELLIES & PRESERVES: BRANDS
(FEMALE HOMEMAKERS)

0443
P-19

		TOTAL U.S.	BAMA A	BAMA B % DOWN	BAMA C % ACROSS	BAMA D INDX	KRAFT A	KRAFT B % DOWN	KRAFT C % ACROSS	KRAFT D INDX	SMUCKERS A	SMUCKERS B % DOWN	SMUCKERS C % ACROSS	SMUCKERS D INDX	WELCH A	WELCH B % DOWN	WELCH C % ACROSS	WELCH D INDX
		'000	'000				'000				'000				'000			
TOTAL FEMALE HOMEMAKERS		80986	9531	100.0	11.8	100	19841	100.0	24.5	100	32610	100.0	40.3	100	29436	100.0	36.3	100
MKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	3281	34.4	12.6	107	6442	32.5	24.7	101	9932	30.5	38.1	95	8816	29.9	33.8	93
NETWORK AFFILIATES - LATE		20261	2654	27.8	13.1	111	5317	26.8	26.2	107	8400	25.8	41.5	103	7640	26.0	37.7	104
INDEPENDENTS - LATE		2076	111	1.2	5.3	45	389	2.0	18.7	76	929	2.8	44.7	111	674	2.3	32.5	89
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	1584	16.6	15.2	129	2624	13.2	25.1	102	4197	12.9	40.2	100	4012	13.6	38.4	106
ABC MONDAY NIGHT MOVIE	A	6412	841	8.8	13.1	111	1540	7.8	24.0	98	2536	7.8	39.6	98	2316	7.9	36.1	99
ABC SUNDAY NIGHT MOVIE	A	12407	1406	14.8	11.3	96	2929	14.8	23.6	96	5044	15.5	40.7	101	4474	15.2	36.1	99
ABC WORLD NEWS TONIGHT	A	6176	706	7.4	11.4	97	1672	8.4	27.1	111	2387	7.3	38.6	96	2014	6.8	32.6	90
AFTERMASH	C	5863	701	7.4	12.0	102	1334	6.7	22.8	93	2356	7.2	40.2	100	2170	7.4	37.0	102
ALICE	C	9594	1059	11.1	11.0	94	2173	11.0	22.6	92	3910	12.0	40.8	101	3455	11.7	36.0	99
AMERICAN PARADE	C	6622	731	7.7	11.0	94	1606	8.1	24.3	99	2556	7.8	38.6	96	2154	7.3	32.5	89
BENSON	A	10886	1253	13.1	11.5	98	2869	14.5	26.4	108	4465	13.7	41.0	102	3916	13.3	36.0	99
BLUE THUNDER	A	5036	667	7.0	13.2	113	1290	6.5	25.6	105	2022	6.2	40.2	100	1856	6.3	36.9	101
CAGNEY & LACEY	C	9965	1042	10.9	10.5	89	2680	13.5	26.9	110	4428	13.6	44.4	110	4013	13.6	40.3	111
CBS EVENING NEWS-DEAN	C	3491	*288	3.0	8.2	70	864	4.4	24.7	101	1328	4.1	38.0	94	1132	3.8	32.4	89
CBS EVENING NEWS-RATHER	C	7123	756	7.9	10.6	90	1856	9.4	26.1	106	2672	8.2	37.5	93	2400	8.2	33.7	93
CBS SAT. NEWS-SCHIEFFER	C	3621	315	3.3	8.7	74	786	4.0	21.7	89	1399	4.3	38.6	96	1094	3.7	30.2	83
CBS SATURDAY NIGHT MOVIE	C	5436	666	7.0	12.3	104	1444	7.3	26.6	108	2154	6.6	39.6	98	2025	6.9	37.3	102
CBS WEDNESDAY NIGHT MOVIE	C	6100	700	7.3	11.5	98	1464	7.4	24.0	98	2014	6.2	33.0	82	2275	7.7	37.3	103
CHEERS	N	8889	1021	10.7	11.5	98	2455	12.4	27.6	113	3770	11.6	42.4	105	3477	11.8	39.1	108
DALLAS	C	22109	2459	25.8	11.1	95	5999	30.2	27.1	111	9288	28.5	42.0	104	8268	28.1	37.4	103
DIFF'RENT STROKES	N	6940	1027	10.8	14.8	126	1785	9.0	25.7	105	2709	8.3	39.0	97	2499	8.5	36.0	99
DOUBLE TROUBLE	N	7223	1131	11.9	15.7	133	1828	9.2	25.3	103	3331	10.2	46.1	115	3013	10.2	41.7	115
DUCK FACTORY	N	5595	653	6.9	11.7	99	1481	7.5	26.5	108	2324	7.1	41.5	103	2134	7.2	38.1	105
DUKES OF HAZZARD	C	5768	859	9.0	14.9	127	1425	7.2	24.7	101	2174	6.7	37.7	94	2102	7.1	36.4	100
DYNASTY	A	20053	2741	28.8	13.7	116	5316	26.8	26.5	108	7844	24.1	39.1	97	7356	25.0	36.7	101
FACTS OF LIFE	N	8087	1088	11.4	13.5	114	1969	9.9	24.3	99	3678	11.3	45.5	113	3189	10.8	39.4	108
FALCON CREST	C	20046	2410	25.3	12.0	102	5495	27.7	27.4	112	8519	26.1	42.5	106	7665	26.0	38.2	105
FALL GUY	A	9084	1346	14.1	14.8	126	2317	11.7	25.5	104	3461	10.6	38.1	95	3457	11.7	38.1	105
FAMILY TIES	N	7964	1137	11.9	14.3	121	2189	11.0	27.5	112	3178	9.7	39.9	99	2959	10.1	37.2	102
FANTASY ISLAND	A	7687	859	9.0	11.2	95	1912	9.6	24.9	102	2844	8.7	37.0	92	2612	8.9	34.0	93
FOULUPS,BLEEPS & BLUNDERS	A	8861	878	9.2	9.9	84	2177	11.0	24.6	100	3631	11.1	41.0	102	3392	11.5	38.3	105
FOUR SEASONS	C	5095	519	5.4	10.2	87	1147	5.8	22.5	92	2187	6.7	42.9	107	1940	6.6	38.1	105
GIMME A BREAK	N	8838	1210	12.7	13.7	116	2361	11.9	26.7	109	3298	10.1	37.3	93	3160	10.7	35.8	98
HART TO HART	A	8978	1213	12.7	13.5	115	2222	11.2	24.7	101	3642	11.2	40.6	101	3259	11.1	36.3	100
HILL STREET BLUES	N	8590	978	10.3	11.4	97	2253	11.4	26.2	107	3604	11.1	42.0	104	3150	10.7	36.7	101
HOTEL	A	14085	1789	18.8	12.7	108	3595	18.1	25.5	104	5838	17.9	41.4	103	5264	17.9	37.4	103
JEFFERSONS	C	9360	1181	12.4	12.6	107	2070	10.4	22.1	90	3801	11.7	40.6	101	3373	11.5	36.0	99
JENNIFER SLEPT HERE	N	5841	757	7.9	13.0	110	1587	8.0	27.2	111	2350	7.2	40.2	100	2076	7.1	35.5	98
KATE & ALLIE	C	9206	839	8.8	9.1	77	2326	11.7	25.3	103	3984	12.2	43.3	107	3476	11.8	37.8	104
KNIGHT RIDER	N	7076	1013	10.6	14.3	122	1603	8.1	22.7	92	2870	8.8	40.6	101	2615	8.9	37.0	102
LOVE BOAT	A	12219	1521	16.0	12.4	106	2892	14.6	23.7	97	4605	14.1	37.7	94	3891	13.2	31.8	88
MAGNUM PI	C	11199	1607	16.9	14.3	122	2694	13.6	24.1	98	4454	13.7	39.8	99	4283	14.6	38.2	105
MAMA'S FAMILY	N	6057	688	7.2	11.4	97	1725	8.7	28.5	116	2538	7.8	41.9	104	2251	7.6	37.2	102
MASTER, THE	N	3598	608	6.4	16.9	144	876	4.4	24.3	99	1426	4.4	39.6	98	1255	4.3	34.9	96
MATT HOUSTON	A	6344	659	6.9	10.4	88	1676	8.4	26.4	108	2714	8.3	42.8	106	2284	7.8	36.0	99
NBC MONDAY NIGHT MOVIE	N	11994	1502	15.8	12.5	106	3201	16.1	26.7	109	4894	15.0	40.8	101	4727	16.1	39.4	108
NBC NIGHTLY NEWS	N	5132	775	8.1	15.1	128	1180	5.9	23.0	94	2054	6.3	40.0	99	1844	6.3	35.9	99
NBC NIGHTLY NEWS-SAT	N	3375	378	4.0	11.2	95	812	4.1	24.1	98	1257	3.9	37.2	92	1082	3.7	32.1	88
NBC NIGHTLY NEWS-SUN	N	3130	*235	2.5	7.5	64	689	3.5	22.0	90	1290	4.0	41.2	102	1019	3.5	32.6	90
NBC SUNDAY NIGHT MOVIE	N	8284	1294	13.6	15.6	133	2381	12.0	28.7	117	3290	10.1	39.7	99	3213	10.9	38.8	107
NEWHART	C	9240	797	8.4	8.6	73	2394	12.1	25.9	106	4052	12.4	43.9	109	3592	12.2	38.9	107
ONE DAY AT A TIME	C	7288	845	8.9	11.6	99	1785	9.0	24.5	100	2905	8.9	39.9	99	2655	9.0	36.4	100
PEOPLE ARE FUNNY	N	4855	605	6.3	12.5	106	1316	6.6	27.1	111	1952	6.0	40.2	100	1904	6.5	39.2	108
REAL PEOPLE	N	8869	1292	13.6	14.6	124	2126	10.7	24.0	98	3635	11.1	41.0	102	3197	10.9	36.0	99
REMINGTON STEELE	N	7743	823	8.6	10.6	90	1982	10.0	25.6	104	3121	9.6	40.3	100	2878	9.8	37.2	102
RIPLEY'S BELIEVE IT - NOT	A	5345	657	6.9	12.3	104	1421	7.2	26.6	109	2316	7.1	43.3	108	2038	6.9	38.1	105
RIPTIDE	N	6988	902	9.5	12.9	110	1811	9.1	25.9	106	2896	8.9	41.4	103	2800	9.5	40.1	110
SCARECROW & MRS. KING	C	10002	1129	11.8	11.3	96	2409	12.1	24.1	98	3939	12.1	39.4	98	3436	11.7	34.4	95
SIMON & SIMON	C	10638	1593	16.7	15.0	127	2737	13.8	25.7	105	4280	13.1	40.2	100	4053	13.8	38.1	105
60 MINUTES	C	13293	1400	14.7	10.5	89	3122	15.7	23.5	96	5438	16.7	40.9	102	4586	15.6	34.5	95
ST. ELSEWHERE	N	7017	1070	11.2	15.2	130	1922	9.7	27.4	112	3035	9.3	43.3	107	2858	9.7	40.7	112
THREE'S COMPANY	A	10917	1434	15.0	13.1	112	2807	14.1	25.7	105	4574	14.0	41.9	104	4118	14.0	37.7	104
T.J. HOOKER	A	9204	1097	11.5	11.9	101	2274	11.5	24.7	101	3537	10.8	38.4	95	2949	10.0	32.0	88
TONIGHT SHOW	N	2372	281	2.9	11.8	101	680	3.4	28.7	117	965	3.0	40.7	101	879	3.0	37.1	102
TRAPPER JOHN, M.D.	C	9846	1252	13.1	12.7	108	2392	12.1	24.3	99	3939	12.1	40.0	99	3844	13.1	39.0	107
TV BLOOPERS & PRAC. JOKES	N	9105	956	10.0	10.5	89	2179	11.0	23.9	98	3720	11.4	40.9	101	3228	11.0	35.5	98
20/20	A	9387	1182	12.4	12.6	107	2559	12.9	27.3	111	4025	12.3	42.9	106	3670	12.5	39.1	108
WEBSTER	A	11067	1177	12.3	10.6	90	2882	14.5	26.0	106	4589	14.1	41.5	103	3913	13.3	35.4	97
WORLD NEWS - SUN	A	3062	320	3.4	10.5	89	744	3.7	24.3	99	1186	3.6	38.7	96	1109	3.8	36.2	100
YELLOW ROSE	N	4978	741	7.8	14.9	126	1369	6.9	27.5	112	1989	6.1	40.0	99	1887	6.4	37.9	104
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	995	10.4	11.2	95	2120	10.7	23.9	97	4047	12.4	45.6	113	3586	12.2	40.4	111
BASKETBALL - COLLEGE GAMES		4080	*548	5.7	13.4	114	1086	5.5	26.6	109	1911	5.9	46.8	116	1767	6.0	43.3	119
BASKETBALL - PRO GAMES		3607	*591	6.2	16.4	139	996	5.0	27.6	113	1541	4.7	42.7	106	1298	4.4	36.0	99
BOWLING		3883	*454	4.8	11.7	99	1200	6.0	30.9	126	1834	5.6	47.2	117	1462	5.0	37.7	104
BOXING		3928	643	6.7	16.4	139	1190	6.0	30.3	124	1877	5.8	47.8	119	1624	5.5	41.3	114
FOOTBALL - COLLEGE GAMES		6366	1130	11.9	17.8	151	1440	7.3	22.6	92	2855	8.8	44.8	111	2465	8.4	38.7	107
FOOTBALL - PRO GAMES		11300	1861	19.5	16.5	140	2722	13.7	24.1	98	5444	16.7	48.2	120	4638	15.8	41.0	113
GOLF		3378	*380	4.0	11.2	96	938	4.7	27.8	113	1447	4.4	42.8	106	1141	3.9	33.8	93
POST-SEASON COLL. FOOTBALL		4906	825	8.7	16.8	143	1328	6.7	27.1	110	2241	6.9	45.7	113	1795	6.1	36.6	101
POST-SEASON PRO FOOTBALL		6120	1042	10.9	17.0	145	1390	7.0	22.7	93	3082	9.5	50.4	125	2490	8.5	40.7	112
TENNIS		3033	**297	3.1	9.8	83	779	3.9	25.7	105	1647	5.1	54.3	135	1174	4.0	38.7	106
WRESTLING - PROFESSIONAL		3344	796	8.4	23.8	202	790	4.0	23.6	96	1447	4.4	43.3	107	1583	5.4	47.3	130

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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		'000	%	UNWEIGHTED
7A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE IT?				
	YES	70277	86.8	8088
	NO	10709	13.2	1347

	ALL		SOLE		PRIMARY		SECONDARY		
	'000	%	'000	%	'000	%	'000	%	UNWEIGHTED
IF YES									
7B. WHAT TYPES ARE USED BY YOUR HOUSEHOLD?									
REGULAR	62548	77.2	56626	69.9	4855	6.0	1067	1.3	7129
DIET	12249	15.1	6327	7.8	3261	4.0	2661	3.3	1397
DO NOT KNOW	1402	1.7							172
7C. WHAT KINDS ARE USED BY YOUR HOUSEHOLD?									
CORN OIL	56359	69.6	50820	62.8	5067	6.3	472	.6	6371
SAFFLOWER/SUNFLOWER	11786	14.6	6247	7.7	2771	3.4	2768	3.4	1362
DO NOT KNOW	7672	9.5							951
7D. WHAT FORMS ARE USED BY YOUR HOUSEHOLD?									
REGULAR STICK	47162	58.2	30678	37.9	13171	16.3	3312	4.1	5404
WHIPPED STICK	3522	4.3	1401	1.7	1269	1.6	852	1.1	387
REGULAR SOFT	20343	25.1	9957	12.3	7499	9.3	2888	3.6	2232
WHIPPED SOFT	15531	19.2	7222	8.9	6137	7.6	2172	2.7	1817
SQUEEZE BOTTLE	3645	4.5	585	.7	1500	1.9	1561	1.9	402
DO NOT KNOW	1956	2.4							258
7E. WHICH BRANDS ARE USED BY YOUR HOUSEHOLD?									
A & P	1570	1.9	199	.2	977	1.2	394	.5	175
ACME IDEAL	535	.7	77	.1	313	.4	145	.2	68
BLUE BONNET LOW FAT	3522	4.3	521	.6	2263	2.8	738	.9	399
BLUE BONNET REGULAR	23013	28.4	4461	5.5	14500	17.9	4051	5.0	2551
BORDEN'S	1222	1.5	167	.2	730	.9	325	.4	137
CHIFFON	4996	6.2	1129	1.4	2838	3.5	1029	1.3	598
CHIFFON LIGHT SPREAD	2954	3.6	408	.5	1755	2.2	790	1.0	334
FLEISCHMANN'S	15659	19.3	4144	5.1	8793	10.9	2723	3.4	1817
IMPERIAL	13289	16.4	2224	2.7	7621	9.4	3444	4.3	1465
KRAFT MIRACLE	3104	3.8	760	.9	1730	2.1	615	.8	322
KRAFT PARKAY	18984	23.4	4107	5.1	10490	13.0	4387	5.4	2115
LAND-O-LAKES	9888	12.2	1490	1.8	5486	6.8	2912	3.6	1137
MAZOLA	7677	9.5	1622	2.0	4048	5.0	2007	2.5	913
MRS. FILBERTS	5876	7.3	788	1.0	3429	4.2	1659	2.0	634
NUCOA	2051	2.5	215	.3	1131	1.4	706	.9	211
NU-MAID	1866	2.3	148	.2	1105	1.4	613	.8	199
PROMISE	3248	4.0	339	.4	1522	1.9	1388	1.7	327
SAFFOLA	1028	1.3	146	.2	572	.7	311	.4	101
SHEDD'S	7974	9.8	2024	2.5	4031	5.0	1919	2.4	837
OTHER BRANDS	16641	20.5	6668	8.2	6650	8.2	3323	4.1	1843
DO NOT KNOW	1078	1.3							134

		'000	%	UNWEIGHTED
7F. ABOUT HOW MANY POUNDS OF MARGARINE WERE USED BY YOUR ENTIRE HOUSEHOLD IN THE LAST 7 DAYS?				
2 LBS. OR MORE	H	9650	11.9	982
1 LB.	M	21747	26.9	2199
3/4 LB.	M	5759	7.1	705
1/2 LB.	L	16254	20.1	1971
1/4 LB. OR LESS	L	15456	19.1	2037
NONE	L	1412	1.7	194

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MARGARINE: USAGE IN LAST 7 DAYS
(FEMALE HOMEMAKERS)

0446
P-19

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS 2 LBS. OR MORE A '000	HEAVY USERS 2 LBS. OR MORE B % DOWN	HEAVY USERS 2 LBS. OR MORE C % ACROSS	HEAVY USERS 2 LBS. OR MORE D INDX	MEDIUM USERS 3/4 LB. - 1 LB. A '000	MEDIUM USERS 3/4 LB. - 1 LB. B % DOWN	MEDIUM USERS 3/4 LB. - 1 LB. C % ACROSS	MEDIUM USERS 3/4 LB. - 1 LB. D INDX	LIGHT USERS 1/2 LB. OR LESS A '000	LIGHT USERS 1/2 LB. OR LESS B % DOWN	LIGHT USERS 1/2 LB. OR LESS C % ACROSS	LIGHT USERS 1/2 LB. OR LESS D INDX
TOTAL FEMALE HOMEMAKERS	80986	70277	100.0	86.8	100	9650	100.0	11.9	100	27506	100.0	34.0	100	33121	100.0	40.9	100
18 - 24	9282	8055	11.5	86.8	100	832	8.6	9.0	75	3086	11.2	33.2	98	4136	12.5	44.6	109
25 - 34	19072	16579	23.6	86.9	100	2031	21.0	10.6	89	6378	23.2	33.4	98	8170	24.7	42.8	105
35 - 44	14591	12720	18.1	87.2	100	2459	25.5	16.9	141	5426	19.7	37.2	109	4835	14.6	33.1	81
45 - 54	11345	9830	14.0	86.6	100	1684	17.5	14.8	125	4061	14.8	35.8	105	4085	12.3	36.0	88
55 - 64	11635	10337	14.7	88.8	102	1502	15.6	12.9	108	3950	14.4	33.9	100	4886	14.8	42.0	103
65 OR OLDER	15061	12756	18.2	84.7	98	1143	11.8	7.6	64	4604	16.7	30.6	90	7009	21.2	46.5	114
18 - 34	28354	24633	35.1	86.9	100	2863	29.7	10.1	85	9465	34.4	33.4	98	12306	37.2	43.4	106
18 - 49	48339	41989	59.7	86.9	100	6214	64.4	12.9	108	16871	61.3	34.9	103	18905	57.1	39.1	96
25 - 54	45008	39129	55.7	86.9	100	6174	64.0	13.7	115	15866	57.7	35.3	104	17090	51.6	38.0	93
35 - 49	19985	17356	24.7	86.8	100	3351	34.7	16.8	141	7406	26.9	37.1	109	6599	19.9	33.0	81
50 OR OLDER	32647	28288	40.3	86.6	100	3437	35.6	10.5	88	10636	38.7	32.6	96	14216	42.9	43.5	106
GRADUATED COLLEGE	11155	9287	13.2	83.3	96	965	10.0	8.7	73	3191	11.6	28.6	84	5132	15.5	46.0	112
ATTENDED COLLEGE	13682	12114	17.2	88.5	102	1483	15.4	10.8	91	4381	15.9	32.0	94	6249	18.9	45.7	112
GRADUATED HIGH SCHOOL	33880	29596	42.1	87.4	101	4121	42.7	12.2	102	12141	44.1	35.8	106	13334	40.3	39.4	96
DID NOT GRADUATE HIGH SCHOOL	22270	19281	27.4	86.6	100	3082	31.9	13.8	116	7793	28.3	35.0	103	8406	25.4	37.7	92
EMPLOYED	40306	35007	49.8	86.9	100	3976	41.2	9.9	83	13593	49.4	33.7	99	17438	52.6	43.3	106
EMPLOYED FULL-TIME	32850	28212	40.1	85.9	99	3223	33.4	9.8	82	10468	38.1	31.9	94	14522	43.8	44.2	108
EMPLOYED PART-TIME	7456	6795	9.7	91.1	105	753	7.8	10.1	85	3125	11.4	41.9	123	2916	8.8	39.1	96
NOT EMPLOYED	40680	35270	50.2	86.7	100	5674	58.8	13.9	117	13913	50.6	34.2	101	15683	47.4	38.6	94
PROFESSIONAL/MANAGER	10392	8749	12.4	84.2	97	867	9.0	8.3	70	2988	10.9	28.8	85	4894	14.8	47.1	115
TECH/CLERICAL/SALES	17574	15441	22.0	87.9	101	1612	16.7	9.2	77	6239	22.7	35.5	105	7590	22.9	43.2	106
PRECISION/CRAFT	985	830	1.2	84.3	97	**47	0.5	4.8	40	*415	1.5	42.1	124	*369	1.1	37.5	92
OTHER EMPLOYED	11354	9988	14.2	88.0	101	1450	15.0	12.8	107	3951	14.4	34.8	102	4587	13.8	40.4	99
SINGLE	9863	8377	11.9	84.9	98	991	10.3	10.0	84	2778	10.1	28.2	83	4609	13.9	46.7	114
MARRIED	51375	45186	64.3	88.0	101	6851	71.0	13.3	112	19539	71.0	38.0	112	18796	56.7	36.6	89
DIVORCED/SEPARATED/WIDOWED	19748	16714	23.8	84.6	98	1809	18.7	9.2	77	5189	18.9	26.3	77	9716	29.3	49.2	120
PARENTS	32590	28695	40.8	88.0	101	5394	55.9	16.6	139	12340	44.9	37.9	111	10960	33.1	33.6	82
WHITE	70416	61254	87.2	87.0	100	8301	86.0	11.8	99	24335	88.5	34.6	102	28617	86.4	40.6	99
BLACK	8778	7564	10.8	86.2	99	1104	11.4	12.6	106	2736	9.9	31.2	92	3725	11.2	42.4	104
OTHER	1791	1459	2.1	81.5	94	**245	2.5	13.7	115	**435	1.6	24.3	72	*779	2.4	43.5	106
NORTHEAST-CENSUS	17786	14454	20.6	81.3	94	2371	24.6	13.3	112	5856	21.3	32.9	97	6226	18.8	35.0	86
NORTH CENTRAL	20741	18616	26.5	89.8	103	3221	33.4	15.5	130	7275	26.4	35.1	103	8120	24.5	39.1	96
SOUTH	27775	24542	34.9	88.4	102	2805	29.1	10.1	85	10059	36.6	36.2	107	11678	35.3	42.0	103
WEST	14683	12666	18.0	86.3	99	1253	13.0	8.5	72	4316	15.7	29.4	87	7097	21.4	48.3	118
NORTHEAST-MKTG.	17961	14520	20.7	80.8	93	2184	22.6	12.2	102	5634	20.5	31.4	92	6703	20.2	37.3	91
EAST CENTRAL	11885	10697	15.2	90.0	104	1687	17.5	14.2	119	4440	16.1	37.4	110	4570	13.8	38.5	94
WEST CENTRAL	14090	12451	17.7	88.4	102	2171	22.5	15.4	129	4834	17.6	34.3	101	5447	16.4	38.7	95
SOUTH	24081	21464	30.5	89.1	103	2584	26.8	10.7	90	8849	32.2	36.7	108	10032	30.3	41.7	102
PACIFIC	12969	11146	15.9	85.9	99	1025	10.6	7.9	66	3750	13.6	28.9	85	6371	19.2	49.1	120
COUNTY SIZE A	32439	27201	38.7	83.9	97	3443	35.7	10.6	89	10305	37.5	31.8	94	13453	40.6	41.5	101
COUNTY SIZE B	24915	21733	30.9	87.2	101	2919	30.2	11.7	98	8714	31.7	35.0	103	10100	30.5	40.5	99
COUNTY SIZE C	12930	11666	16.6	90.2	104	1702	17.6	13.2	110	4855	17.7	37.5	111	5109	15.4	39.5	97
COUNTY SIZE D	10703	9678	13.8	90.4	104	1587	16.4	14.8	124	3632	13.2	33.9	100	4459	13.5	41.7	102
METRO CENTRAL CITY	24518	20606	29.3	84.0	97	2676	27.7	10.9	92	7788	28.3	31.8	94	10142	30.6	41.4	101
METRO SUBURBAN	35919	31372	44.6	87.3	101	4094	42.4	11.4	96	12265	44.6	34.1	101	15013	45.3	41.8	102
NON METRO	20549	18300	26.0	89.1	103	2880	29.8	14.0	118	7454	27.1	36.3	107	7966	24.1	38.8	95
TOP 5 ADI'S	18341	14966	21.3	81.6	94	2147	22.2	11.7	98	5309	19.3	28.9	85	7509	22.7	40.9	100
TOP 10 ADI'S	25378	21096	30.0	83.1	96	2710	28.1	10.7	90	7929	28.8	31.2	92	10457	31.6	41.2	101
TOP 20 ADI'S	36488	30618	43.6	83.9	97	3854	39.9	10.6	89	11584	42.1	31.7	93	15181	45.8	41.6	102
HSHLD INC. $50,000 OR MORE	6612	5494	7.8	83.1	96	750	7.8	11.3	95	2254	8.2	34.1	100	2489	7.5	37.6	92
$40,000 OR MORE	12659	10694	15.2	84.5	97	1476	15.3	11.7	98	4548	16.5	35.9	106	4670	14.1	36.9	90
$30,000 OR MORE	24698	21180	30.1	85.8	99	2979	30.9	12.1	101	8757	31.8	35.5	104	9443	28.5	38.2	93
$25,000 OR MORE	32077	27703	39.4	86.4	100	3909	40.5	12.2	102	11461	41.7	35.7	105	12332	37.2	38.4	94
$20,000 - $24,999	9144	7931	11.3	86.7	100	1167	12.1	12.8	107	3148	11.4	34.4	101	3617	10.9	39.6	97
$15,000 - $19,999	8728	7512	10.7	86.1	99	1015	10.5	11.6	98	2926	10.6	33.5	99	3571	10.8	40.9	100
$10,000 - $14,999	12562	11151	15.9	88.8	102	1320	13.7	10.5	88	4377	15.9	34.8	103	5454	16.5	43.4	106
UNDER $10,000	18475	15981	22.7	86.5	100	2240	23.2	12.1	102	5594	20.3	30.3	89	8147	24.6	44.1	108
HOUSEHOLD OF 1 PERSON	11987	9850	14.0	82.2	95	447	4.6	3.7	31	2243	8.2	18.7	55	7160	21.6	59.7	146
2 PEOPLE	26577	22985	32.7	86.5	100	2166	22.4	8.1	68	8349	30.4	31.4	92	12470	37.6	46.9	115
3 OR 4 PEOPLE	30617	26792	38.1	87.5	101	4053	42.0	13.2	111	12182	44.3	39.8	117	10556	31.9	34.5	84
5 OR MORE PEOPLE	11804	10651	15.2	90.2	104	2984	30.9	25.3	212	4732	17.2	40.1	118	2935	8.9	24.9	61
NO CHILD IN HSHLD	46165	39591	56.3	85.8	99	3741	38.8	8.1	68	14295	52.0	31.0	91	21555	65.1	46.7	114
CHILD(REN) UNDER 2 YRS	5325	4702	6.7	88.3	102	*696	7.2	13.1	110	1763	6.4	33.1	97	2242	6.8	42.1	103
2 - 5 YEARS	14221	12682	18.0	89.2	103	2305	23.9	16.2	136	5481	19.9	38.5	113	4896	14.8	34.4	84
6 - 11 YEARS	15117	13375	19.0	88.5	102	2966	30.7	19.6	165	5808	21.1	38.4	113	4600	13.9	30.4	74
12 - 17 YEARS	16611	14739	21.0	88.7	102	3522	36.5	21.2	178	6558	23.8	39.5	116	4659	14.1	28.0	69
RESIDENCE OWNED	55884	49117	69.9	87.9	101	6562	68.0	11.7	99	19908	72.4	35.6	105	22647	68.4	40.5	99
VALUE: $50,000 OR MORE	31744	27295	38.8	86.0	99	3772	39.1	11.9	100	11045	40.2	34.8	102	12478	37.7	39.3	96
VALUE: UNDER $50,000	24140	21822	31.1	90.4	104	2790	28.9	11.6	97	8862	32.2	36.7	108	10169	30.7	42.1	103

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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MARGARINE: USAGE IN LAST 7 DAYS
(FEMALE HOMEMAKERS)

0447
P-19

		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS 2 LBS. OR MORE A '000	HEAVY USERS 2 LBS. OR MORE B % DOWN	HEAVY USERS 2 LBS. OR MORE C % ACROSS	HEAVY USERS 2 LBS. OR MORE D INDX	MEDIUM USERS 3/4 LB. - 1 LB. A '000	MEDIUM USERS 3/4 LB. - 1 LB. B % DOWN	MEDIUM USERS 3/4 LB. - 1 LB. C % ACROSS	MEDIUM USERS 3/4 LB. - 1 LB. D INDX	LIGHT USERS 1/2 LB. OR LESS A '000	LIGHT USERS 1/2 LB. OR LESS B % DOWN	LIGHT USERS 1/2 LB. OR LESS C % ACROSS	LIGHT USERS 1/2 LB. OR LESS D INDX
TOTAL FEMALE HOMEMAKERS		80986	70277	100.0	86.8	100	9650	100.0	11.9	100	27506	100.0	34.0	100	33121	100.0	40.9	100
MAGAZINES	QUINTILE 1	15799	13896	19.8	88.0	101	1938	20.1	12.3	103	5643	20.5	35.7	105	6315	19.1	40.0	98
	QUINTILE 2	17259	15141	21.5	87.7	101	2255	23.4	13.1	110	5929	21.6	34.4	101	6958	21.0	40.3	99
	QUINTILE 3	13545	11668	16.6	86.1	99	1580	16.4	11.7	98	4642	16.9	34.3	101	5446	16.4	40.2	98
	QUINTILE 4	15133	13096	18.6	86.5	100	1738	18.0	11.5	96	5207	18.9	34.4	101	6151	18.6	40.6	99
	QUINTILE 5	19250	16476	23.4	85.6	99	2139	22.2	11.1	93	6086	22.1	31.6	93	8251	24.9	42.9	105
NEWSPAPERS	QUINTILE 1	12413	10765	15.3	86.7	100	1446	15.0	11.6	98	4583	16.7	36.9	109	4736	14.3	38.2	93
	QUINTILE 2	24116	21136	30.1	87.6	101	3144	32.6	13.0	109	8099	29.4	33.6	99	9894	29.9	41.0	100
	QUINTILE 3	11261	9826	14.0	87.3	101	1499	15.5	13.3	112	3677	13.4	32.7	96	4650	14.0	41.3	101
	QUINTILE 4	20255	17742	25.2	87.6	101	1966	20.4	9.7	81	7040	25.6	34.8	102	8737	26.4	43.1	105
	QUINTILE 5	12940	10808	15.4	83.5	96	1595	16.5	12.3	103	4108	14.9	31.7	93	5104	15.4	39.4	96
OUTDOOR	QUINTILE 1	14852	12770	18.2	86.0	99	1622	16.8	10.9	92	5213	19.0	35.1	103	5935	17.9	40.0	98
	QUINTILE 2	15725	13479	19.2	85.7	99	1890	19.6	12.0	101	5432	19.7	34.5	102	6156	18.6	39.1	96
	QUINTILE 3	16330	14232	20.3	87.2	100	1555	16.1	9.5	80	5704	20.7	34.9	103	6973	21.1	42.7	104
	QUINTILE 4	16744	14710	20.9	87.9	101	2409	25.0	14.4	121	5354	19.5	32.0	94	6947	21.0	41.5	101
	QUINTILE 5	17334	15087	21.5	87.0	100	2174	22.5	12.5	105	5803	21.1	33.5	99	7110	21.5	41.0	100
RADIO-DRIVE TIME	QUINTILE 1	15911	13815	19.7	86.8	100	2005	20.8	12.6	106	5582	20.3	35.1	103	6228	18.8	39.1	96
	QUINTILE 2	14837	13015	18.5	87.7	101	2081	21.6	14.0	118	4967	18.1	33.5	99	5967	18.0	40.2	98
	QUINTILE 3	15339	13105	18.6	85.4	98	1825	18.9	11.9	100	5070	18.4	33.1	97	6211	18.8	40.5	99
	QUINTILE 4	16723	14450	20.6	86.4	100	1658	17.2	9.9	83	5915	21.5	35.4	104	6878	20.8	41.1	101
	QUINTILE 5	18176	15892	22.6	87.4	101	2082	21.6	11.5	96	5973	21.7	32.9	97	7838	23.7	43.1	105
RADIO-MID-DAY	TERCILE 1	21020	18451	26.3	87.8	101	2863	29.7	13.6	114	7258	26.4	34.5	102	8330	25.2	39.6	97
	TERCILE 2	21610	18687	26.6	86.5	100	2630	27.3	12.2	102	7590	27.6	35.1	103	8467	25.6	39.2	96
	TERCILE 3	38355	33139	47.2	86.4	100	4158	43.1	10.8	91	12658	46.0	33.0	97	16324	49.3	42.6	104
RADIO-TOTAL	QUINTILE 1	15988	13983	19.9	87.5	101	2089	21.6	13.1	110	5479	19.9	34.3	101	6415	19.4	40.1	98
	QUINTILE 2	15626	13521	19.2	86.5	100	2143	22.2	13.7	115	5252	19.1	33.6	99	6126	18.5	39.2	96
	QUINTILE 3	16723	14379	20.5	86.0	99	2050	21.2	12.3	103	5491	20.0	32.8	97	6838	20.6	40.9	100
	QUINTILE 4	16342	14296	20.3	87.5	101	1613	16.7	9.9	83	5947	21.6	36.4	107	6736	20.3	41.2	101
	QUINTILE 5	16306	14099	20.1	86.5	100	1756	18.2	10.8	90	5337	19.4	32.7	96	7007	21.2	43.0	105
TV-PRIME TIME	QUINTILE 1	15953	13947	19.8	87.4	101	1800	18.7	11.3	95	5855	21.3	36.7	108	6292	19.0	39.4	96
	QUINTILE 2	16137	13920	19.8	86.3	99	2067	21.4	12.8	107	5324	19.4	33.0	97	6529	19.7	40.5	99
	QUINTILE 3	16420	14112	20.1	85.9	99	1984	20.6	12.1	101	5433	19.8	33.1	97	6695	20.2	40.8	100
	QUINTILE 4	16687	14566	20.7	87.3	101	1967	20.4	11.8	99	5354	19.5	32.1	94	7245	21.9	43.4	106
	QUINTILE 5	15789	13732	19.5	87.0	100	1832	19.0	11.6	97	5541	20.1	35.1	103	6360	19.2	40.3	98
TV-DAYTIME	TERCILE 1	27736	24262	34.5	87.5	101	3568	37.0	12.9	108	9833	35.7	35.5	104	10861	32.8	39.2	96
	TERCILE 2	26489	22963	32.7	86.7	100	3364	34.9	12.7	107	8775	31.9	33.1	98	10824	32.7	40.9	100
	TERCILE 3	26761	23053	32.8	86.1	99	2718	28.2	10.2	85	8898	32.3	33.2	98	11437	34.5	42.7	105
TV-TOTAL	QUINTILE 1	16345	14046	20.0	85.9	99	2082	21.6	12.7	107	5484	19.9	33.6	99	6480	19.6	39.6	97
	QUINTILE 2	16447	14495	20.6	88.1	102	2061	21.4	12.5	105	6009	21.8	36.5	108	6426	19.4	39.1	96
	QUINTILE 3	15980	13831	19.7	86.6	100	1896	19.6	11.9	100	5521	20.1	34.5	102	6414	19.4	40.1	98
	QUINTILE 4	15887	13617	19.4	85.7	99	1760	18.2	11.1	93	5106	18.6	32.1	95	6751	20.4	42.5	104
	QUINTILE 5	16326	14289	20.3	87.5	101	1852	19.2	11.3	95	5387	19.6	33.0	97	7050	21.3	43.2	106
MAGAZINES-NEWSPAPERS: DUAL		20721	18132	25.8	87.5	101	2753	28.5	13.3	112	7296	26.5	35.2	104	8083	24.4	39.0	95
MAGAZINE IMPERATIVE		19186	16786	23.9	87.5	101	2153	22.3	11.2	94	6590	24.0	34.3	101	8044	24.3	41.9	103
NEWSPAPER IMPERATIVE		21899	19009	27.0	86.8	100	2671	27.7	12.2	102	7341	26.7	33.5	99	8996	27.2	41.1	100
MAGAZINES-OUTDOOR: DUAL		15451	13455	19.1	87.1	100	1654	17.1	10.7	90	5604	20.4	36.3	107	6198	18.7	40.1	98
MAGAZINE IMPERATIVE		25953	22896	32.6	88.2	102	3524	36.5	13.6	114	8696	31.6	33.5	99	10676	32.2	41.1	101
OUTDOOR IMPERATIVE		24400	20776	29.6	85.1	98	2599	26.9	10.7	89	8182	29.7	33.5	99	9996	30.2	41.0	100
MAGAZINES-RADIO: DUAL		18049	15708	22.4	87.0	100	2399	24.9	13.3	112	6265	22.8	34.7	102	7044	21.3	39.0	95
MAGAZINE IMPERATIVE		23571	20607	29.3	87.4	101	2788	28.9	11.8	99	8139	29.6	34.5	102	9680	29.2	41.1	100
RADIO IMPERATIVE		23278	20140	28.7	86.5	100	2997	31.1	12.9	108	7685	27.9	33.0	97	9457	28.6	40.6	99
MAGAZINES-TELEVISION: DUAL		15459	13515	19.2	87.4	101	2112	21.9	13.7	115	5541	20.1	35.8	106	5862	17.7	37.9	93
MAGAZINE IMPERATIVE		25829	22492	32.0	87.1	100	3054	31.6	11.8	99	8765	31.9	33.9	100	10673	32.2	41.3	101
TELEVISION IMPERATIVE		26039	22390	31.9	86.0	99	2957	30.6	11.4	95	8851	32.2	34.0	100	10582	31.9	40.6	99
NEWSPAPERS-OUTDOOR: DUAL		16605	14446	20.6	87.0	100	1971	20.4	11.9	100	5790	21.0	34.9	103	6685	20.2	40.3	98
NEWSPAPER IMPERATIVE		26834	23513	33.5	87.6	101	3548	36.8	13.2	111	9055	32.9	33.7	99	10910	32.9	40.7	99
OUTDOOR IMPERATIVE		23346	19997	28.5	85.7	99	2446	25.3	10.5	88	8046	29.3	34.5	101	9505	28.7	40.7	100
NEWSPAPERS-RADIO: DUAL		17133	15161	21.6	88.5	102	2410	25.0	14.1	118	5792	21.1	33.8	100	6958	21.0	40.6	99
NEWSPAPER IMPERATIVE		25892	22404	31.9	86.5	100	2886	29.9	11.1	94	8997	32.7	34.7	102	10522	31.8	40.6	99
RADIO IMPERATIVE		23167	19890	28.3	85.9	99	2899	30.0	12.5	105	7699	28.0	33.2	98	9292	28.1	40.1	98
NEWSPAPERS-TELEVISION: DUAL		17159	14987	21.3	87.3	101	2306	23.9	13.4	113	6180	22.5	36.0	106	6502	19.6	37.9	93
NEWSPAPER IMPERATIVE		26214	22809	32.5	87.0	100	3243	33.6	12.4	104	8593	31.2	32.8	97	10972	33.1	41.9	102
TELEVISION IMPERATIVE		23412	20175	28.7	86.2	99	2716	28.1	11.6	97	7906	28.7	33.8	99	9552	28.8	40.8	100
OUTDOOR-RADIO: DUAL		15303	13301	18.9	86.9	100	1889	19.6	12.3	104	5192	18.9	33.9	100	6219	18.8	40.6	99
OUTDOOR IMPERATIVE		24901	21418	30.5	86.0	99	2529	26.2	10.2	85	8815	32.0	35.4	104	10074	30.4	40.5	99
RADIO IMPERATIVE		26492	23053	32.8	87.0	100	3661	37.9	13.8	116	8716	31.7	32.9	97	10675	32.2	40.3	99
OUTDOOR-TELEVISION: DUAL		14794	12911	18.4	87.3	101	1780	18.4	12.0	101	5677	20.6	38.4	113	5455	16.5	36.9	90
OUTDOOR IMPERATIVE		25437	21817	31.0	85.8	99	2593	26.9	10.2	86	8493	30.9	33.4	98	10731	32.4	42.2	103
TELEVISION IMPERATIVE		27877	24282	34.6	87.1	100	3522	36.5	12.6	106	9328	33.9	33.5	99	11432	34.5	41.0	100
RADIO-TELEVISION: DUAL		15996	13845	19.7	86.6	100	2141	22.2	13.4	112	5748	20.9	35.9	106	5956	18.0	37.2	91
RADIO IMPERATIVE		25478	21986	31.3	86.3	99	3197	33.1	12.5	105	8068	29.3	31.7	93	10722	32.4	42.1	103
TELEVISION IMPERATIVE		26573	23195	33.0	87.3	101	3119	32.3	11.7	99	9230	33.6	34.7	102	10846	32.7	40.8	100

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MARGARINE: USAGE IN LAST 7 DAYS
(FEMALE HOMEMAKERS)

0448
P-19

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS 2 LBS. OR MORE A '000	HEAVY USERS B % DOWN	HEAVY USERS C % ACROSS	HEAVY USERS D INDX	MEDIUM USERS 3/4 LB. - 1 LB. A '000	MEDIUM USERS B % DOWN	MEDIUM USERS C % ACROSS	MEDIUM USERS D INDX	LIGHT USERS 1/2 LB. OR LESS A '000	LIGHT USERS B % DOWN	LIGHT USERS C % ACROSS	LIGHT USERS D INDX
TOTAL FEMALE HOMEMAKERS	80986	70277	100.0	86.8	100	9650	100.0	11.9	100	27506	100.0	34.0	100	33121	100.0	40.9	100
ATLANTIC MONTHLY	415	346	0.5	83.4	96	**24	0.2	5.8	49	*170	0.6	41.0	121	*152	0.5	36.6	90
BARRON'S	453	359	0.5	79.2	91	**29	0.3	6.4	54	**149	0.5	32.9	97	*181	0.5	40.0	98
BETTER HOMES & GARDENS	16256	14522	20.7	89.3	103	2207	22.9	13.6	114	5941	21.6	36.5	108	6375	19.2	39.2	96
BON APPETIT	2535	2108	3.0	83.2	96	*149	1.5	5.9	49	864	3.1	34.1	100	1095	3.3	43.2	106
BUSINESS WEEK	1278	1087	1.5	85.1	98	**99	1.0	7.7	65	427	1.6	33.4	98	561	1.7	43.9	107
CAR AND DRIVER	378	296	0.4	78.3	90	**11	0.1	2.9	24	**145	0.5	38.4	113	*140	0.4	37.0	91
CBS MAGAZINE NETWORK (GROSS)	1498	1349	1.9	90.1	104	*118	1.2	7.9	66	618	2.2	41.3	121	613	1.9	40.9	100
CHANGING TIMES	1505	1282	1.8	85.2	98	**84	0.9	5.6	47	483	1.8	32.1	94	715	2.2	47.5	116
COLONIAL HOMES	1231	1047	1.5	85.1	98	**90	0.9	7.3	61	369	1.3	30.0	88	587	1.8	47.7	117
CONDE NAST MAG. PKG. (GROSS)	14146	12093	17.2	85.5	99	1280	13.3	9.0	76	4794	17.4	33.9	100	6020	18.2	42.6	104
CONSUMERS DIGEST	1323	1201	1.7	90.8	105	*158	1.6	11.9	100	445	1.6	33.6	99	598	1.8	45.2	111
COSMOPOLITAN	7102	5960	8.5	83.9	97	689	7.1	9.7	81	2106	7.7	29.7	87	3164	9.6	44.6	109
COUNTRY LIVING	2481	2162	3.1	87.1	100	302	3.1	12.2	102	973	3.5	39.2	115	887	2.7	35.8	87
CUISINE	1472	1250	1.8	84.9	98	**191	2.0	13.0	109	422	1.5	28.7	84	637	1.9	43.3	106
CYCLE WORLD	425	400	0.6	94.1	108	**64	0.7	15.1	126	*196	0.7	46.1	136	**140	0.4	32.9	81
DCI:CREATIVE IDEAS FOR LIV	2510	2261	3.2	90.1	104	404	4.2	16.1	135	961	3.5	38.3	113	896	2.7	35.7	87
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	5905	8.4	88.2	102	729	7.6	10.9	91	2601	9.5	38.9	114	2575	7.8	38.5	94
DISCOVER	894	768	1.1	85.9	99	**73	0.8	8.2	69	320	1.2	35.8	105	375	1.1	41.9	103
EBONY	3507	3126	4.4	89.1	103	424	4.4	12.1	101	1170	4.3	33.4	98	1533	4.6	43.7	107
ESQUIRE	1083	946	1.3	87.3	101	*147	1.5	13.6	114	319	1.2	29.5	87	481	1.5	44.4	109
ESSENCE	1830	1673	2.4	91.4	105	209	2.2	11.4	96	601	2.2	32.8	97	863	2.6	47.2	115
FAMILY CIRCLE	15930	14117	20.1	88.6	102	2007	20.8	12.6	106	5951	21.6	37.4	110	6160	18.6	38.7	95
THE FAMILY HANDYMAN	1126	1022	1.5	90.8	105	**135	1.4	12.0	101	536	1.9	47.6	140	351	1.1	31.2	76
FAMILY WEEKLY	11468	10288	14.6	89.7	103	1432	14.8	12.5	105	3987	14.5	34.8	102	4869	14.7	42.5	104
FIELD & STREAM	2234	2000	2.8	89.5	103	430	4.5	19.2	162	778	2.8	34.8	103	792	2.4	35.5	87
FOOD & WINE	579	486	0.7	83.9	97	**24	0.2	4.1	35	*241	0.9	41.6	123	220	0.7	38.0	93
FORBES	728	575	0.8	79.0	91	**41	0.4	5.6	47	*184	0.7	25.3	74	349	1.1	47.9	117
FORTUNE	906	783	1.1	86.4	100	**49	0.5	5.4	45	*292	1.1	32.2	95	442	1.3	48.8	119
GENTLEMEN'S QUARTERLY	791	626	0.9	79.1	91	**75	0.8	9.5	80	*161	0.6	20.4	60	391	1.2	49.4	121
GLAMOUR	5265	4624	6.6	87.8	101	474	4.9	9.0	76	1798	6.5	34.2	101	2351	7.1	44.7	109
GOLF DIGEST	636	589	0.8	92.6	107	**105	1.1	16.5	139	*230	0.8	36.2	106	253	0.8	39.8	97
GOLF DIGEST/TENNIS (GROSS)	1186	1005	1.4	84.7	98	**145	1.5	12.2	103	376	1.4	31.7	93	485	1.5	40.9	100
GOLF MAGAZINE	441	383	0.5	86.8	100	**26	0.3	5.9	49	*187	0.7	42.4	125	*169	0.5	38.3	94
GOLF MAGAZINE/SKI (GROSS)	922	800	1.1	86.8	100	**59	0.6	6.4	54	357	1.3	38.7	114	384	1.2	41.6	102
GOOD HOUSEKEEPING	16487	14589	20.8	88.5	102	2137	22.1	13.0	109	6213	22.6	37.7	111	6239	18.8	37.8	93
HARPER'S BAZAAR	2423	2010	2.9	83.0	96	254	2.6	10.5	88	646	2.3	26.7	78	1110	3.4	45.8	112
HEALTH	1994	1804	2.6	90.5	104	*215	2.2	10.8	90	722	2.6	36.2	107	867	2.6	43.5	106
HEARST MAG CORP. BUY (GROSS)	44101	38459	54.7	87.2	100	5066	52.5	11.5	96	15761	57.3	35.7	105	17631	53.2	40.0	98
HEARST MAN POWER (GROSS)	1993	1775	2.5	89.1	103	*204	2.1	10.2	86	946	3.4	47.5	140	625	1.9	31.4	77
HEARST WOMAN POWER (GROSS)	31274	27503	39.1	87.9	101	3725	38.6	11.9	100	11134	40.5	35.6	105	12645	38.2	40.4	99
HOUSE BEAUTIFUL	3623	3101	4.4	85.6	99	374	3.9	10.3	87	1365	5.0	37.7	111	1362	4.1	37.6	92
INC.	283	*259	0.4	91.5	105	**34	0.4	12.0	101	**84	0.3	29.7	87	*141	0.4	49.8	122
JET	2928	2558	3.6	87.4	101	397	4.1	13.6	114	940	3.4	32.1	95	1220	3.7	41.7	102
LADIES' HOME JOURNAL	11918	10551	15.0	88.5	102	1371	14.2	11.5	97	4202	15.3	35.3	104	4978	15.0	41.8	102
LHJ FAMILY GRP COMBO(GROSS)	16764	14908	21.2	88.9	102	1955	20.3	11.7	98	5979	21.7	35.7	105	6973	21.1	41.6	102
LIFE	4254	3603	5.1	84.7	98	596	6.2	14.0	118	1328	4.8	31.2	92	1679	5.1	39.5	97
L.A. TIMES HOME MAGAZINE	1145	962	1.4	84.0	97	**75	0.8	6.6	55	234	0.9	20.4	60	653	2.0	57.0	139
MADEMOISELLE	2884	2534	3.6	87.9	101	268	2.8	9.3	78	1046	3.8	36.3	107	1219	3.7	42.3	103
MC CALL'S	13460	11729	16.7	87.1	100	1530	15.9	11.4	95	5149	18.7	38.3	113	5050	15.2	37.5	92
MC CALL'S/WRK MOTHER (GROSS)	14606	12774	18.2	87.5	101	1657	17.2	11.3	95	5542	20.1	37.9	112	5575	16.8	38.2	93
MECHANIX ILLUSTRATED	772	709	1.0	91.8	106	**55	0.6	7.1	60	357	1.3	46.2	136	297	0.9	38.5	94
METROPOLITAN HOME	967	748	1.1	77.4	89	**90	0.9	9.3	78	262	1.0	27.1	80	396	1.2	41.0	100
MONEY	1588	1267	1.8	79.8	92	**76	0.8	4.8	40	536	1.9	33.8	99	655	2.0	41.2	101
MOTHER EARTH NEWS	1002	854	1.2	85.2	98	*113	1.2	11.3	95	435	1.6	43.4	128	306	0.9	30.5	75
MS.	825	723	1.0	87.6	101	**84	0.9	10.2	85	292	1.1	35.4	104	347	1.0	42.1	103
NATIONAL ENQUIRER	10336	9318	13.3	90.2	104	1472	15.3	14.2	120	3665	13.3	35.5	104	4181	12.6	40.5	99
NATIONAL GEOGRAPHIC	9597	8284	11.8	86.3	99	1014	10.5	10.6	89	3309	12.0	34.5	102	3961	12.0	41.3	101
NATIONAL SUNDAY MAGAZINE PKG	49558	43341	61.7	87.5	101	6042	62.6	12.2	102	17180	62.5	34.7	102	20118	60.7	40.6	99
NATURAL HISTORY	573	437	0.6	76.3	88	**82	0.8	14.3	120	*196	0.7	34.2	101	*160	0.5	27.9	68
NEW WOMAN	1699	1443	2.1	84.9	98	*150	1.6	8.8	74	499	1.8	29.4	86	795	2.4	46.8	114
NEW YORK INCLUDING CUE	443	317	0.5	71.6	82	**50	0.5	11.3	95	**122	0.4	27.5	81	*145	0.4	32.7	80
THE NEW YORKER	1270	998	1.4	78.6	91	**107	1.1	8.4	71	341	1.2	26.9	79	550	1.7	43.3	106
NEWSWEEK	6277	5351	7.6	85.2	98	693	7.2	11.0	93	2004	7.3	31.9	94	2653	8.0	42.3	103
THE N.Y. TIMES DAILY EDITION	1205	915	1.3	75.9	88	**98	1.0	8.1	68	366	1.3	30.4	89	451	1.4	37.4	92
THE N.Y. TIMES MAGAZINE	2081	1609	2.3	77.3	89	*180	1.9	8.6	73	576	2.1	27.7	81	853	2.6	41.0	100
OMNI	788	703	1.0	89.2	103	**62	0.6	7.9	66	*173	0.6	22.0	65	469	1.4	59.5	146
ON CABLE	1158	1029	1.5	88.9	102	*220	2.3	19.0	159	391	1.4	33.8	99	418	1.3	36.1	88
1001 HOME IDEAS	2852	2553	3.6	89.5	103	370	3.8	13.0	109	1055	3.8	37.0	109	1128	3.4	39.6	97
ORGANIC GARDENING	1658	1432	2.0	86.4	100	*186	1.9	11.2	94	599	2.2	36.1	106	647	2.0	39.0	95
OUTDOOR LIFE	896	773	1.1	86.3	99	*82	0.8	9.2	77	344	1.3	38.4	113	347	1.0	38.7	95
PARADE MAGAZINE	24275	21129	30.1	87.0	100	3009	31.2	12.4	104	8553	31.1	35.2	104	9567	28.9	39.4	96

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MARGARINE: USAGE IN LAST 7 DAYS
(FEMALE HOMEMAKERS)

0449
P-19

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS 2 LBS. OR MORE A '000	HEAVY USERS 2 LBS. OR MORE B % DOWN	HEAVY USERS 2 LBS. OR MORE C % ACROSS	HEAVY USERS 2 LBS. OR MORE D INDX	MEDIUM USERS 3/4 LB. - 1 LB. A '000	MEDIUM USERS 3/4 LB. - 1 LB. B % DOWN	MEDIUM USERS 3/4 LB. - 1 LB. C % ACROSS	MEDIUM USERS 3/4 LB. - 1 LB. D INDX	LIGHT USERS 1/2 LB. OR LESS A '000	LIGHT USERS 1/2 LB. OR LESS B % DOWN	LIGHT USERS 1/2 LB. OR LESS C % ACROSS	LIGHT USERS 1/2 LB. OR LESS D INDX
TOTAL FEMALE HOMEMAKERS	80986	70277	100.0	86.8	100	9650	100.0	11.9	100	27506	100.0	34.0	100	33121	100.0	40.9	100
PARENTS	3845	3455	4.9	89.9	104	347	3.6	9.0	76	1425	5.2	37.1	109	1683	5.1	43.8	107
PENTHOUSE	831	703	1.0	84.6	97	**83	0.9	10.0	84	*214	0.8	25.8	76	406	1.2	48.9	119
PEOPLE	11645	10124	14.4	86.9	100	1311	13.6	11.3	94	3839	14.0	33.0	97	4975	15.0	42.7	104
PLAYBOY	2006	1746	2.5	87.0	100	297	3.1	14.8	124	479	1.7	23.9	70	971	2.9	48.4	118
POPULAR HOT RODDING	297	279	0.4	93.9	108	**38	0.4	12.8	107	**97	0.4	32.7	96	*143	0.4	48.1	118
POPULAR MECHANICS	1018	941	1.3	92.4	107	**91	0.9	8.9	75	530	1.9	52.1	153	320	1.0	31.4	77
POPULAR SCIENCE	878	792	1.1	90.2	104	**118	1.2	13.4	113	373	1.4	42.5	125	302	0.9	34.4	84
PREVENTION	3913	3474	4.9	88.8	102	644	6.7	16.5	138	1360	4.9	34.8	102	1470	4.4	37.6	92
PSYCHOLOGY TODAY	1710	1464	2.1	85.6	99	*162	1.7	9.5	80	529	1.9	30.9	91	773	2.3	45.2	111
READER'S DIGEST	22204	19739	28.1	88.9	102	2910	30.2	13.1	110	8063	29.3	36.3	107	8766	26.5	39.5	97
REDBOOK	7684	6955	9.9	90.5	104	899	9.3	11.7	98	2814	10.2	36.6	108	3242	9.8	42.2	103
ROAD & TRACK	410	368	0.5	89.8	103	**22	0.2	5.4	45	**188	0.7	45.9	135	*158	0.5	38.5	94
ROLLING STONE	969	841	1.2	86.8	100	**77	0.8	7.9	67	344	1.3	35.5	105	420	1.3	43.3	106
RUNNER'S WORLD	298	259	0.4	86.9	100	**17	0.2	5.7	48	**125	0.5	41.9	124	*118	0.4	39.6	97
SATURDAY EVENING POST	1169	1035	1.5	88.5	102	*127	1.3	10.9	91	462	1.7	39.5	116	446	1.3	38.2	93
SCIENCE 84	587	542	0.8	92.3	106	**24	0.2	4.1	34	*260	0.9	44.3	130	258	0.8	44.0	107
SCIENCE DIGEST	482	446	0.6	92.5	107	**46	0.5	9.5	80	*228	0.8	47.3	139	*172	0.5	35.7	87
SCIENTIFIC AMERICAN	594	463	0.7	77.9	90	**37	0.4	6.2	52	*119	0.4	20.0	59	308	0.9	51.9	127
SELF	2089	1789	2.5	85.6	99	*195	2.0	9.3	78	695	2.5	33.3	98	900	2.7	43.1	105
SEVENTEEN	2411	1996	2.8	82.8	95	314	3.3	13.0	109	827	3.0	34.3	101	855	2.6	35.5	87
SKI	480	417	0.6	86.9	100	**33	0.3	6.9	58	*170	0.6	35.4	104	*215	0.6	44.8	110
SMITHSONIAN	2760	2286	3.3	82.8	95	314	3.3	11.4	95	846	3.1	30.7	90	1126	3.4	40.8	100
SOAP OPERA DIGEST	3013	2721	3.9	90.3	104	526	5.5	17.5	147	1215	4.4	40.3	119	981	3.0	32.6	80
SOUTHERN LIVING	4184	3644	5.2	87.1	100	325	3.4	7.8	65	1640	6.0	39.2	115	1679	5.1	40.1	98
SPORT	559	461	0.7	82.5	95	**66	0.7	11.8	99	*197	0.7	35.2	104	*199	0.6	35.6	87
THE SPORTING NEWS	436	389	0.6	89.2	103	**79	0.8	18.1	152	**225	0.8	51.6	152	**85	0.3	19.5	48
SPORTS AFIELD	493	389	0.6	78.9	91	**67	0.7	13.6	114	*188	0.7	38.1	112	*134	0.4	27.2	66
SPORTS ILLUSTRATED	2758	2396	3.4	86.9	100	283	2.9	10.3	86	945	3.4	34.3	101	1168	3.5	42.3	104
STAR	7456	6629	9.4	88.9	102	1098	11.4	14.7	124	2461	8.9	33.0	97	3069	9.3	41.2	101
SUNDAY	24936	21388	30.4	85.8	99	2900	30.1	11.6	98	8877	32.3	35.6	105	9611	29.0	38.5	94
SUNSET	2124	1897	2.7	89.3	103	*220	2.3	10.4	87	622	2.3	29.3	86	1054	3.2	49.6	121
TV GUIDE	21661	19124	27.2	88.3	102	2888	29.9	13.3	112	7661	27.9	35.4	104	8576	25.9	39.6	97
TENNIS	550	416	0.6	75.6	87	**40	0.4	7.3	61	*145	0.5	26.4	78	*231	0.7	42.0	103
TIME	8880	7633	10.9	86.0	99	1134	11.8	12.8	107	2879	10.5	32.4	95	3620	10.9	40.8	100
TOWN & COUNTRY	917	741	1.1	80.8	93	**81	0.8	8.8	74	*269	1.0	29.3	86	390	1.2	42.5	104
TRAVEL & LEISURE	972	790	1.1	81.3	94	**130	1.3	13.4	112	265	1.0	27.3	80	394	1.2	40.5	99
TRUE STORY	3356	3028	4.3	90.2	104	579	6.0	17.3	145	1184	4.3	35.3	104	1266	3.8	37.7	92
U.S.NEWS & WORLD REPORT	3410	2972	4.2	87.2	100	339	3.5	9.9	83	1249	4.5	36.6	108	1384	4.2	40.6	99
USA TODAY	1759	1515	2.2	86.1	99	*187	1.9	10.6	89	646	2.3	36.7	108	681	2.1	38.7	95
US	1873	1686	2.4	90.0	104	*187	1.9	10.0	84	552	2.0	29.5	87	948	2.9	50.6	124
VOGUE	3909	3146	4.5	80.5	93	342	3.5	8.7	73	1254	4.6	32.1	94	1550	4.7	39.7	97
WALL STREET JOURNAL	1886	1533	2.2	81.3	94	*149	1.5	7.9	66	524	1.9	27.8	82	860	2.6	45.6	111
WEIGHT WATCHERS	2120	1861	2.6	87.8	101	284	2.9	13.4	112	886	3.2	41.8	123	691	2.1	32.6	80
WOMAN'S DAY	14172	12706	18.1	89.7	103	2138	22.2	15.1	127	5349	19.4	37.7	111	5219	15.8	36.8	90
WORKING MOTHER	1146	1046	1.5	91.3	105	*127	1.3	11.1	93	393	1.4	34.3	101	525	1.6	45.8	112
WORKING WOMAN	1322	1173	1.7	88.7	102	**80	0.8	6.1	51	491	1.8	37.1	109	602	1.8	45.5	111
WORLD TENNIS	*163	*140	0.2	85.9	99	**6	0.1	3.7	31	**82	0.3	50.3	148	**52	0.2	31.9	78
ZIFF-DAVIS MAG NETWK (GROSS)	2532	2211	3.1	87.3	101	*224	2.3	8.8	74	1036	3.8	40.9	120	952	2.9	37.6	92
BLAIR INSERTS	43657	37942	54.0	86.9	100	5165	53.5	11.8	99	15094	54.9	34.6	102	17683	53.4	40.5	99
DAILY NEWSPAPERS																	
READ ANY	51633	45123	64.2	87.4	101	6444	66.8	12.5	105	17554	63.8	34.0	100	21125	63.8	40.9	100
READ ONE	43463	37992	54.1	87.4	101	5565	57.7	12.8	107	14566	53.0	33.5	99	17861	53.9	41.1	100
READ TWO OR MORE	8170	7131	10.1	87.3	101	879	9.1	10.8	90	2988	10.9	36.6	108	3264	9.9	40.0	98
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	46046	65.5	87.4	101	6319	65.5	12.0	101	18265	66.4	34.7	102	21461	64.8	40.7	100
READ ONE	46126	40351	57.4	87.5	101	5575	57.8	12.1	101	15728	57.2	34.1	100	19048	57.5	41.3	101
READ TWO OR MORE	6552	5695	8.1	86.9	100	745	7.7	11.4	95	2537	9.2	38.7	114	2413	7.3	36.8	90
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.38				25.56				28.30				27.14			
30 DAY REACH	71455	62043	88.3	86.8	100	8383	86.9	11.7	98	24285	88.3	34.0	100	29375	88.7	41.1	101
50 SHWG - 30 DAY AV FREQ	14.56	14.50				13.41				15.02				14.38			
30 DAY REACH	67742	58730	83.6	86.7	100	8010	83.0	11.8	99	22956	83.5	33.9	100	27764	83.8	41.0	100
25 SHWG - 30 DAY AV FREQ	7.94	7.90				7.39				8.15				7.83			
30 DAY REACH	62117	53900	76.7	86.8	100	7264	75.3	11.7	98	21203	77.1	34.1	101	25433	76.8	40.9	100
CABLE TV: HOME WIRED	32077	28279	40.2	88.2	102	3874	40.1	12.1	101	11502	41.8	35.9	106	12904	39.0	40.2	98
HOME NOT WIRED	48909	41998	59.8	85.9	99	5777	59.9	11.8	99	16004	58.2	32.7	96	20217	61.0	41.3	101
HAVE PAY CABLE	15935	13989	19.9	87.8	101	2006	20.8	12.6	106	5852	21.3	36.7	108	6131	18.5	38.5	94

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MARGARINE: USAGE IN LAST 7 DAYS
(FEMALE HOMEMAKERS)

0450
P-19

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS 2 LBS. OR MORE A '000	HEAVY USERS 2 LBS. OR MORE B % DOWN	HEAVY USERS 2 LBS. OR MORE C % ACROSS	HEAVY USERS 2 LBS. OR MORE D INDX	MEDIUM USERS 3/4 LB. - 1 LB. A '000	MEDIUM USERS 3/4 LB. - 1 LB. B % DOWN	MEDIUM USERS 3/4 LB. - 1 LB. C % ACROSS	MEDIUM USERS 3/4 LB. - 1 LB. D INDX	LIGHT USERS 1/2 LB. OR LESS A '000	LIGHT USERS 1/2 LB. OR LESS B % DOWN	LIGHT USERS 1/2 LB. OR LESS C % ACROSS	LIGHT USERS 1/2 LB. OR LESS D INDX
TOTAL FEMALE HOMEMAKERS	80986	70277	100.0	86.8	100	9650	100.0	11.9	100	27506	100.0	34.0	100	33121	100.0	40.9	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	38201	54.4	87.0	100	5293	54.8	12.1	101	15043	54.7	34.3	101	17864	53.9	40.7	99
10:00 AM - 3:00 PM	30659	26818	38.2	87.5	101	3968	41.1	12.9	109	10777	39.2	35.2	103	12073	36.5	39.4	96
3:00 PM - 7:00 PM	31045	26825	38.2	86.4	100	3736	38.7	12.0	101	10441	38.0	33.6	99	12648	38.2	40.7	100
7:00 PM - MIDNIGHT	15767	13606	19.4	86.3	99	2016	20.9	12.8	107	4985	18.1	31.6	93	6605	19.9	41.9	102
MIDNIGHT - 6.00 AM	9120	8077	11.5	88.6	102	1112	11.5	12.2	102	3130	11.4	34.3	101	3834	11.6	42.0	103
6:00 AM - MIDNIGHT	58527	50924	72.5	87.0	100	7146	74.1	12.2	102	19943	72.5	34.1	100	23835	72.0	40.7	100
ENTIRE DAY	59311	51613	73.4	87.0	100	7278	75.4	12.3	103	20252	73.6	34.1	101	24083	72.7	40.6	99
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	14065	20.0	87.0	100	2029	21.0	12.5	105	5615	20.4	34.7	102	6420	19.4	39.7	97
ALL NEWS	2256	1861	2.6	82.5	95	*257	2.7	11.4	96	710	2.6	31.5	93	894	2.7	39.6	97
AOR/PROGRESSIVE	3874	3359	4.8	86.7	100	404	4.2	10.4	88	1201	4.4	31.0	91	1754	5.3	45.3	111
BEAUTIFUL MUSIC	5660	4834	6.9	85.4	98	655	6.8	11.6	97	1949	7.1	34.4	101	2230	6.7	39.4	96
BLACK	2204	1856	2.6	84.2	97	393	4.1	17.8	150	609	2.2	27.6	81	854	2.6	38.7	95
CLASSICAL	1418	1228	1.7	86.6	100	*153	1.6	10.8	91	430	1.6	30.3	89	646	2.0	45.6	111
CHR/ROCK	9538	8365	11.9	87.7	101	1058	11.0	11.1	93	3253	11.8	34.1	100	4054	12.2	42.5	104
COUNTRY	12648	11331	16.1	89.6	103	1684	17.5	13.3	112	4674	17.0	37.0	109	4973	15.0	39.3	96
GOLDEN OLDIES	1191	998	1.4	83.8	97	**97	1.0	8.1	68	360	1.3	30.2	89	541	1.6	45.4	111
MOR/NOSTALGIA	4757	4184	6.0	88.0	101	461	4.8	9.7	81	1575	5.7	33.1	97	2148	6.5	45.2	110
NEWS/TALK	3863	3273	4.7	84.7	98	417	4.3	10.8	91	1135	4.1	29.4	87	1721	5.2	44.6	109
RELIGIOUS	3084	2681	3.8	86.9	100	524	5.4	17.0	143	901	3.3	29.2	86	1256	3.8	40.7	100
SOFT ROCK	521	356	0.5	68.3	79	**47	0.5	9.0	76	*108	0.4	20.7	61	*201	0.6	38.6	94
URBAN CONTEMPORARY	1585	1342	1.9	84.7	98	220	2.3	13.9	116	591	2.1	37.3	110	531	1.6	33.5	82
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	2841	4.0	87.1	100	558	5.8	17.1	144	1181	4.3	36.2	107	1101	3.3	33.8	83
ABC DIRECTION	2316	2044	2.9	88.3	102	284	2.9	12.3	103	907	3.3	39.2	115	853	2.6	36.8	90
ABC ENTERTAINMENT	4834	4329	6.2	89.6	103	610	6.3	12.6	106	1602	5.8	33.1	98	2118	6.4	43.8	107
ABC FM	2202	1976	2.8	89.7	103	*265	2.7	12.0	101	747	2.7	33.9	100	965	2.9	43.8	107
ABC INFORMATION	5425	4680	6.7	86.3	99	702	7.3	12.9	109	1665	6.1	30.7	90	2312	7.0	42.6	104
ABC ROCK	1677	1477	2.1	88.1	101	*200	2.1	11.9	100	580	2.1	34.6	102	697	2.1	41.6	102
CBS	4430	3811	5.4	86.0	99	536	5.6	12.1	102	1485	5.4	33.5	99	1790	5.4	40.4	99
MUTUAL	4992	4352	6.2	87.2	100	664	6.9	13.3	112	1724	6.3	34.5	102	1963	5.9	39.3	96
NBC	4679	4110	5.8	87.8	101	483	5.0	10.3	87	1829	6.6	39.1	115	1797	5.4	38.4	94
RADIORADIO	1994	1742	2.5	87.4	101	*184	1.9	9.2	77	778	2.8	39.0	115	780	2.4	39.1	96
RKO ONE	2298	2010	2.9	87.5	101	262	2.7	11.4	96	670	2.4	29.2	86	1078	3.3	46.9	115
RKO TWO	3311	2876	4.1	86.9	100	452	4.7	13.7	115	1166	4.2	35.2	104	1258	3.8	38.0	93
THE SOURCE	2114	1831	2.6	86.6	100	*264	2.7	12.5	105	780	2.8	36.9	109	788	2.4	37.3	91
NON-WIRED : BLAIR	8654	7678	10.9	88.7	102	1086	11.3	12.5	105	3237	11.8	37.4	110	3356	10.1	38.8	95
INTERNET	12025	10328	14.7	85.9	99	1256	13.0	10.4	88	3993	14.5	33.2	98	5079	15.3	42.2	103
KATZ RADIO GROUP	15359	13411	19.1	87.3	101	1819	18.8	11.8	99	5379	19.6	35.0	103	6213	18.8	40.5	99
SUPERNET	10628	9325	13.3	87.7	101	1265	13.1	11.9	100	3477	12.6	32.7	96	4584	13.8	43.1	105
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	7534	10.7	87.0	100	985	10.2	11.4	95	2882	10.5	33.3	98	3668	11.1	42.4	104
WKDAY 9:00 AM - 1:00 PM	12163	10568	15.0	86.9	100	1588	16.5	13.1	110	4248	15.4	34.9	103	4732	14.3	38.9	95
WKDAY 1:00 PM - 4:30 PM	16150	14133	20.1	87.5	101	2224	23.0	13.8	116	5617	20.4	34.8	102	6292	19.0	39.0	95
WKDAY 4:30 PM - 7:30 PM	22463	19373	27.6	86.2	99	2659	27.6	11.8	99	7536	27.4	33.5	99	9177	27.7	40.9	100
WKDAY 7:30 PM - 8:00 PM	31795	27684	39.4	87.1	100	3671	38.0	11.5	97	11020	40.1	34.7	102	12993	39.2	40.9	100
WKDAY 11:00 PM - 11:30 PM	23977	20669	29.4	86.2	99	3071	31.8	12.8	107	8183	29.7	34.1	100	9415	28.4	39.3	96
WKDAY 11:30 PM - 1:00 AM	7703	6628	9.4	86.0	99	1130	11.7	14.7	123	2627	9.6	34.1	100	2871	8.7	37.3	91
M-SAT 8-11 PM+SUN 7-11 PM	33800	29287	41.7	86.6	100	4043	41.9	12.0	100	11610	42.2	34.3	101	13634	41.2	40.3	99
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	5906	8.4	90.3	104	885	9.2	13.5	114	2461	8.9	37.6	111	2561	7.7	39.2	96
ANOTHER WORLD N	4620	4064	5.8	88.0	101	650	6.7	14.1	118	1662	6.0	36.0	106	1752	5.3	37.9	93
AS THE WORLD TURNS C	5614	4931	7.0	87.8	101	758	7.9	13.5	113	2046	7.4	36.4	107	2127	6.4	37.9	93
CAPITOL C	3396	2911	4.1	85.7	99	480	5.0	14.1	119	1169	4.2	34.4	101	1262	3.8	37.2	91
CBS MORN. NEWS 1 C	1446	1249	1.8	86.4	100	102	1.1	7.1	59	476	1.7	32.9	97	671	2.0	46.4	113
CBS MORN. NEWS 2 C	1207	1000	1.4	82.9	95	*94	1.0	7.8	65	374	1.4	31.0	91	532	1.6	44.1	108
DAYS OF OUR LIVES N	5877	5164	7.3	87.9	101	824	8.5	14.0	118	2014	7.3	34.3	101	2326	7.0	39.6	97
FACTS OF LIFE - DAYTIME N	2290	1992	2.8	87.0	100	318	3.3	13.9	117	821	3.0	35.9	106	852	2.6	37.2	91
FAMILY FEUD A	3023	2678	3.8	88.6	102	435	4.5	14.4	121	1027	3.7	34.0	100	1216	3.7	40.2	98
GENERAL HOSPITAL A	6097	5340	7.6	87.6	101	980	10.2	16.1	135	1896	6.9	31.1	92	2464	7.4	40.4	99
GOOD MORNING, AMERICA-730 A	3515	3158	4.5	89.8	104	449	4.7	12.8	107	1140	4.1	32.4	95	1569	4.7	44.6	109
GOOD MORNING, AMERICA-830 A	2818	2529	3.6	89.7	103	412	4.3	14.6	123	1003	3.6	35.6	105	1114	3.4	39.5	97
GUIDING LIGHT C	5339	4583	6.5	85.8	99	589	6.1	11.0	93	1884	6.8	35.3	104	2110	6.4	39.5	97
ONE LIFE TO LIVE A	4478	3942	5.6	88.0	101	629	6.5	14.0	118	1533	5.6	34.2	101	1780	5.4	39.7	97
PRESS YOUR LUCK C	2244	1957	2.8	87.2	100	335	3.5	14.9	125	764	2.8	34.0	100	858	2.6	38.2	93
PRICE IS RIGHT 1 C	4348	3718	5.3	85.5	99	510	5.3	11.7	98	1591	5.8	36.6	108	1616	4.9	37.2	91
PRICE IS RIGHT 2 C	5014	4339	6.2	86.5	100	634	6.6	12.6	106	1836	6.7	36.6	108	1870	5.6	37.3	91
RYAN'S HOPE A	3150	2766	3.9	87.8	101	344	3.6	10.9	92	1202	4.4	38.2	112	1220	3.7	38.7	95
SALE OF THE CENTURY N	2695	2317	3.3	86.0	99	310	3.2	11.5	97	1085	3.9	40.3	119	922	2.8	34.2	84
SEARCH FOR TOMORROW N	2319	1977	2.8	85.3	98	284	2.9	12.2	103	762	2.8	32.9	97	931	2.8	40.1	98
TODAY SHOW 1 N	2693	2340	3.3	86.9	100	241	2.5	8.9	75	912	3.3	33.9	100	1187	3.6	44.1	108
TODAY SHOW 2 N	2498	2101	3.0	84.1	97	214	2.2	8.6	72	793	2.9	31.7	93	1095	3.3	43.8	107
$25,000 PYRAMID C	2753	2395	3.4	87.0	100	416	4.3	15.1	127	969	3.5	35.2	104	1010	3.0	36.7	90
WHEEL OF FORTUNE N	4388	3925	5.6	89.4	103	515	5.3	11.7	98	1629	5.9	37.1	109	1781	5.4	40.6	99
YOUNG AND THE RESTLESS C	5695	4881	6.9	85.7	99	874	9.1	15.3	129	1993	7.2	35.0	103	2014	6.1	35.4	86
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	1481	2.1	84.1	97	211	2.2	12.0	101	653	2.4	37.1	109	618	1.9	35.1	86
NBA PLAYOFF GAME -1 C	1136	991	1.4	87.2	101	*105	1.1	9.2	78	414	1.5	36.4	107	472	1.4	41.5	102
NBC MAJOR LEAGUE PRE-GAME N	953	843	1.2	88.5	102	**83	0.9	8.7	73	*274	1.0	28.8	85	486	1.5	51.0	125
SPORTSWORLD - SUN N	1233	1120	1.6	90.8	105	*145	1.5	11.8	99	463	1.7	37.6	111	512	1.5	41.5	102
SUNDAY MORNING C	1611	1354	1.9	84.0	97	*136	1.4	8.4	71	496	1.8	30.8	91	722	2.2	44.8	110

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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MARGARINE: USAGE IN LAST 7 DAYS
(FEMALE HOMEMAKERS)

0451
P-19

		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS 2 LBS. OR MORE A '000	HEAVY USERS 2 LBS. OR MORE B % DOWN	HEAVY USERS 2 LBS. OR MORE C % ACROSS	HEAVY USERS 2 LBS. OR MORE D INDX	MEDIUM USERS 3/4 LB. - 1 LB. A '000	MEDIUM USERS 3/4 LB. - 1 LB. B % DOWN	MEDIUM USERS 3/4 LB. - 1 LB. C % ACROSS	MEDIUM USERS 3/4 LB. - 1 LB. D INDX	LIGHT USERS 1/2 LB. OR LESS A '000	LIGHT USERS 1/2 LB. OR LESS B % DOWN	LIGHT USERS 1/2 LB. OR LESS C % ACROSS	LIGHT USERS 1/2 LB. OR LESS D INDX
TOTAL FEMALE HOMEMAKERS		80986	70277	100.0	86.8	100	9650	100.0	11.9	100	27506	100.0	34.0	100	33121	100.0	40.9	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	22654	32.2	86.9	100	2917	30.2	11.2	94	8721	31.7	33.5	99	11016	33.3	42.3	103
NETWORK AFFILIATES - LATE		20261	17508	24.9	86.4	100	2511	26.0	12.4	104	6914	25.1	34.1	100	8083	24.4	39.9	98
INDEPENDENTS - LATE		2076	1718	2.4	82.8	95	227	2.4	10.9	92	686	2.5	33.0	97	804	2.4	38.7	95
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	9278	13.2	88.8	102	1426	14.8	13.6	114	3776	13.7	36.1	106	4076	12.3	39.0	95
ABC MONDAY NIGHT MOVIE	A	6412	5658	8.1	88.2	102	719	7.5	11.2	94	2020	7.3	31.5	93	2919	8.8	45.5	111
ABC SUNDAY NIGHT MOVIE	A	12407	10675	15.2	86.0	99	1419	14.7	11.4	96	4107	14.9	33.1	97	5149	15.5	41.5	101
ABC WORLD NEWS TONIGHT	A	6176	5446	7.7	88.2	102	792	8.2	12.8	108	1995	7.3	32.3	95	2659	8.0	43.1	105
AFTERMASH	C	5863	4977	7.1	84.9	98	644	6.7	11.0	92	2004	7.3	34.2	101	2329	7.0	39.7	97
ALICE	C	9594	8303	11.8	86.5	100	986	10.2	10.3	86	3120	11.3	32.5	96	4197	12.7	43.7	107
AMERICAN PARADE	C	6622	5788	8.2	87.4	101	728	7.5	11.0	92	2233	8.1	33.7	99	2827	8.5	42.7	104
BENSON	A	10886	9328	13.3	85.7	99	1239	12.8	11.4	96	3496	12.7	32.1	95	4593	13.9	42.2	103
BLUE THUNDER	A	5036	4442	6.3	88.2	102	590	6.1	11.7	98	1766	6.4	35.1	103	2086	6.3	41.4	101
CAGNEY & LACEY	C	9965	8661	12.3	86.9	100	1312	13.6	13.2	110	3208	11.7	32.2	95	4140	12.5	41.5	102
CBS EVENING NEWS-DEAN	C	3491	2980	4.2	85.4	98	378	3.9	10.8	91	1123	4.1	32.2	95	1479	4.5	42.4	104
CBS EVENING NEWS-RATHER	C	7123	6263	8.9	87.9	101	780	8.1	11.0	92	2223	8.1	31.2	92	3260	9.8	45.8	112
CBS SAT. NEWS-SCHIEFFER	C	3621	3197	4.5	88.3	102	294	3.0	8.1	68	1156	4.2	31.9	94	1747	5.3	48.2	118
CBS SATURDAY NIGHT MOVIE	C	5436	4782	6.8	88.0	101	646	6.7	11.9	100	1837	6.7	33.8	99	2299	6.9	42.3	103
CBS WEDNESDAY NIGHT MOVIE	C	6100	5251	7.5	86.1	99	750	7.8	12.3	103	2008	7.3	32.9	97	2493	7.5	40.9	100
CHEERS	N	8889	7700	11.0	86.6	100	1114	11.5	12.5	105	3347	12.2	37.7	111	3239	9.8	36.4	89
DALLAS	C	22109	19085	27.2	86.3	99	2683	27.8	12.1	102	7134	25.9	32.3	95	9268	28.0	41.9	102
DIFF'RENT STROKES	N	6940	6148	8.7	88.6	102	962	10.0	13.9	116	2277	8.3	32.8	97	2908	8.8	41.9	102
DOUBLE TROUBLE	N	7223	6365	9.1	88.1	102	1147	11.9	15.9	133	2483	9.0	34.4	101	2734	8.3	37.9	93
DUCK FACTORY	N	5595	4866	6.9	87.0	100	629	6.5	11.2	94	2113	7.7	37.8	111	2124	6.4	38.0	93
DUKES OF HAZZARD	C	5768	5139	7.3	89.1	103	691	7.2	12.0	101	2178	7.9	37.8	111	2270	6.9	39.4	96
DYNASTY	A	20053	17389	24.7	86.7	100	2223	23.0	11.1	93	7335	26.7	36.6	108	7832	23.6	39.1	95
FACTS OF LIFE	N	8087	7195	10.2	89.0	103	1280	13.3	15.8	133	2857	10.4	35.3	104	3057	9.2	37.8	92
FALCON CREST	C	20046	17469	24.9	87.1	100	2454	25.4	12.2	103	6498	23.6	32.4	95	8516	25.7	42.5	104
FALL GUY	A	9084	8072	11.5	88.9	102	1225	12.7	13.5	113	3244	11.8	35.7	105	3603	10.9	39.7	97
FAMILY TIES	N	7964	7008	10.0	88.0	101	1107	11.5	13.9	117	2927	10.6	36.8	108	2975	9.0	37.4	91
FANTASY ISLAND	A	7687	6483	9.2	84.3	97	1010	10.5	13.1	110	2515	9.1	32.7	96	2958	8.9	38.5	94
FOULUPS,BLEEPS & BLUNDERS	A	8861	7653	10.9	86.4	100	1238	12.8	14.0	117	2802	10.2	31.6	93	3612	10.9	40.8	100
FOUR SEASONS	C	5095	4430	6.3	86.9	100	585	6.1	11.5	96	1809	6.6	35.5	105	2037	6.2	40.0	98
GIMME A BREAK	N	8838	7727	11.0	87.4	101	1236	12.8	14.0	117	2980	10.8	33.7	99	3511	10.6	39.7	97
HART TO HART	A	8978	7870	11.2	87.7	101	1076	11.2	12.0	101	3193	11.6	35.6	105	3601	10.9	40.1	98
HILL STREET BLUES	N	8590	7399	10.5	86.1	99	1081	11.2	12.6	106	2982	10.8	34.7	102	3336	10.1	38.8	95
HOTEL	A	14085	12183	17.3	86.5	100	1533	15.9	10.9	91	5164	18.8	36.7	108	5486	16.6	38.9	95
JEFFERSONS	C	9360	8068	11.5	86.2	99	1023	10.6	10.9	92	3160	11.5	33.8	99	3886	11.7	41.5	102
JENNIFER SLEPT HERE	N	5841	5101	7.3	87.3	101	786	8.1	13.5	113	2045	7.4	35.0	103	2269	6.9	38.8	95
KATE & ALLIE	C	9206	8107	11.5	88.1	101	1172	12.1	12.7	107	3165	11.5	34.4	101	3770	11.4	41.0	100
KNIGHT RIDER	N	7076	6371	9.1	90.0	104	893	9.3	12.6	106	2379	8.6	33.6	99	3099	9.4	43.8	107
LOVE BOAT	A	12219	10567	15.0	86.5	100	1524	15.8	12.5	105	4188	15.2	34.3	101	4855	14.7	39.7	97
MAGNUM PI	C	11199	9731	13.8	86.9	100	1374	14.2	12.3	103	3794	13.8	33.9	100	4563	13.8	40.7	100
MAMA'S FAMILY	N	6057	5358	7.6	88.5	102	855	8.9	14.1	118	2063	7.5	34.1	100	2441	7.4	40.3	99
MASTER, THE	N	3598	3119	4.4	86.7	100	469	4.9	13.0	109	1343	4.9	37.3	110	1307	3.9	36.3	89
MATT HOUSTON	A	6344	5418	7.7	85.4	98	810	8.4	12.8	107	2179	7.9	34.3	101	2429	7.3	38.3	94
NBC MONDAY NIGHT MOVIE	N	11994	10274	14.6	85.7	99	1521	15.8	12.7	106	4008	14.6	33.4	98	4744	14.3	39.6	97
NBC NIGHTLY NEWS	N	5132	4408	6.3	85.9	99	453	4.7	8.8	74	1855	6.7	36.1	106	2100	6.3	40.9	100
NBC NIGHTLY NEWS-SAT	N	3375	2913	4.1	86.3	99	*313	3.2	9.3	78	1133	4.1	33.6	99	1468	4.4	43.5	106
NBC NIGHTLY NEWS-SUN	N	3130	2635	3.7	84.2	97	*371	3.8	11.9	99	970	3.5	31.0	91	1294	3.9	41.3	101
NBC SUNDAY NIGHT MOVIE	N	8284	7252	10.3	87.5	101	978	10.1	11.8	99	3038	11.0	36.7	108	3237	9.8	39.1	96
NEWHART	C	9240	8059	11.5	87.2	101	1256	13.0	13.6	114	3119	11.3	33.8	99	3683	11.1	39.9	97
ONE DAY AT A TIME	C	7288	6250	8.9	85.8	99	879	9.1	12.1	101	2644	9.6	36.3	107	2727	8.2	37.4	91
PEOPLE ARE FUNNY	N	4855	4276	6.1	88.1	101	567	5.9	11.7	98	1751	6.4	36.1	106	1958	5.9	40.3	99
REAL PEOPLE	N	8869	7880	11.2	88.8	102	1060	11.0	12.0	100	3226	11.7	36.4	107	3595	10.9	40.5	99
REMINGTON STEELE	N	7743	6623	9.4	85.5	99	990	10.3	12.8	107	2719	9.9	35.1	103	2914	8.8	37.6	92
RIPLEY'S BELIEVE IT - NOT	A	5345	4750	6.8	88.9	102	582	6.0	10.9	91	1864	6.8	34.9	103	2304	7.0	43.1	105
RIPTIDE	N	6988	6066	8.6	86.8	100	836	8.7	12.0	100	2635	9.6	37.7	111	2595	7.8	37.1	91
SCARECROW & MRS. KING	C	10002	8693	12.4	86.9	100	1208	12.5	12.1	101	3172	11.5	31.7	93	4313	13.0	43.1	105
SIMON & SIMON	C	10638	9452	13.4	88.9	102	1305	13.5	12.3	103	3525	12.8	33.1	98	4622	14.0	43.4	106
60 MINUTES	C	13293	11428	16.3	86.0	99	1408	14.6	10.6	89	4280	15.6	32.2	95	5740	17.3	43.2	106
ST. ELSEWHERE	N	7017	6019	8.6	85.8	99	1035	10.7	14.7	124	2201	8.0	31.4	92	2783	8.4	39.7	97
THREE'S COMPANY	A	10917	9775	13.9	89.5	103	1276	13.2	11.7	98	4017	14.6	36.8	108	4482	13.5	41.1	100
T.J. HOOKER	A	9204	8031	11.4	87.3	101	988	10.2	10.7	90	3213	11.7	34.9	103	3829	11.6	41.6	102
TONIGHT SHOW	N	2372	2013	2.9	84.9	98	299	3.1	12.6	106	747	2.7	31.5	93	967	2.9	40.8	100
TRAPPER JOHN, M.D.	C	9846	8558	12.2	86.9	100	1217	12.6	12.4	104	3472	12.6	35.3	104	3869	11.7	39.3	96
TV BLOOPERS & PRAC. JOKES	N	9105	7943	11.3	87.2	101	1015	10.5	11.1	94	3238	11.8	35.6	105	3689	11.1	40.5	99
20/20	A	9387	8130	11.6	86.6	100	1132	11.7	12.1	101	3441	12.5	36.7	108	3557	10.7	37.9	93
WEBSTER	A	11067	9459	13.5	85.5	98	1318	13.7	11.9	100	3736	13.6	33.8	99	4404	13.3	39.8	97
WORLD NEWS - SUN	A	3062	2652	3.8	86.6	100	356	3.7	11.6	98	930	3.4	30.4	89	1366	4.1	44.6	109
YELLOW ROSE	N	4978	4427	6.3	88.9	102	606	6.3	12.2	102	1836	6.7	36.9	109	1985	6.0	39.9	98
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	7948	11.3	89.5	103	1253	13.0	14.1	118	3236	11.8	36.4	107	3459	10.4	39.0	95
BASKETBALL - COLLEGE GAMES		4080	3667	5.2	89.9	104	*531	5.5	13.0	109	1372	5.0	33.6	99	1765	5.3	43.3	106
BASKETBALL - PRO GAMES		3607	3267	4.6	90.6	104	*512	5.3	14.2	119	1219	4.4	33.8	100	1536	4.6	42.6	104
BOWLING		3883	3615	5.1	93.1	107	*534	5.5	13.8	115	1593	5.8	41.0	121	1488	4.5	38.3	94
BOXING		3928	3557	5.1	90.6	104	710	7.4	18.1	152	1352	4.9	34.4	101	1495	4.5	38.1	93
FOOTBALL - COLLEGE GAMES		6366	5702	8.1	89.6	103	972	10.1	15.3	128	2301	8.4	36.1	106	2429	7.3	38.2	93
FOOTBALL - PRO GAMES		11300	10318	14.7	91.3	105	1513	15.7	13.4	112	4386	15.9	38.8	114	4420	13.3	39.1	96
GOLF		3378	3030	4.3	89.7	103	*448	4.6	13.3	111	1359	4.9	40.2	118	1223	3.7	36.2	89
POST-SEASON COLL. FOOTBALL		4906	4501	6.4	91.7	106	714	7.4	14.6	122	1840	6.7	37.5	110	1947	5.9	39.7	97
POST-SEASON PRO FOOTBALL		6120	5670	8.1	92.6	107	789	8.2	12.9	108	2293	8.3	37.5	110	2588	7.8	42.3	103
TENNIS		3033	2606	3.7	85.9	99	*397	4.1	13.1	110	986	3.6	32.5	96	1222	3.7	40.3	99
WRESTLING - PROFESSIONAL		3344	3195	4.5	95.5	110	833	8.6	24.9	209	1267	4.6	37.9	112	1095	3.3	32.7	80

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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MARGARINE - TYPES & KINDS
(FEMALE HOMEMAKERS)

0452
P-19

	TOTAL U.S. '000	REGULAR A '000	REGULAR B % DOWN	REGULAR C % ACROSS	REGULAR D INDX	DIET A '000	DIET B % DOWN	DIET C % ACROSS	DIET D INDX	CORN OIL A '000	CORN OIL B % DOWN	CORN OIL C % ACROSS	CORN OIL D INDX	SAFFLOWER/SUNFLOWER A '000	SAFFLOWER/SUNFLOWER B % DOWN	SAFFLOWER/SUNFLOWER C % ACROSS	SAFFLOWER/SUNFLOWER D INDX
TOTAL FEMALE HOMEMAKERS	80986	62548	100.0	77.2	100	12249	100.0	15.1	100	56359	100.0	69.6	100	11786	100.0	14.6	100
18 - 24	9282	7466	11.9	80.4	104	1113	9.1	12.0	79	6630	11.8	71.4	103	1528	13.0	16.5	113
25 - 34	19072	15442	24.7	81.0	105	2431	19.8	12.7	84	13834	24.5	72.5	104	2860	24.3	15.0	103
35 - 44	14591	11660	18.6	79.9	103	1936	15.8	13.3	88	10166	18.0	69.7	100	2259	19.2	15.5	106
45 - 54	11345	8700	13.9	76.7	99	1967	16.1	17.3	115	7789	13.8	68.7	99	1502	12.7	13.2	91
55 - 64	11635	8871	14.2	76.2	99	2190	17.9	18.8	124	8438	15.0	72.5	104	1716	14.6	14.7	101
65 OR OLDER	15061	10409	16.6	69.1	89	2614	21.3	17.4	115	9501	16.9	63.1	91	1920	16.3	12.7	88
18 - 34	28354	22909	36.6	80.8	105	3543	28.9	12.5	83	20464	36.3	72.2	104	4388	37.2	15.5	106
18 - 49	48339	38764	62.0	80.2	104	6205	50.7	12.8	85	34436	61.1	71.2	102	7383	62.6	15.3	105
25 - 54	45008	35802	57.2	79.5	103	6334	51.7	14.1	93	31789	56.4	70.6	101	6621	56.2	14.7	101
35 - 49	19985	15856	25.4	79.3	103	2662	21.7	13.3	88	13972	24.8	69.9	100	2995	25.4	15.0	103
50 OR OLDER	32647	23784	38.0	72.9	94	6044	49.3	18.5	122	21923	38.9	67.2	96	4402	37.3	13.5	93
GRADUATED COLLEGE	11155	8275	13.2	74.2	96	1976	16.1	17.7	117	7622	13.5	68.3	98	1942	16.5	17.4	120
ATTENDED COLLEGE	13682	10766	17.2	78.7	102	2525	20.6	18.5	122	10137	18.0	74.1	106	2290	19.4	16.7	115
GRADUATED HIGH SCHOOL	33880	26747	42.8	78.9	102	4848	39.6	14.3	95	24239	43.0	71.5	103	4626	39.2	13.7	94
DID NOT GRADUATE HIGH SCHOOL	22270	16760	26.8	75.3	97	2900	23.7	13.0	86	14361	25.5	64.5	93	2928	24.8	13.1	90
EMPLOYED	40306	30993	49.6	76.9	100	6745	55.1	16.7	111	28590	50.7	70.9	102	6181	52.4	15.3	105
EMPLOYED FULL-TIME	32850	24965	39.9	76.0	98	5492	44.8	16.7	111	22963	40.7	69.9	100	5046	42.8	15.4	106
EMPLOYED PART-TIME	7456	6028	9.6	80.8	105	1252	10.2	16.8	111	5626	10.0	75.5	108	1135	9.6	15.2	105
NOT EMPLOYED	40680	31555	50.4	77.6	100	5505	44.9	13.5	89	27769	49.3	68.3	98	5605	47.6	13.8	95
PROFESSIONAL/MANAGER	10392	7869	12.6	75.7	98	1870	15.3	18.0	119	7291	12.9	70.2	101	1549	13.1	14.9	102
TECH/CLERICAL/SALES	17574	13605	21.8	77.4	100	3141	25.6	17.9	118	12755	22.6	72.6	104	2765	23.5	15.7	108
PRECISION/CRAFT	985	738	1.2	74.9	97	**178	1.5	18.1	119	692	1.2	70.3	101	**148	1.3	15.0	103
OTHER EMPLOYED	11354	8781	14.0	77.3	100	1555	12.7	13.7	91	7852	13.9	69.2	99	1718	14.6	15.1	104
SINGLE	9863	7473	11.9	75.8	98	1492	12.2	15.1	100	6454	11.5	65.4	94	1704	14.5	17.3	119
MARRIED	51375	40646	65.0	79.1	102	8105	66.2	15.8	104	37197	66.0	72.4	104	7347	62.3	14.3	98
DIVORCED/SEPARATED/WIDOWED	19748	14429	23.1	73.1	95	2652	21.7	13.4	89	12708	22.5	64.4	92	2736	23.2	13.9	95
PARENTS	32590	26910	43.0	82.6	107	3803	31.0	11.7	77	23766	42.2	72.9	105	4813	40.8	14.8	101
WHITE	70416	54311	86.8	77.1	100	11127	90.8	15.8	104	49329	87.5	70.1	101	10496	89.1	14.9	102
BLACK	8778	6870	11.0	78.3	101	829	6.8	9.4	62	5892	10.5	67.1	96	1015	8.6	11.6	79
OTHER	1791	1367	2.2	76.3	99	**293	2.4	16.4	108	1138	2.0	63.5	91	**275	2.3	15.4	106
NORTHEAST-CENSUS	17786	13012	20.8	73.2	95	2138	17.5	12.0	79	12316	21.9	69.2	100	2541	21.6	14.3	98
NORTH CENTRAL	20741	16702	26.7	80.5	104	3013	24.6	14.5	96	14936	26.5	72.0	103	2514	21.3	12.1	83
SOUTH	27775	21563	34.5	77.6	101	4473	36.5	16.1	106	20170	35.8	72.6	104	3292	27.9	11.9	81
WEST	14683	11271	18.0	76.8	99	2626	21.4	17.9	118	8937	15.9	60.9	87	3439	29.2	23.4	161
NORTHEAST-MKTG.	17961	12657	20.2	70.5	91	2521	20.6	14.0	93	12127	21.5	67.5	97	2867	24.3	16.0	110
EAST CENTRAL	11885	9645	15.4	81.2	105	1922	15.7	16.2	107	8706	15.4	73.3	105	1418	12.0	11.9	82
WEST CENTRAL	14090	11322	18.1	80.4	104	1791	14.6	12.7	84	10045	17.8	71.3	102	1848	15.7	13.1	90
SOUTH	24081	19044	30.4	79.1	102	3581	29.2	14.9	98	17709	31.4	73.5	106	2490	21.1	10.3	71
PACIFIC	12969	9880	15.8	76.2	99	2435	19.9	18.8	124	7771	13.8	59.9	86	3163	26.8	24.4	168
COUNTY SIZE A	32439	24068	38.5	74.2	96	4956	40.5	15.3	101	21848	38.8	67.4	97	4970	42.2	15.3	105
COUNTY SIZE B	24915	19314	30.9	77.5	100	3758	30.7	15.1	100	17772	31.5	71.3	102	3355	28.5	13.5	93
COUNTY SIZE C	12930	10397	16.6	80.4	104	1975	16.1	15.3	101	9160	16.3	70.8	102	2004	17.0	15.5	106
COUNTY SIZE D	10703	8770	14.0	81.9	106	1560	12.7	14.6	96	7579	13.4	70.8	102	1457	12.4	13.6	94
METRO CENTRAL CITY	24518	18379	29.4	75.0	97	3261	26.6	13.3	88	16377	29.1	66.8	96	3192	27.1	13.0	89
METRO SUBURBAN	35919	27651	44.2	77.0	100	6085	49.7	16.9	112	25548	45.3	71.1	102	5717	48.5	15.9	109
NON METRO	20549	16518	26.4	80.4	104	2903	23.7	14.1	93	14433	25.6	70.2	101	2877	24.4	14.0	96
TOP 5 ADI'S	18341	13359	21.4	72.8	94	2549	20.8	13.9	92	12068	21.4	65.8	95	2834	24.0	15.5	106
TOP 10 ADI'S	25378	18643	29.8	73.5	95	3787	30.9	14.9	99	17072	30.3	67.3	97	3685	31.3	14.5	100
TOP 20 ADI'S	36488	27157	43.4	74.4	96	5389	44.0	14.8	98	24632	43.7	67.5	97	5572	47.3	15.3	105
HSHLD INC. $50,000 OR MORE	6612	4760	7.6	72.0	93	1254	10.2	19.0	125	4523	8.0	68.4	98	1055	9.0	16.0	110
$40,000 OR MORE	12659	9448	15.1	74.6	97	2464	20.1	19.5	129	8808	15.6	69.6	100	2023	17.2	16.0	110
$30,000 OR MORE	24698	18826	30.1	76.2	99	4224	34.5	17.1	113	17265	30.6	69.9	100	3879	32.9	15.7	108
$25,000 OR MORE	32077	24695	39.5	77.0	100	5399	44.1	16.8	111	22577	40.1	70.4	101	4977	42.2	15.5	107
$20,000 - $24,999	9144	7165	11.5	78.4	101	1397	11.4	15.3	101	6549	11.6	71.6	103	1454	12.3	15.9	109
$15,000 - $19,999	8728	6773	10.8	77.6	100	1410	11.5	16.2	107	6264	11.1	71.8	103	1203	10.2	13.8	95
$10,000 - $14,999	12562	9849	15.7	78.4	102	1853	15.1	14.8	98	9111	16.2	72.5	104	1820	15.4	14.5	100
UNDER $10,000	18475	14067	22.5	76.1	99	2191	17.9	11.9	78	11858	21.0	64.2	92	2331	19.8	12.6	87
HOUSEHOLD OF 1 PERSON	11987	8210	13.1	68.5	89	1832	15.0	15.3	101	7096	12.6	59.2	85	1650	14.0	13.8	95
2 PEOPLE	26577	19774	31.6	74.4	96	4793	39.1	18.0	119	18456	32.7	69.4	100	4053	34.4	15.3	105
3 OR 4 PEOPLE	30617	24538	39.2	80.1	104	4397	35.9	14.4	95	21905	38.9	71.5	103	4619	39.2	15.1	104
5 OR MORE PEOPLE	11804	10025	16.0	84.9	110	1228	10.0	10.4	69	8902	15.8	75.4	108	1464	12.4	12.4	85
NO CHILD IN HSHLD	46165	33812	54.1	73.2	95	8116	66.3	17.6	116	30986	55.0	67.1	96	6752	57.3	14.6	100
CHILD(REN) UNDER 2 YRS	5325	4448	7.1	83.5	108	*550	4.5	10.3	68	3908	6.9	73.4	105	697	5.9	13.1	90
2 - 5 YEARS	14221	11970	19.1	84.2	109	1404	11.5	9.9	65	10751	19.1	75.6	109	1995	16.9	14.0	96
6 - 11 YEARS	15117	12720	20.3	84.1	109	1562	12.8	10.3	68	11077	19.7	73.3	105	2072	17.6	13.7	94
12 - 17 YEARS	16611	13691	21.9	82.4	107	2144	17.5	12.9	85	12075	21.4	72.7	104	2288	19.4	13.8	95
RESIDENCE OWNED	55884	43367	69.3	77.6	100	9477	77.4	17.0	112	39530	70.1	70.7	102	8282	70.3	14.8	102
VALUE: $50,000 OR MORE	31744	24001	38.4	75.6	98	5616	45.8	17.7	117	21809	38.7	68.7	99	5138	43.6	16.2	111
VALUE: UNDER $50,000	24140	19366	31.0	80.2	104	3862	31.5	16.0	106	17722	31.4	73.4	105	3144	26.7	13.0	89

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MARGARINE - TYPES & KINDS
(FEMALE HOMEMAKERS)

0453
P-19

		TOTAL U.S. '000	REGULAR A '000	REGULAR B % DOWN	REGULAR C % ACROSS	REGULAR D INDX	DIET A '000	DIET B % DOWN	DIET C % ACROSS	DIET D INDX	CORN OIL A '000	CORN OIL B % DOWN	CORN OIL C % ACROSS	CORN OIL D INDX	SAFFLOWER/SUNFLOWER A '000	SAFFLOWER/SUNFLOWER B % DOWN	SAFFLOWER/SUNFLOWER C % ACROSS	SAFFLOWER/SUNFLOWER D INDX
TOTAL FEMALE HOMEMAKERS		80986	62548	100.0	77.2	100	12249	100.0	15.1	100	56259	100.0	69.6	100	11786	100.0	14.6	100
MAGAZINES	QUINTILE 1	15799	12079	19.3	76.5	99	3353	27.4	21.2	140	11442	20.3	72.4	104	2862	24.3	18.1	124
	QUINTILE 2	17259	13564	21.7	78.6	102	3012	24.6	17.5	115	12389	22.0	71.8	103	2653	22.5	15.4	106
	QUINTILE 3	13545	10511	16.8	77.6	100	1584	12.9	11.7	77	9687	17.2	71.5	103	1734	14.7	12.8	88
	QUINTILE 4	15133	11717	18.7	77.4	100	2039	16.6	13.5	89	10427	18.5	68.9	99	2107	17.9	13.9	96
	QUINTILE 5	19250	14677	23.5	76.2	99	2262	18.5	11.8	78	12414	22.0	64.5	93	2430	20.6	12.6	87
NEWSPAPERS	QUINTILE 1	12413	9488	15.2	76.4	99	2279	18.6	18.4	121	9038	16.0	72.8	105	1651	14.0	13.3	91
	QUINTILE 2	24116	18584	29.7	77.1	100	3778	30.8	15.7	104	17016	30.2	70.6	101	3444	29.2	14.3	98
	QUINTILE 3	11261	8736	14.0	77.6	100	1879	15.3	16.7	110	7949	14.1	70.6	101	1979	16.8	17.6	121
	QUINTILE 4	20255	15999	25.6	79.0	102	2791	22.8	13.8	91	14100	25.0	69.6	100	2929	24.9	14.5	99
	QUINTILE 5	12940	9740	15.6	75.3	97	1522	12.4	11.8	78	8254	14.6	63.8	92	1783	15.1	13.8	95
OUTDOOR	QUINTILE 1	14852	11538	18.4	77.7	101	2407	19.7	16.2	107	10505	18.6	70.7	102	2384	20.2	16.1	110
	QUINTILE 2	15725	12104	19.4	77.0	100	1944	15.9	12.4	82	10930	19.4	69.5	100	1992	16.9	12.7	87
	QUINTILE 3	16330	12853	20.5	78.7	102	2373	19.4	14.5	96	11490	20.4	70.4	101	2388	20.3	14.6	100
	QUINTILE 4	16744	12923	20.7	77.2	100	2662	21.7	15.9	105	11480	20.4	68.6	99	2582	21.9	15.4	106
	QUINTILE 5	17334	13130	21.0	75.7	98	2865	23.4	16.5	109	11953	21.2	69.0	99	2440	20.7	14.1	97
RADIO-DRIVE TIME	QUINTILE 1	15911	12453	19.9	78.3	101	2479	20.2	15.6	103	11493	20.4	72.2	104	2265	19.2	14.2	98
	QUINTILE 2	14837	11731	18.8	79.1	102	2104	17.2	14.2	94	10632	18.9	71.7	103	2089	17.7	14.1	97
	QUINTILE 3	15339	11707	18.7	76.3	99	2157	17.6	14.1	93	10782	19.1	70.3	101	2090	17.7	13.6	94
	QUINTILE 4	16723	12612	20.2	75.4	98	2543	20.8	15.2	101	11244	20.0	67.2	97	2584	21.9	15.5	106
	QUINTILE 5	18176	14046	22.5	77.3	100	2968	24.2	16.3	108	12208	21.7	67.2	97	2758	23.4	15.2	104
RADIO-MID-DAY	TERCILE 1	21020	16670	26.7	79.3	103	3209	26.2	15.3	101	15156	26.9	72.1	104	3130	26.6	14.9	102
	TERCILE 2	21610	16743	26.8	77.5	100	3157	25.8	14.6	97	15077	26.8	69.8	100	3198	27.1	14.8	102
	TERCILE 3	38355	29135	46.6	76.0	98	5884	48.0	15.3	101	26126	46.4	68.1	98	5458	46.3	14.2	98
RADIO-TOTAL	QUINTILE 1	15968	12539	20.0	78.4	102	2449	20.0	15.3	101	11446	20.3	71.6	103	2197	18.6	13.7	94
	QUINTILE 2	15626	12216	19.5	78.2	101	2180	17.8	14.0	92	11229	19.9	71.9	103	2336	19.8	14.9	103
	QUINTILE 3	16723	13090	20.9	78.3	101	2542	20.8	15.2	101	11760	20.9	70.3	101	2678	22.7	16.0	110
	QUINTILE 4	16342	12443	19.9	76.1	99	2610	21.3	16.0	106	11082	19.7	67.8	97	2339	19.8	14.3	98
	QUINTILE 5	16306	12260	19.6	75.2	97	2468	20.1	15.1	100	10842	19.2	66.5	96	2236	19.0	13.7	94
TV-PRIME TIME	QUINTILE 1	15953	12222	19.5	76.6	99	2657	21.7	16.7	110	11237	19.9	70.4	101	2275	19.3	14.3	98
	QUINTILE 2	16137	12258	19.6	76.0	98	2503	20.4	15.5	103	11254	20.0	69.7	100	2420	20.5	15.0	103
	QUINTILE 3	16420	12623	20.2	76.9	100	2267	18.5	13.8	91	11062	19.6	67.4	97	2541	21.6	15.5	106
	QUINTILE 4	16687	12966	20.7	77.7	101	2540	20.7	15.2	101	11571	20.5	69.3	100	2429	20.6	14.6	100
	QUINTILE 5	15789	12479	20.0	79.0	102	2283	18.6	14.5	96	11234	19.9	71.2	102	2121	18.0	13.4	92
TV-DAYTIME	TERCILE 1	27736	21437	34.3	77.3	100	4071	33.2	14.7	97	19304	34.3	69.6	100	3951	33.5	14.2	98
	TERCILE 2	26489	20501	32.8	77.4	100	4121	33.6	15.6	103	18425	32.7	69.6	100	3845	32.6	14.5	100
	TERCILE 3	26761	20610	33.0	77.0	100	4057	33.1	15.2	100	18630	33.1	69.6	100	3989	33.8	14.9	102
TV-TOTAL	QUINTILE 1	16345	12296	19.7	75.2	97	2442	19.9	14.9	99	11031	19.6	67.5	97	2254	19.1	13.8	95
	QUINTILE 2	16447	12570	20.1	76.4	99	2724	22.2	16.6	110	11615	20.6	70.6	101	2395	20.3	14.6	100
	QUINTILE 3	15980	12296	19.7	76.9	100	2518	20.6	15.8	104	11309	20.1	70.8	102	2406	20.4	15.1	103
	QUINTILE 4	15887	12404	19.8	78.1	101	2217	18.1	14.0	92	10834	19.2	68.2	98	2350	19.9	14.8	102
	QUINTILE 5	16326	12982	20.8	79.5	103	2348	19.2	14.4	95	11570	20.5	70.9	102	2380	20.2	14.6	100
MAGAZINES-NEWSPAPERS: DUAL		20721	15931	25.5	76.9	100	3954	32.3	19.1	126	15068	26.7	72.7	104	3285	27.9	15.9	109
MAGAZINE IMPERATIVE		19186	15111	24.2	78.8	102	3167	25.9	16.5	109	13687	24.3	71.3	103	3208	27.2	16.7	115
NEWSPAPER IMPERATIVE		21899	16778	26.8	76.6	99	2909	23.7	13.3	88	15245	27.0	69.6	100	2777	23.6	12.7	87
MAGAZINES-OUTDOOR: DUAL		15451	12069	19.3	78.1	101	2646	21.6	17.1	113	11188	19.9	72.4	104	2566	21.8	16.6	114
MAGAZINE IMPERATIVE		25953	20100	32.1	77.4	100	4805	39.2	18.5	122	18570	32.9	71.6	103	4032	34.2	15.5	107
OUTDOOR IMPERATIVE		24400	18875	30.2	77.4	100	2699	22.0	11.1	73	16448	29.2	67.4	97	3121	26.5	12.8	88
MAGAZINES-RADIO: DUAL		18049	14088	22.5	78.1	101	3162	25.8	17.5	116	13057	23.2	72.3	104	3028	25.7	16.8	115
MAGAZINE IMPERATIVE		23571	18008	28.8	76.4	99	4285	35.0	18.2	120	16730	29.7	71.0	102	3556	30.2	15.1	104
RADIO IMPERATIVE		23278	18356	29.3	78.9	102	2709	22.1	11.6	77	16261	28.9	69.9	100	2898	24.6	12.4	86
MAGAZINES-TELEVISION: DUAL		15459	11889	19.0	76.9	100	2785	22.7	18.0	119	11030	19.6	71.4	103	2462	20.9	15.9	109
MAGAZINE IMPERATIVE		25829	20184	32.3	78.1	101	4332	35.4	16.8	111	18638	33.1	72.2	104	4053	34.4	15.7	108
TELEVISION IMPERATIVE		26039	19642	31.4	75.4	98	3484	28.4	13.4	88	17553	31.1	67.4	97	3363	28.5	12.9	89
NEWSPAPERS-OUTDOOR: DUAL		16605	12793	20.5	77.0	100	2621	21.4	15.8	104	11862	21.0	71.4	103	2330	19.8	14.0	96
NEWSPAPER IMPERATIVE		26834	20628	33.0	76.9	100	4616	37.7	17.2	114	19090	33.9	71.1	102	4015	34.1	15.0	103
OUTDOOR IMPERATIVE		23346	18248	29.2	78.2	101	2995	24.5	12.8	85	15969	28.3	68.4	98	3530	30.0	15.1	104
NEWSPAPERS-RADIO: DUAL		17133	13578	21.7	79.3	103	2585	21.1	15.1	100	12659	22.5	73.9	106	2444	20.7	14.3	98
NEWSPAPER IMPERATIVE		25892	19455	31.1	75.1	97	4595	37.5	17.7	117	17921	31.8	69.2	99	3834	32.5	14.8	102
RADIO IMPERATIVE		23167	18153	29.0	78.4	101	3137	25.6	13.5	90	16033	28.4	69.2	99	3440	29.2	14.8	102
NEWSPAPERS-TELEVISION: DUAL		17159	13049	20.9	76.0	98	2905	23.7	16.9	112	12169	21.6	70.9	102	2514	21.3	14.7	101
NEWSPAPER IMPERATIVE		26214	20349	32.5	77.6	101	4264	34.8	16.3	108	18750	33.3	71.5	103	3739	31.7	14.3	98
TELEVISION IMPERATIVE		23412	17823	28.5	76.1	99	3221	26.3	13.8	91	15839	28.1	67.7	97	3303	28.0	14.1	97
OUTDOOR-RADIO: DUAL		15303	12178	19.5	79.6	103	2167	17.7	14.2	94	10950	19.4	71.6	103	2241	19.0	14.6	101
OUTDOOR IMPERATIVE		24901	19143	30.6	76.9	100	3513	28.7	14.1	93	17035	30.2	68.4	98	3544	30.1	14.2	98
RADIO IMPERATIVE		26492	20613	33.0	77.8	101	4180	34.1	15.8	104	18915	33.6	71.4	103	3951	33.5	14.9	102
OUTDOOR-TELEVISION: DUAL		14794	11387	18.2	77.0	100	2207	18.0	14.9	99	10485	18.6	70.9	102	2160	18.3	14.6	100
OUTDOOR IMPERATIVE		25437	19985	32.0	78.6	102	3638	29.7	14.3	95	17874	31.7	70.3	101	3714	31.5	14.6	100
TELEVISION IMPERATIVE		27877	21165	33.8	75.9	98	4538	37.0	16.3	108	19119	33.9	68.6	99	4109	34.9	14.7	101
RADIO-TELEVISION: DUAL		15996	12181	19.5	76.2	99	2396	19.6	15.0	99	11381	20.2	71.1	102	2301	19.5	14.4	99
RADIO IMPERATIVE		25478	20194	32.3	79.3	103	3610	29.5	14.2	94	18217	32.3	71.5	103	3752	31.8	14.7	101
TELEVISION IMPERATIVE		26573	20133	32.2	75.8	98	4402	35.9	16.6	110	18109	32.1	68.1	98	3869	32.8	14.6	100

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
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MARGARINE - TYPES & KINDS
(FEMALE HOMEMAKERS)

0454
P-19

	TOTAL U.S. '000	REGULAR A '000	REGULAR B % DOWN	REGULAR C % ACROSS	REGULAR D INDX	DIET A '000	DIET B % DOWN	DIET C % ACROSS	DIET D INDX	CORN OIL A '000	CORN OIL B % DOWN	CORN OIL C % ACROSS	CORN OIL D INDX	SAFFLOWER/SUNFLOWER A '000	SAFFLOWER/SUNFLOWER B % DOWN	SAFFLOWER/SUNFLOWER C % ACROSS	SAFFLOWER/SUNFLOWER D INDX
TOTAL FEMALE HOMEMAKERS	80986	62548	100.0	77.2	100	12249	100.0	15.1	100	56359	100.0	69.6	100	11786	100.0	14.6	100
ATLANTIC MONTHLY	415	309	0.5	74.5	96	**48	0.4	11.6	78	279	0.5	67.2	97	**67	0.6	16.1	111
BARRON'S	453	*282	0.5	62.3	81	**168	1.4	37.1	245	*296	0.5	65.3	94	**92	0.8	20.3	140
BETTER HOMES & GARDENS	16256	12740	20.4	78.4	101	3064	25.0	18.8	125	11890	21.1	73.1	105	2618	22.2	16.1	111
BON APPETIT	2535	1703	2.7	67.2	87	611	5.0	24.1	159	1669	3.0	65.8	95	591	5.0	23.3	160
BUSINESS WEEK	1278	908	1.5	71.0	92	*265	2.2	20.7	137	864	1.5	67.6	97	*176	1.5	13.8	95
CAR AND DRIVER	378	*259	0.4	68.5	89	**70	0.6	18.5	122	*246	0.4	65.1	94	**72	0.6	19.0	131
CBS MAGAZINE NETWORK (GROSS)	1498	1131	1.8	75.5	98	423	3.5	28.2	187	1058	1.9	70.6	101	263	2.2	17.6	121
CHANGING TIMES	1505	1113	1.8	74.0	96	280	2.3	18.6	123	1137	2.0	75.5	109	*205	1.7	13.6	94
COLONIAL HOMES	1231	949	1.5	77.1	100	234	1.9	19.0	126	871	1.5	70.8	102	*158	1.3	12.8	88
CONDE NAST MAG. PKG. (GROSS)	14146	10920	17.5	77.2	100	2649	21.6	18.7	124	9950	17.7	70.3	101	2698	22.9	19.1	131
CONSUMERS DIGEST	1323	958	1.5	72.4	94	354	2.9	26.8	177	981	1.7	74.1	107	*249	2.1	18.8	129
COSMOPOLITAN	7102	5253	8.4	74.0	96	1146	9.4	16.1	107	4972	8.8	70.0	101	1103	9.4	15.5	107
COUNTRY LIVING	2481	1845	2.9	74.4	96	515	4.2	20.8	137	1775	3.1	71.5	103	377	3.2	15.2	104
CUISINE	1472	1068	1.7	72.6	94	313	2.6	21.3	141	1008	1.8	68.5	98	352	3.0	23.9	164
CYCLE WORLD	425	367	0.6	86.4	112	**84	0.7	19.8	131	348	0.6	81.9	118	**66	0.6	15.5	107
DCI:CREATIVE IDEAS FOR LIV	2510	2044	3.3	81.4	105	443	3.6	17.6	117	1845	3.3	73.5	106	377	3.2	15.0	103
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	5100	8.2	76.2	99	1318	10.8	19.7	130	5038	8.9	75.3	108	789	6.7	11.8	81
DISCOVER	894	714	1.1	79.9	103	*236	1.9	26.4	175	602	1.1	67.3	97	*188	1.6	21.0	144
EBONY	3507	2855	4.6	81.4	105	321	2.6	9.2	61	2524	4.5	72.0	103	427	3.6	12.2	84
ESQUIRE	1083	860	1.4	79.4	103	**132	1.1	12.2	81	723	1.3	66.8	96	*166	1.4	15.3	105
ESSENCE	1830	1569	2.5	85.7	111	*145	1.2	7.9	52	1312	2.3	71.7	103	282	2.4	15.4	106
FAMILY CIRCLE	15930	12486	20.0	78.4	101	2924	23.9	18.4	121	11820	21.0	74.2	107	2602	22.1	16.3	112
THE FAMILY HANDYMAN	1126	884	1.4	78.5	102	291	2.4	25.8	171	870	1.5	77.3	111	*221	1.9	19.6	135
FAMILY WEEKLY	11468	9321	14.9	81.3	105	1882	15.4	16.4	109	8332	14.8	72.7	104	1655	14.0	14.4	99
FIELD & STREAM	2234	1810	2.9	81.0	105	355	2.9	15.9	105	1594	2.8	71.4	103	296	2.5	13.2	91
FOOD & WINE	579	407	0.7	70.3	91	*173	1.4	29.9	198	343	0.6	59.2	85	*163	1.4	28.2	193
FORBES	728	445	0.7	61.1	79	*224	1.8	30.8	203	491	0.9	67.4	97	*141	1.2	19.4	133
FORTUNE	906	626	1.0	69.1	89	*225	1.8	24.8	164	657	1.2	72.5	104	*152	1.3	16.8	115
GENTLEMEN'S QUARTERLY	791	568	0.9	71.8	93	**171	1.4	21.6	143	515	0.9	65.1	94	*179	1.5	22.6	155
GLAMOUR	5265	4163	6.7	79.1	102	1031	8.4	19.6	129	3807	6.8	72.3	104	1014	8.6	19.3	132
GOLF DIGEST	636	482	0.8	75.8	98	**114	0.9	17.9	119	514	0.9	80.8	116	**86	0.7	13.5	93
GOLF DIGEST/TENNIS (GROSS)	1186	887	1.4	74.8	97	*176	1.4	14.8	98	868	1.5	73.2	105	*188	1.6	15.9	109
GOLF MAGAZINE	441	322	0.5	73.0	95	**109	0.9	24.7	163	319	0.6	72.3	104	**119	1.0	27.0	185
GOLF MAGAZINE/SKI (GROSS)	922	711	1.1	77.1	100	*173	1.4	18.8	124	702	1.2	76.1	109	*193	1.6	20.9	144
GOOD HOUSEKEEPING	16487	12716	20.3	77.1	100	3377	27.6	20.5	135	12275	21.8	74.5	107	2537	21.5	15.4	106
HARPER'S BAZAAR	2423	1803	2.9	74.4	96	403	3.3	16.6	110	1632	2.9	67.4	97	477	4.0	19.7	135
HEALTH	1994	1580	2.5	79.2	103	441	3.6	22.1	146	1449	2.6	72.7	104	398	3.4	20.0	137
HEARST MAG CORP. BUY (GROSS)	44101	33568	53.7	76.1	99	8611	70.3	19.5	129	31812	56.4	72.1	104	7125	60.5	16.2	111
HEARST MAN POWER (GROSS)	1993	1590	2.5	79.8	103	410	3.3	20.6	136	1312	2.3	65.8	95	483	4.1	24.2	167
HEARST WOMAN POWER (GROSS)	31274	23939	38.3	76.5	99	6177	50.4	19.8	131	23077	40.9	73.8	106	4827	41.0	15.4	106
HOUSE BEAUTIFUL	3623	2697	4.3	74.4	96	671	5.5	18.5	122	2512	4.5	69.3	100	581	4.9	16.0	110
INC.	283	*246	0.4	86.9	113	**58	0.5	20.5	136	*242	0.4	85.5	123	**46	0.4	16.3	112
JET	2928	2344	3.7	80.1	104	262	2.1	8.9	59	2018	3.6	68.9	99	381	3.2	13.0	89
LADIES' HOME JOURNAL	11918	9212	14.7	77.3	100	2253	18.4	18.9	125	8760	15.5	73.5	106	1802	15.3	15.1	104
LHJ FAMILY GRP COMBO(GROSS)	16764	13044	20.9	77.8	101	3290	26.9	19.6	130	12404	22.0	74.0	106	2621	22.2	15.6	107
LIFE	4254	3210	5.1	75.5	98	816	6.7	19.2	127	2993	5.3	70.4	101	730	6.2	17.2	118
L.A. TIMES HOME MAGAZINE	1145	846	1.4	73.9	96	*309	2.5	27.0	178	651	1.2	56.9	82	349	3.0	30.5	209
MADEMOISELLE	2884	2271	3.6	78.7	102	583	4.8	20.2	134	2058	3.7	71.4	103	534	4.5	18.5	127
MC CALL'S	13460	10403	16.6	77.3	100	2566	20.9	19.1	126	9855	17.5	73.2	105	1950	16.5	14.5	100
MC CALL'S/WRK MOTHER (GROSS)	14606	11315	18.1	77.5	100	2836	23.2	19.4	128	10737	19.1	73.5	106	2148	18.2	14.7	101
MECHANIX ILLUSTRATED	772	632	1.0	81.9	106	*207	1.7	26.8	177	561	1.0	72.7	104	*231	2.0	29.9	206
METROPOLITAN HOME	967	705	1.1	72.9	94	*137	1.1	14.2	94	645	1.1	66.7	96	*103	0.9	10.7	73
MONEY	1588	1122	1.8	70.7	91	330	2.7	20.8	137	1055	1.9	66.4	95	*178	1.5	11.2	77
MOTHER EARTH NEWS	1002	778	1.2	77.6	101	*136	1.1	13.6	90	664	1.2	66.3	95	*192	1.6	19.2	132
MS.	825	675	1.1	81.8	106	*121	1.0	14.7	97	547	1.0	66.3	95	*179	1.5	21.7	149
NATIONAL ENQUIRER	10336	8355	13.4	80.8	105	1557	12.7	15.1	100	7491	13.3	72.5	104	1740	14.8	16.8	116
NATIONAL GEOGRAPHIC	9597	7271	11.6	75.8	98	1877	15.3	19.6	129	6856	12.2	71.4	103	1762	14.9	18.4	126
NATIONAL SUNDAY MAGAZINE PKG	49558	38344	61.3	77.4	100	8097	66.1	16.3	108	35336	62.7	71.3	102	7175	60.9	14.5	99
NATURAL HISTORY	573	374	0.6	65.3	85	**107	0.9	18.7	123	394	0.7	68.8	99	**85	0.7	14.8	102
NEW WOMAN	1699	1262	2.0	74.3	96	328	2.7	19.3	128	1197	2.1	70.5	101	273	2.3	16.1	110
NEW YORK INCLUDING CUE	443	230	0.4	51.9	67	**80	0.7	18.1	119	287	0.5	64.8	93	**49	0.4	11.1	76
THE NEW YORKER	1270	792	1.3	62.4	81	282	2.3	22.2	147	806	1.4	63.5	91	285	2.4	22.4	154
NEWSWEEK	6277	4630	7.4	73.8	96	1417	11.6	22.6	149	4445	7.9	70.8	102	1067	9.1	17.0	117
THE N.Y. TIMES DAILY EDITION	1205	723	1.2	60.0	78	*218	1.8	18.1	120	849	1.5	70.5	101	188	1.6	15.6	107
THE N.Y. TIMES MAGAZINE	2081	1336	2.1	64.2	83	376	3.1	18.1	119	1391	2.5	66.8	96	438	3.7	21.0	145
OMNI	788	581	0.9	73.7	95	*196	1.6	24.9	164	529	0.9	67.1	96	*194	1.6	24.6	169
ON CABLE	1158	941	1.5	81.3	105	*134	1.1	11.6	77	813	1.4	70.2	101	*126	1.1	10.9	75
1001 HOME IDEAS	2852	2252	3.6	79.0	102	597	4.9	20.9	138	2196	3.9	77.0	111	421	3.6	14.8	101
ORGANIC GARDENING	1658	1225	2.0	73.9	96	372	3.0	22.4	148	1152	2.0	69.5	100	322	2.7	19.4	133
OUTDOOR LIFE	896	672	1.1	75.0	97	**97	0.8	10.8	72	563	1.0	62.8	90	*139	1.2	15.5	107
PARADE MAGAZINE	24275	18578	29.7	76.5	99	4110	33.6	16.9	112	17449	31.0	71.9	103	3292	27.9	13.6	93

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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MARGARINE - TYPES & KINDS
(FEMALE HOMEMAKERS)

0455
P-19

	TOTAL U.S. '000	REGULAR A '000	REGULAR B % DOWN	REGULAR C % ACROSS	REGULAR D INDX	DIET A '000	DIET B % DOWN	DIET C % ACROSS	DIET D INDX	CORN OIL A '000	CORN OIL B % DOWN	CORN OIL C % ACROSS	CORN OIL D INDX	SAFFLOWER/SUNFLOWER A '000	SAFFLOWER/SUNFLOWER B % DOWN	SAFFLOWER/SUNFLOWER C % ACROSS	SAFFLOWER/SUNFLOWER D INDX
TOTAL FEMALE HOMEMAKERS	80986	62548	100.0	77.2	100	12249	100.0	15.1	100	56359	100.0	69.6	100	11786	100.0	14.6	100
PARENTS	3845	3222	5.2	83.8	108	504	4.1	13.1	87	2915	5.2	75.8	109	641	5.4	16.7	115
PENTHOUSE	831	652	1.0	78.5	102	**97	0.8	11.7	77	573	1.0	69.0	99	*139	1.2	16.7	115
PEOPLE	11645	8968	14.3	77.0	100	2013	16.4	17.3	114	8204	14.6	70.5	101	1948	16.5	16.7	115
PLAYBOY	2006	1546	2.5	77.1	100	291	2.4	14.5	96	1414	2.5	70.5	101	257	2.2	12.8	88
POPULAR HOT RODDING	297	279	0.4	93.9	122	**23	0.2	7.7	51	*234	0.4	78.8	113	**42	0.4	14.1	97
POPULAR MECHANICS	1018	807	1.3	79.3	103	*266	2.2	26.1	173	661	1.2	64.9	93	*271	2.3	26.6	183
POPULAR SCIENCE	878	599	1.0	68.2	88	*268	2.2	30.5	202	718	1.3	81.8	118	**112	1.0	12.8	88
PREVENTION	3913	2902	4.6	74.2	96	948	7.7	24.2	160	2710	4.8	69.3	100	733	6.2	18.7	129
PSYCHOLOGY TODAY	1710	1301	2.1	76.1	99	434	3.5	25.4	168	1211	2.1	70.8	102	296	2.5	17.3	119
READER'S DIGEST	22204	17359	27.8	78.2	101	4005	32.7	18.0	119	16248	28.8	73.2	105	3153	26.8	14.2	98
REDBOOK	7684	5970	9.5	77.7	101	1655	13.5	21.5	142	5831	10.3	75.9	109	1187	10.1	15.4	106
ROAD & TRACK	410	314	0.5	76.6	99	**111	0.9	27.1	179	*249	0.4	60.7	87	**87	0.7	21.2	146
ROLLING STONE	969	770	1.2	79.5	103	*125	1.0	12.9	85	672	1.2	69.3	100	*175	1.5	18.1	124
RUNNER'S WORLD	298	*248	0.4	83.2	108	**47	0.4	15.8	104	*209	0.4	70.1	101	**40	0.3	13.4	92
SATURDAY EVENING POST	1169	873	1.4	74.7	97	269	2.2	23.0	152	858	1.5	73.4	105	*206	1.7	17.6	121
SCIENCE 84	587	484	0.8	82.5	107	*156	1.3	26.6	176	392	0.7	66.8	96	*120	1.0	20.4	140
SCIENCE DIGEST	482	422	0.7	87.6	113	**96	0.8	19.9	132	365	0.6	75.7	109	*148	1.3	30.7	211
SCIENTIFIC AMERICAN	594	390	0.6	65.7	85	**122	1.0	20.5	136	363	0.6	61.1	88	**88	0.7	14.8	102
SELF	2089	1667	2.7	79.8	103	380	3.1	18.2	120	1487	2.6	71.2	102	472	4.0	22.6	155
SEVENTEEN	2411	1833	2.9	76.0	98	*275	2.2	11.4	75	1587	2.8	65.8	95	472	4.0	19.6	135
SKI	480	389	0.6	81.0	105	**65	0.5	13.5	90	383	0.7	79.8	115	**74	0.6	15.4	106
SMITHSONIAN	2760	1945	3.1	70.5	91	471	3.8	17.1	113	1816	3.2	65.8	95	567	4.8	20.5	141
SOAP OPERA DIGEST	3013	2426	3.9	80.5	104	409	3.3	13.6	90	2161	3.8	71.7	103	419	3.6	13.9	96
SOUTHERN LIVING	4184	3056	4.9	73.0	95	875	7.1	20.9	138	3193	5.7	76.3	110	412	3.5	9.8	68
SPORT	559	450	0.7	80.5	104	**85	0.7	15.2	101	424	0.8	75.8	109	**87	0.7	15.6	107
THE SPORTING NEWS	436	*384	0.6	88.1	114	**65	0.5	14.9	99	*371	0.7	85.1	122	**54	0.5	12.4	85
SPORTS AFIELD	493	360	0.6	73.0	95	**49	0.4	9.9	66	287	0.5	58.2	84	**65	0.6	13.2	91
SPORTS ILLUSTRATED	2758	2203	3.5	79.9	103	514	4.2	18.6	123	2038	3.6	73.9	106	475	4.0	17.2	118
STAR	7456	5885	9.4	78.9	102	1151	9.4	15.4	102	5340	9.5	71.6	103	1344	11.4	18.0	124
SUNDAY	24936	18829	30.1	75.5	98	4059	33.1	16.3	108	17326	30.7	69.5	100	3841	32.6	15.4	106
SUNSET	2124	1604	2.6	75.5	98	562	4.6	26.5	175	1386	2.5	65.3	94	637	5.4	30.0	206
TV GUIDE	21661	17212	27.5	79.5	103	3360	27.4	15.5	103	15351	27.2	70.9	102	3328	28.2	15.4	106
TENNIS	550	404	0.6	73.5	95	**62	0.5	11.3	75	354	0.6	64.4	92	**102	0.9	18.5	127
TIME	8880	6602	10.6	74.3	96	1775	14.5	20.0	132	6312	11.2	71.1	102	1526	12.9	17.2	118
TOWN & COUNTRY	917	646	1.0	70.4	91	*163	1.3	17.8	118	537	1.0	58.6	84	*184	1.6	20.1	138
TRAVEL & LEISURE	972	648	1.0	66.7	86	*235	1.9	24.2	160	687	1.2	70.7	102	*151	1.3	15.5	107
TRUE STORY	3356	2791	4.5	83.2	108	357	2.9	10.6	70	2525	4.5	75.2	108	367	3.1	10.9	75
U.S.NEWS & WORLD REPORT	3410	2550	4.1	74.8	97	814	6.6	23.9	158	2462	4.4	72.2	104	554	4.7	16.2	112
USA TODAY	1759	1307	2.1	74.3	96	347	2.8	19.7	130	1245	2.2	70.8	102	294	2.5	16.7	115
US	1873	1509	2.4	80.6	104	347	2.8	18.5	122	1335	2.4	71.3	102	401	3.4	21.4	147
VOGUE	3909	2820	4.5	72.1	93	656	5.4	16.8	111	2597	4.6	66.4	95	678	5.8	17.3	119
WALL STREET JOURNAL	1886	1354	2.2	71.8	93	302	2.5	16.0	106	1220	2.2	64.7	93	288	2.4	15.3	105
WEIGHT WATCHERS	2120	1517	2.4	71.6	93	564	4.6	26.6	176	1559	2.8	73.5	106	297	2.5	14.0	96
WOMAN'S DAY	14172	11153	17.8	78.7	102	2645	21.6	18.7	123	10548	18.7	74.4	107	2281	19.4	16.1	111
WORKING MOTHER	1146	912	1.5	79.6	103	*270	2.2	23.6	156	882	1.6	77.0	111	*198	1.7	17.3	119
WORKING WOMAN	1322	1023	1.6	77.4	100	277	2.3	21.0	139	987	1.8	74.7	107	*184	1.6	13.9	96
WORLD TENNIS	*163	*135	0.2	82.8	107	**38	0.3	23.3	154	**105	0.2	64.4	93	**35	0.3	21.5	148
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1937	3.1	76.5	99	537	4.4	21.2	140	1843	3.3	72.8	105	495	4.2	19.5	134
BLAIR INSERTS	43657	33353	53.3	76.4	99	7213	58.9	16.5	109	30948	54.9	70.9	102	6436	54.6	14.7	101
DAILY NEWSPAPERS																	
READ ANY	51633	39909	63.8	77.3	100	8386	68.5	16.2	107	36576	64.9	70.8	102	7532	63.9	14.6	100
READ ONE	43463	33602	53.7	77.3	100	6875	56.1	15.8	105	30652	54.4	70.5	101	6457	54.8	14.9	102
READ TWO OR MORE	8170	6307	10.1	77.2	100	1511	12.3	18.5	122	5924	10.5	72.5	104	1074	9.1	13.1	90
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	40711	65.1	77.3	100	8544	69.8	16.2	107	37508	66.6	71.2	102	7661	65.0	14.5	100
READ ONE	46126	35618	56.9	77.2	100	7341	59.9	15.9	105	32644	57.9	70.8	102	6740	57.2	14.6	100
READ TWO OR MORE	6552	5093	8.1	77.7	101	1203	9.8	18.4	121	4864	8.6	74.2	107	921	7.8	14.1	97
OUTDOOR																	
100 SHMG - 30 DAY AV FREQ	27.55	27.56				27.49				27.49				29.85			
30 DAY REACH	71455	55474	88.7	77.6	101	10684	87.2	15.0	99	50014	88.7	70.0	101	10418	88.4	14.6	100
50 SHMG - 30 DAY AV FREQ	14.56	14.61				14.57				14.56				15.88			
30 DAY REACH	67742	52468	83.9	77.5	100	10095	82.4	14.9	99	47331	84.0	69.9	100	9817	83.3	14.5	100
25 SHMG - 30 DAY AV FREQ	7.94	7.94				8.05				7.94				8.53			
30 DAY REACH	62117	48250	77.1	77.7	101	9184	75.0	14.8	98	43351	76.9	69.8	100	9132	77.5	14.7	101
CABLE TV: HOME WIRED	32077	25213	40.3	78.6	102	5372	43.9	16.7	111	22972	40.8	71.6	103	4854	41.2	15.1	104
HOME NOT WIRED	48909	37335	59.7	76.3	99	6878	56.2	14.1	93	33387	59.2	68.3	98	6932	58.8	14.2	97
HAVE PAY CABLE	15935	12485	20.0	78.3	101	2854	23.3	17.9	118	11430	20.3	71.7	103	2560	21.7	16.1	110

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MARGARINE - TYPES & KINDS
(FEMALE HOMEMAKERS)

0456
P-19

	TOTAL U.S. '000	REGULAR A '000	REGULAR B % DOWN	REGULAR C % ACROSS	REGULAR D INDX	DIET A '000	DIET B % DOWN	DIET C % ACROSS	DIET D INDX	CORN OIL A '000	CORN OIL B % DOWN	CORN OIL C % ACROSS	CORN OIL D INDX	SAFFLOWER/SUNFLOWER A '000	SAFFLOWER/SUNFLOWER B % DOWN	SAFFLOWER/SUNFLOWER C % ACROSS	SAFFLOWER/SUNFLOWER D INDX
TOTAL FEMALE HOMEMAKERS	80986	62548	100.0	77.2	100	12249	100.0	15.1	100	56359	100.0	69.6	100	11786	100.0	14.6	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	34134	54.6	77.7	101	6628	54.1	15.1	100	31258	55.5	71.2	102	6211	52.7	14.1	97
10:00 AM - 3:00 PM	30659	24204	38.7	78.9	102	4571	37.3	14.9	99	21893	38.8	71.4	103	4558	38.7	14.9	102
3:00 PM - 7:00 PM	31045	24155	38.6	77.8	101	4740	38.7	15.3	101	22118	39.2	71.2	102	4345	36.9	14.0	96
7:00 PM - MIDNIGHT	15767	12385	19.8	78.6	102	2285	18.7	14.5	96	11220	19.9	71.2	102	2397	20.3	15.2	104
MIDNIGHT - 6:00 AM	9120	7196	11.5	78.9	102	1353	11.0	14.8	98	6701	11.9	73.5	106	1269	10.8	13.9	96
6:00 AM - MIDNIGHT	58527	45686	73.0	78.1	101	8729	71.3	14.9	99	41406	73.5	70.7	102	8491	72.0	14.5	100
ENTIRE DAY	59311	46280	74.0	78.0	101	8874	72.4	15.0	99	41974	74.5	70.8	102	8614	73.1	14.5	100
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	12668	20.3	78.3	101	2256	18.4	14.0	92	11538	20.5	71.3	103	2376	20.2	14.7	101
ALL NEWS	2256	1635	2.6	72.5	94	361	2.9	16.0	106	1477	2.6	65.5	94	399	3.4	17.7	122
AOR/PROGRESSIVE	3874	3029	4.8	78.2	101	651	5.3	16.8	111	2676	4.7	69.1	99	811	6.9	20.9	144
BEAUTIFUL MUSIC	5660	4290	6.9	75.8	98	929	7.6	16.4	109	4104	7.3	72.5	104	736	6.2	13.0	89
BLACK	2204	1705	2.7	77.4	100	*149	1.2	6.8	45	1439	2.6	65.3	94	212	1.8	9.6	66
CLASSICAL	1418	1101	1.8	77.6	101	*237	1.9	16.7	111	909	1.6	64.1	92	343	2.9	24.2	166
CHR/ROCK	9538	7703	12.3	80.8	105	1304	10.6	13.7	90	7115	12.6	74.6	107	1282	10.9	13.4	92
COUNTRY	12648	10275	16.4	81.2	105	1884	15.4	14.9	98	9161	16.3	72.4	104	1919	16.3	15.2	104
GOLDEN OLDIES	1191	892	1.4	74.9	97	*176	1.4	14.8	98	791	1.4	66.4	95	*125	1.1	10.5	72
MOR/NOSTALGIA	4757	3638	5.8	76.5	99	980	8.0	20.6	136	3366	6.0	70.8	102	799	6.8	16.8	115
NEWS/TALK	3863	2875	4.6	74.4	96	685	5.6	17.7	117	2607	4.6	67.5	97	536	4.5	13.9	95
RELIGIOUS	3084	2399	3.8	77.8	101	506	4.1	16.4	108	2138	3.8	69.3	100	417	3.5	13.5	93
SOFT ROCK	521	309	0.5	59.3	77	**77	0.6	14.8	98	318	0.6	61.0	88	**92	0.8	17.7	121
URBAN CONTEMPORARY	1585	1255	2.0	79.2	103	*169	1.4	10.7	70	1112	2.0	70.2	101	*158	1.3	10.0	68
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	2617	4.2	80.3	104	330	2.7	10.1	67	2366	4.2	72.6	104	347	2.9	10.6	73
ABC DIRECTION	2316	1875	3.0	81.0	105	359	2.9	15.5	102	1694	3.0	73.1	105	346	2.9	14.9	103
ABC ENTERTAINMENT	4834	3832	6.1	79.3	103	710	5.8	14.7	97	3535	6.3	73.1	105	754	6.4	15.6	107
ABC FM	2202	1858	3.0	84.4	109	*240	2.0	10.9	72	1721	3.1	78.2	112	*227	1.9	10.3	71
ABC INFORMATION	5425	4114	6.6	75.8	98	1003	8.2	18.5	122	3759	6.7	69.3	100	910	7.7	16.8	115
ABC ROCK	1677	1349	2.2	80.4	104	*225	1.8	13.4	89	1198	2.1	71.4	103	406	3.4	24.2	166
CBS	4430	3412	5.5	77.0	100	757	6.2	17.1	113	3099	5.5	70.0	101	628	5.3	14.2	97
MUTUAL	4992	3954	6.3	79.2	103	803	6.6	16.1	106	3486	6.2	69.8	100	922	7.8	18.5	127
NBC	4679	3751	6.0	80.2	104	690	5.6	14.7	98	3319	5.9	70.9	102	714	6.1	15.3	105
RADIORADIO	1994	1558	2.5	78.1	101	307	2.5	15.4	102	1398	2.5	70.1	101	*261	2.2	13.1	90
RKO ONE	2298	1811	2.9	78.8	102	305	2.5	13.3	88	1635	2.9	71.1	102	*235	2.0	10.2	70
RKO TWO	3311	2634	4.2	79.6	103	500	4.1	15.1	100	2323	4.1	70.2	101	394	3.3	11.9	82
THE SOURCE	2114	1661	2.7	78.6	102	358	2.9	16.9	112	1502	2.7	71.1	102	368	3.1	17.4	120
NON-WIRED : BLAIR	8654	6847	10.9	79.1	102	1284	10.5	14.8	98	6252	11.1	72.2	104	1222	10.4	14.1	97
INTERNET	12025	9331	14.9	77.6	100	1930	15.8	16.0	106	8527	15.1	70.9	102	1702	14.4	14.2	97
KATZ RADIO GROUP	15359	12044	19.3	78.4	102	2358	19.3	15.4	102	10990	19.5	71.6	103	2568	21.8	16.7	115
SUPERNET	10628	8220	13.1	77.3	100	1699	13.9	16.0	106	7530	13.4	70.9	102	1670	14.2	15.7	108
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	6473	10.3	74.8	97	1523	12.4	17.6	116	5988	10.6	69.2	99	1296	11.0	15.0	103
MKDAY 9:00 AM - 1:00 PM	12163	9299	14.9	76.5	99	1842	15.0	15.1	100	8298	14.7	68.2	98	1742	14.8	14.3	98
MKDAY 1:00 PM - 4:30 PM	16150	12482	20.0	77.3	100	2331	19.0	14.4	95	11219	19.9	69.5	100	2213	18.8	13.7	94
MKDAY 4:30 PM - 7:30 PM	22463	16879	27.0	75.1	97	3575	29.2	15.9	105	15136	26.9	67.4	97	3363	28.5	15.0	103
MKDAY 7:30 PM - 8:00 PM	31795	24191	38.7	76.1	99	5082	41.5	16.0	106	21939	38.9	69.0	99	4522	38.4	14.2	98
MKDAY 11:00 PM - 11:30 PM	23977	18308	29.3	76.4	99	3730	30.5	15.6	103	16735	29.7	69.8	100	3232	27.4	13.5	93
MKDAY 11:30 PM - 1:00 AM	7703	5903	9.4	76.6	99	1222	10.0	15.9	105	5352	9.5	69.5	100	1071	9.1	13.9	96
M-SAT 8-11 PM+SUN 7-11 PM	33800	25875	41.4	76.6	99	5305	43.3	15.7	104	23513	41.7	69.6	100	4960	42.1	14.7	101
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	5320	8.5	81.4	105	933	7.6	14.3	94	4732	8.4	72.4	104	948	8.0	14.5	100
ANOTHER WORLD N	4620	3552	5.7	76.9	100	682	5.6	14.8	98	3143	5.6	68.0	98	521	4.4	11.3	77
AS THE WORLD TURNS C	5614	4361	7.0	77.7	101	876	7.2	15.6	103	3977	7.1	70.8	102	768	6.5	13.7	94
CAPITOL C	3396	2517	4.0	74.1	96	530	4.3	15.6	103	2403	4.3	70.8	102	416	3.5	12.2	84
CBS MORN. NEWS 1 C	1446	1018	1.6	70.4	91	237	1.9	16.4	108	894	1.6	61.8	89	198	1.7	13.7	94
CBS MORN. NEWS 2 C	1207	822	1.3	68.1	88	160	1.3	13.3	88	716	1.3	59.3	85	164	1.4	13.6	93
DAYS OF OUR LIVES N	5877	4560	7.3	77.6	100	912	7.4	15.5	103	4051	7.2	68.9	99	788	6.7	13.4	92
FACTS OF LIFE - DAYTIME N	2290	1778	2.8	77.6	101	252	2.1	11.0	73	1501	2.7	65.5	94	258	2.2	11.3	77
FAMILY FEUD A	3023	2472	4.0	81.8	106	380	3.1	12.6	83	2120	3.8	70.1	101	467	4.0	15.4	106
GENERAL HOSPITAL A	6097	4792	7.7	78.6	102	797	6.5	13.1	86	4219	7.5	69.2	99	900	7.6	14.8	101
GOOD MORNING, AMERICA-730 A	3515	2800	4.5	79.7	103	623	5.1	17.7	117	2640	4.7	75.1	108	570	4.8	16.2	111
GOOD MORNING, AMERICA-830 A	2818	2273	3.6	80.7	104	513	4.2	18.2	120	2127	3.8	75.5	108	418	3.5	14.8	102
GUIDING LIGHT C	5339	3929	6.3	73.6	95	929	7.6	17.4	115	3721	6.6	69.7	100	761	6.5	14.3	98
ONE LIFE TO LIVE A	4478	3545	5.7	79.2	103	556	4.5	12.4	82	3044	5.4	68.0	98	639	5.4	14.3	98
PRESS YOUR LUCK C	2244	1718	2.7	76.6	99	346	2.8	15.4	102	1547	2.7	68.9	99	276	2.3	12.3	85
PRICE IS RIGHT 1 C	4348	3254	5.2	74.8	97	688	5.6	15.8	105	2985	5.3	68.7	99	594	5.0	13.7	94
PRICE IS RIGHT 2 C	5014	3798	6.1	75.7	98	779	6.4	15.5	103	3487	6.2	69.5	100	691	5.9	13.8	95
RYAN'S HOPE A	3150	2471	4.0	78.4	102	459	3.7	14.6	96	2152	3.8	68.3	98	480	4.1	15.2	105
SALE OF THE CENTURY N	2695	2031	3.2	75.4	98	361	2.9	13.4	89	1690	3.0	62.7	90	304	2.6	11.3	78
SEARCH FOR TOMORROW N	2319	1739	2.8	75.0	97	326	2.7	14.1	93	1628	2.9	70.2	101	237	2.0	10.2	70
TODAY SHOW 1 N	2693	1993	3.2	74.0	96	514	4.2	19.1	126	1894	3.4	70.3	101	347	2.9	12.9	89
TODAY SHOW 2 N	2498	1781	2.8	71.3	92	402	3.3	16.1	106	1690	3.0	67.7	97	275	2.3	11.0	76
$25,000 PYRAMID C	2753	2064	3.3	75.0	97	407	3.3	14.8	98	1904	3.4	69.2	99	300	2.5	10.9	75
WHEEL OF FORTUNE N	4388	3492	5.6	79.6	103	561	4.6	12.8	85	2981	5.3	67.9	98	569	4.8	13.0	89
YOUNG AND THE RESTLESS C	5695	4381	7.0	76.9	100	806	6.6	14.2	94	3929	7.0	69.0	99	699	5.9	12.3	84
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	1273	2.0	72.3	94	260	2.1	14.8	98	1213	2.2	68.9	99	257	2.2	14.6	100
NBA PLAYOFF GAME -1 C	1136	838	1.3	73.8	96	207	1.7	18.2	120	749	1.3	65.9	95	179	1.5	15.8	108
NBC MAJOR LEAGUE PRE-GAME N	953	746	1.2	78.3	101	*173	1.4	18.2	120	647	1.1	67.9	98	**102	0.9	10.7	74
SPORTSWORLD - SUN N	1233	1035	1.7	83.9	109	*125	1.0	10.1	67	924	1.6	74.9	108	*157	1.3	12.7	87
SUNDAY MORNING C	1611	1163	1.9	72.2	93	285	2.3	17.7	117	1097	1.9	68.1	98	274	2.3	17.0	117

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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MARGARINE - TYPES & KINDS
(FEMALE HOMEMAKERS)

0457
P-19

		TOTAL U.S. '000	REGULAR A '000	REGULAR B % DOWN	REGULAR C % ACROSS	REGULAR D INDX	DIET A '000	DIET B % DOWN	DIET C % ACROSS	DIET D INDX	COHN OIL A '000	COHN OIL B % DOWN	COHN OIL C % ACROSS	COHN OIL D INDX	SAFFLOWER/SUNFLOWER A '000	SAFFLOWER/SUNFLOWER B % DOWN	SAFFLOWER/SUNFLOWER C % ACROSS	SAFFLOWER/SUNFLOWER D INDX
TOTAL FEMALE HOMEMAKERS		80986	62548	100.0	77.2	100	12249	100.0	15.1	100	56359	100.0	69.6	100	11786	100.0	14.6	100
MKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	19641	31.4	75.4	98	4134	33.7	15.9	105	17818	31.6	68.4	98	3542	30.1	13.6	93
NETWORK AFFILIATES - LATE		20261	15530	24.8	76.6	99	3186	26.0	15.7	104	14078	25.0	69.5	100	2725	23.1	13.4	92
INDEPENDENTS - LATE		2076	1511	2.4	72.8	94	368	3.0	17.7	117	1388	2.5	66.9	96	312	2.6	15.0	103
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	8303	13.3	79.4	103	1608	13.1	15.4	102	7571	13.4	72.4	104	1459	12.4	14.0	96
ABC MONDAY NIGHT MOVIE	A	6412	5046	8.1	78.7	102	1018	8.3	15.9	105	4694	8.3	73.2	105	917	7.8	14.3	98
ABC SUNDAY NIGHT MOVIE	A	12407	9373	15.0	75.5	98	2207	18.0	17.8	118	8591	15.2	69.2	100	1770	15.0	14.3	98
ABC WORLD NEWS TONIGHT	A	6176	4791	7.7	77.6	100	970	7.9	15.7	104	4370	7.8	70.8	102	805	6.8	13.0	90
AFTERMASH	C	5863	4297	6.9	73.3	95	954	7.8	16.3	108	3877	6.9	66.1	95	954	8.1	16.3	112
ALICE	C	9594	7353	11.8	76.6	99	1463	11.9	15.2	101	6577	11.7	68.6	99	1372	11.6	14.3	98
AMERICAN PARADE	C	6622	5116	8.2	77.3	100	1191	9.7	18.0	119	4493	8.0	67.8	97	1064	9.0	16.1	110
BENSON	A	10886	8186	13.1	75.2	97	1917	15.7	17.6	116	7451	13.2	68.4	98	1802	15.3	16.6	114
BLUE THUNDER	A	5036	3917	6.3	77.8	101	809	6.6	16.1	106	3555	6.3	70.6	101	805	6.8	16.0	110
CAGNEY & LACEY	C	9965	7708	12.3	77.4	100	1591	13.0	16.0	106	7172	12.7	72.0	103	1362	11.6	13.7	94
CBS EVENING NEWS-DEAN	C	3491	2455	3.9	70.3	91	751	6.1	21.5	142	2229	4.0	63.8	92	665	5.6	19.0	131
CBS EVENING NEWS-RATHER	C	7123	5271	8.4	74.0	96	1341	10.9	18.8	124	4758	8.4	66.8	96	1093	9.3	15.3	105
CBS SAT. NEWS-SCHIEFFER	C	3621	2664	4.3	73.6	95	679	5.5	18.8	124	2389	4.2	66.0	95	548	4.6	15.1	104
CBS SATURDAY NIGHT MOVIE	C	5436	4195	6.7	77.2	100	911	7.4	16.8	111	3911	6.9	71.9	103	933	7.9	17.2	118
CBS WEDNESDAY NIGHT MOVIE	C	6100	4682	7.5	76.8	99	873	7.1	14.3	95	4247	7.5	69.6	100	1010	8.6	16.6	114
CHEERS	N	8889	6931	11.1	78.0	101	1336	10.9	15.0	99	6159	10.9	69.3	100	1468	12.5	16.5	113
DALLAS	C	22109	16662	26.6	75.4	98	3391	27.7	15.3	101	15195	27.0	68.7	99	3180	27.0	14.4	99
DIFF'RENT STROKES	N	6940	5389	8.6	77.7	101	980	8.0	14.1	93	4861	8.6	70.0	101	931	7.9	13.4	92
DOUBLE TROUBLE	N	7223	5714	9.1	79.1	102	1098	9.0	15.2	101	5170	9.2	71.6	103	975	8.3	13.5	93
DUCK FACTORY	N	5595	4326	6.9	77.3	100	861	7.0	15.4	102	3912	6.9	69.9	100	967	8.2	17.3	119
DUKES OF HAZZARD	C	5768	4624	7.4	80.2	104	787	6.4	13.6	90	4059	7.2	70.4	101	857	7.3	14.9	102
DYNASTY	A	20053	15516	24.8	77.4	100	2920	23.8	14.6	96	13985	24.8	69.7	100	2727	23.1	13.6	93
FACTS OF LIFE	N	8087	6433	10.3	79.5	103	1163	9.5	14.4	95	5654	10.0	69.9	100	1129	9.6	14.0	96
FALCON CREST	C	20046	15086	24.1	75.3	97	3083	25.2	15.4	102	13883	24.6	69.3	100	2695	22.9	13.4	92
FALL GUY	A	9084	7179	11.5	79.0	102	1505	12.3	16.6	110	6643	11.8	73.1	105	1224	10.4	13.5	93
FAMILY TIES	N	7964	6375	10.2	80.0	104	1196	9.8	15.0	99	5701	10.1	71.6	103	1065	9.0	13.4	92
FANTASY ISLAND	A	7687	5695	9.1	74.1	96	1018	8.3	13.2	88	5129	9.1	66.7	96	929	7.9	12.1	83
FOULUPS,BLEEPS & BLUNDERS	A	8861	6729	10.8	75.9	98	1423	11.6	16.1	106	6207	11.0	70.0	101	1299	11.0	14.7	101
FOUR SEASONS	C	5095	3784	6.0	74.3	96	856	7.0	16.8	111	3369	6.0	66.1	95	899	7.6	17.6	121
GIMME A BREAK	N	8838	6998	11.2	79.2	103	1287	10.5	14.6	96	6231	11.1	70.5	101	1200	10.2	13.6	93
HART TO HART	A	8978	6831	10.9	76.1	99	1492	12.2	16.6	110	6235	11.1	69.4	100	1461	12.4	16.3	112
HILL STREET BLUES	N	8590	6644	10.6	77.3	100	1269	10.4	14.8	98	6135	10.9	71.4	103	1260	10.7	14.7	101
HOTEL	A	14085	10774	17.2	76.5	99	2206	18.0	15.7	104	9892	17.6	70.2	101	1845	15.7	13.1	90
JEFFERSONS	C	9360	7160	11.4	76.5	99	1318	10.8	14.1	93	6402	11.4	68.4	98	1311	11.1	14.0	96
JENNIFER SLEPT HERE	N	5841	4487	7.2	76.8	99	829	6.8	14.2	94	3982	7.1	68.2	98	836	7.1	14.3	98
KATE & ALLIE	C	9206	7079	11.3	76.9	100	1410	11.5	15.3	101	6409	11.4	69.6	100	1355	11.5	14.7	101
KNIGHT RIDER	N	7076	5733	9.2	81.0	105	1056	8.6	14.9	99	4950	8.8	70.0	101	1136	9.6	16.1	110
LOVE BOAT	A	12219	9217	14.7	75.4	98	1836	15.0	15.0	99	8211	14.6	67.2	97	1816	15.4	14.9	102
MAGNUM PI	C	11199	8474	13.5	75.7	98	1848	15.1	16.5	109	7658	13.6	68.4	98	1703	14.4	15.2	104
MAMA'S FAMILY	N	6057	4875	7.8	80.5	104	859	7.0	14.2	94	4256	7.6	70.3	101	881	7.5	14.5	100
MASTER, THE	N	3598	2820	4.5	78.4	101	596	4.9	16.6	110	2482	4.4	69.0	99	627	5.3	17.4	120
MATT HOUSTON	A	6344	4874	7.8	76.8	99	1024	8.4	16.1	107	4266	7.6	67.2	97	1049	8.9	16.5	114
NBC MONDAY NIGHT MOVIE	N	11994	9303	14.9	77.6	100	1658	13.5	13.8	91	8084	14.3	67.4	97	1727	14.7	14.4	99
NBC NIGHTLY NEWS	N	5132	3750	6.0	73.1	95	944	7.7	18.4	122	3465	6.1	67.5	97	713	6.0	13.9	95
NBC NIGHTLY NEWS-SAT	N	3375	2486	4.0	73.7	95	515	4.2	15.3	101	2184	3.9	64.7	93	388	3.3	11.5	79
NBC NIGHTLY NEWS-SUN	N	3130	2310	3.7	73.8	96	455	3.7	14.5	96	2050	3.6	65.5	94	390	3.3	12.5	86
NBC SUNDAY NIGHT MOVIE	N	8284	6519	10.4	78.7	102	1262	10.3	15.2	101	5917	10.5	71.4	103	1192	10.1	14.4	99
NEWHART	C	9240	7016	11.2	75.9	98	1462	11.9	15.8	105	6551	11.6	70.9	102	1290	10.9	14.0	96
ONE DAY AT A TIME	C	7288	5613	9.0	77.0	100	1029	8.4	14.1	93	4820	8.6	66.1	95	1170	9.9	16.1	110
PEOPLE ARE FUNNY	N	4855	3847	6.2	79.2	103	747	6.1	15.4	102	3502	6.2	72.1	104	709	6.0	14.6	100
REAL PEOPLE	N	8869	6878	11.0	77.5	100	1286	10.5	14.5	96	6214	11.0	70.1	101	1359	11.5	15.3	105
REMINGTON STEELE	N	7743	5841	9.3	75.4	98	1175	9.6	15.2	100	5327	9.5	68.8	99	1127	9.6	14.6	100
RIPLEY'S BELIEVE IT - NOT	A	5345	4169	6.7	78.0	101	844	6.9	15.8	104	3851	6.8	72.0	104	764	6.5	14.3	98
RIPTIDE	N	6988	5504	8.8	78.8	102	991	8.1	14.2	94	4823	8.6	69.0	99	993	8.4	14.2	98
SCARECROW & MRS. KING	C	10002	7579	12.1	75.8	98	1632	13.3	16.3	108	6786	12.0	67.8	97	1588	13.5	15.9	109
SIMON & SIMON	C	10638	8332	13.3	78.3	101	1601	13.1	15.0	100	7449	13.2	70.0	101	1547	13.1	14.5	100
60 MINUTES	C	13293	9802	15.7	73.7	95	2352	19.2	17.7	117	8872	15.7	66.7	96	2172	18.4	16.3	112
ST. ELSEWHERE	N	7017	5453	8.7	77.7	101	1056	8.6	15.0	99	4852	8.6	69.1	99	936	7.9	13.3	92
THREE'S COMPANY	A	10917	8714	13.9	79.8	103	1702	13.9	15.6	103	7790	13.8	71.4	103	1622	13.8	14.9	102
T.J. HOOKER	A	9204	6871	11.0	74.7	97	1564	12.8	17.0	112	6222	11.0	67.6	97	1426	12.1	15.5	106
TONIGHT SHOW	N	2372	1808	2.9	76.2	99	438	3.6	18.5	122	1666	3.0	70.2	101	406	3.4	17.1	118
TRAPPER JOHN, M.D.	C	9846	7535	12.0	76.5	99	1436	11.7	14.6	96	6722	11.9	68.3	98	1277	10.8	13.0	89
TV BLOOPERS & PRAC. JOKES	N	9105	7059	11.3	77.5	100	1526	12.5	16.8	111	6361	11.3	69.9	100	1215	10.3	13.3	92
20/20	A	9387	7215	11.5	76.9	100	1648	13.5	17.6	116	6580	11.7	70.1	101	1487	12.6	15.8	109
WEBSTER	A	11067	8286	13.2	74.9	97	1880	15.3	17.0	112	7541	13.4	68.1	98	1731	14.7	15.6	107
WORLD NEWS - SUN	A	3062	2270	3.6	74.1	96	579	4.7	18.9	125	2249	4.0	73.4	106	402	3.4	13.1	90
YELLOW ROSE	N	4978	3998	6.4	80.3	104	661	5.4	13.3	88	3716	6.6	74.6	107	552	4.7	11.1	76
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	6982	11.2	78.6	102	1694	13.8	19.1	126	6618	11.7	74.5	107	1282	10.9	14.4	99
BASKETBALL - COLLEGE GAMES		4080	3255	5.2	79.8	103	854	7.0	20.9	138	2994	5.3	73.4	105	646	5.5	15.8	109
BASKETBALL - PRO GAMES		3607	2871	4.6	79.6	103	680	5.6	18.9	125	2609	4.6	72.3	104	658	5.6	18.2	125
BOWLING		3883	3261	5.2	84.0	109	535	4.4	13.8	91	2959	5.3	76.2	110	731	6.2	18.8	129
BOXING		3928	3091	4.9	78.7	102	*518	4.2	13.2	87	2862	5.1	72.9	105	823	7.0	21.0	144
FOOTBALL - COLLEGE GAMES		6366	5077	8.1	79.8	103	1108	9.0	17.4	115	4692	8.3	73.7	106	1054	8.9	16.6	114
FOOTBALL - PRO GAMES		11300	9437	15.1	83.5	108	1819	14.9	16.1	106	8497	15.1	75.2	108	1752	14.9	15.5	107
GOLF		3378	2567	4.1	76.0	98	655	5.3	19.4	128	2550	4.5	75.5	108	*556	4.7	16.5	113
POST-SEASON COLL. FOOTBALL		4906	4070	6.5	83.0	107	769	6.3	15.7	104	3836	6.8	78.2	112	755	6.4	15.4	106
POST-SEASON PRO FOOTBALL		6120	4939	7.9	80.7	104	1252	10.2	20.5	135	4800	8.5	78.4	113	991	8.4	16.2	111
TENNIS		3033	2206	3.5	72.7	94	646	5.3	21.3	141	2184	3.9	72.0	103	520	4.4	17.1	118
WRESTLING - PROFESSIONAL		3344	3034	4.9	90.7	117	*332	2.7	9.9	66	2600	4.6	77.8	112	640	5.4	19.1	132

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MARGARINE - FORMS
(FEMALE HOMEMAKERS)

0458
P-19

	TOTAL U.S. '000	REGULAR STICK A '000	REGULAR STICK B % DOWN	REGULAR STICK C % ACROSS	REGULAR STICK D INDX	REGULAR SOFT A '000	REGULAR SOFT B % DOWN	REGULAR SOFT C % ACROSS	REGULAR SOFT D INDX	WHIPPED STICK A '000	WHIPPED STICK B % DOWN	WHIPPED STICK C % ACROSS	WHIPPED STICK D INDX	WHIPPED SOFT A '000	WHIPPED SOFT B % DOWN	WHIPPED SOFT C % ACROSS	WHIPPED SOFT D INDX
TOTAL FEMALE HOMEMAKERS	80986	47162	100.0	58.2	100	20343	100.0	25.1	100	3522	100.0	4.3	100	15531	100.0	19.2	100
18 - 24	9282	5071	10.8	54.6	96	2290	11.3	24.7	98	*331	9.4	3.6	82	2413	15.5	26.0	136
25 - 34	19072	11641	24.7	61.0	105	4996	24.6	26.2	104	1001	28.4	5.2	121	4014	25.8	21.0	110
35 - 44	14591	8306	17.6	56.9	98	4225	20.8	29.0	115	713	20.2	4.9	112	3039	19.6	20.8	109
45 - 54	11345	6588	14.0	58.1	100	2953	14.5	26.0	104	*498	14.1	4.4	101	2210	14.2	19.5	102
55 - 64	11635	7125	15.1	61.2	105	3144	15.5	27.0	108	*410	11.6	3.5	81	1846	11.9	15.9	83
65 OR OLDER	15061	8430	17.9	56.0	96	2737	13.5	18.2	72	563	16.2	3.8	87	2010	12.9	13.3	70
18 - 34	28354	16712	35.4	58.9	101	7285	35.8	25.7	102	1332	37.8	4.7	108	6427	41.4	22.7	118
18 - 49	48339	28149	59.7	58.2	100	13015	64.0	26.9	107	2307	65.5	4.8	110	10594	68.2	21.9	114
25 - 54	45008	26535	56.3	59.0	101	12174	59.8	27.0	108	2212	62.8	4.9	113	9262	59.6	20.6	107
35 - 49	19985	11437	24.3	57.2	98	5730	28.2	28.7	114	976	27.7	4.9	112	4167	26.8	20.9	109
50 OR OLDER	32647	19012	40.3	58.2	100	7328	36.0	22.4	89	1215	34.5	3.7	86	4937	31.8	15.1	79
GRADUATED COLLEGE	11155	6579	13.9	59.0	101	3177	15.6	28.5	113	*472	13.4	4.2	97	1771	11.4	15.9	83
ATTENDED COLLEGE	13682	8561	18.2	62.6	107	3589	17.6	26.2	104	572	16.2	4.2	96	2965	19.1	21.7	113
GRADUATED HIGH SCHOOL	33880	19972	42.3	58.9	101	8843	43.5	26.1	104	1404	39.9	4.1	95	6836	44.0	20.2	105
DID NOT GRADUATE HIGH SCHOOL	22270	12049	25.5	54.1	93	4734	23.3	21.3	85	1073	30.5	4.8	111	3960	25.5	17.8	93
EMPLOYED	40306	22848	48.4	56.7	97	11166	54.9	27.7	110	1814	51.5	4.5	103	8606	55.4	21.4	111
EMPLOYED FULL-TIME	32850	18401	39.0	56.0	96	9045	44.5	27.5	110	1485	42.2	4.5	104	6824	43.9	20.8	108
EMPLOYED PART-TIME	7456	4447	9.4	59.6	102	2121	10.4	28.4	113	*329	9.3	4.4	101	1782	11.5	23.9	125
NOT EMPLOYED	40680	24314	51.6	59.8	103	9178	45.1	22.6	90	1708	48.5	4.2	97	6925	44.6	17.0	89
PROFESSIONAL/MANAGER	10392	6175	13.1	59.4	102	3026	14.9	29.1	116	**397	11.3	3.8	88	1872	12.1	18.0	94
TECH/CLERICAL/SALES	17574	10129	21.5	57.6	99	5246	25.8	29.9	119	737	20.9	4.2	96	3850	24.8	21.9	114
PRECISION/CRAFT	985	518	1.1	52.6	90	**249	1.2	25.3	101	**63	1.8	6.4	147	**241	1.6	24.5	128
OTHER EMPLOYED	11354	6026	12.8	53.1	91	2645	13.0	23.3	93	616	17.5	5.4	125	2644	17.0	23.3	121
SINGLE	9863	5244	11.1	53.2	91	2414	11.9	24.5	97	*404	11.5	4.1	94	2000	12.9	20.3	106
MARRIED	51375	31353	66.5	61.0	105	13537	66.5	26.3	105	2229	63.3	4.3	100	9857	63.5	19.2	100
DIVORCED/SEPARATED/WIDOWED	19748	10565	22.4	53.5	92	4393	21.6	22.2	89	889	25.2	4.5	104	3674	23.7	18.6	97
PARENTS	32590	19859	42.1	60.9	105	8679	42.7	26.6	106	1607	45.6	4.9	113	7118	45.8	21.8	114
WHITE	70416	40992	86.9	58.2	100	18512	91.0	26.3	105	2812	79.8	4.0	92	13667	88.0	19.4	101
BLACK	8778	5121	10.9	58.3	100	1417	7.0	16.1	64	666	18.9	7.6	174	1622	10.4	18.5	96
OTHER	1791	*1048	2.2	58.5	100	*414	2.0	23.1	92	**44	1.2	2.5	56	**242	1.6	13.5	70
NORTHEAST-CENSUS	17786	10717	22.7	60.3	103	3668	18.0	20.6	82	*394	11.2	2.2	51	2389	15.4	13.4	70
NORTH CENTRAL	20741	12782	27.1	61.6	106	6222	30.6	30.0	119	647	18.4	3.1	72	3905	25.1	18.8	98
SOUTH	27775	15845	33.6	57.0	98	5483	27.0	19.7	79	2119	60.2	7.6	175	6588	42.4	23.7	124
WEST	14683	7817	16.6	53.2	91	4970	24.4	33.8	135	*362	10.3	2.5	57	2650	17.1	18.0	94
NORTHEAST-MKTG.	17961	10264	21.8	57.1	98	3586	17.6	20.0	79	564	16.0	3.1	72	2818	18.1	15.7	82
EAST CENTRAL	11885	7433	15.8	62.5	107	3271	16.1	27.5	110	*441	12.5	3.7	85	2605	16.8	21.9	114
WEST CENTRAL	14090	8567	18.2	60.8	104	4357	21.4	30.9	123	*323	9.2	2.3	53	2208	14.2	15.7	82
SOUTH	24081	14038	29.8	58.3	100	4783	23.5	19.9	79	1881	53.4	7.8	180	5546	35.7	23.0	120
PACIFIC	12969	6859	14.5	52.9	91	4347	21.4	33.5	133	**313	8.9	2.4	55	2355	15.2	18.2	95
COUNTY SIZE A	32439	17572	37.3	54.2	93	8041	39.5	24.8	99	1164	33.0	3.6	83	5918	38.1	18.2	95
COUNTY SIZE B	24915	15188	32.2	61.0	105	6259	30.8	25.1	100	1166	33.1	4.7	108	4881	31.4	19.6	102
COUNTY SIZE C	12930	7951	16.9	61.5	106	3323	16.3	25.7	102	*487	13.8	3.8	87	2594	16.7	20.1	105
COUNTY SIZE D	10703	6450	13.7	60.3	103	2720	13.4	25.4	101	705	20.0	6.6	151	2138	13.8	20.0	104
METRO CENTRAL CITY	24518	14164	30.0	57.8	99	5768	28.4	23.5	94	863	24.5	3.5	81	4198	27.0	17.1	89
METRO SUBURBAN	35919	20867	44.2	58.1	100	9631	47.3	26.8	107	1431	40.6	4.0	92	7160	46.1	19.9	104
NON METRO	20549	12131	25.7	59.0	101	4944	24.3	24.1	96	1228	34.9	6.0	137	4173	26.9	20.3	106
TOP 5 ADI'S	18341	9806	20.8	53.5	92	4700	23.1	25.6	102	539	15.3	2.9	68	2939	18.9	16.0	84
TOP 10 ADI'S	25378	13566	28.8	53.5	92	6234	30.6	24.6	98	958	27.2	3.8	87	4593	29.6	18.1	94
TOP 20 ADI'S	36488	19887	42.2	54.5	94	9016	44.3	24.7	98	1368	38.8	3.7	86	6330	40.8	17.3	90
HSHLD INC. $50,000 OR MORE	6612	3867	8.2	58.5	100	1836	9.0	27.8	111	**210	6.0	3.2	73	1107	7.1	16.7	87
$40,000 OR MORE	12659	7709	16.3	60.9	105	3552	17.5	28.1	112	*408	11.6	3.2	74	2217	14.3	17.5	91
$30,000 OR MORE	24698	14936	31.7	60.5	104	6931	34.1	28.1	112	1034	29.4	4.2	96	4565	29.4	18.5	96
$25,000 OR MORE	32077	19226	40.8	59.9	103	9170	45.1	28.6	114	1387	39.4	4.3	99	5976	38.5	18.6	97
$20,000 - $24,999	9144	5198	11.0	56.8	98	2359	11.6	25.8	103	**303	8.6	3.3	76	1963	12.6	21.5	112
$15,000 - $19,999	8728	5071	10.8	58.1	100	2143	10.5	24.6	98	**223	6.3	2.6	59	1691	10.9	19.4	101
$10,000 - $14,999	12562	7170	15.2	57.1	98	2973	14.6	23.7	94	514	14.6	4.1	94	2642	17.0	21.0	110
UNDER $10,000	18475	10496	22.3	56.8	98	3698	18.2	20.0	80	1096	31.1	5.9	136	3259	21.0	17.6	92
HOUSEHOLD OF 1 PERSON	11987	6145	13.0	51.3	88	2394	11.8	20.0	80	492	14.0	4.1	94	2114	13.6	17.6	92
2 PEOPLE	26577	14964	31.7	56.3	97	6718	33.0	25.3	101	851	24.2	3.2	74	4706	30.3	17.7	92
3 OR 4 PEOPLE	30617	18410	39.0	60.1	103	8118	39.9	26.5	106	1540	43.7	5.0	116	6497	41.8	21.2	111
5 OR MORE PEOPLE	11804	7643	16.2	64.7	111	3114	15.3	26.4	105	*640	18.2	5.4	125	2214	14.3	18.8	98
NO CHILD IN HSHLD	46165	26042	55.2	56.4	97	11108	54.6	24.1	96	1789	50.8	3.9	89	8043	51.8	17.4	91
CHILD(REN) UNDER 2 YRS	5325	3351	7.1	62.9	108	1285	6.3	24.1	96	*389	11.0	7.3	168	1158	7.5	21.7	113
2 - 5 YEARS	14221	8698	18.4	61.2	105	3606	17.7	25.4	101	873	24.8	6.1	141	3188	20.5	22.4	117
6 - 11 YEARS	15117	9203	19.5	60.9	105	3786	18.6	25.0	100	767	21.8	5.1	117	3572	23.0	23.6	123
12 - 17 YEARS	16611	10158	21.5	61.2	105	4736	23.3	28.5	114	935	26.5	5.6	129	3223	20.8	19.4	101
RESIDENCE OWNED	55884	33215	70.4	59.4	102	14609	71.8	26.1	104	2514	71.4	4.5	103	10647	68.6	19.1	99
VALUE: $50,000 OR MORE	31744	18687	39.6	58.9	101	8435	41.5	26.6	106	1205	34.2	3.8	87	5615	36.2	17.7	92
VALUE: UNDER $50,000	24140	14528	30.8	60.2	103	6175	30.4	25.6	102	1309	37.2	5.4	125	5032	32.4	20.8	109

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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		TOTAL U.S. '000	REGULAR STICK A '000	REGULAR STICK B % DOWN	REGULAR STICK C % ACROSS	REGULAR STICK D INDX	REGULAR SOFT A '000	REGULAR SOFT B % DOWN	REGULAR SOFT C % ACROSS	REGULAR SOFT D INDX	WHIPPED STICK A '000	WHIPPED STICK B % DOWN	WHIPPED STICK C % ACROSS	WHIPPED STICK D INDX	WHIPPED SOFT A '000	WHIPPED SOFT B % DOWN	WHIPPED SOFT C % ACROSS	WHIPPED SOFT D INDX
TOTAL FEMALE HOMEMAKERS		80986	47162	100.0	58.2	100	20343	100.0	25.1	100	3522	100.0	4.3	100	15531	100.0	19.2	100
MAGAZINES	QUINTILE 1	15799	9510	20.2	60.2	103	4580	22.5	29.0	115	747	21.2	4.7	109	3724	24.0	23.6	123
	QUINTILE 2	17259	10436	22.1	60.5	104	4614	22.7	26.7	106	722	20.5	4.2	96	3195	20.6	18.5	97
	QUINTILE 3	13545	7934	16.8	58.6	101	3540	17.4	26.1	104	537	15.2	4.0	91	2239	14.4	16.5	86
	QUINTILE 4	15133	8662	18.4	57.2	98	3537	17.4	23.4	93	755	21.4	5.0	115	2946	19.0	19.5	102
	QUINTILE 5	19250	10619	22.5	55.2	95	4073	20.0	21.2	84	761	21.6	4.0	91	3427	22.1	17.8	93
NEWSPAPERS	QUINTILE 1	12413	7669	16.3	61.8	106	3215	15.8	25.9	103	*401	11.4	3.2	74	2333	15.0	18.8	98
	QUINTILE 2	24116	14217	30.1	59.0	101	6027	29.6	25.0	99	1091	31.0	4.5	104	4557	29.3	18.9	99
	QUINTILE 3	11261	6479	13.7	57.5	99	3036	14.9	27.0	107	*601	17.1	5.3	123	2203	14.2	19.6	102
	QUINTILE 4	20255	11887	25.2	58.7	101	5308	26.1	26.2	104	758	21.5	3.7	86	3883	25.0	19.2	100
	QUINTILE 5	12940	6910	14.7	53.4	92	2758	13.6	21.3	85	670	19.0	5.2	119	2555	16.5	19.7	103
OUTDOOR	QUINTILE 1	14852	8717	18.5	58.7	101	3914	19.2	26.4	105	557	15.8	3.8	86	2824	18.2	19.0	99
	QUINTILE 2	15725	9062	19.2	57.6	99	4015	19.7	25.5	102	689	19.6	4.4	101	2769	17.8	17.6	92
	QUINTILE 3	16330	9517	20.2	58.3	100	4264	21.0	26.1	104	789	22.4	4.8	111	3173	20.4	19.4	101
	QUINTILE 4	16744	10007	21.2	59.8	103	4224	20.8	25.2	100	678	19.3	4.0	93	3208	20.7	19.2	100
	QUINTILE 5	17334	9859	20.9	56.9	98	3927	19.3	22.7	90	808	22.9	4.7	107	3557	22.9	20.5	107
RADIO-DRIVE TIME	QUINTILE 1	15911	9428	20.0	59.3	102	3869	19.0	24.3	97	801	22.7	5.0	116	3110	20.0	19.5	102
	QUINTILE 2	14837	8671	18.4	58.4	100	3849	18.9	25.9	103	612	17.4	4.1	95	3092	19.9	20.8	109
	QUINTILE 3	15339	8851	18.8	57.7	99	3884	19.1	25.3	101	720	20.4	4.7	108	2995	19.3	19.5	102
	QUINTILE 4	16723	9510	20.2	56.9	98	4564	22.4	27.3	109	662	18.8	4.0	91	3007	19.4	18.0	94
	QUINTILE 5	18176	10702	22.7	58.9	101	4177	20.5	23.0	91	727	20.6	4.0	92	3326	21.4	18.3	95
RADIO-MID-DAY	TERCILE 1	21020	12337	26.2	58.7	101	5315	26.1	25.3	101	1121	31.8	5.3	123	4157	26.8	19.8	103
	TERCILE 2	21610	12831	27.2	59.4	102	5380	26.4	24.9	99	888	25.2	4.1	94	4209	27.1	19.5	102
	TERCILE 3	38355	21994	46.6	57.3	98	9648	47.4	25.2	100	1513	43.0	3.9	91	7165	46.1	18.7	97
RADIO-TOTAL	QUINTILE 1	15988	9093	19.3	56.9	98	4149	20.4	26.0	103	878	24.9	5.5	126	3364	21.7	21.0	110
	QUINTILE 2	15626	9478	20.1	60.7	104	3515	17.3	22.5	90	648	18.4	4.1	95	3058	19.7	19.6	102
	QUINTILE 3	16723	9845	20.9	58.9	101	4402	21.6	26.3	105	718	20.4	4.3	99	3346	21.5	20.0	104
	QUINTILE 4	16342	9518	20.2	58.2	100	4490	22.1	27.5	109	604	17.1	3.7	85	2970	19.1	18.2	95
	QUINTILE 5	16306	9227	19.6	56.6	97	3788	18.6	23.2	92	674	19.1	4.1	95	2794	18.0	17.1	89
TV-PRIME TIME	QUINTILE 1	15953	9427	20.0	59.1	101	4013	19.7	25.2	100	825	23.4	5.2	119	3102	20.0	19.4	101
	QUINTILE 2	16137	9691	20.5	60.1	103	3892	19.1	24.1	96	647	18.4	4.0	92	2825	18.2	17.5	91
	QUINTILE 3	16420	9485	20.1	57.8	99	4143	20.4	25.2	100	654	18.6	4.0	92	3108	20.0	18.9	99
	QUINTILE 4	16687	9063	19.2	54.3	93	4412	21.7	26.4	105	821	23.3	4.9	113	3545	22.8	21.2	111
	QUINTILE 5	15789	9496	20.1	60.1	103	3884	19.1	24.6	98	575	16.3	3.6	84	2951	19.0	18.7	97
TV-DAYTIME	TERCILE 1	27736	16405	34.8	59.1	102	6626	32.6	23.9	95	1511	42.9	5.4	125	5185	33.4	18.7	97
	TERCILE 2	26489	15461	32.8	58.4	100	6903	33.9	26.1	104	1012	28.7	3.8	88	5484	35.3	20.7	108
	TERCILE 3	26761	15295	32.4	57.2	98	6815	33.5	25.5	101	998	28.3	3.7	86	4863	31.3	18.2	95
TV-TOTAL	QUINTILE 1	16345	9589	20.3	58.7	101	3736	18.4	22.9	91	974	27.7	6.0	137	3038	19.6	18.6	97
	QUINTILE 2	16447	9650	20.5	58.7	101	4100	20.2	24.9	99	687	19.5	4.2	96	2865	18.4	17.4	91
	QUINTILE 3	15980	9438	20.0	59.1	101	4375	21.5	27.4	109	608	17.3	3.8	87	2949	19.0	18.5	96
	QUINTILE 4	15887	8915	18.9	56.1	96	3855	18.9	24.3	97	624	17.7	3.9	90	3397	21.9	21.4	111
	QUINTILE 5	16326	9570	20.3	58.6	101	4277	21.0	26.2	104	629	17.9	3.9	89	3283	21.1	20.1	105
MAGAZINES-NEWSPAPERS: DUAL		20721	12560	26.6	60.6	104	5783	28.4	27.9	111	857	24.3	4.1	95	4000	25.8	19.3	101
MAGAZINE IMPERATIVE		19186	11328	24.0	59.0	101	5168	25.4	26.9	107	837	23.8	4.4	100	4020	25.9	21.0	109
NEWSPAPER IMPERATIVE		21899	12750	27.0	58.2	100	4946	24.3	22.6	90	925	26.3	4.2	97	3927	25.3	17.9	94
MAGAZINES-OUTDOOR: DUAL		15451	9275	19.7	60.0	103	4348	21.4	28.1	112	707	20.1	4.6	105	3214	20.7	20.8	108
MAGAZINE IMPERATIVE		25953	15428	32.7	59.4	102	7145	35.1	27.5	110	1171	33.2	4.5	104	5295	34.1	20.4	106
OUTDOOR IMPERATIVE		24400	13790	29.2	56.5	97	5717	28.1	23.4	93	948	26.9	3.9	89	4091	26.3	16.8	87
MAGAZINES-RADIO: DUAL		18049	10992	23.3	60.9	105	4732	23.3	26.2	104	864	24.5	4.8	110	3727	24.0	20.6	108
MAGAZINE IMPERATIVE		23571	13887	29.4	58.9	101	6774	33.3	28.7	114	952	27.0	4.0	93	4651	29.9	19.7	103
RADIO IMPERATIVE		23278	13286	28.2	57.1	98	5349	26.3	23.0	91	1075	30.5	4.6	106	4536	29.2	19.5	102
MAGAZINES-TELEVISION: DUAL		15459	9469	20.1	61.3	105	4038	19.8	26.1	104	772	21.9	5.0	115	3160	20.3	20.4	107
MAGAZINE IMPERATIVE		25829	15242	32.3	59.0	101	7333	36.0	28.4	113	978	27.8	3.8	87	5190	33.4	20.1	105
TELEVISION IMPERATIVE		26039	14816	31.4	56.9	98	5895	29.0	22.6	90	1266	35.9	4.9	112	4318	27.8	16.6	86
NEWSPAPERS-OUTDOOR: DUAL		16605	9816	20.8	59.1	102	4265	21.0	25.7	102	654	18.6	3.9	91	3216	20.7	19.4	101
NEWSPAPER IMPERATIVE		26834	16066	34.1	59.9	103	6747	33.2	25.1	100	1154	32.8	4.3	99	5096	32.8	19.0	99
OUTDOOR IMPERATIVE		23346	13317	28.2	57.0	98	6091	29.9	26.1	104	1041	29.6	4.5	103	4217	27.2	18.1	94
NEWSPAPERS-RADIO: DUAL		17133	10647	22.6	62.1	107	4066	20.0	23.7	94	802	22.8	4.7	108	3522	22.7	20.6	107
NEWSPAPER IMPERATIVE		25892	15049	31.9	58.1	100	6876	33.8	26.6	106	931	26.4	3.6	83	4640	29.9	17.9	93
RADIO IMPERATIVE		23167	13005	27.6	56.1	96	5902	29.0	25.5	101	1147	32.6	5.0	114	4693	30.2	20.3	106
NEWSPAPERS-TELEVISION: DUAL		17159	10234	21.7	59.6	102	4407	21.7	25.7	102	888	25.2	5.2	119	3042	19.6	17.7	92
NEWSPAPER IMPERATIVE		26214	15323	32.5	58.5	100	6828	33.6	26.0	104	922	26.2	3.5	81	5350	34.4	20.4	106
TELEVISION IMPERATIVE		23412	13271	28.1	56.7	97	5587	27.5	23.9	95	1159	32.9	5.0	114	4362	28.1	18.6	97
OUTDOOR-RADIO: DUAL		15303	8947	19.0	58.5	100	4082	20.1	26.7	106	711	20.2	4.6	107	3237	20.8	21.2	110
OUTDOOR IMPERATIVE		24901	14528	30.8	58.3	100	6488	31.9	26.1	104	928	26.3	3.7	86	4199	27.0	16.9	88
RADIO IMPERATIVE		26492	15649	33.2	59.1	101	6271	30.8	23.7	94	1222	34.7	4.6	106	5233	33.7	19.8	103
OUTDOOR-TELEVISION: DUAL		14794	8905	18.9	60.2	103	3701	18.2	25.0	100	685	19.4	4.6	106	2670	17.2	18.0	94
OUTDOOR IMPERATIVE		25437	14604	31.0	57.4	99	6828	33.6	26.8	107	1012	28.7	4.0	91	4999	32.2	19.7	102
TELEVISION IMPERATIVE		27877	16266	34.5	58.3	100	6721	33.0	24.1	96	1383	39.3	5.0	114	5232	33.7	18.8	98
RADIO-TELEVISION: DUAL		15996	9298	19.7	58.1	100	3875	19.0	24.2	96	874	24.8	5.5	126	3057	19.7	19.1	100
RADIO IMPERATIVE		25478	14938	31.7	58.6	101	6292	30.9	24.7	98	1067	30.3	4.2	96	5439	35.0	21.3	111
TELEVISION IMPERATIVE		26573	15704	33.3	59.1	101	6875	33.8	25.9	103	1124	31.9	4.2	97	4540	29.2	17.1	89

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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MARGARINE - FORMS
(FEMALE HOMEMAKERS)

0460
P-19

	TOTAL U.S. '000	REGULAR STICK A '000	REGULAR STICK B % DOWN	REGULAR STICK C % ACROSS	REGULAR STICK D INDX	REGULAR SOFT A '000	REGULAR SOFT B % DOWN	REGULAR SOFT C % ACROSS	REGULAR SOFT D INDX	WHIPPED STICK A '000	WHIPPED STICK B % DOWN	WHIPPED STICK C % ACROSS	WHIPPED STICK D INDX	WHIPPED SOFT A '000	WHIPPED SOFT B % DOWN	WHIPPED SOFT C % ACROSS	WHIPPED SOFT D INDX
TOTAL FEMALE HOMEMAKERS	80986	47162	100.0	58.2	100	20343	100.0	25.1	100	3522	100.0	4.3	100	15531	100.0	19.2	100
ATLANTIC MONTHLY	415	*221	0.5	53.3	91	**119	0.6	28.7	114	**3	0.1	0.7	17	**57	0.4	13.7	72
BARRON'S	453	*282	0.6	62.3	107	**124	0.6	27.4	109	**5	0.1	1.1	25	**49	0.3	10.8	56
BETTER HOMES & GARDENS	16256	10236	21.7	63.0	108	4235	20.8	26.1	104	672	19.1	4.1	95	3329	21.4	20.5	107
BON APPETIT	2535	1496	3.2	59.0	101	686	3.4	27.1	108	**62	1.8	2.4	56	429	2.8	16.9	88
BUSINESS WEEK	1278	632	1.3	49.5	85	381	1.9	29.8	119	**31	0.9	2.4	56	*263	1.7	20.6	107
CAR AND DRIVER	378	*245	0.5	64.8	111	**62	0.3	16.4	65	**16	0.5	4.2	97	**67	0.4	17.7	92
CBS MAGAZINE NETWORK (GROSS)	1498	953	2.0	63.6	109	393	1.9	26.2	104	**24	0.7	1.6	37	409	2.6	27.3	142
CHANGING TIMES	1505	1001	2.1	66.5	114	310	1.5	20.6	82	**68	1.9	4.5	104	297	1.9	19.7	103
COLONIAL HOMES	1231	773	1.6	62.8	108	319	1.6	25.9	103	**62	1.8	5.0	116	242	1.6	19.7	103
CONDE NAST MAG. PKG. (GROSS)	14146	8251	17.5	58.3	100	3627	17.8	25.6	102	568	16.1	4.0	92	3478	22.4	24.6	128
CONSUMERS DIGEST	1323	883	1.9	66.7	115	247	1.2	18.7	74	**29	0.8	2.2	50	*325	2.1	24.6	128
COSMOPOLITAN	7102	3932	8.3	55.4	95	1954	9.6	27.5	110	360	10.2	5.1	117	1538	9.9	21.7	113
COUNTRY LIVING	2481	1518	3.2	61.2	105	674	3.3	27.2	108	**107	3.0	4.3	99	524	3.4	21.1	110
CUISINE	1472	863	1.8	58.6	101	337	1.7	22.9	91	**57	1.6	3.9	89	333	2.1	22.6	118
CYCLE WORLD	425	*321	0.7	75.5	130	**142	0.7	33.4	133	**1	0.0	0.2	5	**93	0.6	21.9	114
DCI:CREATIVE IDEAS FOR LIV	2510	1450	3.1	57.8	99	810	4.0	32.3	128	**157	4.5	6.3	144	527	3.4	21.0	109
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	4051	8.6	60.5	104	1921	9.4	28.7	114	499	14.2	7.5	171	1431	9.2	21.4	111
DISCOVER	894	495	1.0	55.4	95	293	1.4	32.8	130	**20	0.6	2.2	51	*230	1.5	25.7	134
EBONY	3507	2036	4.3	58.1	100	545	2.7	15.5	62	289	8.2	8.2	189	824	5.3	23.5	123
ESQUIRE	1083	669	1.4	61.8	106	*197	1.0	18.2	72	**69	2.0	6.4	147	*176	1.1	16.3	85
ESSENCE	1830	1152	2.4	63.0	108	274	1.3	15.0	60	*170	4.8	9.3	214	393	2.5	21.5	112
FAMILY CIRCLE	15930	9927	21.0	62.3	107	4365	21.5	27.4	109	684	19.4	4.3	99	3333	21.5	20.9	109
THE FAMILY HANDYMAN	1126	760	1.6	67.5	116	342	1.7	30.4	121	**47	1.3	4.2	96	*236	1.5	21.0	109
FAMILY WEEKLY	11468	7060	15.0	61.6	106	3313	16.3	28.9	115	494	14.0	4.3	99	2217	14.3	19.3	101
FIELD & STREAM	2234	1293	2.7	57.9	99	617	3.0	27.6	110	**209	5.9	9.4	215	369	2.4	16.5	86
FOOD & WINE	579	338	0.7	58.4	100	*122	0.6	21.1	84	**34	1.0	5.9	135	*153	1.0	26.4	138
FORBES	728	392	0.8	53.8	92	*145	0.7	19.9	79	**29	0.8	4.0	92	*120	0.8	16.5	86
FORTUNE	906	522	1.1	57.6	99	*266	1.3	29.4	117	**3	0.1	0.3	8	*116	0.7	12.8	67
GENTLEMEN'S QUARTERLY	791	509	1.1	64.3	110	*197	1.0	24.9	99	**9	0.3	1.1	26	*122	0.8	15.4	80
GLAMOUR	5265	3131	6.6	59.5	102	1342	6.6	25.5	101	*167	4.7	3.2	73	1376	8.9	26.1	136
GOLF DIGEST	636	420	0.9	66.0	113	*162	0.8	25.5	101	**19	0.5	3.0	69	*160	1.0	25.2	131
GOLF DIGEST/TENNIS (GROSS)	1186	759	1.6	64.0	110	*231	1.1	19.5	78	**45	1.3	3.8	87	*265	1.7	22.3	117
GOLF MAGAZINE	441	*259	0.5	58.7	101	**152	0.7	34.5	137	**2	0.1	0.5	10	**74	0.5	16.8	87
GOLF MAGAZINE/SKI (GROSS)	922	540	1.1	58.6	101	332	1.6	36.0	143	**12	0.3	1.3	30	*114	0.7	12.4	64
GOOD HOUSEKEEPING	16487	10101	21.4	61.3	105	4876	24.0	29.6	118	631	17.9	3.8	88	3557	22.9	21.6	113
HARPER'S BAZAAR	2423	1456	3.1	60.1	103	556	2.7	22.9	91	**64	1.8	2.6	61	515	3.3	21.3	111
HEALTH	1994	1274	2.7	63.9	110	538	2.6	27.0	107	**81	2.3	4.1	93	379	2.4	19.0	99
HEARST MAG CORP. BUY (GROSS)	44101	26467	56.1	60.0	103	12360	60.8	28.0	112	1756	49.9	4.0	92	9581	61.7	21.7	113
HEARST MAN POWER (GROSS)	1993	1315	2.8	66.0	113	619	3.0	31.1	124	**73	2.1	3.7	84	372	2.4	18.7	97
HEARST WOMAN POWER (GROSS)	31274	18659	39.6	59.7	102	9098	44.7	29.1	116	1275	36.2	4.1	94	6947	44.7	22.2	116
HOUSE BEAUTIFUL	3623	2126	4.5	58.7	101	911	4.5	25.1	100	*115	3.3	3.2	73	740	4.8	20.4	107
INC.	283	*174	0.4	61.5	106	**117	0.6	41.3	165	**7	0.2	2.5	57	**33	0.2	11.7	61
JET	2928	1749	3.7	59.7	103	441	2.2	15.1	60	254	7.2	8.7	199	641	4.1	21.9	114
LADIES' HOME JOURNAL	11918	7141	15.1	59.9	103	3304	16.2	27.7	110	451	12.8	3.8	87	2687	17.3	22.5	118
LHJ FAMILY GRP COMBO(GROSS)	16764	10103	21.4	60.3	103	4704	23.1	28.1	112	639	18.1	3.8	88	3780	24.3	22.5	118
LIFE	4254	2480	5.3	58.3	100	1131	5.6	26.6	106	*152	4.3	3.6	82	897	5.8	21.1	110
L.A. TIMES HOME MAGAZINE	1145	585	1.2	51.1	88	329	1.6	28.7	114	**30	0.9	2.6	60	*171	1.1	14.9	78
MADEMOISELLE	2884	1740	3.7	60.3	104	797	3.9	27.6	110	*146	4.1	5.1	116	701	4.5	24.3	127
MC CALL'S	13460	8148	17.3	60.5	104	3875	19.0	28.8	115	612	17.4	4.5	105	2837	18.3	21.1	110
MC CALL'S/WRK MOTHER (GROSS)	14606	8862	18.8	60.7	104	4168	20.5	28.5	114	684	19.4	4.7	108	3224	20.8	22.1	115
MECHANIX ILLUSTRATED	772	477	1.0	61.8	106	*262	1.3	33.9	135	**9	0.3	1.2	27	*183	1.2	23.7	124
METROPOLITAN HOME	967	579	1.2	59.9	103	*193	0.9	20.0	79	**83	2.4	8.6	197	*246	1.6	25.4	133
MONEY	1588	880	1.9	55.4	95	438	2.2	27.6	110	**73	2.1	4.6	106	249	1.6	15.7	82
MOTHER EARTH NEWS	1002	575	1.2	57.4	99	332	1.6	33.1	132	**31	0.9	3.1	71	*159	1.0	15.9	83
MS.	825	489	1.0	59.3	102	225	1.1	27.3	109	**53	1.5	6.4	148	*203	1.3	24.6	128
NATIONAL ENQUIRER	10336	5806	12.3	56.2	96	2710	13.3	26.2	104	582	16.5	5.6	129	2398	15.4	23.2	121
NATIONAL GEOGRAPHIC	9597	5659	12.0	59.0	101	2771	13.6	28.9	115	413	11.7	4.3	99	1839	11.8	19.2	100
NATIONAL SUNDAY MAGAZINE PKG	49558	29557	62.7	59.6	102	12905	63.4	26.0	104	2065	58.6	4.2	96	9428	60.7	19.0	99
NATURAL HISTORY	573	338	0.7	59.0	101	*175	0.9	30.5	122	**2	0.1	0.3	8	**97	0.6	16.9	88
NEW WOMAN	1699	970	2.1	57.1	98	436	2.1	25.7	102	**134	3.8	7.9	181	506	3.3	29.8	155
NEW YORK INCLUDING CUE	443	*190	0.4	42.9	74	**73	0.4	16.5	66	**18	0.5	4.1	93	**76	0.5	17.2	89
THE NEW YORKER	1270	725	1.5	57.1	98	257	1.3	20.2	81	**50	1.4	3.9	91	230	1.5	18.1	94
NEWSWEEK	6277	3687	7.8	58.7	101	1766	8.7	28.1	112	*315	8.9	5.0	115	1100	7.1	17.5	91
THE N.Y. TIMES DAILY EDITION	1205	635	1.3	52.7	90	319	1.6	26.5	105	**54	1.5	4.5	103	196	1.3	16.3	85
THE N.Y. TIMES MAGAZINE	2081	1146	2.4	55.1	95	568	2.8	27.3	109	**79	2.2	3.8	87	311	2.0	14.9	78
OMNI	788	444	0.9	56.3	97	295	1.5	37.4	149	**22	0.6	2.8	64	*179	1.2	22.7	118
ON CABLE	1158	689	1.5	59.5	102	278	1.4	24.0	96	**36	1.0	3.1	71	*304	2.0	26.3	137
1001 HOME IDEAS	2852	1688	3.6	59.2	102	862	4.2	30.2	120	**107	3.0	3.8	86	714	4.6	25.0	131
ORGANIC GARDENING	1658	968	2.1	58.4	100	443	2.2	26.7	106	**69	2.0	4.2	96	323	2.1	19.5	102
OUTDOOR LIFE	896	509	1.1	56.8	98	*220	1.1	24.6	98	**42	1.2	4.7	108	*123	0.8	13.7	72
PARADE MAGAZINE	24275	14518	30.8	59.8	103	6230	30.6	25.7	102	1027	29.2	4.2	97	4916	31.7	20.3	106

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MARGARINE - FORMS
(FEMALE HOMEMAKERS)

0461
P-19

	TOTAL U.S. '000	REGULAR STICK A '000	B % DOWN	C % ACROSS	D INDX	REGULAR SOFT A '000	B % DOWN	C % ACROSS	D INDX	WHIPPED STICK A '000	B % DOWN	C % ACROSS	D INDX	WHIPPED SOFT A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	47162	100.0	58.2	100	20343	100.0	25.1	100	3522	100.0	4.3	100	15531	100.0	19.2	100
PARENTS	3845	2292	4.9	59.6	102	1091	5.4	28.4	113	*264	7.5	6.9	158	941	6.1	24.5	128
PENTHOUSE	831	529	1.1	63.7	109	*160	0.8	19.3	77	**76	2.2	9.1	210	*196	1.3	23.6	123
PEOPLE	11645	6635	14.1	57.0	98	3081	15.1	26.5	105	503	14.3	4.3	99	2674	17.2	23.0	120
PLAYBOY	2006	1264	2.7	63.0	108	437	2.1	21.8	87	**108	3.1	5.4	124	322	2.1	16.1	84
POPULAR HOT RODDING	297	*197	0.4	66.3	114	**37	0.2	12.5	50	**26	0.7	8.8	201	**84	0.5	28.3	147
POPULAR MECHANICS	1018	645	1.4	63.4	109	*364	1.8	35.8	142	**60	1.7	5.9	136	*151	1.0	14.8	77
POPULAR SCIENCE	878	615	1.3	70.0	120	*190	0.9	21.6	86	**23	0.7	2.6	60	**181	1.2	20.6	107
PREVENTION	3913	2300	4.9	58.8	101	1198	5.9	30.6	122	*141	4.0	3.6	83	843	5.4	21.5	112
PSYCHOLOGY TODAY	1710	985	2.1	57.6	99	459	2.3	26.8	107	**39	1.1	2.3	52	512	3.3	29.9	156
READER'S DIGEST	22204	13223	28.0	59.6	102	5824	28.6	26.2	104	1099	31.2	4.9	114	4531	29.2	20.4	106
REDBOOK	7684	4626	9.8	60.2	103	2268	11.1	29.5	118	284	8.1	3.7	85	1852	11.9	24.1	126
ROAD & TRACK	410	*268	0.6	65.4	112	**128	0.6	31.2	124	**5	0.1	1.2	28	**103	0.7	25.1	131
ROLLING STONE	969	627	1.3	64.7	111	279	1.4	28.8	115	**57	1.6	5.9	135	219	1.4	22.6	118
RUNNER'S WORLD	298	*145	0.3	48.7	84	**91	0.4	30.5	122	**2	0.1	0.7	15	**79	0.5	26.5	138
SATURDAY EVENING POST	1169	734	1.6	62.8	108	321	1.6	27.5	109	**19	0.5	1.6	37	283	1.8	24.2	126
SCIENCE 84	587	269	0.6	45.8	79	*268	1.3	45.7	182	**32	0.9	5.5	125	*145	0.9	24.7	129
SCIENCE DIGEST	482	382	0.8	79.3	136	*151	0.7	31.3	125	**13	0.4	2.7	62	**133	0.9	27.6	144
SCIENTIFIC AMERICAN	594	320	0.7	53.9	93	*120	0.6	20.2	80	**14	0.4	2.4	54	**107	0.7	18.0	94
SELF	2089	1249	2.6	59.8	103	632	3.1	30.3	120	**113	3.2	5.4	124	563	3.6	27.0	141
SEVENTEEN	2411	1447	3.1	60.0	103	507	2.5	21.0	84	**110	3.1	4.6	105	440	2.8	18.2	95
SKI	480	280	0.6	58.3	100	*180	0.9	37.5	149	**10	0.3	2.1	48	**41	0.3	8.5	45
SMITHSONIAN	2760	1733	3.7	62.8	108	643	3.2	23.3	93	**113	3.2	4.1	94	502	3.2	18.2	95
SOAP OPERA DIGEST	3013	1738	3.7	57.7	99	789	3.9	26.2	104	*208	5.9	6.9	159	635	4.1	21.1	110
SOUTHERN LIVING	4184	2601	5.5	62.2	107	1111	5.5	26.6	106	343	9.7	8.2	189	904	5.8	21.6	113
SPORT	559	361	0.8	64.6	111	**146	0.7	26.1	104	**3	0.1	0.5	12	**67	0.4	12.0	62
THE SPORTING NEWS	436	*291	0.6	66.7	115	**100	0.5	22.9	91	**36	1.0	8.3	190	**72	0.5	16.5	86
SPORTS AFIELD	493	288	0.6	58.4	100	**105	0.5	21.3	85	**1	0.0	0.2	5	**88	0.6	17.8	93
SPORTS ILLUSTRATED	2758	1689	3.6	61.2	105	736	3.6	26.7	106	*156	4.4	5.7	130	541	3.5	19.6	102
STAR	7456	4264	9.0	57.2	98	1840	9.0	24.7	98	453	12.9	6.1	140	1597	10.3	21.4	112
SUNDAY	24936	14587	30.9	58.5	100	6432	31.6	25.8	103	986	28.0	4.0	91	4583	29.5	18.4	96
SUNSET	2124	1318	2.8	62.1	107	774	3.8	36.4	145	**12	0.3	0.6	13	382	2.5	18.0	94
TV GUIDE	21661	12733	27.0	58.8	101	5494	27.0	25.4	101	977	27.7	4.5	104	4632	29.8	21.4	112
TENNIS	550	339	0.7	61.6	106	**69	0.3	12.5	50	**26	0.7	4.7	109	**106	0.7	19.3	100
TIME	8880	5191	11.0	58.5	100	2254	11.1	25.4	101	340	9.7	3.8	88	1870	12.0	21.1	110
TOWN & COUNTRY	917	543	1.2	59.2	102	*152	0.7	16.6	66	**48	1.4	5.2	120	*202	1.3	22.0	115
TRAVEL & LEISURE	972	503	1.1	51.7	89	232	1.1	23.9	95	**23	0.7	2.4	54	255	1.6	26.2	137
TRUE STORY	3356	2070	4.4	61.7	106	728	3.6	21.7	86	*259	7.4	7.7	177	703	4.5	20.9	109
U.S.NEWS & WORLD REPORT	3410	2068	4.4	60.6	104	867	4.3	25.4	101	**138	3.9	4.0	93	719	4.6	21.1	110
USA TODAY	1759	1076	2.3	61.2	105	465	2.3	26.4	105	**47	1.3	2.7	61	374	2.4	21.3	111
US	1873	1101	2.3	58.8	101	494	2.4	26.4	105	**130	3.7	6.9	160	517	3.3	27.6	144
VOGUE	3909	2131	4.5	54.5	94	856	4.2	21.9	87	**143	4.1	3.7	84	838	5.4	21.4	112
WALL STREET JOURNAL	1886	1070	2.3	56.7	97	456	2.2	24.2	96	**82	2.3	4.3	100	328	2.1	17.4	91
WEIGHT WATCHERS	2120	1351	2.9	63.7	109	656	3.2	30.9	123	**61	1.7	2.9	66	461	3.0	21.7	113
WOMAN'S DAY	14172	8806	18.7	62.1	107	4159	20.4	29.3	117	580	16.5	4.1	94	2826	18.2	19.9	104
WORKING MOTHER	1146	714	1.5	62.3	107	294	1.4	25.7	102	**72	2.0	6.3	144	387	2.5	33.8	176
WORKING WOMAN	1322	781	1.7	59.1	101	374	1.8	28.3	113	**86	2.4	6.5	150	306	2.0	23.1	121
WORLD TENNIS	*163	**103	0.2	63.2	109	**30	0.1	18.4	73	**6	0.2	3.7	85	**41	0.3	25.2	131
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1517	3.2	59.9	103	674	3.3	26.6	106	**126	3.6	5.0	114	570	3.7	22.5	117
BLAIR INSERTS	43657	25866	54.8	59.2	102	11023	54.2	25.2	101	1763	50.1	4.0	93	8314	53.5	19.0	99
DAILY NEWSPAPERS																	
READ ANY	51633	30636	65.0	59.3	102	13311	65.4	25.8	103	2227	63.2	4.3	99	9649	62.1	18.7	97
READ ONE	43463	25597	54.3	58.9	101	11338	55.7	26.1	104	1959	55.6	4.5	104	7963	51.3	18.3	96
READ TWO OR MORE	8170	5039	10.7	61.7	106	1973	9.7	24.1	96	268	7.6	3.3	75	1686	10.9	20.6	108
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	31283	66.3	59.4	102	13653	67.1	25.9	103	2237	63.5	4.2	98	10115	65.1	19.2	100
READ ONE	46126	27133	57.5	58.8	101	11788	57.9	25.6	102	2031	57.7	4.4	101	8969	57.7	19.4	101
READ TWO OR MORE	6552	4151	8.8	63.4	109	1865	9.2	28.5	113	*206	5.8	3.1	72	1146	7.4	17.5	91
OUTDOOR																	
100 SHMG - 30 DAY AV FREQ	27.55	27.30				28.44				27.18				27.04			
30 DAY REACH	71455	41975	89.0	58.7	101	18169	89.3	25.4	101	3048	86.5	4.3	98	13529	87.1	18.9	99
50 SHMG - 30 DAY AV FREQ	14.56	14.51				14.88				14.44				14.29			
30 DAY REACH	67742	39588	83.9	58.4	100	17412	85.6	25.7	102	2869	81.5	4.2	97	12804	82.4	18.9	99
25 SHMG - 30 DAY AV FREQ	7.94	7.88				8.09				7.83				7.80			
30 DAY REACH	62117	36395	77.2	58.6	101	15988	78.6	25.7	102	2649	75.2	4.3	98	11737	75.6	18.9	99
CABLE TV: HOME WIRED	32077	19791	42.0	61.7	106	8578	42.2	26.7	106	1244	35.3	3.9	89	6675	43.0	20.8	109
HOME NOT WIRED	48909	27370	58.0	56.0	96	11766	57.8	24.1	96	2278	64.7	4.7	107	8856	57.0	18.1	94
HAVE PAY CABLE	15939	9841	20.9	61.8	106	4484	22.0	28.1	112	*537	15.2	3.4	77	3558	22.9	22.3	116

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	TOTAL U.S. '000	REGULAR STICK A '000	REGULAR STICK B % DOWN	REGULAR STICK C % ACROSS	REGULAR STICK D INDX	REGULAR SOFT A '000	REGULAR SOFT B % DOWN	REGULAR SOFT C % ACROSS	REGULAR SOFT D INDX	WHIPPED STICK A '000	WHIPPED STICK B % DOWN	WHIPPED STICK C % ACROSS	WHIPPED STICK D INDX	WHIPPED SOFT A '000	WHIPPED SOFT B % DOWN	WHIPPED SOFT C % ACROSS	WHIPPED SOFT D INDX
TOTAL FEMALE HOMEMAKERS	80986	47162	100.0	58.2	100	20343	100.0	25.1	100	3522	100.0	4.3	100	15531	100.0	19.2	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	25837	54.8	58.8	101	11456	56.3	26.1	104	1881	53.4	4.3	98	8470	54.5	19.3	101
10:00 AM - 3:00 PM	30659	18181	38.6	59.3	102	7827	38.5	25.5	102	1409	40.0	4.6	106	5936	38.2	19.4	101
3:00 PM - 7:00 PM	31045	17966	38.1	57.9	99	8080	39.7	26.0	104	1352	38.4	4.4	100	6420	41.3	20.7	108
7:00 PM - MIDNIGHT	15767	9146	19.4	58.0	100	3875	19.0	24.6	98	794	22.5	5.0	116	3402	21.9	21.6	113
MIDNIGHT - 6:00 AM	9120	5569	11.8	61.1	105	2246	11.0	24.6	98	418	11.9	4.6	105	2019	13.0	22.1	115
6:00 AM - MIDNIGHT	58527	34457	73.1	58.9	101	15063	74.0	25.7	102	2530	71.8	4.3	99	11499	74.0	19.6	102
ENTIRE DAY	59311	34925	74.1	58.9	101	15271	75.1	25.7	103	2566	72.9	4.3	99	11672	75.2	19.7	103
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	9767	20.7	60.4	104	4382	21.5	27.1	108	689	19.6	4.3	98	2989	19.2	18.5	96
ALL NEWS	2256	1264	2.7	56.0	96	484	2.4	21.5	85	**60	1.7	2.7	61	323	2.1	14.3	75
AOR/PROGRESSIVE	3874	2200	4.7	56.8	98	1090	5.4	28.1	112	*216	6.1	5.6	128	780	5.0	20.1	105
BEAUTIFUL MUSIC	5660	3431	7.3	60.6	104	1241	6.1	21.9	87	246	7.0	4.3	100	966	6.2	17.1	89
BLACK	2204	1255	2.7	56.9	98	428	2.1	19.4	77	*136	3.9	6.2	142	402	2.6	18.2	95
CLASSICAL	1418	819	1.7	57.8	99	416	2.0	29.3	117	**36	1.0	2.5	58	*247	1.6	17.4	91
CHR/ROCK	9538	5659	12.0	59.3	102	2498	12.3	26.2	104	463	13.1	4.9	112	2201	14.2	23.1	120
COUNTRY	12648	7213	15.3	57.0	98	3420	16.8	27.0	108	671	19.1	5.3	122	2872	18.5	22.7	118
GOLDEN OLDIES	1191	550	1.2	46.2	79	*202	1.0	17.0	68	**43	1.2	3.6	83	*319	2.1	26.8	140
MOR/NOSTALGIA	4757	2963	6.3	62.3	107	1207	5.9	25.4	101	*147	4.2	3.1	71	951	6.1	20.0	104
NEWS/TALK	3863	2265	4.8	58.6	101	1022	5.0	26.5	105	**108	3.1	2.8	64	605	3.9	15.7	82
RELIGIOUS	3084	1862	3.9	60.4	104	760	3.7	24.6	98	*188	5.3	6.1	140	576	3.7	18.7	97
SOFT ROCK	521	232	0.5	44.5	76	**78	0.4	15.0	60	**6	0.2	1.2	26	**106	0.7	20.3	106
URBAN CONTEMPORARY	1585	892	1.9	56.3	97	302	1.5	19.1	76	**132	3.7	8.3	191	320	2.1	20.2	105
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	1992	4.2	61.1	105	784	3.9	24.0	96	**105	3.0	3.2	74	684	4.4	21.0	109
ABC DIRECTION	2316	1466	3.1	63.3	109	586	2.9	25.3	101	*112	3.2	4.8	111	473	3.0	20.4	106
ABC ENTERTAINMENT	4834	2917	6.2	60.3	104	1227	6.0	25.4	101	*241	6.8	5.0	115	964	6.2	19.9	104
ABC FM	2202	1331	2.8	60.4	104	487	2.4	22.1	88	**117	3.3	5.3	122	565	3.6	25.7	134
ABC INFORMATION	5425	3227	6.8	59.5	102	1520	7.5	28.0	112	*278	7.9	5.1	118	989	6.4	18.2	95
ABC ROCK	1677	1062	2.3	63.3	109	490	2.4	29.2	116	**99	2.8	5.9	136	341	2.2	20.3	106
CBS	4430	2703	5.7	61.0	105	1174	5.8	26.5	106	*206	5.8	4.7	107	708	4.6	16.0	83
MUTUAL	4992	3055	6.5	61.2	105	1098	5.4	22.0	88	315	8.9	6.3	145	1012	6.5	20.3	106
NBC	4679	2996	6.4	64.0	110	1277	6.3	27.3	109	*167	4.7	3.6	82	674	4.3	14.4	75
RADIORADIO	1994	1145	2.4	57.4	99	473	2.3	23.7	94	**109	3.1	5.5	126	484	3.1	24.3	127
RKO ONE	2298	1234	2.6	53.7	92	518	2.5	22.5	90	*166	4.7	7.2	166	580	3.7	25.2	132
RKO TWO	3311	1871	4.0	56.5	97	681	3.3	20.6	82	*211	6.0	6.4	147	782	5.0	23.6	123
THE SOURCE	2114	1250	2.7	59.1	102	637	3.1	30.1	120	**105	3.0	5.0	114	377	2.4	17.8	93
NON-WIRED : BLAIR	8654	5330	11.3	61.6	106	2409	11.8	27.8	111	411	11.7	4.7	109	1828	11.8	21.1	110
INTERNET	12025	6763	14.3	56.2	97	3201	15.7	26.6	106	607	17.2	5.0	116	2382	15.3	19.8	103
KATZ RADIO GROUP	15359	9385	19.9	61.1	105	3782	18.6	24.6	98	595	16.9	3.9	89	2944	19.0	19.2	100
SUPERNET	10628	6083	12.9	57.2	98	2849	14.0	26.8	107	495	14.1	4.7	107	2132	13.7	20.1	105
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	5069	10.7	58.5	101	2019	9.9	23.3	93	422	12.0	4.9	112	1722	11.1	19.9	104
WKDAY 9:00 AM - 1:00 PM	12163	7094	15.0	58.3	100	2956	14.5	24.3	97	657	18.7	5.4	124	2261	14.6	18.6	97
WKDAY 1:00 PM - 4:30 PM	16150	9662	20.5	59.8	103	3824	18.8	23.7	94	862	24.5	5.3	123	3033	19.5	18.8	98
WKDAY 4:30 PM - 7:30 PM	22463	12850	27.2	57.2	98	5484	27.0	24.4	97	1053	29.9	4.7	108	3988	25.7	17.8	93
WKDAY 7:30 PM - 8:00 PM	31795	18467	39.2	58.1	100	7921	38.9	24.9	99	1544	43.8	4.9	112	5821	37.5	18.3	95
WKDAY 11:00 PM - 11:30 PM	23977	14304	30.3	59.7	102	5998	29.5	25.0	100	1024	29.1	4.3	98	4352	28.0	18.2	95
WKDAY 11:30 PM - 1:00 AM	7703	4604	9.8	59.8	103	2032	10.0	26.4	105	348	9.9	4.5	104	1462	9.4	19.0	99
M-SAT 8-11 PM+SUN 7-11 PM	33800	19749	41.9	58.4	100	8467	41.6	25.1	100	1542	43.8	4.6	105	6430	41.4	19.0	99
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	3858	8.2	59.0	101	1695	8.3	25.9	103	444	12.6	6.8	156	1376	8.9	21.0	110
ANOTHER WORLD N	4620	2815	6.0	60.9	105	970	4.8	21.0	84	311	8.8	6.7	155	719	4.6	15.6	81
AS THE WORLD TURNS C	5614	3425	7.3	61.0	105	1408	6.9	25.1	100	323	9.2	5.8	132	997	6.4	17.8	93
CAPITOL C	3396	1965	4.2	57.9	99	762	3.7	22.4	89	184	5.2	5.4	125	644	4.1	19.0	99
CBS MORN. NEWS 1 C	1446	824	1.7	57.0	98	287	1.4	19.8	79	*90	2.6	6.2	143	304	2.0	21.0	110
CBS MORN. NEWS 2 C	1207	629	1.3	52.1	89	216	1.1	17.9	71	*61	1.7	5.1	116	215	1.4	17.8	93
DAYS OF OUR LIVES N	5877	3662	7.8	62.3	107	1323	6.5	22.5	90	262	7.4	4.5	103	1021	6.6	17.4	91
FACTS OF LIFE - DAYTIME N	2290	1386	2.9	60.5	104	490	2.4	21.4	85	*106	3.0	4.6	106	382	2.5	16.7	87
FAMILY FEUD A	3023	1914	4.1	63.3	109	709	3.5	23.5	93	193	5.5	6.4	147	575	3.7	19.0	99
GENERAL HOSPITAL A	6097	3648	7.7	59.8	103	1511	7.4	24.8	99	265	7.5	4.3	100	1177	7.6	19.3	101
GOOD MORNING, AMERICA-730 A	3515	2233	4.7	63.5	109	909	4.5	25.9	103	237	6.7	6.7	155	727	4.7	20.7	108
GOOD MORNING, AMERICA-830 A	2818	1784	3.8	63.3	109	687	3.4	24.4	97	*152	4.3	5.4	124	580	3.7	20.6	107
GUIDING LIGHT C	5339	3091	6.6	57.9	99	1251	6.1	23.4	93	278	7.9	5.2	120	1009	6.5	18.9	99
ONE LIFE TO LIVE A	4478	2627	5.6	58.7	101	1138	5.6	25.4	101	250	7.1	5.6	128	928	6.0	20.7	108
PRESS YOUR LUCK C	2244	1349	2.9	60.1	103	670	3.3	29.9	119	111	3.2	4.9	114	359	2.3	16.0	83
PRICE IS RIGHT 1 C	4348	2544	5.4	58.5	100	1106	5.4	25.4	101	249	7.1	5.7	132	663	4.3	15.2	80
PRICE IS RIGHT 2 C	5014	3051	6.5	60.8	104	1244	6.1	24.8	99	244	6.9	4.9	112	794	5.1	15.8	83
RYAN'S HOPE A	3150	1903	4.0	60.4	104	753	3.7	23.9	95	178	5.1	5.7	130	618	4.0	19.6	102
SALE OF THE CENTURY N	2695	1560	3.3	57.9	99	563	2.8	20.9	83	185	5.3	6.9	158	392	2.5	14.5	76
SEARCH FOR TOMORROW N	2319	1382	2.9	59.6	102	549	2.7	23.7	94	*131	3.7	5.6	130	406	2.6	17.5	91
TODAY SHOW 1 N	2693	1558	3.3	57.9	99	655	3.2	24.3	97	*103	2.9	3.8	88	415	2.7	15.4	80
TODAY SHOW 2 N	2498	1422	3.0	56.9	98	618	3.0	24.7	98	*76	2.2	3.0	70	299	1.9	12.0	62
$25,000 PYRAMID C	2753	1634	3.5	59.4	102	705	3.5	25.6	102	131	3.7	4.8	109	384	2.5	13.9	73
WHEEL OF FORTUNE N	4388	2662	5.6	60.7	104	1033	5.1	23.5	94	257	7.3	5.9	135	843	5.4	19.2	100
YOUNG AND THE RESTLESS C	5695	3221	6.8	56.6	97	1383	6.8	24.3	97	307	8.7	5.4	124	1148	7.4	20.2	105
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	946	2.0	53.8	92	413	2.0	23.5	93	*65	1.8	3.7	85	313	2.0	17.8	93
NBA PLAYOFF GAME -1 C	1136	629	1.3	55.4	95	290	1.4	25.5	102	**95	2.7	8.4	192	179	1.2	15.8	82
NBC MAJOR LEAGUE PRE-GAME N	953	486	1.0	51.0	88	*206	1.0	21.6	86	**59	1.7	6.2	142	*205	1.3	21.5	112
SPORTSWORLD - SUN N	1233	697	1.5	56.5	97	322	1.6	26.1	104	**76	2.2	6.2	142	280	1.8	22.7	118
SUNDAY MORNING C	1611	971	2.1	60.3	104	393	1.9	24.4	97	*105	3.0	6.5	150	313	2.0	19.4	101

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MARGARINE - FORMS
(FEMALE HOMEMAKERS)

		TOTAL U.S. '000	REGULAR STICK A '000	REGULAR STICK B % DOWN	REGULAR STICK C % ACROSS	REGULAR STICK D INDX	REGULAR SOFT A '000	REGULAR SOFT B % DOWN	REGULAR SOFT C % ACROSS	REGULAR SOFT D INDX	WHIPPED STICK A '000	WHIPPED STICK B % DOWN	WHIPPED STICK C % ACROSS	WHIPPED STICK D INDX	WHIPPED SOFT A '000	WHIPPED SOFT B % DOWN	WHIPPED SOFT C % ACROSS	WHIPPED SOFT D INDX
TOTAL FEMALE HOMEMAKERS		80986	47162	100.0	58.2	100	20343	100.0	25.1	100	3522	100.0	4.3	100	15531	100.0	19.2	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	15072	32.0	57.8	99	6307	31.0	24.2	96	1292	36.7	5.0	114	4348	28.0	16.7	87
NETWORK AFFILIATES - LATE		20261	12139	25.7	59.9	103	5091	25.0	25.1	100	843	23.9	4.2	96	3592	23.1	17.7	92
INDEPENDENTS - LATE		2076	1135	2.4	54.7	94	481	2.4	23.2	92	*74	2.1	3.6	82	353	2.3	17.0	89
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	6222	13.2	59.5	102	2784	13.7	26.6	106	533	15.1	5.1	117	1994	12.8	19.1	99
ABC MONDAY NIGHT MOVIE	A	6412	3786	8.0	59.0	101	1712	8.4	26.7	106	296	8.4	4.6	106	1162	7.5	18.1	94
ABC SUNDAY NIGHT MOVIE	A	12407	7328	15.5	59.1	101	3031	14.9	24.4	97	486	13.8	3.9	90	2437	15.7	19.6	102
ABC WORLD NEWS TONIGHT	A	6176	3716	7.9	60.2	103	1470	7.2	23.8	95	277	7.9	4.5	103	1075	6.9	17.4	91
AFTERMASH	C	5863	3264	6.9	55.7	96	1540	7.6	26.3	105	*262	7.4	4.5	103	1101	7.1	18.8	98
ALICE	C	9594	5614	11.9	58.5	100	2320	11.4	24.2	96	437	12.4	4.6	105	1848	11.9	19.3	100
AMERICAN PARADE	C	6622	3910	8.3	59.0	101	1474	7.2	22.3	89	307	8.7	4.6	107	1165	7.5	17.6	92
BENSON	A	10886	6284	13.3	57.7	99	2649	13.0	24.3	97	546	15.5	5.0	115	1944	12.5	17.9	93
BLUE THUNDER	A	5036	3069	6.5	60.9	105	1203	5.9	23.9	95	*278	7.9	5.5	127	866	5.6	17.2	90
CAGNEY & LACEY	C	9965	5913	12.5	59.3	102	2557	12.6	25.7	102	483	13.7	4.8	111	1989	12.8	20.0	104
CBS EVENING NEWS-DEAN	C	3491	1950	4.1	55.9	96	940	4.6	26.9	107	*175	5.0	5.0	115	521	3.4	14.9	78
CBS EVENING NEWS-RATHER	C	7123	4180	8.9	58.7	101	1904	9.4	26.7	106	288	8.2	4.0	93	1151	7.4	16.2	84
CBS SAT. NEWS-SCHIEFFER	C	3621	2055	4.4	56.8	97	1068	5.2	29.5	117	170	4.8	4.7	108	640	4.1	17.7	92
CBS SATURDAY NIGHT MOVIE	C	5436	3222	6.8	59.3	102	1291	6.3	23.7	95	260	7.4	4.8	110	1186	7.6	21.8	114
CBS WEDNESDAY NIGHT MOVIE	C	6100	3493	7.4	57.3	98	1537	7.6	25.2	100	330	9.4	5.4	124	1083	7.0	17.8	93
CHEERS	N	8889	5287	11.2	59.5	102	2283	11.2	25.7	102	334	9.5	3.8	86	1649	10.6	18.6	97
DALLAS	C	22109	12967	27.5	58.7	101	5723	28.1	25.9	103	1042	29.6	4.7	108	4016	25.9	18.2	95
DIFF'RENT STROKES	N	6940	4256	9.0	61.3	105	1596	7.8	23.0	92	290	8.2	4.2	96	1196	7.7	17.2	90
DOUBLE TROUBLE	N	7223	4367	9.3	60.5	104	1854	9.1	25.7	102	348	9.9	4.8	111	1471	9.5	20.4	106
DUCK FACTORY	N	5595	3289	7.0	58.8	101	1461	7.2	26.1	104	*208	5.9	3.7	85	1002	6.5	17.9	93
DUKES OF HAZZARD	C	5768	3439	7.3	59.6	102	1274	6.3	22.1	88	318	9.0	5.5	127	1147	7.4	19.9	104
DYNASTY	A	20053	11746	24.9	58.6	101	4737	23.3	23.6	94	1108	31.5	5.5	127	4082	26.3	20.4	106
FACTS OF LIFE	N	8087	4707	10.0	58.2	100	2198	10.8	27.2	108	371	10.5	4.6	105	1585	10.2	19.6	102
FALCON CREST	C	20046	11756	24.9	58.6	101	5214	25.6	26.0	104	1003	28.5	5.0	115	3765	24.2	18.8	98
FALL GUY	A	9084	5455	11.6	60.1	103	2185	10.7	24.1	96	473	13.4	5.2	120	2014	13.0	22.2	116
FAMILY TIES	N	7964	5008	10.6	62.9	108	1998	9.8	25.1	100	377	10.7	4.7	109	1394	9.0	17.5	91
FANTASY ISLAND	A	7687	4490	9.5	58.4	100	1623	8.0	21.1	84	321	9.1	4.2	96	1387	8.9	18.0	94
FOULUPS,BLEEPS & BLUNDERS	A	8861	5106	10.8	57.6	99	2157	10.6	24.3	97	324	9.2	3.7	84	1888	12.2	21.3	111
FOUR SEASONS	C	5095	2848	6.0	55.9	96	1465	7.2	28.8	114	*194	5.5	3.8	88	924	5.9	18.1	95
GIMME A BREAK	N	8838	5338	11.3	60.4	104	1999	9.8	22.6	90	453	12.9	5.1	118	1657	10.7	18.7	98
HART TO HART	A	8978	5325	11.3	59.3	102	2194	10.8	24.4	97	383	10.9	4.3	98	1866	12.0	20.8	108
HILL STREET BLUES	N	8590	4967	10.5	57.8	99	2189	10.8	25.5	101	340	9.7	4.0	91	1782	11.5	20.7	108
HOTEL	A	14085	8376	17.8	59.5	102	3356	16.5	23.8	95	712	20.2	5.1	116	2843	18.3	20.2	105
JEFFERSONS	C	9360	5294	11.2	56.6	97	2299	11.3	24.6	98	492	14.0	5.3	121	1742	11.2	18.6	97
JENNIFER SLEPT HERE	N	5841	3525	7.5	60.3	104	1487	7.3	25.5	101	*223	6.3	3.8	88	1022	6.6	17.5	91
KATE & ALLIE	C	9206	5498	11.7	59.7	103	2566	12.6	27.9	111	411	11.7	4.5	103	1695	10.9	18.4	96
KNIGHT RIDER	N	7076	4335	9.2	61.3	105	1960	9.6	27.7	110	*291	8.3	4.1	95	1371	8.8	19.4	101
LOVE BOAT	A	12219	7107	15.1	58.2	100	2877	14.1	23.5	94	580	16.5	4.7	109	2123	13.7	17.4	91
MAGNUM PI	C	11199	6616	14.0	59.1	101	2635	13.0	23.5	94	615	17.5	5.5	126	2203	14.2	19.7	103
MAMA'S FAMILY	N	6057	3733	7.9	61.6	106	1397	6.9	23.1	92	*204	5.8	3.4	77	1191	7.7	19.7	103
MASTER, THE	N	3598	2187	4.6	60.8	104	885	4.4	24.6	98	*168	4.8	4.7	107	654	4.2	18.2	95
MATT HOUSTON	A	6344	3731	7.9	58.8	101	1616	7.9	25.5	101	281	8.0	4.4	102	1168	7.5	18.4	96
NBC MONDAY NIGHT MOVIE	N	11994	7002	14.8	58.4	100	2994	14.7	25.0	99	448	12.7	3.7	86	2175	14.0	18.1	95
NBC NIGHTLY NEWS	N	5132	2929	6.2	57.1	98	1325	6.5	25.8	103	310	8.8	6.0	139	839	5.4	16.3	85
NBC NIGHTLY NEWS-SAT	N	3375	1804	3.8	53.5	92	877	4.3	26.0	103	**115	3.3	3.4	78	572	3.7	16.9	88
NBC NIGHTLY NEWS-SUN	N	3130	1797	3.8	57.4	99	796	3.9	25.4	101	**123	3.5	3.9	90	496	3.2	15.8	83
NBC SUNDAY NIGHT MOVIE	N	8284	4912	10.4	59.3	102	2081	10.2	25.1	100	410	11.6	4.9	114	1597	10.3	19.3	101
NEWHART	C	9240	5549	11.8	60.1	103	2371	11.7	25.7	102	393	11.2	4.3	98	1822	11.7	19.7	103
ONE DAY AT A TIME	C	7288	4265	9.0	58.5	100	1785	8.8	24.5	98	373	10.6	5.1	118	1417	9.1	19.4	101
PEOPLE ARE FUNNY	N	4855	2964	6.3	61.1	105	1135	5.6	23.4	93	*185	5.3	3.8	88	912	5.9	18.8	98
REAL PEOPLE	N	8869	5254	11.1	59.2	102	2365	11.6	26.7	106	477	13.5	5.4	124	1523	9.8	17.2	90
REMINGTON STEELE	N	7743	4470	9.5	57.7	99	1994	9.8	25.8	103	292	8.3	3.8	87	1474	9.5	19.0	99
RIPLEY'S BELIEVE IT - NOT	A	5345	3298	7.0	61.7	106	1441	7.1	27.0	107	*229	6.5	4.3	99	979	6.3	18.3	96
RIPTIDE	N	6988	4345	9.2	62.2	107	1754	8.6	25.1	100	319	9.1	4.6	105	1238	8.0	17.7	92
SCARECROW & MRS. KING	C	10002	5768	12.2	57.7	99	2384	11.7	23.8	95	521	14.8	5.2	120	1897	12.2	19.0	99
SIMON & SIMON	C	10638	6080	12.9	57.2	98	2741	13.5	25.8	103	592	16.8	5.6	128	2092	13.5	19.7	103
60 MINUTES	C	13293	7539	16.0	56.7	97	3265	16.0	24.6	98	716	20.3	5.4	124	2451	15.8	18.4	96
ST. ELSEWHERE	N	7017	4226	9.0	60.2	103	1751	8.6	25.0	99	285	8.1	4.1	93	1296	8.3	18.5	96
THREE'S COMPANY	A	10917	6277	13.3	57.5	99	3063	15.1	28.1	112	465	13.2	4.3	98	2073	13.3	19.0	99
T.J. HOOKER	A	9204	5209	11.0	56.6	97	2111	10.4	22.9	91	493	14.0	5.4	123	1796	11.6	19.5	102
TONIGHT SHOW	N	2372	1412	3.0	59.5	102	647	3.2	27.3	109	81	2.3	3.4	79	435	2.8	18.3	96
TRAPPER JOHN, M.D.	C	9846	5842	12.4	59.3	102	2349	11.5	23.9	95	462	13.1	4.7	108	1780	11.5	18.1	94
TV BLOOPERS & PRAC. JOKES	N	9105	5421	11.5	59.5	102	2488	12.2	27.3	109	283	8.0	3.1	71	1734	11.2	19.0	99
20/20	A	9387	5816	12.3	62.0	106	2346	11.5	25.0	99	361	10.2	3.8	88	1644	10.6	17.5	91
WEBSTER	A	11067	6140	13.0	55.5	95	2942	14.5	26.6	106	574	16.3	5.2	119	2042	13.1	18.5	96
WORLD NEWS - SUN	A	3062	1654	3.5	54.0	93	822	4.0	26.8	107	*215	6.1	7.0	161	510	3.3	16.7	87
YELLOW ROSE	N	4978	3077	6.5	61.8	106	1024	5.0	20.6	82	*220	6.2	4.4	102	1016	6.5	20.4	106
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	5460	11.6	61.5	106	2601	12.8	29.3	117	*294	8.3	3.3	76	1747	11.2	19.7	103
BASKETBALL - COLLEGE GAMES		4080	2644	5.6	64.8	111	1041	5.1	25.5	102	**179	5.1	4.4	101	752	4.8	18.4	96
BASKETBALL - PRO GAMES		3607	2307	4.9	64.0	110	1139	5.6	31.6	126	**253	7.2	7.0	161	644	4.1	17.9	93
BOWLING		3883	2494	5.3	64.2	110	1204	5.9	31.0	123	**173	4.9	4.5	102	790	5.1	20.3	106
BOXING		3928	2437	5.2	62.0	107	1027	5.0	26.1	104	**237	6.7	6.0	139	833	5.4	21.2	111
FOOTBALL - COLLEGE GAMES		6366	3963	8.4	62.3	107	1873	9.2	29.4	117	*363	10.3	5.7	131	1431	9.2	22.5	117
FOOTBALL - PRO GAMES		11300	7395	15.7	65.4	112	3542	17.4	31.3	125	*514	14.6	4.5	105	2178	14.0	19.3	101
GOLF		3378	2123	4.5	62.8	108	918	4.5	27.2	108	**87	2.5	2.6	59	*539	3.5	16.0	83
POST-SEASON COLL. FOOTBALL		4906	3310	7.0	67.5	116	1330	6.5	27.1	108	*331	9.4	6.7	155	924	5.9	18.8	98
POST-SEASON PRO FOOTBALL		6120	4102	8.7	67.0	115	2057	10.1	33.6	134	**269	7.6	4.4	101	1301	8.4	21.3	111
TENNIS		3033	1769	3.8	58.3	100	737	3.6	24.3	97	**158	4.5	5.2	120	666	4.3	22.0	115
WRESTLING - PROFESSIONAL		3344	2028	4.3	60.6	104	798	3.9	23.9	95	*294	8.3	8.8	202	861	5.5	25.7	134

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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MARGARINE - FORMS
(FEMALE HOMEMAKERS)

0464
P-19

	TOTAL U.S. '000	SQUEEZE BOTTLE A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	3645	100.0	4.5	100												
18 - 24	9282	*402	11.0	4.3	96												
25 - 34	19072	1016	27.9	5.3	118												
35 - 44	14591	606	16.6	4.2	92												
45 - 54	11345	566	15.5	5.0	111												
55 - 64	11635	603	16.5	5.2	115												
65 OR OLDER	15061	*453	12.4	3.0	67												
18 - 34	28354	1418	38.9	5.0	111												
18 - 49	48339	2297	63.0	4.8	106												
25 - 54	45008	2187	60.0	4.9	108												
35 - 49	19985	879	24.1	4.4	98												
50 OR OLDER	32647	1349	37.0	4.1	92												
GRADUATED COLLEGE	11155	*393	10.8	3.5	78												
ATTENDED COLLEGE	13682	614	16.8	4.5	100												
GRADUATED HIGH SCHOOL	33880	1778	48.8	5.2	117												
DID NOT GRADUATE HIGH SCHOOL	22270	861	23.6	3.9	86												
EMPLOYED	40306	1884	51.7	4.7	104												
EMPLOYED FULL-TIME	32850	1476	40.5	4.5	100												
EMPLOYED PART-TIME	7456	*408	11.2	5.5	122												
NOT EMPLOYED	40680	1762	48.3	4.3	96												
PROFESSIONAL/MANAGER	10392	**268	7.4	2.6	57												
TECH/CLERICAL/SALES	17574	1025	28.1	5.8	130												
PRECISION/CRAFT	985	**67	1.8	6.8	151												
OTHER EMPLOYED	11354	*523	14.3	4.6	102												
SINGLE	9863	*342	9.4	3.5	77												
MARRIED	51375	2626	72.0	5.1	114												
DIVORCED/SEPARATED/WIDOWED	19748	678	18.6	3.4	76												
PARENTS	32590	1540	42.2	4.7	105												
WHITE	70416	3099	85.0	4.4	98												
BLACK	8778	483	13.3	5.5	122												
OTHER	1791	**63	1.7	3.5	78												
NORTHEAST-CENSUS	17786	*500	13.7	2.8	62												
NORTH CENTRAL	20741	831	22.8	4.0	89												
SOUTH	27775	1837	50.4	6.6	147												
WEST	14683	*476	13.1	3.2	72												
NORTHEAST-MKTG.	17961	662	18.2	3.7	82												
EAST CENTRAL	11885	467	12.8	3.9	87												
WEST CENTRAL	14090	567	15.6	4.0	89												
SOUTH	24081	1582	43.4	6.6	146												
PACIFIC	12969	**368	10.1	2.8	63												
COUNTY SIZE A	32439	1308	35.9	4.0	90												
COUNTY SIZE B	24915	1187	32.6	4.8	106												
COUNTY SIZE C	12930	560	15.4	4.3	96												
COUNTY SIZE D	10703	*591	16.2	5.5	123												
METRO CENTRAL CITY	24518	983	27.0	4.0	89												
METRO SUBURBAN	35919	1645	45.1	4.6	102												
NON METRO	20549	1018	27.9	5.0	110												
TOP 5 ADI'S	18341	597	16.4	3.3	72												
TOP 10 ADI'S	25378	973	26.7	3.8	85												
TOP 20 ADI'S	36488	1417	38.9	3.9	86												
HSHLD INC. $50,000 OR MORE	6612	**192	5.3	2.9	65												
$40,000 OR MORE	12659	*488	13.4	3.9	86												
$30,000 OR MORE	24698	1186	32.5	4.8	107												
$25,000 OR MORE	32077	1552	42.6	4.8	108												
$20,000 - $24,999	9144	*514	14.1	5.6	125												
$15,000 - $19,999	8728	*453	12.4	5.2	115												
$10,000 - $14,999	12562	*464	12.7	3.7	82												
UNDER $10,000	18475	662	18.2	3.6	80												
HOUSEHOLD OF 1 PERSON	11987	343	9.4	2.9	64												
2 PEOPLE	26577	1194	32.8	4.5	100												
3 OR 4 PEOPLE	30617	1633	44.8	5.3	119												
5 OR MORE PEOPLE	11804	*476	13.1	4.0	90												
NO CHILD IN HSHLD	46165	2030	55.7	4.4	98												
CHILD(REN) UNDER 2 YRS	5325	**280	7.7	5.3	117												
2 - 5 YEARS	14221	589	16.2	4.1	92												
6 - 11 YEARS	15117	812	22.3	5.4	119												
12 - 17 YEARS	16611	833	22.9	5.0	111												
RESIDENCE OWNED	55884	2680	73.5	4.8	107												
VALUE: $50,000 OR MORE	31744	1414	38.8	4.5	99												
VALUE: UNDER $50,000	24140	1265	34.7	5.2	116												

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MARGARINE - FORMS
(FEMALE HOMEMAKERS)

0465
P-19

		TOTAL U.S. '000	SQUEEZE BOTTLE A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	3645	100.0	4.5	100												
MAGAZINES	QUINTILE 1	15799	954	26.2	6.0	134												
	QUINTILE 2	17259	786	21.6	4.6	101												
	QUINTILE 3	13545	*552	15.1	4.1	91												
	QUINTILE 4	15133	619	17.0	4.1	91												
	QUINTILE 5	19250	734	20.1	3.8	85												
NEWSPAPERS	QUINTILE 1	12413	562	15.4	4.5	101												
	QUINTILE 2	24116	1110	30.5	4.6	102												
	QUINTILE 3	11261	610	16.7	5.4	120												
	QUINTILE 4	20255	865	23.7	4.3	95												
	QUINTILE 5	12940	*499	13.7	3.9	86												
OUTDOOR	QUINTILE 1	14852	698	19.1	4.7	104												
	QUINTILE 2	15725	650	17.8	4.1	92												
	QUINTILE 3	16330	784	21.5	4.8	107												
	QUINTILE 4	16744	733	20.1	4.4	97												
	QUINTILE 5	17334	780	21.4	4.5	100												
RADIO-DRIVE TIME	QUINTILE 1	15911	781	21.4	4.9	109												
	QUINTILE 2	14837	881	24.2	5.9	132												
	QUINTILE 3	15339	539	14.8	3.5	78												
	QUINTILE 4	16723	674	18.5	4.0	90												
	QUINTILE 5	18176	770	21.1	4.2	94												
RADIO-MID-DAY	TERCILE 1	21020	923	25.3	4.4	98												
	TERCILE 2	21610	1016	27.9	4.7	104												
	TERCILE 3	38355	1706	46.8	4.4	99												
RADIO-TOTAL	QUINTILE 1	15988	765	21.0	4.8	106												
	QUINTILE 2	15626	707	19.4	4.5	101												
	QUINTILE 3	16723	894	24.5	5.3	119												
	QUINTILE 4	16342	748	20.5	4.6	102												
	QUINTILE 5	16306	532	14.6	3.3	72												
TV-PRIME TIME	QUINTILE 1	15953	1025	28.1	6.4	143												
	QUINTILE 2	16137	756	20.7	4.7	104												
	QUINTILE 3	16420	637	17.5	3.9	86												
	QUINTILE 4	16687	784	21.5	4.7	104												
	QUINTILE 5	15789	*444	12.2	2.8	62												
TV-DAYTIME	TERCILE 1	27736	1345	36.9	4.8	108												
	TERCILE 2	26489	1218	33.4	4.6	102												
	TERCILE 3	26761	1082	29.7	4.0	90												
TV-TOTAL	QUINTILE 1	16345	862	23.6	5.3	117												
	QUINTILE 2	16447	793	21.8	4.8	107												
	QUINTILE 3	15980	842	23.1	5.3	117												
	QUINTILE 4	15887	583	16.0	3.7	82												
	QUINTILE 5	16326	566	15.5	3.5	77												
MAGAZINES-NEWSPAPERS: DUAL		20721	1189	32.6	5.7	127												
MAGAZINE IMPERATIVE		19186	860	23.6	4.5	100												
NEWSPAPER IMPERATIVE		21899	834	22.9	3.8	85												
MAGAZINES-OUTDOOR: DUAL		15451	813	22.3	5.3	117												
MAGAZINE IMPERATIVE		25953	1257	34.5	4.8	108												
OUTDOOR IMPERATIVE		24400	1008	27.7	4.1	92												
MAGAZINES-RADIO: DUAL		18049	918	25.2	5.1	113												
MAGAZINE IMPERATIVE		23571	1177	32.3	5.0	111												
RADIO IMPERATIVE		23278	980	26.9	4.2	94												
MAGAZINES-TELEVISION: DUAL		15459	893	24.5	5.8	128												
MAGAZINE IMPERATIVE		25829	1138	31.2	4.4	98												
TELEVISION IMPERATIVE		26039	1177	32.3	4.5	100												
NEWSPAPERS-OUTDOOR: DUAL		16605	872	23.9	5.3	117												
NEWSPAPER IMPERATIVE		26834	1235	33.9	4.6	102												
OUTDOOR IMPERATIVE		23346	917	25.2	3.9	87												
NEWSPAPERS-RADIO: DUAL		17133	871	23.9	5.1	113												
NEWSPAPER IMPERATIVE		25892	1129	31.0	4.4	97												
RADIO IMPERATIVE		23167	1027	28.2	4.4	98												
NEWSPAPERS-TELEVISION: DUAL		17159	884	24.3	5.2	114												
NEWSPAPER IMPERATIVE		26214	1090	29.9	4.2	92												
TELEVISION IMPERATIVE		23412	1210	33.2	5.2	115												
OUTDOOR-RADIO: DUAL		15303	811	22.2	5.3	118												
OUTDOOR IMPERATIVE		24901	1017	27.9	4.1	91												
RADIO IMPERATIVE		26492	1261	34.6	4.8	106												
OUTDOOR-TELEVISION: DUAL		14794	592	16.2	4.0	89												
OUTDOOR IMPERATIVE		25437	1182	32.4	4.6	103												
TELEVISION IMPERATIVE		27877	1580	43.3	5.7	126												
RADIO-TELEVISION: DUAL		15996	952	26.1	6.0	132												
RADIO IMPERATIVE		25478	1087	29.8	4.3	95												
TELEVISION IMPERATIVE		26573	1224	33.6	4.6	102												

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MARGARINE - FORMS
(FEMALE HOMEMAKERS)

0466
P-19

	TOTAL U.S. '000	SQUEEZE BOTTLE A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	3645	100.0	4.5	100												
ATLANTIC MONTHLY	415	**5	0.1	1.2	27												
BARRON'S	453	**26	0.7	5.7	128												
BETTER HOMES & GARDENS	16256	910	25.0	5.6	124												
BON APPETIT	2535	**187	5.1	7.4	164												
BUSINESS WEEK	1278	**32	0.9	2.5	56												
CAR AND DRIVER	378	**32	0.9	8.5	188												
CBS MAGAZINE NETWORK (GROSS)	1498	**49	1.3	3.3	73												
CHANGING TIMES	1505	**97	2.7	6.4	143												
COLONIAL HOMES	1231	**47	1.3	3.8	85												
CONDE NAST MAG. PKG. (GROSS)	14146	549	15.1	3.9	86												
CONSUMERS DIGEST	1323	**79	2.2	6.0	133												
COSMOPOLITAN	7102	338	9.3	4.8	106												
COUNTRY LIVING	2481	**90	2.5	3.6	81												
CUISINE	1472	**65	1.8	4.4	98												
CYCLE WORLD	425	**27	0.7	6.4	141												
DCI:CREATIVE IDEAS FOR LIV	2510	*188	5.2	7.5	166												
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	505	13.9	7.5	168												
DISCOVER	894	**48	1.3	5.4	119												
EBONY	3507	258	7.1	7.4	163												
ESQUIRE	1083	**51	1.4	4.7	105												
ESSENCE	1830	*140	3.8	7.7	170												
FAMILY CIRCLE	15930	865	23.7	5.4	121												
THE FAMILY HANDYMAN	1126	**105	2.9	9.3	207												
FAMILY WEEKLY	11468	633	17.4	5.5	123												
FIELD & STREAM	2234	**116	3.2	5.2	115												
FOOD & WINE	579	**19	0.5	3.3	73												
FORBES	728	**12	0.3	1.6	37												
FORTUNE	906	**45	1.2	5.0	110												
GENTLEMEN'S QUARTERLY	791	**24	0.7	3.0	67												
GLAMOUR	5265	*210	5.8	4.0	89												
GOLF DIGEST	636	**24	0.7	3.8	84												
GOLF DIGEST/TENNIS (GROSS)	1186	**34	0.9	2.9	64												
GOLF MAGAZINE	441	**14	0.4	3.2	71												
GOLF MAGAZINE/SKI (GROSS)	922	**16	0.4	1.7	39												
GOOD HOUSEKEEPING	16487	937	25.7	5.7	126												
HARPER'S BAZAAR	2423	**84	2.3	3.5	77												
HEALTH	1994	**145	4.0	7.3	162												
HEARST MAG CORP. BUY (GROSS)	44101	2229	61.2	5.1	112												
HEARST MAN POWER (GROSS)	1993	**88	2.4	4.4	98												
HEARST WOMAN POWER (GROSS)	31274	1720	47.2	5.5	122												
HOUSE BEAUTIFUL	3623	*172	4.7	4.7	105												
INC.	283	**6	0.2	2.1	47												
JET	2928	*174	4.8	5.9	132												
LADIES' HOME JOURNAL	11918	553	15.2	4.6	103												
LHJ FAMILY GRP COMBO(GROSS)	16764	893	24.5	5.3	118												
LIFE	4254	*234	6.4	5.5	122												
L.A. TIMES HOME MAGAZINE	1145	**0	0.0	0.0	0												
MADEMOISELLE	2884	*125	3.4	4.3	96												
MC CALL'S	13460	751	20.6	5.6	124												
MC CALL'S/WRK MOTHER (GROSS)	14606	806	22.1	5.5	123												
MECHANIX ILLUSTRATED	772	**68	1.9	8.8	196												
METROPOLITAN HOME	967	**50	1.4	5.2	115												
MONEY	1588	**65	1.8	4.1	91												
MOTHER EARTH NEWS	1002	**33	0.9	3.3	73												
MS.	825	**45	1.2	5.5	121												
NATIONAL ENQUIRER	10336	590	16.2	5.7	127												
NATIONAL GEOGRAPHIC	9597	419	11.5	4.4	97												
NATIONAL SUNDAY MAGAZINE PKG	49558	2384	65.4	4.8	107												
NATURAL HISTORY	573	**10	0.3	1.7	39												
NEW WOMAN	1699	**73	2.0	4.3	95												
NEW YORK INCLUDING CUE	443	**31	0.9	7.0	155												
THE NEW YORKER	1270	**28	0.8	2.2	49												
NEWSWEEK	6277	270	7.4	4.3	96												
THE N.Y. TIMES DAILY EDITION	1205	**44	1.2	3.7	81												
THE N.Y. TIMES MAGAZINE	2081	**91	2.5	4.4	97												
OMNI	788	**47	1.3	6.0	133												
ON CABLE	1158	**56	1.5	4.8	107												
1001 HOME IDEAS	2852	*195	5.3	6.8	152												
ORGANIC GARDENING	1658	**115	3.2	6.9	154												
OUTDOOR LIFE	896	**58	1.6	6.5	144												
PARADE MAGAZINE	24275	1272	34.9	5.2	116												

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MARGARINE - FORMS
(FEMALE HOMEMAKERS)

0467
P-19

	TOTAL U.S. '000	SQUEEZE BOTTLE A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	3645	100.0	4.5	100												
PARENTS	3845	*193	5.3	5.0	112												
PENTHOUSE	831	**16	0.4	1.9	43												
PEOPLE	11645	520	14.3	4.5	99												
PLAYBOY	2006	**42	1.2	2.1	47												
POPULAR HOT RODDING	297	**7	0.2	2.4	52												
POPULAR MECHANICS	1018	**53	1.5	5.2	116												
POPULAR SCIENCE	878	**78	2.1	8.9	197												
PREVENTION	3913	*136	3.7	3.5	77												
PSYCHOLOGY TODAY	1710	**56	1.5	3.3	73												
READER'S DIGEST	22204	921	25.3	4.1	92												
REDBOOK	7684	445	12.2	5.8	129												
ROAD & TRACK	410	**15	0.4	3.7	81												
ROLLING STONE	969	**33	0.9	3.4	76												
RUNNER'S WORLD	298	**11	0.3	3.7	82												
SATURDAY EVENING POST	1169	**48	1.3	4.1	91												
SCIENCE 84	587	**24	0.7	4.1	91												
SCIENCE DIGEST	482	**31	0.9	6.4	143												
SCIENTIFIC AMERICAN	594	**19	0.5	3.2	71												
SELF	2089	**95	2.6	4.5	101												
SEVENTEEN	2411	**113	3.1	4.7	104												
SKI	480	**2	0.1	0.4	9												
SMITHSONIAN	2760	**107	2.9	3.9	86												
SOAP OPERA DIGEST	3013	*201	5.5	6.7	148												
SOUTHERN LIVING	4184	317	8.7	7.6	168												
SPORT	559	**36	1.0	6.4	143												
THE SPORTING NEWS	436	**30	0.8	6.9	153												
SPORTS AFIELD	493	**4	0.1	0.8	18												
SPORTS ILLUSTRATED	2758	*147	4.0	5.3	118												
STAR	7456	394	10.8	5.3	117												
SUNDAY	24936	1109	30.4	4.4	99												
SUNSET	2124	**88	2.4	4.1	92												
TV GUIDE	21661	1124	30.8	5.2	115												
TENNIS	550	**10	0.3	1.8	40												
TIME	8880	387	10.6	4.4	97												
TOWN & COUNTRY	917	**25	0.7	2.7	61												
TRAVEL & LEISURE	972	**33	0.9	3.4	75												
TRUE STORY	3356	*147	4.0	4.4	97												
U.S.NEWS & WORLD REPORT	3410	*170	4.7	5.0	111												
USA TODAY	1759	**90	2.5	5.1	114												
US	1873	**138	3.8	7.4	164												
VOGUE	3909	*119	3.3	3.0	68												
WALL STREET JOURNAL	1886	**113	3.1	6.0	133												
WEIGHT WATCHERS	2120	**101	2.8	4.8	106												
WOMAN'S DAY	14172	849	23.3	6.0	133												
WORKING MOTHER	1146	**55	1.5	4.8	107												
WORKING WOMAN	1322	**79	2.2	6.0	133												
WORLD TENNIS	*163	**0	0.0	0.0	0												
ZIFF-DAVIS MAG NETWK (GROSS)	2532	*135	3.7	5.3	118												
BLAIR INSERTS	43657	2054	56.4	4.7	105												
DAILY NEWSPAPERS																	
READ ANY	51633	2342	64.3	4.5	101												
READ ONE	43463	1898	52.1	4.4	97												
READ TWO OR MORE	8170	443	12.2	5.4	120												
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	2551	70.0	4.8	108												
READ ONE	46126	2264	62.1	4.9	109												
READ TWO OR MORE	6552	287	7.9	4.4	97												
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	26.54															
30 DAY REACH	71455	3326	91.2	4.7	103												
50 SHWG - 30 DAY AV FREQ	14.56	14.16															
30 DAY REACH	67742	3129	85.8	4.6	103												
25 SHWG - 30 DAY AV FREQ	7.94	7.74															
30 DAY REACH	62117	2834	77.8	4.6	101												
CABLE TV: HOME WIRED	32077	1350	37.0	4.2	94												
HOME NOT WIRED	48909	2296	63.0	4.7	104												
HAVE PAY CABLE	15935	791	21.7	5.0	110												

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MARGARINE - FORMS
(FEMALE HOMEMAKERS)

0468
P-19

	TOTAL U.S. '000	SQUEEZE BOTTLE A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	3645	100.0	4.5	100												
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	2083	57.1	4.7	105												
10:00 AM - 3:00 PM	30659	1380	37.9	4.5	100												
3:00 PM - 7:00 PM	31045	1491	40.9	4.8	107												
7:00 PM - MIDNIGHT	15767	685	18.8	4.3	97												
MIDNIGHT - 6:00 AM	9120	361	9.9	4.0	88												
6:00 AM - MIDNIGHT	58527	2732	75.0	4.7	104												
ENTIRE DAY	59311	2762	75.8	4.7	103												
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	708	19.4	4.4	97												
ALL NEWS	2254	**81	2.2	3.6	80												
AOR/PROGRESSIVE	3874	**163	4.5	4.2	93												
BEAUTIFUL MUSIC	5660	287	7.9	5.1	113												
BLACK	2204	*130	3.6	5.9	131												
CLASSICAL	1418	**54	1.5	3.8	85												
CHR/ROCK	9538	523	14.3	5.5	122												
COUNTRY	12648	680	18.7	5.4	119												
GOLDEN OLDIES	1191	**37	1.0	3.1	69												
MOR/NOSTALGIA	4757	*241	6.6	5.1	113												
NEWS/TALK	3863	**112	3.1	2.9	64												
RELIGIOUS	3084	**113	3.1	3.7	81												
SOFT ROCK	521	**0	0.0	0.0	0												
URBAN CONTEMPORARY	1585	**75	2.1	4.7	105												
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	**115	3.2	3.5	78												
ABC DIRECTION	2316	**92	2.5	4.0	88												
ABC ENTERTAINMENT	4834	*212	5.8	4.4	97												
ABC FM	2202	**141	3.9	6.4	142												
ABC INFORMATION	5425	*237	6.5	4.4	97												
ABC ROCK	1677	**101	2.8	6.0	134												
CBS	4430	*137	3.8	3.1	69												
MUTUAL	4992	*190	5.2	3.8	85												
NBC	4679	**119	3.3	2.5	57												
RADIORADIO	1994	**59	1.6	3.0	66												
RKO ONE	2298	*164	4.5	7.1	159												
RKO TWO	3311	*165	4.5	5.0	111												
THE SOURCE	2114	**109	3.0	5.2	115												
NON-WIRED : BLAIR	8654	345	9.5	4.0	89												
INTERNET	12025	571	15.7	4.7	106												
KATZ RADIO GROUP	15359	750	20.6	4.9	108												
SUPERNET	10628	594	16.3	5.6	124												
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	475	13.0	5.5	122												
WKDAY 9:00 AM - 1:00 PM	12163	580	15.9	4.8	106												
WKDAY 1:00 PM - 4:30 PM	16150	770	21.1	4.8	106												
WKDAY 4:30 PM - 7:30 PM	22463	1069	29.3	4.8	106												
WKDAY 7:30 PM - 8:00 PM	31795	1619	44.4	5.1	113												
WKDAY 11:00 PM - 11:30 PM	23977	1280	35.1	5.3	119												
WKDAY 11:30 PM - 1:00 AM	7703	414	11.4	5.4	119												
M-SAT 8-11 PM+SUN 7-11 PM	33800	1725	47.3	5.1	113												
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	327	9.0	5.0	111												
ANOTHER WORLD N	4620	169	4.6	3.7	81												
AS THE WORLD TURNS C	5614	273	7.5	4.9	108												
CAPITOL C	3396	201	5.5	5.9	132												
CBS MORN. NEWS 1 C	1446	*82	2.2	5.7	126												
CBS MORN. NEWS 2 C	1207	*64	1.8	5.3	118												
DAYS OF OUR LIVES N	5877	273	7.5	4.6	103												
FACTS OF LIFE - DAYTIME N	2290	*74	2.0	3.2	72												
FAMILY FEUD A	3023	167	4.6	5.5	123												
GENERAL HOSPITAL A	6097	309	8.5	5.1	113												
GOOD MORNING, AMERICA-730 A	3515	237	6.5	6.7	150												
GOOD MORNING, AMERICA-830 A	2818	*153	4.2	5.4	121												
GUIDING LIGHT C	5339	268	7.4	5.0	112												
ONE LIFE TO LIVE A	4478	224	6.1	5.0	111												
PRESS YOUR LUCK C	2244	*121	3.3	5.4	120												
PRICE IS RIGHT 1 C	4348	214	5.9	4.9	109												
PRICE IS RIGHT 2 C	5014	225	6.2	4.5	100												
RYAN'S HOPE A	3150	180	4.9	5.7	127												
SALE OF THE CENTURY N	2695	*100	2.7	3.7	82												
SEARCH FOR TOMORROW N	2319	*113	3.1	4.9	108												
TODAY SHOW 1 N	2693	*146	4.0	5.4	120												
TODAY SHOW 2 N	2498	*94	2.6	3.8	84												
$25,000 PYRAMID C	2753	*162	4.4	5.9	131												
WHEEL OF FORTUNE N	4388	200	5.5	4.6	101												
YOUNG AND THE RESTLESS C	5695	246	6.7	4.3	96												
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	*88	2.4	5.0	111												
NBA PLAYOFF GAME -1 C	1136	**52	1.4	4.6	102												
NBC MAJOR LEAGUE PRE-GAME N	953	**39	1.1	4.1	91												
SPORTSWORLD - SUN N	1233	**68	1.9	5.5	123												
SUNDAY MORNING C	1611	**126	3.5	7.8	174												

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0469
P-19

		TOTAL U.S. '000	SQUEEZE BOTTLE A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	3645	100.0	4.5	100												
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	1232	33.8	4.7	105												
NETWORK AFFILIATES - LATE		20261	1041	28.6	5.1	114												
INDEPENDENTS - LATE		2076	125	3.4	6.0	134												
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	532	14.6	5.1	113												
ABC MONDAY NIGHT MOVIE	A	6412	352	9.7	5.5	122												
ABC SUNDAY NIGHT MOVIE	A	12407	621	17.0	5.0	111												
ABC WORLD NEWS TONIGHT	A	6176	243	6.7	3.9	87												
AFTERMASH	C	5863	*313	8.6	5.3	119												
ALICE	C	9594	514	14.1	5.4	119												
AMERICAN PARADE	C	6622	355	9.7	5.4	119												
BENSON	A	10886	467	12.8	4.3	95												
BLUE THUNDER	A	5036	*199	5.5	4.0	88												
CAGNEY & LACEY	C	9965	482	13.2	4.8	107												
CBS EVENING NEWS-DEAN	C	3491	**154	4.2	4.4	98												
CBS EVENING NEWS-RATHER	C	7123	349	9.6	4.9	109												
CBS SAT. NEWS-SCHIEFFER	C	3621	227	6.2	6.3	139												
CBS SATURDAY NIGHT MOVIE	C	5436	230	6.3	4.2	94												
CBS WEDNESDAY NIGHT MOVIE	C	6100	280	7.7	4.6	102												
CHEERS	N	8889	491	13.5	5.5	123												
DALLAS	C	22109	1272	34.9	5.8	128												
DIFF'RENT STROKES	N	6940	384	10.5	5.5	123												
DOUBLE TROUBLE	N	7223	418	11.5	5.8	129												
DUCK FACTORY	N	5595	293	8.0	5.2	116												
DUKES OF HAZZARD	C	5768	296	8.1	5.1	114												
DYNASTY	A	20053	1071	29.4	5.3	119												
FACTS OF LIFE	N	8087	331	9.1	4.1	91												
FALCON CREST	C	20046	1178	32.3	5.9	131												
FALL GUY	A	9084	589	16.2	6.5	144												
FAMILY TIES	N	7964	341	9.4	4.3	95												
FANTASY ISLAND	A	7687	415	11.4	5.4	120												
FOULUPS,BLEEPS & BLUNDERS	A	8861	322	8.8	3.6	81												
FOUR SEASONS	C	5095	*303	8.3	5.9	132												
GIMME A BREAK	N	8838	348	9.5	3.9	87												
HART TO HART	A	8978	445	12.2	5.0	110												
HILL STREET BLUES	N	8590	406	11.1	4.7	105												
HOTEL	A	14085	780	21.4	5.5	123												
JEFFERSONS	C	9360	526	14.4	5.6	125												
JENNIFER SLEPT HERE	N	5841	284	7.8	4.9	108												
KATE & ALLIE	C	9206	428	11.7	4.6	103												
KNIGHT RIDER	N	7076	282	7.7	4.0	89												
LOVE BOAT	A	12219	763	20.9	6.2	139												
MAGNUM PI	C	11199	706	19.4	6.3	140												
MAMA'S FAMILY	N	6057	320	8.8	5.3	117												
MASTER, THE	N	3598	*141	3.9	3.9	87												
MATT HOUSTON	A	6344	311	8.5	4.9	109												
NBC MONDAY NIGHT MOVIE	N	11994	579	15.9	4.8	107												
NBC NIGHTLY NEWS	N	5132	306	8.4	6.0	132												
NBC NIGHTLY NEWS-SAT	N	3375	*197	5.4	5.8	130												
NBC NIGHTLY NEWS-SUN	N	3130	**145	4.0	4.6	103												
NBC SUNDAY NIGHT MOVIE	N	8284	*340	9.3	4.1	91												
NEWHART	C	9240	474	13.0	5.1	114												
ONE DAY AT A TIME	C	7288	374	10.3	5.1	114												
PEOPLE ARE FUNNY	N	4855	*238	6.5	4.9	109												
REAL PEOPLE	N	8869	384	10.5	4.3	96												
REMINGTON STEELE	N	7743	355	9.7	4.6	102												
RIPLEY'S BELIEVE IT - NOT	A	5345	323	8.9	6.0	134												
RIPTIDE	N	6988	340	9.3	4.9	108												
SCARECROW & MRS. KING	C	10002	560	15.4	5.6	124												
SIMON & SIMON	C	10638	603	16.5	5.7	126												
60 MINUTES	C	13293	772	21.2	5.8	129												
ST. ELSEWHERE	N	7017	341	9.4	4.9	108												
THREE'S COMPANY	A	10917	522	14.3	4.8	106												
T.J. HOOKER	A	9204	537	14.7	5.8	130												
TONIGHT SHOW	N	2372	129	3.5	5.4	121												
TRAPPER JOHN, M.D.	C	9846	604	16.6	6.1	136												
TV BLOOPERS & PRAC. JOKES	N	9105	338	9.3	3.7	82												
20/20	A	9387	430	11.8	4.6	102												
WEBSTER	A	11067	492	13.5	4.4	99												
WORLD NEWS - SUN	A	3062	*189	5.2	6.2	137												
YELLOW ROSE	N	4978	356	9.8	7.2	159												
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	*390	10.7	4.4	98												
BASKETBALL - COLLEGE GAMES		4080	**125	3.4	3.1	68												
BASKETBALL - PRO GAMES		3607	**142	3.9	3.9	87												
BOWLING		3883	**219	6.0	5.6	125												
BOXING		3928	**139	3.8	3.5	79												
FOOTBALL - COLLEGE GAMES		6366	**320	8.8	5.0	112												
FOOTBALL - PRO GAMES		11300	*555	15.2	4.9	109												
GOLF		3378	**200	5.5	5.9	132												
POST-SEASON COLL. FOOTBALL		4906	**178	4.9	3.6	81												
POST-SEASON PRO FOOTBALL		6120	**279	7.7	4.6	101												
TENNIS		3033	**143	3.9	4.7	105												
WRESTLING - PROFESSIONAL		3344	**209	5.7	6.3	139												

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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MARGARINE: BRANDS
(FEMALE HOMEMAKERS)

0470
P-19

	TOTAL U.S. '000	BLUE BONNET LOW FAT A '000	B % DOWN	C % ACROSS	D INDX	BLUE BONNET REGULAR A '000	B % DOWN	C % ACROSS	D INDX	CHIFFON A '000	B % DOWN	C % ACROSS	D INDX	FLEISCHMANN'S A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	3522	100.0	4.3	100	23013	100.0	28.4	100	4996	100.0	6.2	100	15659	100.0	19.3	100
18 - 24	9282	*404	11.5	4.4	100	2607	11.3	28.1	99	*525	10.5	5.7	92	1063	6.8	11.5	59
25 - 34	19072	815	23.1	4.3	98	5740	24.9	30.1	106	1368	27.4	7.2	116	3088	19.7	16.2	84
35 - 44	14591	*624	17.7	4.3	98	4531	19.7	31.1	109	1132	22.7	7.8	126	2566	16.4	17.6	91
45 - 54	11345	*512	14.5	4.5	104	2962	12.9	26.1	92	765	15.3	6.7	109	2347	15.0	20.7	107
55 - 64	11635	*463	13.1	4.0	92	3166	13.8	27.2	96	620	12.4	5.3	86	2860	18.3	24.6	127
65 OR OLDER	15061	705	20.0	4.7	108	4007	17.4	26.6	94	585	11.7	3.9	63	3736	23.9	24.8	128
18 - 34	28354	1218	34.6	4.3	99	8347	36.3	29.4	104	1894	37.9	6.7	108	4151	26.5	14.6	76
18 - 49	48339	2074	58.9	4.3	99	14403	62.6	29.8	105	3424	68.5	7.1	115	7872	50.3	16.3	84
25 - 54	45008	1950	55.4	4.3	100	13233	57.5	29.4	103	3265	65.4	7.3	118	8001	51.1	17.8	92
35 - 49	19985	855	24.3	4.3	98	6057	26.3	30.3	107	1530	30.6	7.7	124	3721	23.8	18.6	96
50 OR OLDER	32647	1449	41.1	4.4	102	8610	37.4	26.4	93	1573	31.5	4.8	78	7788	49.7	23.9	123
GRADUATED COLLEGE	11155	512	14.5	4.6	106	2535	11.0	22.7	80	648	13.0	5.8	94	2568	16.4	23.0	119
ATTENDED COLLEGE	13682	525	14.9	3.8	88	3998	17.4	29.2	103	834	16.7	6.1	99	2591	16.5	18.9	98
GRADUATED HIGH SCHOOL	33880	1325	37.6	3.9	90	10001	43.5	29.5	104	2345	46.9	6.9	112	6384	40.8	18.8	97
DID NOT GRADUATE HIGH SCHOOL	22270	1161	33.0	5.2	120	6480	28.2	29.1	102	1169	23.4	5.2	85	4117	26.3	18.5	96
EMPLOYED	40306	1651	46.9	4.1	94	10987	47.7	27.3	96	2937	58.8	7.3	118	7684	49.1	19.1	99
EMPLOYED FULL-TIME	32850	1369	38.9	4.2	96	8891	38.6	27.1	95	2297	46.0	7.0	113	6293	40.2	19.2	99
EMPLOYED PART-TIME	7456	**281	8.0	3.8	87	2097	9.1	28.1	99	640	12.8	8.6	139	1391	8.9	18.7	96
NOT EMPLOYED	40680	1871	53.1	4.6	106	12026	52.3	29.6	104	2059	41.2	5.1	82	7976	50.9	19.6	101
PROFESSIONAL/MANAGER	10392	*423	12.0	4.1	94	2471	10.7	23.8	84	708	14.2	6.8	110	2355	15.0	22.7	117
TECH/CLERICAL/SALES	17574	760	21.6	4.3	99	4932	21.4	28.1	99	1338	26.8	7.6	123	3392	21.7	19.3	100
PRECISION/CRAFT	985	**58	1.6	5.9	135	*275	1.2	27.9	98	**34	0.7	3.5	56	**152	1.0	15.4	80
OTHER EMPLOYED	11354	*410	11.6	3.6	83	3310	14.4	29.2	103	858	17.2	7.6	122	1785	11.4	15.7	81
SINGLE	9863	*490	13.9	5.0	114	2392	10.4	24.3	85	615	12.3	6.2	101	1754	11.2	17.8	92
MARRIED	51375	1998	56.7	3.9	89	15498	67.3	30.2	106	3166	63.4	6.2	100	10240	65.4	19.9	103
DIVORCED/SEPARATED/WIDOWED	19748	1034	29.4	5.2	120	5123	22.3	25.9	91	1215	24.3	6.2	100	3665	23.4	18.6	96
PARENTS	32590	1371	38.9	4.2	97	10237	44.5	31.4	111	2671	53.5	8.2	133	5002	31.9	15.3	79
WHITE	70416	3022	85.8	4.3	99	19587	85.1	27.8	98	4273	85.5	6.1	98	14106	90.1	20.0	104
BLACK	8778	*395	11.2	4.5	103	2849	12.4	32.5	114	664	13.3	7.6	123	1273	8.1	14.5	75
OTHER	1791	**105	3.0	5.9	135	**577	2.5	32.2	113	**59	1.2	3.3	53	**281	1.8	15.7	81
NORTHEAST-CENSUS	17786	483	13.7	2.7	62	4166	18.1	23.4	82	666	13.3	3.7	61	4898	31.3	27.5	142
NORTH CENTRAL	20741	968	27.5	4.7	107	7159	31.1	34.5	121	2053	41.1	9.9	160	4302	27.5	20.7	107
SOUTH	27775	1372	39.0	4.9	114	7943	34.5	28.6	101	1408	28.2	5.1	82	3727	23.8	13.4	69
WEST	14683	698	19.8	4.8	109	3745	16.3	25.5	90	869	17.4	5.9	96	2732	17.4	18.6	96
NORTHEAST-MKTG.	17961	559	15.9	3.1	72	3845	16.7	21.4	75	728	14.6	4.1	66	4553	29.1	25.3	131
EAST CENTRAL	11885	662	18.8	5.6	128	3769	16.4	31.7	112	915	18.3	7.7	125	2555	16.3	21.5	111
WEST CENTRAL	14090	505	14.3	3.6	82	5099	22.2	36.2	127	1400	28.0	9.9	161	2934	18.7	20.8	108
SOUTH	24081	1158	32.9	4.8	111	7138	31.0	29.6	104	1220	24.4	5.1	82	3173	20.3	13.2	68
PACIFIC	12969	639	18.1	4.9	113	3162	13.7	24.4	86	*734	14.7	5.7	92	2444	15.6	18.8	97
COUNTY SIZE A	32439	1417	40.2	4.4	100	8086	35.1	24.9	88	2087	41.8	6.4	104	7436	47.5	22.9	119
COUNTY SIZE B	24915	1086	30.8	4.4	100	6908	30.0	27.7	98	1414	28.3	5.7	92	4630	29.6	18.6	96
COUNTY SIZE C	12930	525	14.9	4.1	93	3966	17.2	30.7	108	710	14.2	5.5	89	2030	13.0	15.7	81
COUNTY SIZE D	10703	*495	14.1	4.6	106	4053	17.6	37.9	133	785	15.7	7.3	119	1564	10.0	14.6	76
METRO CENTRAL CITY	24518	1039	29.5	4.2	97	6381	27.7	26.0	92	1420	28.4	5.8	94	5139	32.8	21.0	108
METRO SUBURBAN	35919	1632	46.3	4.5	104	9738	42.3	27.1	95	2209	44.2	6.1	100	7391	47.2	20.6	106
NON METRO	20549	851	24.2	4.1	95	6894	30.0	33.5	118	1367	27.4	6.7	108	3130	20.0	15.2	79
TOP 5 ADI'S	18341	656	18.6	3.6	82	3942	17.1	21.5	76	1252	25.1	6.8	111	4673	29.8	25.5	132
TOP 10 ADI'S	25378	915	26.0	3.6	83	5694	24.7	22.4	79	1592	31.9	6.3	102	5786	36.9	22.8	118
TOP 20 ADI'S	36488	1545	43.9	4.2	97	8875	38.6	24.3	86	2292	45.9	6.3	102	7952	50.8	21.8	113
HSHLD INC. $50,000 OR MORE	6612	**212	6.0	3.2	74	1450	6.3	21.9	77	**342	6.8	5.2	84	1611	10.3	24.4	126
$40,000 OR MORE	12659	*572	16.2	4.5	104	3015	13.1	23.8	84	855	17.1	6.8	109	2885	18.4	22.8	118
$30,000 OR MORE	24698	989	28.1	4.0	92	6702	29.1	27.1	95	1644	32.9	6.7	108	5292	33.8	21.4	111
$25,000 OR MORE	32077	1243	35.3	3.9	89	8790	38.2	27.4	96	2151	43.1	6.7	109	6962	44.5	21.7	112
$20,000 - $24,999	9144	*408	11.6	4.5	103	2913	12.7	31.9	112	*505	10.1	5.5	90	1766	11.3	19.3	100
$15,000 - $19,999	8728	*281	8.0	3.2	74	2625	11.4	30.1	106	519	10.4	5.9	96	1559	10.0	17.9	92
$10,000 - $14,999	12562	622	17.7	5.0	114	3619	15.7	28.8	101	783	15.7	6.2	101	2306	14.7	18.4	95
UNDER $10,000	18475	969	27.5	5.2	121	5066	22.0	27.4	96	1038	20.8	5.6	91	3067	19.6	16.6	86
HOUSEHOLD OF 1 PERSON	11987	649	18.4	5.4	124	2675	11.6	22.3	79	663	13.3	5.5	90	2513	16.0	21.0	108
2 PEOPLE	26577	1174	33.3	4.4	102	7064	30.7	26.6	94	1407	28.2	5.3	86	5880	37.6	22.1	114
3 OR 4 PEOPLE	30617	1146	32.5	3.7	86	8872	38.6	29.0	102	2057	41.2	6.7	109	5232	33.4	17.1	88
5 OR MORE PEOPLE	11804	*553	15.7	4.7	108	4403	19.1	37.3	131	869	17.4	7.4	119	2035	13.0	17.2	89
NO CHILD IN HSHLD	46165	2087	59.3	4.5	104	12016	52.2	26.0	92	2147	43.0	4.7	75	10240	65.4	22.2	115
CHILD(REN) UNDER 2 YRS	5325	**205	5.8	3.8	89	1905	8.3	35.8	126	*470	9.4	8.8	143	745	4.8	14.0	72
2 - 5 YEARS	14221	*589	16.7	4.1	95	4603	20.0	32.4	114	1169	23.4	8.2	133	2150	13.7	15.1	78
6 - 11 YEARS	15117	*665	18.9	4.4	101	4940	21.5	32.7	115	1237	24.8	8.2	133	2126	13.6	14.1	73
12 - 17 YEARS	16611	704	20.0	4.2	97	5304	23.0	31.9	112	1356	27.1	8.2	132	2715	17.3	16.3	85
RESIDENCE OWNED	55884	2488	70.6	4.5	102	16345	71.0	29.2	103	3567	71.4	6.4	103	11583	74.0	20.7	107
VALUE: $50,000 OR MORE	31744	1238	35.2	3.9	90	8419	36.6	26.5	93	2151	43.1	6.8	110	7174	45.8	22.6	117
VALUE: UNDER $50,000	24140	1249	35.5	5.2	119	7926	34.4	32.8	116	1416	28.3	5.9	95	4409	28.2	18.3	94

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MARGARINE: BRANDS
(FEMALE HOMEMAKERS)

0471
P-19

		TOTAL U.S.	BLUE BONNET LOW FAT A	B	C	D	BLUE BONNET REGULAR A	B	C	D	CHIFFON A	B	C	D	FLEISCHMANN'S A	B	C	D
				% ACROSS				% ACROSS				% ACROSS				% ACROSS		
		'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL FEMALE HOMEMAKERS		80986	3522	100.0	4.3	100	23013	100.0	28.4	100	4996	100.0	6.2	100	15659	100.0	19.3	100
MAGAZINES	QUINTILE 1	15799	931	26.4	5.9	136	5040	21.9	31.9	112	1019	20.4	6.4	105	3482	22.2	22.0	114
	QUINTILE 2	17259	788	22.4	4.6	105	4997	21.7	29.0	102	1025	20.5	5.9	96	3565	22.8	20.7	107
	QUINTILE 3	13545	*324	9.2	2.4	55	3670	15.1	25.6	90	790	15.8	5.8	95	2708	17.3	20.0	103
	QUINTILE 4	15133	620	17.6	4.1	94	4258	18.5	28.1	99	1083	21.7	7.2	116	2527	16.1	16.7	86
	QUINTILE 5	19250	859	24.4	4.5	103	5248	22.8	27.3	96	1079	21.6	5.6	91	3379	21.6	17.6	91
NEWSPAPERS	QUINTILE 1	12413	*385	10.9	3.1	71	3356	14.6	27.0	95	759	15.2	6.1	99	3206	20.5	25.8	134
	QUINTILE 2	24116	965	27.4	4.0	92	6855	29.8	28.4	100	1417	28.4	5.9	95	4956	31.6	20.6	106
	QUINTILE 3	11261	659	18.7	5.9	135	3260	14.2	28.9	102	754	15.1	6.7	109	1972	12.6	17.5	91
	QUINTILE 4	20255	916	26.0	4.5	104	6033	26.2	29.8	105	1238	24.8	6.1	99	3639	23.2	18.0	93
	QUINTILE 5	12940	598	17.0	4.6	106	3508	15.2	27.1	95	829	16.6	6.4	104	1887	12.1	14.6	75
OUTDOOR	QUINTILE 1	14852	547	15.5	3.7	85	4503	19.6	30.3	107	892	17.9	6.0	97	2726	17.4	18.4	95
	QUINTILE 2	15725	591	16.8	3.8	86	4583	19.9	29.1	103	987	19.8	6.3	102	2775	17.7	17.6	91
	QUINTILE 3	16330	860	24.4	5.3	121	4437	19.3	27.2	96	1108	22.2	6.8	110	3185	20.3	19.5	101
	QUINTILE 4	16744	738	21.0	4.4	101	4724	20.5	28.2	99	943	18.9	5.6	91	3788	24.2	22.6	117
	QUINTILE 5	17334	786	22.3	4.5	104	4767	20.7	27.5	97	1067	21.4	6.2	100	3185	20.3	18.4	95
RADIO-DRIVE TIME	QUINTILE 1	15911	720	20.4	4.5	104	4983	21.7	31.3	110	825	16.5	5.2	84	2905	18.6	18.3	94
	QUINTILE 2	14837	*435	12.4	2.9	67	4405	19.1	29.7	104	1253	25.1	8.4	137	2781	17.8	18.7	97
	QUINTILE 3	15339	621	17.6	4.0	93	4297	18.7	28.0	99	967	19.4	6.3	102	3002	19.2	19.6	101
	QUINTILE 4	16723	823	23.4	4.9	113	4475	19.4	26.8	94	1031	20.6	6.2	100	3309	21.1	19.8	102
	QUINTILE 5	18176	922	26.2	5.1	117	4852	21.1	26.7	94	920	18.4	5.1	82	3662	23.4	20.1	104
RADIO-MID-DAY	TERCILE 1	21020	775	22.0	3.7	85	6753	29.3	32.1	113	1518	30.4	7.2	117	4163	26.6	19.8	102
	TERCILE 2	21610	1089	30.9	5.0	116	6105	26.5	28.3	99	1066	21.3	4.9	80	3986	25.5	18.4	95
	TERCILE 3	38355	1658	47.1	4.3	99	10155	44.1	26.5	93	2412	48.3	6.3	102	7510	48.0	19.6	101
RADIO-TOTAL	QUINTILE 1	15988	649	18.4	4.1	93	4935	21.4	30.9	109	1034	20.7	6.5	105	3007	19.2	18.8	97
	QUINTILE 2	15626	790	22.4	5.1	116	4689	20.4	30.0	106	1024	20.5	6.6	106	3141	20.1	20.1	104
	QUINTILE 3	16723	653	18.5	3.9	90	4755	20.7	28.4	100	1130	22.6	6.8	110	3335	21.3	19.9	103
	QUINTILE 4	16342	661	18.8	4.0	93	4497	19.5	27.5	97	850	17.0	5.2	84	3102	19.8	19.0	98
	QUINTILE 5	16306	769	21.8	4.7	108	4137	18.0	25.4	89	959	19.2	5.9	95	3076	19.6	18.9	98
TV-PRIME TIME	QUINTILE 1	15953	632	17.9	4.0	91	4238	18.4	26.6	93	902	18.1	5.7	92	3301	21.1	20.7	107
	QUINTILE 2	16137	532	15.1	3.3	76	4445	19.3	27.5	97	885	17.7	5.5	89	3215	20.5	19.9	103
	QUINTILE 3	16420	676	19.2	4.1	95	5031	21.9	30.6	108	1142	22.9	7.0	113	3239	20.7	19.7	102
	QUINTILE 4	16687	845	24.0	5.1	116	4870	21.2	29.2	103	1106	22.1	6.6	107	2997	19.1	18.0	93
	QUINTILE 5	15789	838	23.8	5.3	122	4430	19.2	28.1	99	962	19.3	6.1	99	2908	18.6	18.4	95
TV-DAYTIME	TERCILE 1	27736	1196	34.0	4.3	99	8072	35.1	29.1	102	1774	35.5	6.4	104	4978	31.8	17.9	93
	TERCILE 2	26489	1200	34.1	4.5	104	7789	33.8	29.4	103	1777	35.6	6.7	109	5343	34.1	20.2	104
	TERCILE 3	26761	1126	32.0	4.2	97	7152	31.1	26.7	94	1445	28.9	5.4	88	5339	34.1	20.0	103
TV-TOTAL	QUINTILE 1	16345	635	18.0	3.9	89	4436	19.3	27.1	96	892	17.9	5.5	88	3241	20.7	19.8	103
	QUINTILE 2	16447	747	21.2	4.5	104	4942	21.5	30.0	106	1035	20.7	6.3	102	3116	19.9	18.9	98
	QUINTILE 3	15980	742	21.1	4.6	107	4349	18.9	27.2	96	1052	21.1	6.6	107	3197	20.4	20.0	103
	QUINTILE 4	15887	614	17.4	3.9	89	4618	20.1	29.1	102	1036	20.7	6.5	106	3019	19.3	19.0	98
	QUINTILE 5	16326	784	22.3	4.8	110	4668	20.3	28.6	101	981	19.6	6.0	97	3087	19.7	18.9	98
MAGAZINES-NEWSPAPERS: DUAL		20721	883	25.1	4.3	98	6023	26.2	29.1	102	1238	24.8	6.0	97	4584	29.3	22.1	114
MAGAZINE IMPERATIVE		19186	1052	29.9	5.5	126	5676	24.7	29.6	104	1196	23.9	6.2	101	3612	23.1	18.8	97
NEWSPAPER IMPERATIVE		21899	732	20.8	3.3	77	5884	25.6	26.9	95	1296	25.9	5.9	96	4628	29.6	21.1	109
MAGAZINES-OUTDOOR: DUAL		15451	628	17.8	4.1	93	4750	20.6	30.7	108	1027	20.6	6.6	108	3029	19.3	19.6	101
MAGAZINE IMPERATIVE		25953	1299	36.9	5.0	115	7423	32.3	28.6	101	1515	30.3	5.8	95	5790	37.0	22.3	115
OUTDOOR IMPERATIVE		24400	838	23.8	3.4	79	6623	28.8	27.1	96	1498	30.0	6.1	100	4050	25.9	16.6	86
MAGAZINES-RADIO: DUAL		18049	899	25.5	5.0	115	5632	24.5	31.2	110	1092	21.9	6.1	98	3536	22.6	19.6	101
MAGAZINE IMPERATIVE		23571	1027	29.2	4.4	100	6426	27.9	27.3	96	1393	27.9	5.9	96	5251	33.5	22.3	115
RADIO IMPERATIVE		23278	916	26.0	3.9	90	6834	29.7	29.4	103	1607	32.2	6.9	112	4230	27.0	18.2	94
MAGAZINES-TELEVISION: DUAL		15459	819	23.3	5.3	122	4495	19.5	29.1	102	948	19.0	6.1	99	3541	22.6	22.9	118
MAGAZINE IMPERATIVE		25829	1118	31.7	4.3	100	7522	32.7	29.1	102	1660	33.2	6.4	104	5112	32.6	19.8	102
TELEVISION IMPERATIVE		26039	934	26.5	3.6	82	7241	31.5	27.8	98	1520	30.4	5.8	95	4432	28.3	17.0	88
NEWSPAPERS-OUTDOOR: DUAL		16605	653	18.5	3.9	90	4951	21.5	29.8	105	1016	20.3	6.1	99	3536	22.6	21.3	110
NEWSPAPER IMPERATIVE		26834	1203	34.2	4.5	103	7251	31.5	27.0	95	1626	32.5	6.1	98	6025	38.5	22.5	116
OUTDOOR IMPERATIVE		23346	1076	30.6	4.6	106	6734	29.3	28.8	102	1480	29.6	6.3	103	3681	23.5	15.8	82
NEWSPAPERS-RADIO: DUAL		17133	786	22.3	4.6	105	5082	22.1	29.7	104	1056	21.1	6.2	100	3690	23.6	21.5	111
NEWSPAPER IMPERATIVE		25892	1019	28.9	3.9	90	6820	29.6	26.3	93	1498	30.0	5.8	94	5606	35.8	21.7	112
RADIO IMPERATIVE		23167	1035	29.4	4.5	103	7137	31.0	30.8	108	1615	32.3	7.0	113	3979	25.4	17.2	89
NEWSPAPERS-TELEVISION: DUAL		17159	550	15.6	3.2	74	4913	21.3	28.6	101	969	19.4	5.6	92	3584	22.9	20.9	108
NEWSPAPER IMPERATIVE		26214	1120	31.8	4.3	98	7218	31.4	27.5	97	1713	34.3	6.5	106	5750	36.7	21.9	113
TELEVISION IMPERATIVE		23412	1163	33.0	5.0	114	6558	28.5	28.0	99	1400	28.0	6.0	97	3943	25.2	16.8	87
OUTDOOR-RADIO: DUAL		15303	556	15.8	3.6	84	4862	21.1	31.8	112	1038	20.8	6.8	110	2843	18.2	18.6	96
OUTDOOR IMPERATIVE		24901	1031	29.3	4.1	95	6811	29.6	27.4	96	1474	29.5	5.9	96	4548	29.0	18.3	94
RADIO IMPERATIVE		26492	1363	38.7	5.1	118	7494	32.6	28.3	100	1653	33.1	6.2	101	5455	34.8	20.6	106
OUTDOOR-TELEVISION: DUAL		14794	617	17.5	4.2	96	4379	19.0	29.6	104	954	19.1	6.4	105	2896	18.5	19.6	101
OUTDOOR IMPERATIVE		25437	1024	29.1	4.0	93	7383	32.1	29.0	102	1625	32.5	6.4	104	4590	29.3	18.0	93
TELEVISION IMPERATIVE		27877	1306	37.1	4.7	108	7643	33.2	27.4	96	1673	33.5	6.0	97	5569	35.6	20.0	103
RADIO-TELEVISION: DUAL		15996	612	17.4	3.8	88	4582	19.9	28.6	101	952	19.1	6.0	96	3183	20.3	19.9	103
RADIO IMPERATIVE		25478	1225	34.8	4.8	111	7677	33.4	30.1	106	1723	34.5	6.8	110	4940	31.5	19.4	100
TELEVISION IMPERATIVE		26573	1187	33.7	4.5	103	7258	31.5	27.3	96	1550	31.0	5.8	95	5039	32.2	19.0	98

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MARGARINE: BRANDS
(FEMALE HOMEMAKERS)

0472
P-19

	TOTAL U.S.	BLUE BONNET LOW FAT A	B	C	D	BLUE BONNET REGULAR A	B	C	D	CHIFFON A	B	C	D	FLEISCHMANN'S A	B	C	D
			%	ACROSS			%	ACROSS			%	ACROSS			%	ACROSS	
	'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL FEMALE HOMEMAKERS	80986	3522	100.0	4.3	100	23013	100.0	28.4	100	4996	100.0	6.2	100	15659	100.0	19.3	100
ATLANTIC MONTHLY	415	**0	0.0	0.0	0	**73	0.3	17.6	62	**37	0.7	8.9	145	*115	0.7	27.7	143
BARRON'S	453	**0	0.0	0.0	0	**160	0.7	35.3	124	**9	0.2	2.0	32	**163	1.0	36.0	186
BETTER HOMES & GARDENS	16256	764	21.7	4.7	108	5084	22.1	31.3	110	1157	23.2	7.1	115	3458	22.1	21.3	110
BON APPETIT	2535	**94	2.7	3.7	85	634	2.8	25.0	88	*192	3.8	7.6	123	685	4.4	27.0	140
BUSINESS WEEK	1278	**40	1.1	3.1	72	*260	1.1	20.3	72	**71	1.4	5.6	90	313	2.0	24.5	127
CAR AND DRIVER	378	**3	0.1	0.8	18	**125	0.5	33.1	116	**15	0.3	4.0	64	**99	0.6	26.2	135
CBS MAGAZINE NETWORK (GROSS)	1498	**60	1.7	4.0	92	508	2.2	33.9	119	**61	1.2	4.1	66	*247	1.6	16.5	85
CHANGING TIMES	1505	**69	2.0	4.6	105	403	1.8	26.8	94	**101	2.0	6.7	109	359	2.3	23.9	123
COLONIAL HOMES	1231	**27	0.8	2.2	50	323	1.4	26.2	92	**46	0.9	3.7	61	252	1.6	20.5	106
CONDE NAST MAG. PKG. (GROSS)	14146	794	22.5	5.6	129	3911	17.0	27.6	97	859	17.2	6.1	98	2810	17.9	19.9	103
CONSUMERS DIGEST	1323	**56	1.6	4.2	97	315	1.4	23.8	84	**63	1.3	4.8	77	380	2.4	28.7	149
COSMOPOLITAN	7102	336	9.5	4.7	109	1935	8.4	27.2	96	418	8.4	5.9	95	1480	9.5	20.8	108
COUNTRY LIVING	2481	*191	5.4	7.7	177	546	2.4	22.0	77	*223	4.5	9.0	146	479	3.1	19.3	100
CUISINE	1472	**63	1.8	4.3	98	324	1.4	22.0	77	**104	2.1	7.1	115	408	2.6	27.7	143
CYCLE WORLD	425	**22	0.6	5.2	119	**122	0.5	28.7	101	**39	0.8	9.2	149	**97	0.6	22.8	118
DCI:CREATIVE IDEAS FOR LIV	2510	**96	2.7	3.8	88	811	3.5	32.3	114	*213	4.3	8.5	138	429	2.7	17.1	88
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	333	9.5	5.0	114	2099	9.1	31.4	110	405	8.1	6.1	98	1249	8.0	18.7	96
DISCOVER	894	**44	1.2	4.9	113	*254	1.1	28.4	100	**65	1.3	7.3	118	*153	1.0	17.1	89
EBONY	3507	*176	5.0	5.0	115	1161	5.0	33.1	117	315	6.3	9.0	146	637	4.1	18.2	94
ESQUIRE	1083	**44	1.2	4.1	93	415	1.8	38.3	135	**84	1.7	7.8	126	243	1.6	22.4	116
ESSENCE	1830	**68	1.9	3.7	85	778	3.4	42.5	150	*181	3.6	9.9	160	285	1.8	15.6	81
FAMILY CIRCLE	15930	664	18.9	4.2	96	4965	21.6	31.2	110	1083	21.7	6.8	110	3444	22.0	21.6	112
THE FAMILY HANDYMAN	1126	**56	1.6	5.0	114	392	1.7	34.8	123	**68	1.4	6.0	98	254	1.6	22.6	117
FAMILY WEEKLY	11468	480	13.6	4.2	96	3644	15.8	31.8	112	659	13.2	5.7	93	1901	12.1	16.6	86
FIELD & STREAM	2234	**87	2.5	3.9	90	793	3.4	35.5	125	**141	2.8	6.3	102	357	2.3	16.0	83
FOOD & WINE	579	**30	0.9	5.2	119	*117	0.5	20.2	71	**31	0.6	5.4	87	*106	0.7	18.3	95
FORBES	728	**20	0.6	2.7	63	*173	0.8	23.8	84	**14	0.3	1.9	31	*238	1.5	32.7	169
FORTUNE	906	**11	0.3	1.2	28	*227	1.0	25.1	88	**45	0.9	5.0	81	*316	2.0	34.9	180
GENTLEMEN'S QUARTERLY	791	**62	1.8	7.8	180	*254	1.1	32.1	113	**31	0.6	3.9	64	*130	0.8	16.4	85
GLAMOUR	5265	309	8.8	5.9	135	1479	6.4	28.1	99	295	5.9	5.6	91	1024	6.5	19.4	101
GOLF DIGEST	636	**69	2.0	10.8	249	*218	0.9	34.3	121	**50	1.0	7.9	127	**159	1.0	25.0	129
GOLF DIGEST/TENNIS (GROSS)	1186	**78	2.2	6.6	151	382	1.7	32.2	113	**101	2.0	8.5	138	*267	1.7	22.5	116
GOLF MAGAZINE	441	**23	0.7	5.2	120	**108	0.5	24.5	86	**46	0.9	10.4	169	**127	0.8	28.8	149
GOLF MAGAZINE/SKI (GROSS)	922	**44	1.2	4.8	110	*245	1.1	26.6	94	**53	1.1	5.7	93	*176	1.1	19.1	99
GOOD HOUSEKEEPING	16487	773	21.9	4.7	108	5204	22.6	31.6	111	1047	21.0	6.4	103	3973	25.4	24.1	125
HARPER'S BAZAAR	2423	**114	3.2	4.7	108	612	2.7	25.3	89	**106	2.1	4.4	71	376	2.4	15.5	80
HEALTH	1994	**126	3.6	6.3	145	655	2.8	32.8	116	**100	2.0	5.0	81	478	3.1	24.0	124
HEARST MAG CORP. BUY (GROSS)	44101	2259	64.1	5.1	118	13095	56.9	29.7	104	2815	56.3	6.4	103	9672	61.8	21.9	113
HEARST MAN POWER (GROSS)	1993	**122	3.5	6.1	141	727	3.2	36.5	128	**107	2.1	5.4	87	434	2.8	21.8	113
HEARST WOMAN POWER (GROSS)	31274	1567	44.5	5.0	115	9588	41.7	30.7	108	2047	41.0	6.5	106	7104	45.4	22.7	117
HOUSE BEAUTIFUL	3623	*185	5.3	5.1	117	987	4.3	27.2	96	201	4.0	5.5	90	783	5.0	21.6	112
INC.	283	**2	0.1	0.7	16	**90	0.4	31.8	112	**11	0.2	3.9	63	**73	0.5	25.8	133
JET	2928	*119	3.4	4.1	93	1038	4.5	35.5	125	259	5.2	8.8	143	403	2.6	13.8	71
LADIES' HOME JOURNAL	11918	619	17.6	5.2	119	3596	15.6	30.2	106	779	15.6	6.5	106	2547	16.3	21.4	111
LHJ FAMILY GRP COMBO(GROSS)	16764	855	24.3	5.1	117	5064	22.0	30.2	106	1003	20.1	6.0	97	3653	23.3	21.8	113
LIFE	4254	279	7.9	6.6	151	1169	5.1	27.5	97	328	6.6	7.7	125	812	5.2	19.1	99
L.A. TIMES HOME MAGAZINE	1145	**49	1.4	4.3	98	*245	1.1	21.4	75	**74	1.5	6.5	105	*295	1.9	25.8	133
MADEMOISELLE	2884	*181	5.1	6.3	144	821	3.6	28.5	100	*171	3.4	5.9	96	576	3.7	20.0	103
MC CALL'S	13460	735	20.9	5.5	126	4312	18.7	32.0	113	850	17.0	6.3	102	2915	18.6	21.7	112
MC CALL'S/WRK MOTHER (GROSS)	14606	805	22.9	5.5	127	4734	20.6	32.4	114	924	18.5	6.3	103	3111	19.9	21.3	110
MECHANIX ILLUSTRATED	772	**63	1.8	8.2	188	282	1.2	36.5	129	**18	0.4	2.3	38	*185	1.2	24.0	124
METROPOLITAN HOME	967	**22	0.6	2.3	52	265	1.2	27.4	96	**66	1.3	6.8	111	262	1.7	27.1	140
MONEY	1588	**87	2.5	5.5	126	443	1.9	27.9	98	**81	1.6	5.1	83	390	2.5	24.6	127
MOTHER EARTH NEWS	1002	**62	1.8	6.2	142	*204	0.9	20.4	72	**91	1.8	9.1	147	*114	0.7	11.4	59
MS.	825	**18	0.5	2.2	50	*257	1.1	31.2	110	**79	1.6	9.6	155	*145	0.9	17.6	91
NATIONAL ENQUIRER	10336	503	14.3	4.9	112	3018	13.1	29.2	103	835	16.7	8.1	131	1767	11.3	17.1	88
NATIONAL GEOGRAPHIC	9597	402	11.4	4.2	96	2793	12.1	29.1	102	566	11.3	5.9	96	2276	14.5	23.7	123
NATIONAL SUNDAY MAGAZINE PKG	49558	2061	58.5	4.2	96	13886	60.3	28.0	99	3069	61.4	6.2	100	10029	64.0	20.2	105
NATURAL HISTORY	573	**11	0.3	1.9	44	**131	0.6	22.9	80	**42	0.8	7.3	119	*186	1.2	32.5	168
NEW WOMAN	1699	**87	2.5	5.1	118	533	2.3	31.4	110	*113	2.3	6.7	108	312	2.0	18.4	95
NEW YORK INCLUDING CUE	443	**19	0.5	4.3	99	**70	0.3	15.8	56	**15	0.3	3.4	55	*149	1.0	33.6	174
THE NEW YORKER	1270	**50	1.4	3.9	91	275	1.2	21.7	76	**85	1.7	6.7	108	356	2.3	28.0	145
NEWSWEEK	6277	332	9.4	5.3	122	1751	7.6	27.9	98	308	6.2	4.9	80	1493	9.5	23.8	123
THE N.Y. TIMES DAILY EDITION	1205	**38	1.1	3.2	73	*197	0.9	16.3	58	**94	1.9	7.8	126	477	3.0	39.6	205
THE N.Y. TIMES MAGAZINE	2081	**57	1.6	2.7	63	341	1.5	16.4	58	**109	2.2	5.2	85	749	4.8	36.0	186
OMNI	788	**22	0.6	2.8	64	*224	1.0	28.4	100	**31	0.6	3.9	64	*129	0.8	16.4	85
ON CABLE	1158	**29	0.8	2.5	58	351	1.5	30.3	107	**133	2.7	11.5	186	*173	1.1	14.9	77
1001 HOME IDEAS	2852	**111	3.2	3.9	89	814	3.5	28.5	100	*123	2.5	4.3	70	628	4.0	22.0	114
ORGANIC GARDENING	1658	**103	2.9	6.2	143	537	2.3	32.4	114	*147	2.9	8.9	144	373	2.4	22.5	116
OUTDOOR LIFE	896	**45	1.3	5.0	115	321	1.4	35.8	126	**17	0.3	1.9	31	*140	0.9	15.6	81
PARADE MAGAZINE	24275	1011	28.7	4.2	96	6348	27.6	26.2	92	1402	28.1	5.8	94	5251	33.5	21.6	112

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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MARGARINE: BRANDS
(FEMALE HOMEMAKERS)

0473
P-19

	TOTAL U.S. '000	BLUE BONNET LOW FAT A '000	B % DOWN	C ACROSS %	D INDX	BLUE BONNET REGULAR A '000	B % DOWN	C ACROSS %	D INDX	CHIFFON A '000	B % DOWN	C ACROSS %	D INDX	FLEISCHMANN'S A '000	B % DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEMAKERS	80986	3522	100.0	4.3	100	23013	100.0	28.4	100	4996	100.0	6.2	100	15659	100.0	19.3	100
PARENTS	3845	*251	7.1	6.5	150	1172	5.1	30.5	107	268	5.4	7.0	113	501	3.2	13.0	67
PENTHOUSE	831	**28	0.8	3.4	77	*247	1.1	29.7	105	**53	1.1	6.4	103	**87	0.6	10.5	54
PEOPLE	11645	604	17.1	5.2	119	3159	13.7	27.1	95	796	15.9	6.8	111	2253	14.4	19.3	100
PLAYBOY	2006	**89	2.5	4.4	102	529	2.3	26.4	93	**74	1.5	3.7	60	276	1.8	13.8	71
POPULAR HOT RODDING	297	**15	0.4	5.1	116	**125	0.5	42.1	148	**11	0.2	3.7	60	**40	0.3	13.5	70
POPULAR MECHANICS	1018	**93	2.6	9.1	210	447	1.9	43.9	155	**69	1.4	6.8	110	*258	1.6	25.3	131
POPULAR SCIENCE	878	**42	1.2	4.8	110	318	1.4	36.2	127	**33	0.7	3.8	61	*163	1.0	18.6	96
PREVENTION	3913	267	7.6	6.8	157	1116	4.8	28.5	100	285	5.7	7.3	118	969	6.2	24.8	128
PSYCHOLOGY TODAY	1710	**58	1.6	3.4	78	485	2.1	28.4	100	**82	1.6	4.8	78	373	2.4	21.8	113
READER'S DIGEST	22204	1143	32.5	5.1	118	6651	28.9	30.0	105	1313	26.3	5.9	96	5106	32.6	23.0	119
REDBOOK	7684	459	13.0	6.0	137	2449	10.6	31.9	112	582	11.6	7.6	123	1650	10.5	21.5	111
ROAD & TRACK	410	**3	0.1	0.7	17	**217	0.9	52.9	186	**4	0.1	1.0	16	**65	0.4	15.9	82
ROLLING STONE	769	**51	1.4	5.3	121	273	1.2	28.2	99	**53	1.1	5.5	89	*135	0.9	13.9	72
RUNNER'S WORLD	298	**14	0.4	4.7	108	**52	0.2	17.4	61	**8	0.2	2.7	44	**59	0.4	19.8	102
SATURDAY EVENING POST	1169	**45	1.3	3.8	89	371	1.6	31.7	112	**83	1.7	7.1	115	294	1.9	25.1	130
SCIENCE 84	587	**45	1.3	7.7	176	*192	0.8	32.7	115	**40	0.8	6.8	110	**145	0.9	24.7	128
SCIENCE DIGEST	482	**22	0.6	4.6	105	*143	0.6	29.7	104	**19	0.4	3.9	64	**105	0.7	21.8	113
SCIENTIFIC AMERICAN	594	**19	0.5	3.2	74	**115	0.5	19.4	68	**40	0.8	6.7	109	**125	0.8	21.0	109
SELF	2089	**87	2.5	4.2	96	726	3.2	34.8	122	*187	3.7	9.0	145	432	2.8	20.7	107
SEVENTEEN	2411	**142	4.0	5.9	135	652	2.8	27.0	95	*154	3.1	6.4	104	273	1.7	11.3	59
SKI	480	**20	0.6	4.2	96	*136	0.6	28.3	100	**7	0.1	1.5	24	**50	0.3	10.4	54
SMITHSONIAN	2760	**122	3.5	4.4	102	559	2.4	20.3	71	*251	5.0	9.1	147	599	3.8	21.7	112
SOAP OPERA DIGEST	3013	*138	3.9	4.6	105	824	3.6	27.3	96	*236	4.7	7.8	127	556	3.6	18.5	95
SOUTHERN LIVING	4184	*236	6.7	5.6	130	1288	5.6	30.8	108	*192	3.8	4.6	74	820	5.2	19.6	101
SPORT	559	**22	0.6	3.9	90	*169	0.7	30.2	106	**15	0.3	2.7	43	**60	0.4	10.7	56
THE SPORTING NEWS	436	**19	0.5	4.4	100	*169	0.7	38.8	136	**29	0.6	6.7	108	**30	0.2	6.9	36
SPORTS AFIELD	493	**7	0.2	1.4	33	*138	0.6	28.0	99	**19	0.4	3.9	62	**72	0.5	14.6	76
SPORTS ILLUSTRATED	2758	*185	5.3	6.7	154	907	3.9	32.9	116	*174	3.5	6.3	102	421	2.7	15.3	79
STAR	7456	443	12.6	5.9	137	1937	8.4	26.0	91	506	10.1	6.8	110	1468	9.4	19.7	102
SUNDAY	24936	1101	31.3	4.4	102	6828	29.7	27.4	96	1546	30.9	6.2	101	5479	35.0	22.0	114
SUNSET	2124	**139	3.9	6.5	150	585	2.5	27.5	97	**117	2.3	5.5	89	496	3.2	23.4	121
TV GUIDE	21661	988	28.1	4.6	105	6261	27.2	28.9	102	1441	28.8	6.7	108	3989	25.5	18.4	95
TENNIS	550	**8	0.2	1.5	33	*164	0.7	29.8	105	**50	1.0	9.1	147	**108	0.7	19.6	102
TIME	8880	412	11.7	4.6	107	2357	10.2	26.5	93	668	13.4	7.5	122	2033	13.0	22.9	118
TOWN & COUNTRY	917	**40	1.1	4.4	100	283	1.2	30.9	109	**74	1.5	8.1	131	211	1.3	23.0	119
TRAVEL & LEISURE	972	**34	1.0	3.5	80	*184	0.8	18.9	67	**70	1.4	7.2	117	227	1.4	23.4	121
TRUE STORY	3356	*218	6.2	6.5	149	1222	5.3	36.4	128	236	4.7	7.0	114	476	3.0	14.2	73
U.S.NEWS & WORLD REPORT	3410	*222	6.3	6.5	150	904	3.9	26.5	93	*198	4.0	5.8	94	933	6.0	27.4	142
USA TODAY	1759	**54	1.5	3.1	71	496	2.2	28.2	99	**65	1.3	3.7	60	379	2.4	21.5	111
US	1873	*154	4.4	8.2	189	619	2.7	33.0	116	*166	3.3	8.9	144	338	2.2	18.0	93
VOGUE	3909	*217	6.2	5.6	128	885	3.8	22.6	80	207	4.1	5.3	86	778	5.0	19.9	103
WALL STREET JOURNAL	1886	**64	1.8	3.4	78	442	1.9	23.4	82	*137	2.7	7.3	118	470	3.0	24.9	129
WEIGHT WATCHERS	2120	**126	3.6	5.9	137	592	2.6	27.9	98	*203	4.1	9.6	155	569	3.6	26.8	139
WOMAN'S DAY	14172	578	16.4	4.1	94	4413	19.2	31.1	110	860	17.2	6.1	98	3320	21.2	23.4	121
WORKING MOTHER	1146	**70	2.0	6.1	140	423	1.8	36.9	130	**75	1.5	6.5	106	*196	1.3	17.1	88
WORKING WOMAN	1322	**51	1.4	3.9	89	448	1.9	33.9	119	**86	1.7	6.5	105	325	2.1	24.6	127
WORLD TENNIS	*163	**4	0.1	2.5	56	**63	0.3	38.7	136	**0	0.0	0.0	0	**23	0.1	14.1	73
ZIFF-DAVIS MAG NETWK (GROSS)	2532	*137	3.9	5.4	124	830	3.6	32.8	115	**118	2.4	4.7	76	507	3.2	20.0	104
BLAIR INSERTS	43657	1818	51.6	4.2	96	11995	52.1	27.5	97	2753	55.1	6.3	102	9379	59.9	21.5	111
DAILY NEWSPAPERS																	
READ ANY	51633	2165	61.5	4.2	96	14697	63.9	28.5	100	3148	63.0	6.1	99	10989	70.2	21.3	110
READ ONE	43463	1963	55.7	4.5	104	12355	53.7	28.4	100	2667	53.4	6.1	99	8741	55.8	20.1	104
READ TWO OR MORE	8170	*202	5.7	2.5	57	2342	10.2	28.7	101	481	9.6	5.9	95	2248	14.4	27.5	142
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	2137	60.7	4.1	93	14796	64.3	28.1	99	3314	66.3	6.3	102	10776	68.8	20.5	106
READ ONE	46126	1915	54.4	4.2	95	13028	56.6	28.2	99	2955	59.1	6.4	104	9124	58.3	19.8	102
READ TWO OR MORE	6552	*223	6.3	3.4	78	1768	7.7	27.0	95	359	7.2	5.5	89	1652	10.5	25.2	130
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	23.19				28.85				25.00				26.08			
30 DAY REACH	71455	3084	87.6	4.3	99	20271	88.1	28.4	100	4419	88.5	6.2	100	13807	88.2	19.3	100
50 SHWG - 30 DAY AV FREQ	14.56	12.04				15.14				13.08				13.62			
30 DAY REACH	67742	2972	84.4	4.4	101	19369	84.2	28.6	101	4231	84.7	6.2	101	13248	84.6	19.6	101
25 SHWG - 30 DAY AV FREQ	7.94	6.81				8.19				7.16				7.42			
30 DAY REACH	62117	2636	74.8	4.2	98	17911	77.8	28.8	101	3853	77.1	6.2	101	12114	77.4	19.5	101
CABLE TV: HOME WIRED	32077	1291	36.7	4.0	93	9480	41.2	29.6	104	2437	48.8	7.6	123	6110	39.0	19.0	99
HOME NOT WIRED	48909	2232	63.4	4.6	105	13533	58.8	27.7	97	2560	51.2	5.2	85	9550	61.0	19.5	101
HAVE PAY CABLE	15935	658	18.7	4.1	95	4475	19.4	28.1	99	1446	28.9	9.1	147	3188	20.4	20.0	103

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(FEMALE HOMEMAKERS)

0474
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	TOTAL U.S. '000	BLUE BONNET LOW FAT A '000	B % DOWN	C % ACROSS	D INDX	BLUE BONNET REGULAR A '000	B % DOWN	C % ACROSS	D INDX	CHIFFON A '000	B % DOWN	C % ACROSS	D INDX	FLEISCHMANN'S A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	3522	100.0	4.3	100	23013	100.0	28.4	100	4996	100.0	6.2	100	15659	100.0	19.3	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	1764	50.1	4.0	92	12838	55.8	29.2	103	2849	57.0	6.5	105	8417	53.8	19.2	99
10:00 AM - 3:00 PM	30659	1319	37.5	4.3	99	9398	40.8	30.7	108	1900	38.0	6.2	100	5965	38.1	19.5	101
3:00 PM - 7:00 PM	31045	1182	33.6	3.8	88	8995	39.1	29.0	102	2061	41.3	6.6	108	5626	35.9	18.1	94
7:00 PM - MIDNIGHT	15767	822	23.3	5.2	120	4524	19.7	28.7	101	1074	21.5	6.8	110	3020	19.3	19.2	99
MIDNIGHT - 6:00 AM	9120	454	12.9	5.0	114	2695	11.7	29.6	104	526	10.5	5.8	93	1996	12.7	21.9	113
6:00 AM - MIDNIGHT	58527	2514	71.4	4.3	99	17233	74.9	29.4	104	3737	74.8	6.4	104	11278	72.0	19.3	100
ENTIRE DAY	59311	2543	72.2	4.3	99	17439	75.8	29.4	103	3775	75.6	6.4	103	11530	73.6	19.4	101
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	612	17.4	3.8	87	5238	22.8	32.4	114	1069	21.4	6.6	107	3423	21.9	21.2	109
ALL NEWS	2256	**61	1.7	2.7	62	431	1.9	19.1	67	**103	2.1	4.6	74	747	4.8	33.1	171
AOR/PROGRESSIVE	3874	*241	6.8	6.2	143	1011	4.4	26.1	92	289	5.8	7.5	121	787	5.0	20.3	105
BEAUTIFUL MUSIC	5660	231	6.6	4.1	94	1427	6.2	25.2	89	*196	3.9	3.5	56	1213	7.7	21.4	111
BLACK	2204	**75	2.1	3.4	78	712	3.1	32.3	114	*164	3.3	7.4	121	252	1.6	11.4	59
CLASSICAL	1418	**70	2.0	4.9	114	291	1.3	20.5	72	**68	1.4	4.8	78	376	2.4	26.5	137
CHR/ROCK	9538	317	9.0	3.3	76	2672	11.6	28.0	99	679	13.6	7.1	115	1583	10.1	16.6	86
COUNTRY	12648	638	18.1	5.0	116	3913	17.0	30.9	109	934	18.7	7.4	120	1955	12.5	15.5	80
GOLDEN OLDIES	1191	**69	2.0	5.8	133	326	1.4	27.4	96	**50	1.0	4.2	68	*229	1.5	19.2	99
MOR/NOSTALGIA	4757	*231	6.6	4.9	112	1345	5.8	28.3	100	342	6.8	7.2	117	1119	7.1	23.5	122
NEWS/TALK	3863	*177	5.0	4.6	105	1109	4.8	28.7	101	224	4.5	5.8	94	1009	6.4	26.1	135
RELIGIOUS	3084	**115	3.3	3.7	86	1069	4.6	34.7	122	*141	2.8	4.6	74	581	3.7	18.8	97
SOFT ROCK	521	**39	1.1	7.5	172	*157	0.7	30.1	106	**11	0.2	2.1	34	**62	0.4	11.9	62
URBAN CONTEMPORARY	1585	**69	2.0	4.4	100	421	1.8	26.6	93	*119	2.4	7.5	122	285	1.8	18.0	93
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	*140	4.0	4.3	99	887	3.9	27.2	96	*208	4.2	6.4	103	677	4.3	20.8	107
ABC DIRECTION	2316	**137	3.9	5.9	136	605	2.6	26.1	92	*148	3.0	6.4	104	508	3.2	21.9	113
ABC ENTERTAINMENT	4834	*214	6.1	4.4	102	1528	6.6	31.6	111	332	6.6	6.9	111	1023	6.5	21.2	109
ABC FM	2202	**92	2.6	4.2	96	739	3.2	33.6	118	*168	3.4	7.6	124	374	2.4	17.0	88
ABC INFORMATION	5425	*206	5.8	3.8	87	1614	7.0	29.8	105	320	6.4	5.9	96	1240	7.9	22.9	118
ABC ROCK	1677	**146	4.1	8.7	200	549	2.4	32.7	115	*196	3.9	11.7	189	309	2.0	18.4	95
CBS	4430	*197	5.6	4.4	102	1297	5.6	29.3	103	256	5.1	5.8	94	1152	7.4	26.0	134
MUTUAL	4992	*245	7.0	4.9	113	1633	7.1	32.7	115	359	7.2	7.2	117	973	6.2	19.5	101
NBC	4679	*213	6.0	4.6	105	1505	6.5	32.2	113	222	4.4	4.7	77	1139	7.3	24.3	126
RADIORADIO	1994	**114	3.2	5.7	131	652	2.8	32.7	115	**122	2.4	6.1	99	278	1.8	13.9	72
RKO ONE	2298	**41	1.2	1.8	41	648	2.8	28.2	99	*181	3.6	7.9	128	363	2.3	15.8	82
RKO TWO	3311	**103	2.9	3.1	72	826	3.6	24.9	88	*174	3.5	5.3	85	715	4.6	21.6	112
THE SOURCE	2114	**122	3.5	5.8	133	600	2.6	28.4	100	**88	1.8	4.2	67	469	3.0	22.2	115
NON-WIRED : BLAIR	8654	346	9.8	4.0	92	2681	11.6	31.0	109	710	14.2	8.2	133	1611	10.3	18.6	96
INTERNET	12025	628	17.8	5.2	120	3432	14.9	28.5	100	800	16.0	6.7	108	2387	15.2	19.9	103
KATZ RADIO GROUP	15359	646	18.3	4.2	97	4396	19.1	28.6	101	891	17.8	5.8	94	3474	22.2	22.6	117
SUPERNET	10628	482	13.7	4.5	104	3111	13.5	29.3	103	722	14.5	6.8	110	2147	13.7	20.2	104
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	429	12.2	5.0	114	2324	10.1	26.8	94	502	10.0	5.8	94	1757	11.2	20.3	105
MKDAY 9:00 AM - 1:00 PM	12163	544	15.4	4.5	103	3573	15.5	29.4	103	725	14.5	6.0	97	2179	13.9	17.9	93
MKDAY 1:00 PM - 4:30 PM	16150	724	20.6	4.5	103	4713	20.5	29.2	103	1045	20.9	6.5	105	2885	18.4	17.9	92
MKDAY 4:30 PM - 7:30 PM	22463	1011	28.7	4.5	103	5982	26.0	26.6	94	1303	26.1	5.8	94	4495	28.7	20.0	103
MKDAY 7:30 PM - 8:00 PM	31795	1305	37.1	4.1	94	8712	37.9	27.4	96	1814	36.3	5.7	92	6388	40.8	20.1	104
MKDAY 11:00 PM - 11:30 PM	23977	890	25.3	3.7	85	7105	30.9	29.6	104	1290	25.8	5.4	87	4944	31.6	20.6	107
MKDAY 11:30 PM - 1:00 AM	7703	280	8.0	3.6	84	2391	10.4	31.0	109	492	9.8	6.4	104	1576	10.1	20.5	106
M-SAT 8-11 PM+SUN 7-11 PM	33800	1352	38.4	4.0	92	9486	41.2	28.1	99	2032	40.7	6.0	97	6779	43.3	20.1	104
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	254	7.2	3.9	89	1908	8.3	29.2	103	557	11.1	8.5	138	1225	7.8	18.7	97
ANOTHER WORLD N	4620	185	5.3	4.0	92	1442	6.3	31.2	110	252	5.0	5.5	88	807	5.2	17.5	90
AS THE WORLD TURNS C	5614	295	8.4	5.3	121	1789	7.8	31.9	112	357	7.1	6.4	103	842	5.4	15.0	78
CAPITOL C	3396	*185	5.3	5.4	125	1183	5.1	34.8	123	207	4.1	6.1	99	585	3.7	17.2	89
CBS MORN. NEWS 1 C	1446	*108	3.1	7.5	172	368	1.6	25.4	90	*64	1.3	4.4	72	270	1.7	18.7	97
CBS MORN. NEWS 2 C	1207	*58	1.6	4.8	110	310	1.3	25.7	90	*48	1.0	4.0	64	193	1.2	16.0	83
DAYS OF OUR LIVES N	5877	269	7.6	4.6	105	1850	8.0	31.5	111	348	7.0	5.9	96	1065	6.8	18.1	94
FACTS OF LIFE - DAYTIME N	2290	89	2.5	3.9	89	662	2.9	28.9	102	120	2.4	5.2	85	450	2.9	19.7	102
FAMILY FEUD A	3023	*99	2.8	3.3	75	928	4.0	30.7	108	224	4.5	7.4	120	512	3.3	16.9	88
GENERAL HOSPITAL A	6097	241	6.8	4.0	91	1638	7.1	26.9	95	459	9.2	7.5	122	1207	7.7	19.8	102
GOOD MORNING, AMERICA-730 A	3515	123	3.5	3.5	80	1025	4.5	29.2	103	273	5.5	7.8	126	856	5.5	24.4	126
GOOD MORNING, AMERICA-830 A	2818	135	3.8	4.8	110	730	3.2	25.9	91	161	3.2	5.7	93	638	4.1	22.6	117
GUIDING LIGHT C	5339	244	6.9	4.6	105	1726	7.5	32.3	114	275	5.5	5.2	83	919	5.9	17.2	89
ONE LIFE TO LIVE A	4478	157	4.5	3.5	81	1196	5.2	26.7	94	404	8.1	9.0	146	693	4.4	15.5	80
PRESS YOUR LUCK C	2244	*71	2.0	3.2	73	708	3.1	31.6	111	183	3.7	8.2	132	372	2.4	16.6	86
PRICE IS RIGHT 1 C	4348	281	8.0	6.5	149	1193	5.2	27.4	97	276	5.5	6.3	103	659	4.2	15.2	78
PRICE IS RIGHT 2 C	5014	325	9.2	6.5	149	1430	6.2	28.5	100	340	6.8	6.8	110	759	4.8	15.1	78
RYAN'S HOPE A	3150	*161	4.6	5.1	118	912	4.0	29.0	102	243	4.9	7.7	125	662	4.2	21.0	109
SALE OF THE CENTURY N	2695	131	3.7	4.9	112	826	3.6	30.6	108	115	2.3	4.3	69	477	3.0	17.7	92
SEARCH FOR TOMORROW N	2319	*82	2.3	3.5	81	736	3.2	31.7	112	**58	1.2	2.5	41	458	2.9	19.7	102
TODAY SHOW 1 N	2693	138	3.9	5.1	118	667	2.9	24.8	87	93	1.9	3.5	56	535	3.4	19.9	103
TODAY SHOW 2 N	2498	*99	2.8	4.0	91	654	2.8	26.2	92	78	1.6	3.1	51	536	3.4	21.5	111
$25,000 PYRAMID C	2753	*140	4.0	5.1	117	828	3.6	30.1	106	168	3.4	6.1	99	463	3.0	16.8	87
WHEEL OF FORTUNE N	4388	186	5.3	4.2	97	1428	6.2	32.5	115	281	5.6	6.4	104	845	5.4	19.3	100
YOUNG AND THE RESTLESS C	5695	360	10.2	6.3	145	1773	7.7	31.1	110	379	7.6	6.7	108	728	4.6	12.8	66
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	*85	2.4	4.8	111	460	2.0	26.1	92	*82	1.6	4.7	76	351	2.2	19.9	103
NBA PLAYOFF GAME -1 C	1136	**70	2.0	6.2	142	332	1.4	29.2	103	*82	1.6	7.2	117	268	1.7	23.6	122
NBC MAJOR LEAGUE PRE-GAME N	953	**40	1.1	4.2	97	*267	1.2	28.0	99	**45	0.9	4.7	77	*181	1.2	19.0	98
SPORTSWORLD - SUN N	1233	**71	2.0	5.8	132	291	1.3	23.6	83	**93	1.9	7.5	122	215	1.4	17.4	90
SUNDAY MORNING C	1611	*87	2.5	5.4	124	399	1.7	24.8	87	**76	1.5	4.7	76	384	2.5	23.8	123

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MARGARINE: BRANDS
(FEMALE HOMEMAKERS)

0475
P-19

	TOTAL U.S. '000	BLUE BONNET LOW FAT A '000	A DOWN %	A ACROSS %	A INDX	BLUE BONNET REGULAR A '000	A DOWN %	A ACROSS %	A INDX	CHIFFON A '000	A DOWN %	A ACROSS %	A INDX	FLEISCHMANN'S A '000	A DOWN %	A ACROSS %	A INDX
TOTAL FEMALE HOMEMAKERS	80986	3522	100.0	4.3	100	23013	100.0	28.4	100	4996	100.0	6.2	100	15659	100.0	19.3	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	1118	31.7	4.3	99	6908	30.0	26.5	93	1341	26.8	5.1	83	5192	33.2	19.9	103
NETWORK AFFILIATES - LATE	20261	771	21.9	3.8	88	5971	25.9	29.5	104	1090	21.8	5.4	87	4131	26.4	20.4	105
INDEPENDENTS - LATE	2076	*57	1.6	2.7	63	486	2.1	23.4	82	101	2.0	4.9	79	560	3.6	27.0	140
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM N	10453	547	15.5	5.2	120	3089	13.4	29.6	104	571	11.4	5.5	89	2057	13.1	19.7	102
ABC MONDAY NIGHT MOVIE A	5412	268	7.6	4.2	96	1751	7.6	27.3	96	398	8.0	6.2	101	1496	9.6	23.3	121
ABC SUNDAY NIGHT MOVIE A	12407	540	15.3	4.4	100	3313	14.4	26.7	94	809	16.2	6.5	106	2685	17.1	21.6	112
ABC WORLD NEWS TONIGHT A	6176	224	6.4	3.6	83	1720	7.5	27.8	98	281	5.6	4.5	74	1194	7.6	19.3	100
AFTERMASH C	5863	*301	8.5	5.1	118	1503	6.5	25.6	90	406	8.1	6.9	112	1255	8.0	21.4	111
ALICE C	9594	482	13.7	5.0	116	2558	11.1	26.7	94	680	13.6	7.1	115	1902	12.1	19.8	103
AMERICAN PARADE C	6622	298	8.5	4.5	103	1921	8.3	29.0	102	353	7.1	5.3	86	1401	8.9	21.2	109
BENSON A	10886	377	10.7	3.5	80	2869	12.5	26.4	93	566	11.3	5.2	84	2334	14.9	21.4	111
BLUE THUNDER A	5036	280	8.0	5.6	128	1649	7.2	32.7	115	249	5.0	4.9	80	899	5.7	17.9	92
CAGNEY & LACEY C	9965	388	11.0	3.9	90	2949	12.8	29.6	104	670	13.4	6.7	109	1961	12.5	19.7	102
CBS EVENING NEWS-DEAN C	3491	*150	4.3	4.3	99	881	3.8	25.2	89	*193	3.9	5.5	90	881	5.6	25.2	131
CBS EVENING NEWS-RATHER C	7123	360	10.2	5.1	116	1915	8.3	26.9	95	404	8.1	5.7	92	1663	10.6	23.3	121
CBS SAT. NEWS-SCHIEFFER C	3621	168	4.8	4.6	107	812	3.5	22.4	79	148	3.0	4.1	66	804	5.1	22.2	115
CBS SATURDAY NIGHT MOVIE C	5436	282	8.0	5.2	119	1626	7.1	29.9	105	277	5.5	5.1	83	1066	6.8	19.6	101
CBS WEDNESDAY NIGHT MOVIE C	6100	306	8.7	5.0	115	1875	8.1	30.7	108	379	7.6	6.2	101	1245	8.0	20.4	106
CHEERS N	8889	359	10.2	4.0	93	2393	10.4	26.9	95	631	12.6	7.1	115	1844	11.8	20.7	107
DALLAS C	22109	807	22.9	3.7	84	6393	27.8	28.9	102	1551	31.0	7.0	114	4621	29.5	20.9	108
DIFF'RENT STROKES N	6940	282	8.0	4.1	93	1870	8.1	26.9	95	341	6.8	4.9	80	1494	9.5	21.5	111
DOUBLE TROUBLE N	7223	310	8.8	4.3	99	2092	9.1	29.0	102	441	8.8	6.1	99	1475	9.4	20.4	106
DUCK FACTORY N	5595	*238	6.8	4.3	98	1489	6.5	26.6	94	357	7.1	6.4	103	1022	6.5	18.3	94
DUKES OF HAZZARD C	5768	299	8.5	5.2	119	1841	8.0	31.9	112	385	7.7	6.7	108	979	6.3	17.0	88
DYNASTY A	20053	690	19.6	3.4	79	5790	25.2	28.9	102	1318	26.4	6.6	107	3587	22.9	17.9	93
FACTS OF LIFE N	8087	330	9.4	4.1	94	2144	9.3	26.5	93	603	12.1	7.5	121	1592	10.2	19.7	102
FALCON CREST C	20046	642	18.2	3.2	74	6007	26.1	30.0	105	1224	24.5	6.1	99	4063	25.9	20.3	105
FALL GUY A	9084	410	11.6	4.5	104	2714	11.8	29.9	105	540	10.8	5.9	96	1547	9.9	17.0	88
FAMILY TIES N	7964	328	9.3	4.1	95	2352	10.2	29.5	104	509	10.2	6.4	104	1631	10.4	20.5	106
FANTASY ISLAND A	7687	338	9.6	4.4	101	2123	9.2	27.6	97	383	7.7	5.0	81	1336	8.5	17.4	90
FOULUPS,BLEEPS & BLUNDERS A	8861	327	9.3	3.7	85	2396	10.4	27.0	95	745	14.9	8.4	136	1807	11.5	20.4	105
FOUR SEASONS C	5095	*305	8.7	6.0	138	1345	5.8	26.4	93	402	8.0	7.9	128	1113	7.1	21.8	113
GIMME A BREAK N	8838	378	10.7	4.3	98	2587	11.2	29.3	103	459	9.2	5.2	84	1706	10.9	19.3	100
HART TO HART A	8978	522	14.8	5.8	134	2330	10.1	26.0	91	472	9.4	5.3	85	1773	11.3	19.7	102
HILL STREET BLUES N	8590	286	8.1	3.3	77	2422	10.5	28.2	99	537	10.7	6.3	101	1799	11.5	20.9	108
HOTEL A	14085	512	14.5	3.6	84	4066	17.7	28.9	102	839	16.8	6.0	97	2673	17.1	19.0	98
JEFFERSONS C	9360	440	12.5	4.7	108	2518	10.9	26.9	95	712	14.3	7.6	123	1841	11.8	19.7	102
JENNIFER SLEPT HERE N	5841	*218	6.2	3.7	86	1516	6.6	26.0	91	288	5.8	4.9	80	1231	7.9	21.1	109
KATE & ALLIE C	9206	440	12.5	4.8	110	2590	11.3	28.1	99	640	12 8	7.0	113	1977	12.6	21.5	111
KNIGHT RIDER N	7076	302	8.6	4.3	98	2048	8.9	28.9	102	530	10.6	7.5	121	1388	8.9	19.6	101
LOVE BOAT A	12219	465	13.2	3.8	88	3258	14.2	26.7	94	597	11.9	4.9	79	2310	14.8	18.9	98
MAGNUM PI C	11199	496	14.1	4.4	102	3255	14.1	29.1	102	592	11.8	5.3	86	1871	11.9	16.7	86
MAMA'S FAMILY N	6057	233	6.6	3.8	88	1683	7.3	27.8	98	418	8.4	6.9	112	1275	8.1	21.1	109
MASTER, THE N	3598	*220	6.2	6.1	141	1024	4.4	28.5	100	*199	4.0	5.5	90	602	3.8	16.7	87
MATT HOUSTON A	6344	*331	9.4	5.2	120	1916	8.3	30.2	106	393	7.9	6.2	100	1161	7.4	18.3	95
NBC MONDAY NIGHT MOVIE N	11994	441	12.5	3.7	85	3552	15.4	29.6	104	625	12.5	5.2	84	2029	13.0	16.9	87
NBC NIGHTLY NEWS N	5132	258	7.3	5.0	116	1331	5.8	25.9	91	271	5.4	5.3	86	1024	6.5	20.0	103
NBC NIGHTLY NEWS-SAT N	3375	*138	3.9	4.1	94	872	3.8	25.8	91	*162	3.2	4.8	78	706	4.5	20.9	108
NBC NIGHTLY NEWS-SUN N	3130	*132	3.7	4.2	97	736	3.2	23.5	83	*193	3.9	6.2	100	711	4.5	22.7	117
NBC SUNDAY NIGHT MOVIE N	8284	*260	7.4	3.1	72	2353	10.2	28.4	100	364	7.3	4.4	71	1585	10.1	19.1	99
NEWHART C	9240	442	12.5	4.8	110	2630	11.4	28.5	100	631	12.6	6.8	111	1943	12.4	21.0	109
ONE DAY AT A TIME C	7288	347	9.9	4.8	109	1950	8.5	26.8	94	563	11.3	7.7	125	1382	8.8	19.0	98
PEOPLE ARE FUNNY N	4855	*222	6.3	4.6	105	1293	5.6	26.6	94	302	6.0	6.2	101	1093	7.0	22.5	116
REAL PEOPLE N	8869	411	11.7	4.6	107	2305	10.0	26.0	91	613	12.3	6.9	112	1793	11.5	20.2	105
REMINGTON STEELE N	7743	359	10.2	4.6	107	2184	9.5	28.2	99	468	9.4	6.0	98	1368	8.7	17.7	91
RIPLEY'S BELIEVE IT - NOT A	5345	*204	5.8	3.8	88	1479	6.4	27.7	97	324	6.5	6.1	98	1011	6.5	18.9	98
RIPTIDE N	6988	264	7.5	3.8	87	2143	9.3	30.7	108	466	9.3	6.7	108	1149	7.3	16.4	85
SCARECROW & MRS. KING C	10002	442	12.5	4.4	102	2780	12.1	27.8	98	557	11.1	5.6	90	1813	11.6	18.1	94
SIMON & SIMON C	10638	473	13.4	4.4	102	3236	14.1	30.4	107	690	13.8	6.5	105	1944	12.4	18.3	95
60 MINUTES C	13293	552	15.7	4.2	95	3685	16.0	27.7	98	708	14.2	5.3	86	3048	19.5	22.9	119
ST. ELSEWHERE N	7017	244	6.9	3.5	80	2020	8.8	28.8	101	397	7.9	5.7	92	1478	9.4	21.1	109
THREE'S COMPANY A	10917	544	15.4	5.0	115	2906	12.6	26.6	94	694	13.9	6.4	103	2146	13.7	19.7	102
T.J. HOOKER A	9204	492	14.0	5.3	123	2550	11.1	27.7	97	536	10.7	5.8	94	1530	9.8	16.6	86
TONIGHT SHOW N	2372	71	2.0	3.0	69	666	2.9	28.1	99	116	2.3	4.9	79	654	4.2	27.6	143
TRAPPER JOHN, M.D. C	9846	363	10.3	3.7	85	2878	12.5	29.2	103	562	11.2	5.7	93	1805	11.5	18.3	95
TV BLOOPERS & PRAC. JOKES N	9105	339	9.6	3.7	86	2587	11.2	28.4	100	626	12.5	6.9	111	1845	11.8	20.3	105
20/20 A	9387	262	7.4	2.8	64	2726	11.8	29.0	102	494	9.9	5.3	85	2022	12.9	21.5	111
WEBSTER A	11067	390	11.1	3.5	81	3028	13.2	27.4	96	649	13.0	5.9	95	2345	15.0	21.2	110
WORLD NEWS - SUN A	3062	*142	4.0	4.6	107	682	3.0	22.3	78	*136	2.7	4.4	72	776	5.0	25.3	131
YELLOW ROSE N	4978	*152	4.3	3.1	70	1531	6.7	30.8	108	215	4.3	4.3	70	836	5.3	16.8	87
TV VIEWING SPORTS EVENTS																	
BASEBALL	8878	*470	13.3	5.3	122	2643	11.5	29.8	105	605	12.1	6.8	110	1617	10.3	18.2	94
BASKETBALL - COLLEGE GAMES	4080	**227	6.4	5.6	128	1373	6.0	33.7	118	*206	4.1	5.0	82	966	6.2	23.7	122
BASKETBALL - PRO GAMES	3607	**234	6.6	6.5	149	1260	5.5	34.9	123	*366	7.3	10.1	164	856	5.5	23.7	123
BOWLING	3883	**218	6.2	5.6	129	1294	5.6	33.3	117	*354	7.1	9.1	148	878	5.6	22.6	117
BOXING	3928	**265	7.5	6.7	155	1130	4.9	28.8	101	*354	7.1	9.0	146	733	4.7	18.7	97
FOOTBALL - COLLEGE GAMES	6366	*290	8.2	4.6	105	2043	8.9	32.1	113	*433	8.7	6.8	110	1344	8.6	21.1	109
FOOTBALL - PRO GAMES	11300	*457	13.0	4.0	93	3622	15.7	32.1	113	813	16.3	7.2	117	2189	14.0	19.4	100
GOLF	3378	**251	7.1	7.4	171	808	3.5	23.9	84	**150	3.0	4.4	72	820	5.2	24.3	126
POST-SEASON COLL. FOOTBALL	4906	*288	8.2	5.9	135	1623	7.1	33.1	116	*393	7.9	8.0	130	1085	6.9	22.1	114
POST-SEASON PRO FOOTBALL	6120	*327	9.3	5.3	123	1793	7.8	29.3	103	*427	8.5	7.0	113	1493	9.5	24.4	126
TENNIS	3033	**175	5.0	5.8	133	702	3.1	23.1	81	**177	3.5	5.8	95	745	4.8	24.6	127
WRESTLING - PROFESSIONAL	3344	**142	4.0	4.2	98	1345	5.8	40.2	142	**227	4.5	6.8	110	564	3.6	16.9	87

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MARGARINE: BRANDS
(FEMALE HOMEMAKERS)

0476
P-19

	TOTAL U.S. '000	CHIFFON LIGHT SPREAD A '000	B % DOWN	C % ACROSS	D INDX	IMPERIAL A '000	B % DOWN	C % ACROSS	D INDX	KRAFT PARKAY A '000	B % DOWN	C % ACROSS	D INDX	LAND-O-LAKES A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	2954	100.0	3.6	100	13289	100.0	16.4	100	18984	100.0	23.4	100	9888	100.0	12.2	100
18 - 24	9282	*416	14.1	4.5	123	1359	10.2	14.6	89	2053	10.8	22.1	94	984	10.0	10.6	87
25 - 34	19072	878	29.7	4.6	126	3333	25.1	17.5	107	5051	26.6	26.5	113	2637	26.7	13.8	113
35 - 44	14591	*399	13.5	2.7	75	2496	18.8	17.1	104	3689	19.4	25.3	108	1877	19.0	12.9	105
45 - 54	11345	*338	11.4	3.0	82	1831	13.8	16.1	98	2718	14.3	24.0	102	1316	13.3	11.6	95
55 - 64	11635	*475	16.1	4.1	112	1958	14.7	16.8	103	2643	13.9	22.7	97	1589	16.1	13.7	112
65 OR OLDER	15061	*448	15.2	3.0	82	2312	17.4	15.4	94	2831	14.9	18.8	80	1485	15.0	9.9	81
18 - 34	28354	1295	43.8	4.6	125	4691	35.3	16.5	101	7104	37.4	25.1	107	3621	36.6	12.8	105
18 - 49	48339	1876	63.5	3.9	106	8081	60.8	16.7	102	12239	64.5	25.3	108	6144	62.1	12.7	104
25 - 54	45008	1615	54.7	3.6	98	7660	57.6	17.0	104	11457	60.4	25.5	109	5830	59.0	13.0	106
35 - 49	19985	581	19.7	2.9	80	3390	25.5	17.0	103	5135	27.0	25.7	110	2524	25.5	12.6	103
50 OR OLDER	32647	1078	36.5	3.3	91	5208	39.2	16.0	97	6745	35.5	20.7	88	3744	37.9	11.5	94
GRADUATED COLLEGE	11155	*388	13.1	3.5	95	1782	13.4	16.0	97	2177	11.5	19.5	83	1457	14.7	13.1	107
ATTENDED COLLEGE	13682	698	23.6	5.1	140	2465	18.5	18.0	110	3634	19.1	26.6	113	1672	16.9	12.2	100
GRADUATED HIGH SCHOOL	33880	1076	36.4	3.2	87	5813	43.7	17.2	105	8900	46.9	26.3	112	4162	42.1	12.3	101
DID NOT GRADUATE HIGH SCHOOL	22270	792	26.8	3.6	97	3228	24.3	14.5	88	4274	22.5	19.2	82	2597	26.3	11.7	96
EMPLOYED	40306	1612	54.6	4.0	110	5967	44.9	14.8	90	9410	49.6	23.3	100	5131	51.9	12.7	104
EMPLOYED FULL-TIME	32850	1353	45.8	4.1	113	4667	35.1	14.2	87	7609	40.1	23.2	99	4096	41.4	12.5	102
EMPLOYED PART-TIME	7456	**258	8.7	3.5	95	1299	9.8	17.4	106	1801	9.5	24.2	103	1035	10.5	13.9	114
NOT EMPLOYED	40680	1342	45.4	3.3	90	7322	55.1	18.0	110	9575	50.4	23.5	100	4757	48.1	11.7	96
PROFESSIONAL/MANAGER	10392	*421	14.3	4.1	111	1693	12.7	16.3	99	2011	10.6	19.4	83	1299	13.1	12.5	102
TECH/CLERICAL/SALES	17574	719	24.3	4.1	112	2742	20.6	15.6	95	4591	24.2	26.1	111	2332	23.6	13.3	109
PRECISION/CRAFT	985	**73	2.5	7.4	203	**180	1.4	18.3	111	**297	1.6	30.2	129	**100	1.0	10.2	83
OTHER EMPLOYED	11354	*398	13.5	3.5	96	1351	10.2	11.9	73	2510	13.2	22.1	94	1400	14.2	12.3	101
SINGLE	9863	505	17.1	5.1	140	1541	11.6	15.6	95	1798	9.5	18.2	78	1353	13.7	13.7	112
MARRIED	51375	1858	62.9	3.6	99	8918	67.1	17.4	106	13317	70.1	25.9	111	6513	65.9	12.7	104
DIVORCED/SEPARATED/WIDOWED	19748	590	20.0	3.0	82	2830	21.3	14.3	87	3868	20.4	19.6	84	2022	20.4	10.2	84
PARENTS	32590	1000	33.9	3.1	84	5794	43.6	17.8	108	8996	47.4	27.6	118	4374	44.2	13.4	110
WHITE	70416	2587	87.6	3.7	101	11757	88.5	16.7	102	16752	88.2	23.8	101	8470	85.7	12.0	99
BLACK	8778	*332	11.2	3.8	104	1174	8.8	13.4	82	1830	9.6	20.8	89	1265	12.8	14.4	118
OTHER	1791	**35	1.2	2.0	54	**358	2.7	20.0	122	**402	2.1	22.4	96	**153	1.5	8.5	70
NORTHEAST-CENSUS	17786	*408	13.8	2.3	63	2523	19.0	14.2	86	3509	18.5	19.7	84	3803	38.5	21.4	175
NORTH CENTRAL	20741	737	24.9	3.6	97	4428	33.3	21.3	130	5811	30.6	28.0	120	2770	28.0	13.4	109
SOUTH	27775	995	33.7	3.6	98	2244	16.9	8.1	49	7141	37.6	25.7	110	2691	27.2	9.7	79
WEST	14683	814	27.6	5.5	152	4094	30.8	27.9	170	2524	13.3	17.2	73	*625	6.3	4.3	35
NORTHEAST-MKTG.	17961	472	16.0	2.6	72	2454	18.5	13.7	83	3354	17.7	18.7	80	3699	37.4	20.6	169
EAST CENTRAL	11885	*440	14.9	3.7	101	2343	17.6	19.7	120	3319	17.5	27.9	119	1572	15.9	13.2	108
WEST CENTRAL	14090	458	15.5	3.3	89	2771	20.9	19.7	120	3991	21.0	28.3	121	1806	18.3	12.8	105
SOUTH	24081	822	27.8	3.4	94	1871	14.1	7.8	47	6302	33.2	26.2	112	2316	23.4	9.6	79
PACIFIC	12969	763	25.8	5.9	161	3850	29.0	29.7	181	2019	10.6	15.6	66	*495	5.0	3.8	31
COUNTY SIZE A	32439	1384	46.9	4.3	117	6405	48.2	19.7	120	6476	34.1	20.0	85	4261	43.1	13.1	108
COUNTY SIZE B	24915	702	23.8	2.8	77	3846	28.9	15.4	94	6213	32.7	24.9	106	2932	29.7	11.8	96
COUNTY SIZE C	12930	*447	15.1	3.5	95	1791	13.5	13.9	84	3070	16.2	23.7	101	1521	15.4	11.8	96
COUNTY SIZE D	10703	*421	14.3	3.9	108	1246	9.4	11.6	71	3225	17.0	30.1	129	1174	11.9	11.0	90
METRO CENTRAL CITY	24518	788	26.7	3.2	88	4194	31.6	17.1	104	4791	25.2	19.5	83	3111	31.5	12.7	104
METRO SUBURBAN	35919	1390	47.1	3.9	106	6634	49.9	18.5	113	8301	43.7	23.1	99	4444	44.9	12.4	101
NON METRO	20549	775	26.2	3.8	103	2461	18.5	12.0	73	5892	31.0	28.7	122	2333	23.6	11.4	93
TOP 5 ADI'S	18341	717	24.3	3.9	107	4208	31.7	22.9	140	3187	16.8	17.4	74	2617	26.5	14.3	117
TOP 10 ADI'S	25378	1047	35.4	4.1	113	5231	39.4	20.6	126	4763	25.1	18.8	80	3667	37.1	14.4	118
TOP 20 ADI'S	36488	1485	50.3	4.1	112	6862	51.6	18.8	115	7199	37.9	19.7	84	4799	48.5	13.2	108
HSHLD INC. $50,000 OR MORE	6612	**160	5.4	2.4	66	1140	8.6	17.2	105	1508	7.9	22.8	97	811	8.2	12.3	100
$40,000 OR MORE	12659	*406	13.7	3.2	88	2237	16.8	17.7	108	3041	16.0	24.0	102	1897	19.2	15.0	123
$30,000 OR MORE	24698	960	32.5	3.9	107	4506	33.9	18.2	111	5940	31.3	24.1	103	3391	34.3	13.7	112
$25,000 OR MORE	32077	1279	43.3	4.0	109	5776	43.5	18.0	110	8020	42.2	25.0	107	4481	45.3	14.0	114
$20,000 - $24,999	9144	*276	9.3	3.0	83	1706	12.8	18.7	114	2182	11.5	23.9	102	1139	11.5	12.5	102
$15,000 - $19,999	8728	*326	11.0	3.7	102	1380	10.4	15.8	96	2324	12.2	26.6	114	894	9.0	10.2	84
$10,000 - $14,999	12562	*467	15.8	3.7	102	2015	15.2	16.0	98	3010	15.9	24.0	102	1439	14.6	11.5	94
UNDER $10,000	18475	606	20.5	3.3	90	2412	18.2	13.1	80	3449	18.2	18.7	80	1936	19.6	10.5	86
HOUSEHOLD OF 1 PERSON	11987	400	13.5	3.3	91	1540	11.6	12.8	78	2115	11.1	17.6	75	1003	10.1	8.4	69
2 PEOPLE	26577	1167	39.5	4.4	120	4507	33.9	17.0	103	5540	29.2	20.8	89	3139	31.7	11.8	97
3 OR 4 PEOPLE	30617	1107	37.5	3.6	99	5004	37.7	16.3	100	8232	43.4	26.9	115	4044	40.9	13.2	108
5 OR MORE PEOPLE	11804	**281	9.5	2.4	65	2237	16.8	19.0	115	3098	16.3	26.2	112	1702	17.2	14.4	118
NO CHILD IN HSHLD	46165	1869	63.3	4.0	111	7170	54.0	15.5	95	9619	50.7	20.8	89	5101	51.6	11.0	90
CHILD(REN) UNDER 2 YRS	5325	**134	4.5	2.5	69	966	7.3	18.1	111	1197	6.3	22.5	96	665	6.7	12.5	102
2 - 5 YEARS	14221	*393	13.3	2.8	76	2445	18.4	17.2	105	3693	19.5	26.0	111	1771	17.9	12.5	102
6 - 11 YEARS	15117	*472	16.0	3.1	86	2599	19.6	17.2	105	4408	23.2	29.2	124	2154	21.8	14.2	117
12 - 17 YEARS	16611	*572	19.4	3.4	94	3035	22.8	18.3	111	4631	24.4	27.9	119	2429	24.6	14.6	120
RESIDENCE OWNED	55884	1681	56.9	3.0	82	9329	70.2	16.7	102	14128	74.4	25.3	108	6962	70.4	12.5	102
VALUE: $50,000 OR MORE	31744	1041	35.2	3.3	90	6033	45.4	19.0	116	7595	40.0	23.9	102	4092	41.4	12.9	106
VALUE: UNDER $50,000	24140	640	21.7	2.7	73	3296	24.8	13.7	83	6533	34.4	27.1	115	2870	29.0	11.9	97

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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MARGARINE: BRANDS
(FEMALE HOMEMAKERS)

0477
P-19

		TOTAL U.S. '000	CHIFFON LIGHT SPREAD A '000	B % DOWN	C % ACROSS	D INDX	IMPERIAL A '000	B % DOWN	C % ACROSS	D INDX	KRAFT PARKAY A '000	B % DOWN	C % ACROSS	D INDX	LAND-O-LAKES A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	2954	100.0	3.6	100	13289	100.0	16.4	100	18984	100.0	23.4	100	9888	100.0	12.2	100
MAGAZINES	QUINTILE 1	15799	855	28.9	5.4	148	2779	20.9	17.6	107	4076	21.5	25.8	110	2369	24.0	15.0	123
	QUINTILE 2	17259	662	22.4	3.8	105	2833	21.3	16.4	100	4331	22.8	25.1	107	2362	23.9	13.7	112
	QUINTILE 3	13545	*378	12.8	2.8	77	2263	17.0	16.7	102	3078	16.2	22.7	97	1542	15.6	11.4	93
	QUINTILE 4	15133	*476	16.1	3.1	86	2511	18.9	16.6	101	3729	19.6	24.6	105	1620	16.4	10.7	88
	QUINTILE 5	19250	583	19.7	3.0	83	2902	21.8	15.1	92	3770	19.9	19.6	84	1996	20.2	10.4	85
NEWSPAPERS	QUINTILE 1	12413	*414	14.0	3.3	91	2390	18.0	19.3	117	2856	15.0	23.0	98	2062	20.9	16.6	136
	QUINTILE 2	24116	847	28.7	3.5	96	4442	33.4	18.4	112	5776	30.4	24.0	102	3196	32.3	13.3	109
	QUINTILE 3	11261	*474	16.0	4.2	115	1790	13.5	15.9	97	2908	15.3	25.8	110	1235	12.5	11.0	90
	QUINTILE 4	20255	765	25.9	3.8	104	2978	22.4	14.7	90	4758	25.1	23.5	100	2123	21.5	10.5	86
	QUINTILE 5	12940	*453	15.3	3.5	96	1689	12.7	13.1	80	2686	14.1	20.8	89	1272	12.9	9.8	81
OUTDOOR	QUINTILE 1	14852	*570	19.3	3.8	105	2834	21.3	19.1	116	3686	19.4	24.8	106	2163	21.9	14.6	119
	QUINTILE 2	15725	514	17.4	3.3	90	2440	18.4	15.5	95	3654	19.2	23.2	99	1737	17.6	11.0	90
	QUINTILE 3	16330	776	26.3	4.8	130	2418	18.2	14.8	90	3999	21.1	24.5	104	2106	21.3	12.9	106
	QUINTILE 4	16744	565	19.1	3.4	93	3061	23.0	18.3	111	3918	20.6	23.4	100	1961	19.8	11.7	96
	QUINTILE 5	17334	529	17.9	3.1	84	2537	19.1	14.6	89	3727	19.6	21.5	92	1921	19.4	11.1	91
RADIO-DRIVE TIME	QUINTILE 1	15911	542	18.3	3.4	93	2517	18.9	15.8	96	4077	21.5	25.6	109	1928	19.5	12.1	99
	QUINTILE 2	14837	586	19.8	3.9	108	2545	19.2	17.2	105	3501	18.4	23.6	101	1787	18.1	12.0	99
	QUINTILE 3	15339	*469	15.9	3.1	84	2185	16.4	14.2	87	3270	17.2	21.3	91	2079	21.0	13.6	111
	QUINTILE 4	16723	595	20.1	3.6	98	2956	22.2	17.7	108	3875	20.4	23.2	99	2198	22.2	13.1	108
	QUINTILE 5	18176	762	25.8	4.2	115	3085	23.2	17.0	103	4261	22.4	23.4	100	1897	19.2	10.4	85
RADIO-MID-DAY	TERCILE 1	21070	694	23.5	3.3	91	3562	26.8	16.9	103	5520	29.1	26.3	112	2521	25.5	12.0	98
	TERCILE 2	21610	966	32.7	4.5	123	3778	28.4	17.5	107	5093	26.8	23.6	101	3089	31.2	14.3	117
	TERCILE 3	38355	1294	43.8	3.4	92	5949	44.8	15.5	95	8371	44.1	21.8	93	4278	43.3	11.2	91
RADIO-TOTAL	QUINTILE 1	15985	491	16.6	3.1	84	2485	18.7	15.5	95	4116	21.7	25.7	110	1727	17.5	10.8	88
	QUINTILE 2	15626	639	21.6	4.1	112	2687	20.2	17.2	105	3608	19.0	23.1	99	2329	23.6	14.9	122
	QUINTILE 3	16723	666	22.5	4.0	109	2767	20.8	16.5	101	3928	20.7	23.5	100	2189	22.1	13.1	107
	QUINTILE 4	16342	603	20.4	3.7	101	2889	21.7	17.7	108	3725	19.6	22.8	97	1996	20.2	12.2	100
	QUINTILE 5	16306	555	18.8	3.4	93	2461	18.5	15.1	92	3607	19.0	22.1	94	1647	16.7	10.1	83
TV-PRIME TIME	QUINTILE 1	15953	619	21.0	3.9	106	3039	22.9	19.0	116	3710	19.5	23.3	99	2202	22.3	13.8	113
	QUINTILE 2	16137	*458	15.5	2.8	78	2535	19.1	15.7	96	3499	18.4	21.7	93	2122	21.5	13.1	108
	QUINTILE 3	16420	582	19.7	3.5	97	2440	18.4	14.9	91	3994	21.0	24.3	104	1994	20.2	12.1	99
	QUINTILE 4	16687	781	26.4	4.7	128	2886	21.7	17.3	105	4277	22.5	25.6	109	1816	18.4	10.9	89
	QUINTILE 5	15789	*513	17.4	3.2	89	2388	18.0	15.1	92	3504	18.5	22.2	95	1754	17.7	11.1	91
TV-DAYTIME	TERCILE 1	27736	1115	37.7	4.0	110	4762	35.8	17.2	105	6588	34.7	23.8	101	3603	36.4	13.0	106
	TERCILE 2	26489	980	33.2	3.7	101	4110	30.9	15.5	95	6628	34.9	25.0	107	3132	31.7	11.8	97
	TERCILE 3	26761	858	29.0	3.2	88	4416	33.2	16.5	101	5768	30.4	21.6	92	3153	31.9	11.8	96
TV-TOTAL	QUINTILE 1	16345	557	18.9	3.4	93	2675	20.1	16.4	100	3447	18.2	21.1	90	2105	21.3	12.9	105
	QUINTILE 2	16447	555	18.8	3.4	93	2876	21.6	17.5	107	4055	21.4	24.7	105	2168	21.9	13.2	108
	QUINTILE 3	15980	640	21.7	4.0	110	2642	19.9	16.5	101	3619	19.1	22.6	97	2025	20.5	12.7	104
	QUINTILE 4	15887	636	21.5	4.0	110	2542	19.1	16.0	98	4142	21.8	26.1	111	1480	15.0	9.3	76
	QUINTILE 5	16326	*566	19.2	3.5	95	2553	19.2	15.6	95	3721	19.6	22.8	97	2111	21.3	12.9	106
MAGAZINES-NEWSPAPERS: DUAL		20721	777	26.3	3.7	103	3676	27.7	17.7	108	4980	26.2	24.0	103	3186	32.2	15.4	126
MAGAZINE IMPERATIVE		19186	901	30.5	4.7	129	3021	22.7	15.7	96	4934	26.0	25.7	110	2255	22.8	11.8	96
NEWSPAPER IMPERATIVE		21899	699	23.7	3.2	88	4099	30.8	18.7	114	4916	25.9	22.4	96	2740	27.7	12.5	102
MAGAZINES-OUTDOOR: DUAL		15451	659	22.3	4.3	117	2629	19.8	17.0	104	3910	20.6	25.3	108	2297	23.2	14.9	122
MAGAZINE IMPERATIVE		25983	1112	37.6	4.3	117	4336	32.6	16.7	102	6344	33.4	24.4	104	3363	34.0	13.0	106
OUTDOOR IMPERATIVE		24400	738	25.0	3.0	83	3963	29.8	16.2	99	5504	29.0	22.6	96	2730	27.6	11.2	92
MAGAZINES-RADIO: DUAL		18049	742	25.1	4.1	113	2862	21.5	15.9	97	4521	23.8	25.0	107	2351	23.8	13.0	107
MAGAZINE IMPERATIVE		23571	1053	35.6	4.5	122	4127	31.1	17.5	107	5804	30.6	24.6	105	3166	32.0	13.4	110
RADIO IMPERATIVE		23278	708	24.0	3.0	83	3880	29.2	16.7	102	5399	28.4	23.2	99	2871	29.0	12.3	101
MAGAZINES-TELEVISION: DUAL		15459	724	24.5	4.7	128	2986	22.5	19.3	118	3834	20.2	24.8	106	2319	23.5	15.0	123
MAGAZINE IMPERATIVE		25829	1056	35.7	4.1	112	4089	30.8	15.8	96	6450	34.0	25.0	107	3226	32.6	12.5	102
TELEVISION IMPERATIVE		26039	719	24.3	2.8	76	3953	29.7	15.2	93	5591	29.5	21.5	92	2772	28.0	10.6	87
NEWSPAPERS-OUTDOOR: DUAL		16605	560	19.0	3.4	92	2901	21.8	17.5	106	4071	21.4	24.5	105	2574	26.0	15.5	127
NEWSPAPER IMPERATIVE		26834	981	33.2	3.7	100	4931	37.1	18.4	112	6415	33.8	23.9	102	3442	34.8	12.8	105
OUTDOOR IMPERATIVE		23346	965	32.7	4.1	113	3637	27.4	15.6	95	5541	29.2	23.7	101	2445	24.7	10.5	86
NEWSPAPERS-RADIO: DUAL		17133	586	19.8	3.4	94	2946	22.2	17.2	105	4201	22.1	24.5	105	2431	24.6	14.2	116
NEWSPAPER IMPERATIVE		25892	1007	34.1	3.9	107	4848	36.5	18.7	114	5974	31.5	23.1	98	3528	35.7	13.6	112
RADIO IMPERATIVE		23167	841	28.5	3.6	100	3624	27.3	15.6	95	5767	30.4	24.9	106	2545	25.7	11.0	90
NEWSPAPERS-TELEVISION: DUAL		17159	599	20.3	3.5	96	3363	25.3	19.6	119	4065	21.4	23.7	101	2513	25.4	14.6	120
NEWSPAPER IMPERATIVE		26214	978	33.1	3.7	102	4501	33.9	17.2	105	6243	32.9	23.8	102	3420	34.6	13.0	107
TELEVISION IMPERATIVE		23412	829	28.1	3.5	97	3246	24.4	13.9	84	5232	27.6	22.3	95	2404	24.3	10.3	84
OUTDOOR-RADIO: DUAL		15303	601	20.3	3.9	108	2479	18.7	16.2	99	3854	20.3	25.2	107	1842	18.6	12.0	99
OUTDOOR IMPERATIVE		24901	942	31.9	3.8	104	4167	31.4	16.7	102	5747	30.3	23.1	98	3243	32.8	13.0	107
RADIO IMPERATIVE		26492	923	31.2	3.5	96	4340	32.7	16.4	100	6228	32.8	23.5	100	3439	34.8	13.0	106
OUTDOOR-TELEVISION: DUAL		14794	*492	16.7	3.3	91	2644	19.9	17.9	109	3335	17.6	22.5	96	2105	21.3	14.2	117
OUTDOOR IMPERATIVE		25437	1070	36.2	4.2	115	4093	30.8	16.1	98	6456	34.0	25.4	108	3131	31.7	12.3	101
TELEVISION IMPERATIVE		27877	1003	34.0	3.6	99	4427	33.3	15.9	97	6268	33.0	22.5	96	3332	33.7	12.0	98
RADIO-TELEVISION: DUAL		15996	566	19.2	3.5	97	2654	20.0	16.6	101	3656	19.3	22.9	98	2173	22.0	13.6	111
RADIO IMPERATIVE		25478	991	33.5	3.9	107	3997	30.1	15.7	96	6375	33.6	25.0	107	3083	31.2	12.1	99
TELEVISION IMPERATIVE		26573	964	32.6	3.6	99	4668	35.1	17.6	107	5943	31.3	22.4	95	3354	33.9	12.6	103

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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MARGARINE: BRANDS
(FEMALE HOMEMAKERS)

0478
P-19

	TOTAL U.S. '000	CHIFFON LIGHT SPREAD A '000	B % DOWN	C % ACROSS	D INDX	IMPERIAL A '000	B % DOWN	C % ACROSS	D INDX	KRAFT PARKAY A '000	B % DOWN	C % ACROSS	D INDX	LAND-O-LAKES A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	2954	100.0	3.6	100	13289	100.0	16.4	100	18984	100.0	23.4	100	9888	100.0	12.2	100
ATLANTIC MONTHLY	415	**8	0.3	1.9	53	**48	0.4	11.6	70	**45	0.2	10.8	46	**57	0.6	13.7	112
BARRON'S	453	**5	0.2	1.1	30	**176	1.3	38.9	237	**119	0.6	26.3	112	**105	1.1	23.2	190
BETTER HOMES & GARDENS	16256	549	18.6	3.4	93	3131	23.6	19.3	117	4570	24.1	28.1	120	2368	23.9	14.6	119
BON APPETIT	2535	**88	3.0	3.5	95	614	4.6	24.2	148	505	2.7	19.9	85	384	3.9	15.1	124
BUSINESS WEEK	1278	**77	2.6	6.0	165	*223	1.7	17.4	106	302	1.6	23.6	101	*144	1.5	11.3	92
CAR AND DRIVER	378	**31	1.0	8.2	225	**51	0.4	13.5	82	**30	0.2	7.9	34	**109	1.1	28.8	236
CBS MAGAZINE NETHORK (GROSS)	1498	**162	5.5	10.8	296	282	2.1	18.8	115	355	1.9	23.7	101	*249	2.5	16.6	136
CHANGING TIMES	1505	**16	0.5	1.1	29	318	2.4	21.1	129	321	1.7	21.3	91	*249	2.5	16.5	136
COLONIAL HOMES	1231	**60	2.0	4.9	134	*198	1.5	16.1	98	323	1.7	26.2	112	*205	2.1	16.7	136
CONDE NAST MAG. PKG. (GROSS)	14146	671	22.7	4.7	130	2457	18.5	17.4	106	3711	19.5	26.2	112	2009	20.3	14.2	116
CONSUMERS DIGEST	1323	**83	2.8	6.3	172	*279	2.1	21.1	129	308	1.6	23.3	99	*180	1.8	13.6	111
COSMOPOLITAN	7102	434	14.7	6.1	168	1271	9.6	17.9	109	1683	8.9	23.7	101	991	10.0	14.0	114
COUNTRY LIVING	2481	**97	3.3	3.9	107	348	2.6	14.0	85	780	4.1	31.4	134	336	3.4	13.5	111
CUISINE	1472	**79	2.7	5.4	147	252	1.9	17.1	104	354	1.9	24.0	103	*245	2.5	16.6	136
CYCLE WORLD	425	**22	0.7	5.2	142	**78	0.6	18.4	112	**63	0.3	14.8	63	**60	0.6	14.1	116
DCI:CREATIVE IDEAS FOR LIV	2510	**94	3.2	3.7	103	467	3.5	18.6	113	803	4.2	32.0	136	335	3.4	13.3	109
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	*258	8.7	3.9	106	831	6.3	12.4	76	1895	10.0	28.3	121	912	9.2	13.6	112
DISCOVER	894	**39	1.3	4.4	120	*226	1.7	25.3	154	*189	1.0	21.1	90	*118	1.2	13.2	108
EBONY	3507	*187	6.3	5.3	146	469	3.5	13.4	81	909	4.8	25.9	111	512	5.2	14.6	120
ESQUIRE	1083	**21	0.7	1.9	53	*242	1.8	22.3	136	*199	1.0	18.4	78	*171	1.7	15.8	129
ESSENCE	1830	**63	2.1	3.4	94	335	2.5	18.3	112	447	2.4	24.4	104	218	2.2	11.9	98
FAMILY CIRCLE	15930	601	20.3	3.8	103	3000	22.6	18.8	115	4210	22.2	26.4	113	2396	24.2	15.0	123
THE FAMILY HANDYMAN	1126	**52	1.8	4.6	127	293	2.2	26.0	159	340	1.8	30.2	129	*201	2.0	17.9	146
FAMILY WEEKLY	11468	351	11.9	3.1	84	2106	15.8	18.4	112	2970	15.6	25.9	110	1248	12.6	10.9	89
FIELD & STREAM	2234	**110	3.7	4.9	135	331	2.5	14.8	90	497	2.6	22.2	95	*281	2.8	12.6	103
FOOD & WINE	579	**12	0.4	2.1	57	**128	1.0	22.1	135	**60	0.3	10.4	44	*101	1.0	17.4	143
FORBES	728	**34	1.2	4.7	128	*188	1.4	25.8	157	**96	0.5	13.2	56	**130	1.3	17.9	146
FORTUNE	906	**27	0.9	3.0	82	*317	2.4	35.0	213	*232	1.2	25.6	109	*164	1.7	18.1	148
GENTLEMEN'S QUARTERLY	791	**48	1.6	6.1	166	**138	1.0	17.4	106	*170	0.9	21.5	92	**99	1.0	12.5	103
GLAMOUR	5265	275	9.3	5.2	143	960	7.2	18.2	111	1298	6.8	24.7	105	798	8.1	15.2	124
GOLF DIGEST	636	**16	0.5	2.5	69	**106	0.8	16.7	102	*162	0.9	25.5	109	**95	1.0	14.9	122
GOLF DIGEST/TENNIS (GROSS)	1186	**20	0.7	1.7	46	*200	1.5	16.9	103	*271	1.4	22.8	97	*183	1.9	15.4	126
GOLF MAGAZINE	441	**5	0.2	1.1	31	**85	0.6	19.3	117	**93	0.5	21.1	90	**66	0.7	15.0	123
GOLF MAGAZINE/SKI (GROSS)	922	**18	0.6	2.0	54	*185	1.4	20.1	122	*208	1.1	22.6	96	**99	1.0	10.7	88
GOOD HOUSEKEEPING	16487	694	23.5	4.2	115	2970	22.3	18.0	110	4534	23.9	27.5	117	2420	24.5	14.7	120
HARPER'S BAZAAR	2423	**84	2.8	3.5	95	400	3.0	16.5	101	555	2.9	22.9	98	463	4.7	19.1	157
HEALTH	1994	**113	3.8	5.7	155	600	4.5	30.1	183	467	2.5	23.4	100	323	3.3	16.2	133
HEARST MAG CORP. BUY (GROSS)	44101	2026	68.6	4.6	126	7854	59.1	17.8	109	11795	62.1	26.7	114	6401	64.7	14.5	119
HEARST MAN POWER (GROSS)	1993	**35	1.2	1.8	48	450	3.4	22.6	138	659	3.5	33.1	141	322	3.3	16.2	132
HEARST WOMAN POWER (GROSS)	31274	1535	52.0	4.9	135	5615	42.3	18.0	109	8301	43.7	26.5	113	4414	44.6	14.1	116
HOUSE BEAUTIFUL	3623	*159	5.4	4.4	120	652	4.9	18.0	110	959	5.1	26.5	113	477	4.8	13.2	108
INC.	283	**1	0.0	0.4	10	**62	0.5	21.9	134	**30	0.2	10.6	45	**84	0.8	29.7	243
JET	2928	*116	3.9	4.0	109	428	3.2	14.6	89	727	3.8	24.8	106	332	3.4	11.3	93
LADIES' HOME JOURNAL	11918	474	16.0	4.0	109	2113	15.9	17.7	108	3185	16.8	26.7	114	1433	14.5	12.0	98
LHJ FAMILY GRP COMBO(GROSS)	16764	745	25.2	4.4	122	3244	24.4	19.4	118	4388	23.1	26.2	112	2137	21.6	12.7	104
LIFE	4254	*207	7.0	4.9	133	700	5.3	16.5	100	916	4.8	21.5	92	671	6.8	15.8	129
L.A. TIMES HOME MAGAZINE	1145	**52	1.8	4.5	125	370	2.8	32.3	197	**95	0.5	8.3	35	**58	0.6	5.1	41
MADEMOISELLE	2884	**96	3.2	3.3	91	491	3.7	17.0	104	879	4.6	30.5	130	455	4.6	15.8	129
MC CALL'S	13460	558	18.9	4.1	114	2418	18.2	18.0	109	3593	18.9	26.7	114	1721	17.4	12.8	105
MC CALL'S/WRK MOTHER (GROSS)	14606	610	20.6	4.2	114	2618	19.7	17.9	109	3946	20.8	27.0	115	1871	18.9	12.8	105
MECHANIX ILLUSTRATED	772	**66	2.2	8.5	234	*226	1.7	29.3	178	*193	1.0	25.0	107	**135	1.4	17.5	143
METROPOLITAN HOME	967	**55	1.9	5.7	156	*147	1.1	15.2	93	*195	1.0	20.2	86	**103	1.0	10.7	87
MONEY	1588	**34	1.2	2.1	59	*263	2.0	16.6	101	*234	1.2	14.7	63	*165	1.7	10.4	85
MOTHER EARTH NEWS	1002	**24	0.8	2.4	66	*175	1.3	17.5	106	*228	1.2	22.8	97	**129	1.3	12.9	105
MS.	825	**32	1.1	3.9	106	*80	0.6	9.7	59	*182	1.0	22.1	94	*116	1.2	14.1	115
NATIONAL ENQUIRER	10336	503	17.0	4.9	133	1585	11.9	15.3	93	2489	13.1	24.1	103	1211	12.2	11.7	96
NATIONAL GEOGRAPHIC	9597	428	14.5	4.5	122	1766	13.3	18.4	112	2312	12.2	24.1	103	1397	14.1	14.6	119
NATIONAL SUNDAY MAGAZINE PKG	49558	1946	65.9	3.9	108	9000	67.7	18.2	111	11908	62.7	24.0	103	6472	65.5	13.1	107
NATURAL HISTORY	573	**1	0.0	0.2	5	**113	0.9	19.7	120	**81	0.4	14.1	60	**42	0.4	7.3	60
NEW WOMAN	1699	**182	6.2	10.7	294	235	1.8	13.8	84	449	2.4	26.4	113	223	2.3	13.1	108
NEW YORK INCLUDING CUE	443	**2	0.1	0.5	12	**94	0.7	21.2	129	**36	0.2	8.1	35	**40	0.4	9.0	74
THE NEW YORKER	1270	**38	1.3	3.0	82	*209	1.6	16.5	100	*198	1.0	15.6	67	*235	2.4	18.5	152
NEWSWEEK	6277	289	9.8	4.6	126	1204	9.1	19.2	117	1262	6.6	20.1	86	960	9.7	15.3	125
THE N.Y. TIMES DAILY EDITION	1205	**15	0.5	1.2	34	*180	1.4	14.9	91	*151	0.8	12.5	53	301	3.0	25.0	205
THE N.Y. TIMES MAGAZINE	2081	**16	0.5	0.8	21	297	2.2	14.3	87	334	1.8	16.0	68	430	4.3	20.7	169
OMNI	788	**13	0.4	1.6	45	*236	1.8	29.9	183	*198	1.0	25.1	107	**109	1.1	13.8	113
ON CABLE	1158	**24	0.8	2.1	57	*145	1.1	12.5	76	*205	1.1	17.7	76	**111	1.1	9.6	79
1001 HOME IDEAS	2852	*158	5.3	5.5	152	531	4.0	18.6	113	736	3.9	25.8	110	381	3.9	13.4	109
ORGANIC GARDENING	1658	**115	3.9	6.9	190	314	2.4	18.9	115	381	2.0	23.0	98	*216	2.2	13.0	107
OUTDOOR LIFE	896	**42	1.4	4.7	129	*201	1.5	22.4	137	*184	1.0	20.5	88	*160	1.6	17.9	146
PARADE MAGAZINE	24275	984	33.3	4.1	111	4419	33.3	18.2	111	5747	30.3	23.7	101	3517	35.6	14.5	119

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MARGARINE: BRANDS
(FEMALE HOMEMAKERS)

0479
P-19

	TOTAL U.S. '000	CHIFFON LIGHT SPREAD A '000	B % DOWN	C % ACROSS	D INDX	IMPERIAL A '000	B % DOWN	C % ACROSS	D INDX	KRAFT PARKAY A '000	B % DOWN	C % ACROSS	D INDX	LAND-O-LAKES A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	2954	100.0	3.6	100	13289	100.0	16.4	100	18984	100.0	23.4	100	9888	100.0	12.2	100
PARENTS	3845	*166	5.6	4.3	118	679	5.1	17.7	108	1150	6.1	29.9	128	485	4.9	12.6	103
PENTHOUSE	831	**11	0.4	1.3	36	*138	1.0	16.6	101	*267	1.4	32.1	137	**73	0.7	8.8	72
PEOPLE	11645	531	18.0	4.6	125	1961	14.8	16.8	103	2537	13.4	21.8	93	1590	16.1	13.7	112
PLAYBOY	2006	**103	3.5	5.1	141	410	3.1	20.4	125	397	2.1	19.8	84	274	2.8	13.7	112
POPULAR HOT RODDING	297	**24	0.8	8.1	222	**87	0.7	29.3	179	**49	0.3	16.5	70	**34	0.3	11.4	94
POPULAR MECHANICS	1018	**17	0.6	1.7	46	*238	1.8	23.4	142	*374	2.0	36.7	157	*187	1.9	18.4	150
POPULAR SCIENCE	878	**47	1.6	5.4	147	*192	1.4	21.9	133	*159	0.8	18.1	77	**137	1.4	15.6	128
PREVENTION	3913	**147	5.0	3.8	103	616	4.6	15.7	96	888	4.7	22.7	97	558	5.6	14.3	117
PSYCHOLOGY TODAY	1710	**46	1.6	2.7	74	259	1.9	15.1	92	317	1.7	18.5	79	*206	2.1	12.0	99
READER'S DIGEST	22204	860	29.1	3.9	106	3651	27.5	16.4	100	5472	28.8	24.6	105	2901	29.3	13.1	107
REDBOOK	7684	406	13.7	5.3	145	1373	10.3	17.9	109	2085	11.0	27.1	116	1003	10.1	13.1	107
ROAD & TRACK	410	**47	1.6	11.5	314	**113	0.9	27.6	168	**82	0.4	20.0	85	**91	0.9	22.2	182
ROLLING STONE	969	**57	1.9	5.9	161	*137	1.0	14.1	86	293	1.5	30.2	129	*164	1.7	16.9	139
RUNNER'S WORLD	298	**30	1.0	10.1	276	**38	0.3	12.8	78	**77	0.4	25.8	110	**26	0.3	8.7	71
SATURDAY EVENING POST	1169	**56	1.9	4.8	131	*184	1.4	15.7	96	339	1.8	29.0	124	*138	1.4	11.8	97
SCIENCE 84	587	**2	0.1	0.3	9	*180	1.4	30.7	187	*138	0.7	23.5	100	**54	0.5	9.2	75
SCIENCE DIGEST	482	**5	0.2	1.0	28	**88	0.7	18.3	111	*188	1.0	39.0	166	**58	0.6	12.0	99
SCIENTIFIC AMERICAN	594	**8	0.3	1.3	37	**102	0.8	17.2	105	*117	0.6	19.7	84	**44	0.4	7.4	61
SELF	2089	**107	3.6	5.1	140	360	2.7	17.2	105	611	3.2	29.2	125	249	2.5	11.9	98
SEVENTEEN	2411	**90	3.0	3.7	102	316	2.4	13.1	80	766	4.0	31.8	136	310	3.1	12.9	105
SKI	480	**13	0.4	2.7	74	**100	0.8	20.8	127	**115	0.6	24.0	102	**33	0.3	6.9	56
SMITHSONIAN	2760	**54	1.8	2.0	54	447	3.4	16.2	99	493	2.6	17.9	76	424	4.3	15.4	126
SOAP OPERA DIGEST	3013	*161	5.5	5.3	146	518	3.9	17.2	105	804	4.2	26.7	114	329	3.3	10.9	89
SOUTHERN LIVING	4184	*164	5.6	3.9	107	364	2.7	8.7	53	1092	5.8	26.1	111	577	5.8	13.8	113
SPORT	559	**0	0.0	0.0	0	*142	1.1	25.4	155	*163	0.9	29.2	124	**92	0.9	16.5	135
THE SPORTING NEWS	436	**7	0.2	1.6	44	**95	0.7	21.8	133	**143	0.8	32.8	140	**34	0.3	7.8	64
SPORTS AFIELD	493	**13	0.4	2.6	72	**125	0.9	25.4	155	**97	0.5	19.7	84	**77	0.8	15.6	128
SPORTS ILLUSTRATED	2758	**136	4.6	4.9	135	502	3.8	18.2	111	783	4.1	28.4	121	363	3.7	13.2	108
STAR	7456	379	12.8	5.1	139	1162	8.7	15.6	95	1777	9.4	23.8	102	1074	10.9	14.4	118
SUNDAY	24936	1051	35.6	4.2	116	4490	33.8	18.0	110	6055	31.9	24.3	104	3583	36.2	14.4	118
SUNSET	2124	**82	2.8	3.9	106	560	4.2	26.4	161	441	2.3	20.8	89	**128	1.3	6.0	49
TV GUIDE	21661	961	32.5	4.4	122	3729	28.1	17.2	105	5343	28.1	24.7	105	2691	27.2	12.4	102
TENNIS	550	**4	0.1	0.7	20	**94	0.7	17.1	104	**109	0.6	19.8	85	**88	0.9	16.0	131
TIME	8880	385	13.0	4.3	119	1607	12.1	18.1	110	1975	10.4	22.2	95	1459	14.8	16.4	135
TOWN & COUNTRY	917	**41	1.4	4.5	123	*145	1.1	15.8	96	*203	1.1	22.1	94	*153	1.5	16.7	137
TRAVEL & LEISURE	972	**44	1.5	4.5	124	*159	1.2	16.4	100	*182	1.0	18.7	80	*132	1.3	13.6	111
TRUE STORY	3356	*135	4.6	4.0	110	485	3.6	14.5	88	958	5.0	28.5	122	426	4.3	12.7	104
U.S.NEWS & WORLD REPORT	3410	**115	3.9	3.4	92	541	4.1	15.9	97	743	3.9	21.8	93	448	4.5	13.1	108
USA TODAY	1759	**27	0.9	1.5	42	347	2.6	19.7	120	409	2.2	23.3	99	270	2.7	15.3	126
US	1873	**106	3.6	5.7	155	383	2.9	20.4	125	569	3.0	30.4	130	*261	2.6	13.9	114
VOGUE	3909	*192	6.5	4.9	135	646	4.9	16.5	101	922	4.9	23.6	101	507	5.1	13.0	106
WALL STREET JOURNAL	1886	**87	2.9	4.6	126	298	2.2	15.8	96	450	2.4	23.9	102	272	2.8	14.4	118
WEIGHT WATCHERS	2120	**100	3.4	4.7	129	309	2.3	14.6	89	540	2.8	25.5	109	267	2.7	12.6	103
WOMAN'S DAY	14172	538	18.2	3.8	104	2708	20.4	19.1	116	3868	20.4	27.3	116	2126	21.5	15.0	123
WORKING MOTHER	1146	**52	1.8	4.5	124	*200	1.5	17.5	106	353	1.9	30.8	131	*149	1.5	13.0	106
WORKING WOMAN	1322	**40	1.4	3.0	83	*249	1.9	18.8	115	314	1.7	23.8	101	*199	2.0	15.1	123
WORLD TENNIS	*163	**0	0.0	0.0	0	**27	0.2	16.6	101	**44	0.2	27.0	115	**20	0.2	12.3	100
ZIFF-DAVIS MAG NETWK (GROSS)	2532	*184	6.2	7.3	199	402	3.0	15.9	97	532	2.8	21.0	90	460	4.7	18.2	149
BLAIR INSERTS	43657	1673	56.6	3.8	105	7893	59.4	18.1	110	10188	53.7	23.3	100	6057	61.3	13.9	114
DAILY NEWSPAPERS																	
READ ANY	51633	1746	59.1	3.4	93	8939	67.3	17.3	106	12320	64.9	23.9	102	6766	68.4	13.1	107
READ ONE	43463	1461	49.5	3.4	92	7463	56.2	17.2	105	10461	55.1	24.1	103	5396	54.6	12.4	102
READ TWO OR MORE	8170	286	9.7	3.5	96	1477	11.1	18.1	110	1860	9.8	22.8	97	1370	13.9	16.8	137
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	2036	68.9	3.9	106	9441	71.0	17.9	109	12603	66.4	23.9	102	6968	70.5	13.2	108
READ ONE	46126	1846	62.5	4.0	110	8142	61.3	17.7	108	11056	58.2	24.0	102	5896	59.6	12.8	105
READ TWO OR MORE	6552	*190	6.4	2.9	80	1299	9.8	19.8	121	1547	8.1	23.6	101	1072	10.8	16.4	134
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	29.28				28.50				28.23				29.85			
30 DAY REACH	71455	2620	88.7	3.7	101	11816	88.9	16.5	101	16868	88.9	23.6	101	8829	89.3	12.4	101
50 SHWG - 30 DAY AV FREQ	14.56	15.36				14.96				14.77				15.72			
30 DAY REACH	67742	2504	84.8	3.7	101	11279	84.9	16.6	101	16173	85.2	23.9	102	8408	85.0	12.4	102
25 SHWG - 30 DAY AV FREQ	7.94	8.12				8.12				7.96				8.47			
30 DAY REACH	62117	2383	80.7	3.8	105	10388	78.2	16.7	102	15020	79.1	24.2	103	7821	79.1	12.6	103
CABLE TV: HOME WIRED	32077	1258	42.6	3.9	108	5454	41.0	17.0	104	8213	43.3	25.6	109	3891	39.4	12.1	99
HOME NOT WIRED	48909	1696	57.4	3.5	95	7835	59.0	16.0	98	10771	56.7	22.0	94	5998	60.7	12.3	100
HAVE PAY CABLE	15935	764	25.9	4.8	131	2688	20.2	16.9	103	4118	21.7	25.8	110	2235	22.6	14.0	115

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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MARGARINE: BRANDS
(FEMALE HOMEMAKERS)

0480
P-19

	TOTAL U.S. '000	CHIFFON LIGHT SPREAD A '000	B % DOWN	C % ACROSS	D INDX	IMPERIAL A '000	B % DOWN	C % ACROSS	D INDX	KRAFT PARKAY A '000	B % DOWN	C % ACROSS	D INDX	LAND-O-LAKES A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	2954	100.0	3.6	100	13289	100.0	16.4	100	18984	100.0	23.4	100	9888	100.0	12.2	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	1496	50.6	3.4	93	7262	54.6	16.5	101	10453	55.1	23.8	102	5475	55.4	12.5	102
10:00 AM - 3:00 PM	30659	1178	39.9	3.8	105	5308	39.9	17.3	106	7748	40.8	25.3	108	3929	39.7	12.8	105
3:00 PM - 7:00 PM	31045	1212	41.0	3.9	107	5182	39.0	16.7	102	7455	39.3	24.0	102	3942	39.9	12.7	104
7:00 PM - MIDNIGHT	15767	629	21.3	4.0	109	2477	18.6	15.7	96	3670	19.3	23.3	99	1985	20.1	12.6	103
MIDNIGHT - 6:00 AM	9120	426	14.4	4.7	128	1485	11.2	16.3	99	2091	11.0	22.9	98	1088	11.0	11.9	98
6:00 AM - MIDNIGHT	58527	2173	73.6	3.7	102	9781	73.6	16.7	102	13925	73.4	23.8	101	7421	75.1	12.7	104
ENTIRE DAY	59311	2210	74.8	3.7	102	9896	74.5	16.7	102	14083	74.2	23.7	101	7515	76.0	12.7	104
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	657	22.2	4.1	111	2682	20.2	16.6	101	4071	21.4	25.2	107	2057	20.8	12.7	104
ALL NEWS	2256	**43	1.5	1.9	52	430	3.2	19.1	116	355	1.9	15.7	67	374	3.8	16.6	136
AOR/PROGRESSIVE	3874	*261	8.8	6.7	185	862	6.5	22.3	136	947	5.0	24.4	104	580	5.9	15.0	123
BEAUTIFUL MUSIC	5660	*151	5.1	2.7	73	772	5.8	13.6	83	1282	6.8	22.7	97	714	7.2	12.6	103
BLACK	2204	**85	2.9	3.9	106	298	2.2	13.5	82	520	2.7	23.6	101	285	2.9	12.9	106
CLASSICAL	1418	**58	2.0	4.1	112	*240	1.8	16.9	103	292	1.5	20.6	88	*187	1.9	13.2	108
CHR/ROCK	9538	409	13.8	4.3	118	1493	11.2	15.7	95	2257	11.9	23.7	101	1374	13.9	14.4	118
COUNTRY	12648	429	14.5	3.4	93	1961	14.8	15.5	94	3395	17.9	26.8	115	1364	13.8	10.8	88
GOLDEN OLDIES	1191	**44	1.5	3.7	101	**205	1.5	17.2	105	*217	1.1	18.2	78	**138	1.4	11.6	95
MOR/NOSTALGIA	4757	*174	5.9	3.7	100	916	6.9	19.3	117	959	5.1	20.2	86	645	6.5	13.6	111
NEWS/TALK	3863	*107	3.6	2.8	76	964	7.3	25.0	152	830	4.4	21.5	92	513	5.2	13.3	109
RELIGIOUS	3084	**97	3.3	3.1	86	522	3.9	16.9	103	680	3.6	22.0	94	295	3.0	9.6	78
SOFT ROCK	521	**3	0.1	0.6	16	**61	0.5	11.7	71	**123	0.6	23.6	101	**44	0.4	8.4	69
URBAN CONTEMPORARY	1585	**52	1.8	3.3	90	252	1.9	15.9	97	300	1.6	18.9	81	249	2.5	15.7	129
HIRED NETWORKS:																	
ABC CONTEMPORARY	3261	**44	1.5	1.3	37	468	3.5	14.4	87	840	4.4	25.8	110	472	4.8	14.5	119
ABC DIRECTION	2316	**123	4.2	5.3	146	443	3.3	19.1	117	639	3.4	27.6	118	361	3.7	15.6	128
ABC ENTERTAINMENT	4834	*127	4.3	2.6	72	708	5.3	14.6	89	1190	6.3	24.6	105	643	6.5	13.3	109
ABC FM	2202	**126	4.3	5.7	157	313	2.4	14.2	87	662	3.5	30.1	128	332	3.4	15.1	123
ABC INFORMATION	5425	*245	8.3	4.5	124	1025	7.7	18.9	115	1517	8.0	28.0	119	743	7.5	13.7	112
ABC ROCK	1677	**98	3.3	5.8	160	446	3.4	26.6	162	443	2.3	26.4	113	*361	3.7	21.5	176
CBS	4430	**91	3.1	2.1	56	646	4.9	14.6	89	1082	5.7	24.4	104	513	5.2	11.6	95
MUTUAL	4992	*195	6.6	3.9	107	1005	7.6	20.1	123	1200	6.3	24.0	103	711	7.2	14.2	117
NBC	4679	*124	4.2	2.7	73	898	6.8	19.2	117	1071	5.6	22.9	98	637	6.4	13.6	112
RADIORADIO	1994	**90	3.0	4.5	124	*336	2.5	16.9	103	425	2.2	21.3	91	*251	2.5	12.6	103
RKO ONE	2298	**93	3.1	4.0	111	*274	2.1	11.9	73	506	2.7	22.0	94	220	2.2	9.6	78
RKO TWO	3311	**90	3.0	2.7	75	435	3.3	13.1	80	710	3.7	21.4	91	379	3.8	11.4	94
THE SOURCE	2114	**98	3.3	4.6	127	310	2.3	14.7	89	433	2.3	20.5	87	332	3.4	15.7	129
NON-WIRED : BLAIR	8654	288	9.7	3.3	91	1405	10.6	16.2	99	2232	11.8	25.8	110	1054	10.7	12.2	100
INTERNET	12025	607	20.5	5.0	138	2259	17.0	18.8	114	2759	14.5	22.9	98	1472	14.9	12.2	100
KATZ RADIO GROUP	15359	463	15.7	3.0	83	3002	22.6	19.5	119	3858	20.3	25.1	107	2146	21.7	14.0	114
SUPERNET	10628	359	12.2	3.4	93	1729	13.0	16.3	99	2520	13.3	23.7	101	1421	14.4	13.4	110
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	327	11.1	3.8	104	1322	9.9	15.3	93	1905	10.0	22.0	94	1016	10.3	11.7	96
MKDAY 9:00 AM - 1:00 PM	12163	427	14.5	3.5	96	2011	15.1	16.5	101	2776	14.6	22.8	97	1436	14.5	11.8	97
MKDAY 1:00 PM - 4:30 PM	16150	610	20.6	3.8	104	2719	20.5	16.8	103	3819	20.1	23.6	101	2089	21.1	12.9	106
MKDAY 4:30 PM - 7:30 PM	22463	759	25.7	3.4	93	3802	28.6	16.9	103	4815	25.4	21.4	91	2713	27.4	12.1	99
MKDAY 7:30 PM - 8:00 PM	31795	1136	38.5	3.6	98	5361	40.3	16.9	103	7165	37.7	22.5	96	3917	39.6	12.3	101
MKDAY 11:00 PM - 11:30 PM	23977	797	27.0	3.3	91	4056	30.5	16.9	103	5970	31.4	24.9	106	3150	31.9	13.1	108
MKDAY 11:30 PM - 1:00 AM	7703	273	9.2	3.5	97	1349	10.2	17.5	107	1944	10.2	25.2	108	1060	10.7	13.8	113
M-SAT 8-11 PM+SUN 7-11 PM	33800	1222	41.4	3.6	99	5784	43.5	17.1	104	7872	41.5	23.3	99	4381	44.3	13.0	106
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	290	9.8	4.4	122	1385	10.4	21.2	129	1554	8.2	23.8	101	912	9.2	13.9	114
ANOTHER WORLD N	4620	*114	3.9	2.5	68	569	4.3	12.3	75	1082	5.7	23.4	100	586	5.9	12.7	104
AS THE WORLD TURNS C	5614	189	6.4	3.4	92	922	6.9	16.4	100	1333	7.0	23.7	101	638	6.5	11.4	93
CAPITOL C	3396	*156	5.3	4.6	126	443	3.3	13.0	79	831	4.4	24.5	104	479	4.8	14.1	116
CBS MORN. NEWS 1 C	1446	**59	2.0	4.1	112	185	1.4	12.8	78	371	2.0	25.7	109	204	2.1	14.1	116
CBS MORN. NEWS 2 C	1207	**46	1.6	3.8	104	162	1.2	13.4	82	258	1.4	21.4	91	157	1.6	13.0	107
DAYS OF OUR LIVES N	5877	158	5.3	2.7	74	957	7.2	16.3	99	1336	7.0	22.7	97	717	7.3	12.2	100
FACTS OF LIFE - DAYTIME N	2290	*49	1.7	2.1	59	312	2.3	13.6	83	541	2.8	23.6	101	254	2.6	11.1	91
FAMILY FEUD A	3023	156	5.3	5.2	141	506	3.8	16.7	102	746	3.9	24.7	105	374	3.8	12.4	101
GENERAL HOSPITAL A	6097	234	7.9	3.8	105	1118	8.4	18.3	112	1370	7.2	22.5	96	987	10.0	16.2	133
GOOD MORNING, AMERICA-730 A	3515	160	5.4	4.6	125	524	3.9	14.9	91	959	5.1	27.3	116	405	4.1	11.5	94
GOOD MORNING, AMERICA-830 A	2818	161	5.5	5.7	157	484	3.6	17.2	105	769	4.1	27.3	116	336	3.4	11.9	98
GUIDING LIGHT C	5339	235	8.0	4.4	121	848	6.4	15.9	97	1337	7.0	25.0	107	639	6.5	12.0	98
ONE LIFE TO LIVE A	4478	210	7.1	4.7	129	892	6.7	19.9	121	1012	5.3	22.6	96	571	5.8	12.8	104
PRESS YOUR LUCK C	2244	*66	2.2	2.9	81	451	3.4	20.1	122	566	3.0	25.2	108	310	3.1	13.8	113
PRICE IS RIGHT 1 C	4348	119	4.0	2.7	75	723	5.4	16.6	101	1034	5.4	23.8	101	531	5.4	12.2	100
PRICE IS RIGHT 2 C	5014	137	4.6	2.7	75	849	6.4	16.9	103	1178	6.2	23.5	100	610	6.2	12.2	100
RYAN'S HOPE A	3150	*148	5.0	4.7	129	640	4.8	20.3	124	793	4.2	25.2	107	494	5.0	15.7	128
SALE OF THE CENTURY N	2695	*87	2.9	3.2	89	441	3.3	16.4	100	582	3.1	21.6	92	342	3.5	12.7	104
SEARCH FOR TOMORROW N	2319	**63	2.1	2.7	74	189	1.4	8.2	50	449	2.4	19.4	83	260	2.6	11.2	92
TODAY SHOW 1 N	2693	**62	2.1	2.3	63	336	2.5	12.5	76	478	2.5	17.7	76	337	3.4	12.5	102
TODAY SHOW 2 N	2498	*67	2.3	2.7	74	293	2.2	11.7	71	435	2.3	17.4	74	283	2.9	11.3	93
$25,000 PYRAMID C	2753	*67	2.3	2.4	67	481	3.6	17.5	106	648	3.4	23.5	100	386	3.9	14.0	115
WHEEL OF FORTUNE N	4388	123	4.2	2.8	77	834	6.3	19.0	116	1001	5.3	22.8	97	522	5.3	11.9	97
YOUNG AND THE RESTLESS C	5695	196	6.6	3.4	94	874	6.6	15.3	94	1457	7.7	25.6	109	657	6.6	11.5	94
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	*92	3.1	5.2	143	325	2.4	18.5	113	360	1.9	20.5	87	164	1.7	9.3	76
NBA PLAYOFF GAME -1 C	1136	**39	1.3	3.4	94	218	1.6	19.2	117	152	0.8	13.4	57	*180	1.8	15.8	130
NBC MAJOR LEAGUE PRE-GAME N	953	**50	1.7	5.2	144	*229	1.7	24.0	146	*261	1.4	27.4	117	**101	1.0	10.6	87
SPORTSWORLD - SUN N	1233	**95	3.2	7.7	211	170	1.3	13.8	84	295	1.6	23.9	102	*126	1.3	10.2	84
SUNDAY MORNING C	1611	**50	1.7	3.1	85	269	2.0	16.7	102	431	2.3	26.8	114	180	1.8	11.2	92

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MARGARINE: BRANDS
(FEMALE HOMEMAKERS)

0481
P-19

	TOTAL U.S. '000	CHIFFON LIGHT SPREAD A '000	B % DOWN	C % ACROSS	D INDX	IMPERIAL A '000	B % DOWN	C % ACROSS	D INDX	KRAFT PARKAY A '000	B % DOWN	C % ACROSS	D INDX	LAND-O-LAKES A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	2954	100.0	3.6	100	13289	100.0	16.4	100	18984	100.0	23.4	100	9888	100.0	12.2	100
MKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	748	25.3	2.9	79	4139	31.1	15.9	97	5902	31.1	22.6	97	2947	29.8	11.3	93
NETWORK AFFILIATES - LATE	20261	696	23.6	3.4	94	3443	25.9	17.0	104	5024	26.5	24.8	106	2618	26.5	12.9	106
INDEPENDENTS - LATE	2076	*50	1.7	2.4	66	432	3.3	20.8	127	368	1.9	17.7	76	334	3.4	16.1	132
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM N	10453	464	15.7	4.4	122	1787	13.4	17.1	104	2425	12.8	23.2	99	1300	13.1	12.4	102
ABC MONDAY NIGHT MOVIE A	6412	309	10.5	4.8	132	1068	8.0	16.7	102	1610	8.5	25.1	107	949	9.6	14.8	121
ABC SUNDAY NIGHT MOVIE A	12407	429	14.5	3.5	95	2243	16.9	18.1	110	2846	15.0	22.9	98	1605	16.2	12.9	106
ABC WORLD NEWS TONIGHT A	6176	185	6.3	3.0	82	1026	7.7	16.6	101	1555	8.2	25.2	107	679	6.9	11.0	90
AFTERMASH C	5863	*263	8.9	4.5	123	1024	7.7	17.5	106	1280	6.7	21.8	93	677	6.8	11.5	95
ALICE C	9594	411	13.9	4.3	117	1605	12.1	16.7	102	2137	11.3	22.3	95	1303	13.2	13.6	111
AMERICAN PARADE C	6622	*155	5.2	2.3	64	1084	8.2	16.4	100	1544	8.1	23.3	99	956	9.7	14.4	118
BENSON A	10885	381	12.9	3.5	96	2057	15.5	18.9	115	2482	13.1	22.8	97	1433	14.5	13.2	108
BLUE THUNDER A	5036	*218	7.4	4.3	119	917	6.9	18.2	111	1275	6.7	25.3	108	591	6.0	11.7	96
CAGNEY & LACEY C	9965	383	13.0	3.8	105	1749	13.2	17.6	107	2646	13.9	26.6	113	1411	14.3	14.2	116
CBS EVENING NEWS-DEAN C	3491	**85	2.9	2.4	67	633	4.8	18.1	111	675	3.6	19.3	82	518	5.2	14.8	122
CBS EVENING NEWS-RATHER C	7123	227	7.7	3.2	87	1174	8.8	16.5	100	1547	8.1	21.7	93	945	9.6	13.3	109
CBS SAT. NEWS-SCHIEFFER C	3621	*123	4.2	3.4	93	636	4.8	17.6	107	810	4.3	22.4	95	357	3.6	9.9	81
CBS SATURDAY NIGHT MOVIE C	5436	216	7.3	4.0	109	893	6.7	16.4	100	1396	7.4	25.7	110	729	7.4	13.4	110
CBS WEDNESDAY NIGHT MOVIE C	6100	166	5.6	2.7	75	967	7.3	15.9	97	1533	8.1	25.1	107	754	7.6	12.4	101
CHEERS N	8889	391	13.2	4.4	121	1743	13.1	19.6	119	2239	11.8	25.2	107	1306	13.2	14.7	120
DALLAS C	22109	902	30.5	4.1	112	3791	28.5	17.1	104	5184	27.3	23.4	100	3006	30.4	13.6	111
DIFF'RENT STROKES N	6940	*236	8.0	3.4	93	1094	8.2	15.8	96	1530	8.1	22.0	94	899	9.1	13.0	106
DOUBLE TROUBLE N	7223	286	9.7	4.0	109	1265	9.5	17.5	107	1833	9.7	25.4	108	953	9.6	13.2	108
DUCK FACTORY N	5595	*254	8.6	4.5	124	1016	7.6	18.2	111	1423	7.5	25.4	108	774	7.8	13.8	113
DUKES OF HAZZARD C	5768	235	8.0	4.1	112	919	6.9	15.9	97	1377	7.3	23.9	102	762	7.7	13.2	108
DYNASTY A	20053	789	26.7	3.9	108	3572	26.9	17.8	109	5095	26.8	25.4	108	2603	26.3	13.0	106
FACTS OF LIFE N	8087	287	9.7	3.5	97	1427	10.7	17.6	108	1840	9.7	22.8	97	1047	10.6	12.9	106
FALCON CREST C	20046	790	26.7	3.9	108	3329	25.1	16.6	101	4727	24.9	23.6	101	2889	29.2	14.4	118
FALL GUY A	9084	429	14.5	4.7	129	1579	11.9	17.4	106	2276	12.0	25.1	107	1187	12.0	13.1	107
FAMILY TIES N	7964	*227	7.7	2.9	78	1483	11.2	18.6	113	2141	11.3	26.9	115	1159	11.7	14.6	119
FANTASY ISLAND A	7687	373	12.6	4.9	133	1114	8.4	14.5	88	1561	8.2	20.3	87	903	9.1	11.7	96
FOULUPS,BLEEPS & BLUNDERS A	5861	*261	8.8	2.9	81	1586	11.9	17.9	109	2191	11.5	24.7	105	1248	12.6	14.1	115
FOUR SEASONS C	5095	*242	8.2	4.7	130	884	6.7	17.4	106	1168	6.2	22.9	98	660	6.7	13.0	106
GIMME A BREAK N	8838	258	8.7	2.9	80	1640	12.3	18.6	113	2229	11.7	25.2	108	1285	13.0	14.5	119
HART TO HART A	8978	522	17.7	5.8	159	1640	12.3	18.3	111	2103	11.1	23.4	100	1065	10.8	11.9	97
HILL STREET BLUES N	8590	343	11.6	4.0	109	1616	12.2	18.8	115	1946	10.3	22.7	97	1213	12.3	14.1	116
HOTEL A	14085	601	20.3	4.3	117	2647	19.9	18.8	115	3623	19.1	25.7	110	1881	19.0	13.4	109
JEFFERSONS C	9360	365	12.4	3.9	107	1655	12.5	17.7	108	2083	11.0	22.3	95	1207	12.2	12.9	106
JENNIFER SLEPT HERE N	5841	*214	7.2	3.7	100	913	6.9	15.6	95	1263	6.7	21.6	92	762	7.7	13.0	107
KATE & ALLIE C	9206	319	10.8	3.5	95	1618	12.2	17.6	107	2225	11.7	24.2	103	1215	12.3	13.2	108
KNIGHT RIDER N	7076	*166	5.6	2.3	64	1212	9.1	17.1	104	1758	9.3	24.8	106	1016	10.3	14.4	118
LOVE BOAT A	12219	480	16.2	3.9	108	1903	14.3	15.6	95	2516	13.3	20.6	88	1378	13.9	11.3	92
MAGNUM PI C	11199	411	13.9	3.7	101	1903	14.3	17.0	104	2510	13.2	22.4	96	1425	14.4	12.7	104
MAMA'S FAMILY N	6057	*189	6.4	3.1	86	1181	8.9	19.5	119	1550	8.2	25.6	109	792	8.0	13.1	107
MASTER, THE N	3598	*119	4.0	3.3	91	642	4.8	17.8	109	874	4.6	24.3	104	472	4.8	13.1	107
MATT HOUSTON A	6344	*225	7.6	3.5	97	1257	9.5	19.8	121	1524	8.0	24.0	102	780	7.9	12.3	101
NBC MONDAY NIGHT MOVIE N	11994	322	10.9	2.7	74	1889	14.2	15.7	96	2865	15.1	23.9	102	1576	15.9	13.1	108
NBC NIGHTLY NEWS N	5132	150	5.1	2.9	80	748	5.6	14.6	89	1074	5.7	20.9	89	649	6.6	12.6	104
NBC NIGHTLY NEWS-SAT N	3375	**97	3.3	2.9	79	450	3.4	13.3	81	784	4.1	23.2	99	370	3.7	11.0	90
NBC NIGHTLY NEWS-SUN N	3130	**72	2.4	2.3	63	459	3.5	14.7	89	717	3.8	22.9	98	369	3.7	11.8	97
NBC SUNDAY NIGHT MOVIE N	8284	*248	8.4	3.0	82	1126	8.5	13.6	83	2038	10.7	24.6	105	1302	13.2	15.7	129
NEWHART C	9240	341	11.5	3.7	101	1646	12.4	17.8	109	2511	13.2	27.2	116	1349	13.6	14.6	120
ONE DAY AT A TIME C	7288	*205	6.9	2.8	77	1234	9.3	16.9	103	1814	9.6	24.9	106	861	8.7	11.8	97
PEOPLE ARE FUNNY N	4855	*136	4.6	2.8	77	988	7.4	20.4	124	1239	6.5	25.5	109	596	6.0	12.3	101
REAL PEOPLE N	8869	306	10.4	3.5	95	1416	10.7	16.0	97	2038	10.7	23.0	98	1098	11.1	12.4	101
REMINGTON STEELE N	7743	264	8.9	3.4	93	1287	9.7	16.6	101	1724	9.1	22.3	95	1045	10.6	13.5	111
RIPLEY'S BELIEVE IT - NOT A	5345	*211	7.1	3.9	108	978	7.4	18.3	112	1431	7.5	26.8	114	703	7.1	13.2	108
RIPTIDE N	6988	276	9.3	3.9	108	1181	8.9	16.9	103	1634	8.6	23.4	100	919	9.3	13.2	108
SCARECROW & MRS. KING C	10002	487	16.5	4.9	133	1562	11.8	15.6	95	2418	12.7	24.2	103	1184	12.0	11.8	97
SIMON & SIMON C	10638	423	14.3	4.0	109	1817	13.7	17.1	104	2327	12.3	21.9	93	1310	13.2	12.3	101
60 MINUTES C	13293	416	14.1	3.1	86	2408	18.1	18.1	110	2970	15.6	22.3	95	1680	17.0	12.6	104
ST. ELSEWHERE N	7017	308	10.4	4.4	120	1306	9.8	18.6	113	1686	8.9	24.0	103	1000	10.1	14.3	117
THREE'S COMPANY A	10917	465	15.7	4.3	117	1936	14.6	17.7	108	2775	14.6	25.4	108	1337	13.5	12.2	100
T.J. HOOKER A	9204	412	13.9	4.5	123	1664	12.5	18.1	110	2126	11.2	23.1	99	1189	12.0	12.9	106
TONIGHT SHOW N	2372	107	3.6	4.5	124	512	3.9	21.6	132	582	3.1	24.5	105	361	3.7	15.2	125
TRAPPER JOHN, M.D. C	9846	387	13.1	3.9	108	1492	11.2	15.2	92	2392	12.6	24.3	104	1375	13.9	14.0	114
TV BLOOPERS & PRAC. JOKES N	9105	302	10.2	3.3	91	1668	12.6	18.3	112	2193	11.6	24.1	103	1107	11.2	12.2	100
20/20 A	9387	386	13.1	4.1	113	1687	12.7	18.0	110	2401	12.6	25.6	109	1239	12.5	13.2	108
WEBSTER A	11067	439	14.9	4.0	109	2081	15.7	18.8	115	2441	12.9	22.1	94	1451	14.7	13.1	107
WORLD NEWS - SUN A	3062	*130	4.4	4.2	116	390	2.9	12.7	78	857	4.5	28.0	119	297	3.0	9.7	79
YELLOW ROSE N	4978	*210	7.1	4.2	116	865	6.5	17.4	106	1346	7.1	27.0	115	599	6.1	12.0	99
TV VIEWING SPORTS EVENTS																	
BASEBALL	8878	*309	10.5	3.5	95	1697	12.8	19.1	116	2180	11.5	24.6	105	1152	11.7	13.0	106
BASKETBALL - COLLEGE GAMES	4080	**163	5.5	4.0	110	610	4.6	15.0	91	1131	6.0	27.7	118	620	6.3	15.2	124
BASKETBALL - PRO GAMES	3607	**117	4.0	3.2	89	685	5.2	19.0	116	833	4.4	23.1	99	680	6.9	18.9	154
BOWLING	3883	**270	9.1	7.0	191	922	6.9	23.7	145	1042	5.5	26.8	114	743	7.5	19.1	157
BOXING	3928	**170	5.8	4.3	119	884	6.7	22.5	137	944	5.0	24.0	103	*534	5.4	13.6	111
FOOTBALL - COLLEGE GAMES	6366	**201	6.8	3.2	87	1057	8.0	16.6	101	1751	9.2	27.5	117	908	9.2	14.3	117
FOOTBALL - PRO GAMES	11300	*514	17.4	4.5	125	2304	17.3	20.4	124	3231	17.0	28.6	122	1665	16.8	14.7	121
GOLF	3378	**188	6.4	5.6	153	672	5.1	19.9	121	976	5.1	28.9	123	*474	4.8	14.0	115
POST-SEASON COLL. FOOTBALL	4906	**142	4.8	2.9	79	973	7.3	19.8	121	1581	8.3	32.2	137	806	8.2	16.4	135
POST-SEASON PRO FOOTBALL	6120	**253	8.6	4.1	113	1157	8.7	18.9	115	1948	10.3	31.8	136	775	7.8	12.7	104
TENNIS	3033	**155	5.2	5.1	140	*549	4.1	18.1	110	668	3.5	22.0	94	*476	4.8	15.7	129
WRESTLING - PROFESSIONAL	3144	**198	6.7	5.9	162	*376	2.8	11.2	69	838	4.4	25.1	107	*510	5.2	15.3	125

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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MARGARINE: BRANDS
(FEMALE HOMEMAKERS)

0482
P-19

	TOTAL U.S. '000	MAZOLA A '000	MAZOLA B % DOWN	MAZOLA C % ACROSS	MAZOLA D INDX	MRS. FILBERTS A '000	MRS. FILBERTS B % DOWN	MRS. FILBERTS C % ACROSS	MRS. FILBERTS D INDX	PROMISE A '000	PROMISE B % DOWN	PROMISE C % ACROSS	PROMISE D INDX	SHEDD'S A '000	SHEDD'S B % DOWN	SHEDD'S C % ACROSS	SHEDD'S D INDX
TOTAL FEMALE HOMEMAKERS	80986	7677	100.0	9.5	100	5876	100.0	7.3	100	3248	100.0	4.0	100	7974	100.0	9.8	100
18 - 24	9282	852	11.1	9.2	97	*444	7.6	4.8	66	**344	10.6	3.7	92	1105	13.9	11.9	121
25 - 34	19072	1636	21.3	8.6	90	1434	24.4	7.5	104	843	26.0	4.4	110	2389	30.0	12.5	127
35 - 44	14591	1014	13.2	6.9	73	1120	19.1	7.7	106	*485	14.9	3.3	83	1716	21.5	11.8	119
45 - 54	11345	1235	16.1	10.9	115	776	13.2	6.8	94	*440	13.5	3.9	97	1062	13.3	9.4	95
55 - 64	11635	1350	17.6	11.6	122	1168	19.9	10.0	138	*610	18.8	5.2	131	899	11.3	7.7	78
65 OR OLDER	15061	1590	20.7	10.6	111	934	15.9	6.2	85	526	16.2	3.5	87	804	10.1	5.3	54
18 - 34	28354	2487	32.4	8.8	93	1878	32.0	6.6	91	1187	36.5	4.2	104	3494	43.8	12.3	125
18 - 49	48339	4174	54.4	8.6	91	3401	57.9	7.0	97	1855	57.1	3.8	96	5704	71.5	11.8	120
25 - 54	45008	3885	50.6	8.6	91	3329	56.7	7.4	102	1768	54.4	3.9	98	5167	64.8	11.5	117
35 - 49	19985	1687	22.0	8.4	89	1523	25.9	7.6	105	668	20.6	3.3	83	2211	27.7	11.1	112
50 OR OLDER	32647	3503	45.6	10.7	113	2475	42.1	7.6	104	1393	42.9	4.3	106	2270	28.5	7.0	71
GRADUATED COLLEGE	11155	1192	15.5	10.7	113	594	10.1	5.3	73	*506	15.6	4.5	113	820	10.3	7.4	75
ATTENDED COLLEGE	13682	1297	16.9	9.5	100	1008	17.2	7.4	102	593	18.3	4.3	108	1476	18.5	10.8	110
GRADUATED HIGH SCHOOL	33880	3120	40.6	9.2	97	2766	47.1	8.2	113	1442	44.4	4.3	106	3656	45.8	10.8	110
DID NOT GRADUATE HIGH SCHOOL	22270	2067	26.9	9.3	98	1508	25.7	6.8	93	708	21.8	3.2	79	2022	25.4	9.1	92
EMPLOYED	40306	3797	49.5	9.4	99	3002	51.1	7.4	103	1799	55.4	4.5	111	4122	51.7	10.2	104
EMPLOYED FULL-TIME	32850	3129	40.8	9.5	100	2292	39.0	7.0	96	1442	44.4	4.4	109	3543	44.4	10.8	110
EMPLOYED PART-TIME	7456	668	8.7	9.0	95	710	12.1	9.5	131	*357	11.0	4.8	119	580	7.3	7.8	79
NOT EMPLOYED	40680	3880	50.5	9.5	101	2874	48.9	7.1	97	1449	44.6	3.6	89	3852	48.3	9.5	96
PROFESSIONAL/MANAGER	10392	1002	13.1	9.6	102	*581	9.9	5.6	77	*570	17.5	5.5	137	*803	10.1	7.7	78
TECH/CLERICAL/SALES	17574	1769	23.0	10.1	106	1464	24.9	8.3	115	825	25.4	4.7	117	1854	23.3	10.5	107
PRECISION/CRAFT	985	**72	0.9	7.3	77	**63	1.1	6.4	88	**36	1.1	3.7	91	**82	1.0	8.3	85
OTHER EMPLOYED	11354	953	12.4	8.4	89	894	15.2	7.9	109	*369	11.4	3.2	81	1383	17.3	12.2	124
SINGLE	9863	1030	13.4	10.4	110	493	8.4	5.0	69	627	19.3	6.4	159	855	10.7	8.7	88
MARRIED	51375	4824	62.8	9.4	99	4103	69.8	8.0	110	2198	67.7	4.3	107	5505	69.0	10.7	109
DIVORCED/SEPARATED/WIDOWED	19748	1823	23.7	9.2	97	1280	21.8	6.5	89	424	13.1	2.1	54	1615	20.3	8.2	83
PARENTS	32590	2686	35.0	8.2	87	2532	43.1	7.8	107	1108	34.1	3.4	85	3958	49.6	12.1	123
WHITE	70416	6513	84.8	9.2	98	5145	87.6	7.3	101	2971	91.5	4.2	105	7337	92.0	10.4	106
BLACK	8778	924	12.0	10.5	111	621	10.6	7.1	98	**157	4.8	1.8	45	590	7.4	6.7	68
OTHER	1791	**240	3.1	13.4	141	**110	1.9	6.1	85	**120	3.7	6.7	167	**47	0.6	2.6	27
NORTHEAST-CENSUS	17786	2329	30.3	13.1	138	2917	49.6	16.4	226	1987	61.2	11.2	279	*573	7.2	3.2	33
NORTH CENTRAL	20741	1488	19.4	7.2	76	561	9.5	2.7	37	715	22.0	3.4	86	2772	34.8	13.4	136
SOUTH	27775	2513	32.7	9.0	95	2354	40.1	8.5	117	*443	13.6	1.6	40	3379	42.4	12.2	124
WEST	14683	1346	17.5	9.2	97	**44	0.7	0.3	4	**103	3.2	0.7	17	1250	15.7	8.5	86
NORTHEAST-MKTG.	17961	2254	29.4	12.5	132	2811	47.8	15.7	216	2106	64.8	11.7	292	602	7.5	3.4	34
EAST CENTRAL	11885	819	10.7	6.9	73	1091	18.6	9.2	127	*242	7.5	2.0	51	1549	19.4	13.0	132
WEST CENTRAL	14090	1093	14.2	7.8	82	**53	0.9	0.4	5	*584	18.0	4.1	103	1596	20.0	11.3	115
SOUTH	24081	2268	29.5	9.4	99	1880	32.0	7.8	108	**221	6.8	0.9	23	3140	39.4	13.0	132
PACIFIC	12969	1244	16.2	9.6	101	**40	0.7	0.3	4	**95	2.9	0.7	18	1087	13.6	8.4	85
COUNTY SIZE A	32439	3082	40.1	9.5	100	1828	31.1	5.6	78	1564	48.2	4.8	120	1922	24.1	5.9	60
COUNTY SIZE B	24915	2515	32.8	10.1	106	2403	40.9	9.6	133	1045	32.2	4.2	105	2757	34.6	11.1	112
COUNTY SIZE C	12930	1155	15.0	8.9	94	1089	18.5	8.4	116	**418	12.9	3.2	81	1840	23.1	14.2	145
COUNTY SIZE D	10703	924	12.0	8.6	91	*555	9.4	5.2	71	**221	6.8	2.1	51	1455	18.2	13.6	138
METRO CENTRAL CITY	24518	2573	33.5	10.5	111	1373	23.4	5.6	77	842	25.9	3.4	86	1695	21.3	6.9	70
METRO SUBURBAN	35919	3436	44.8	9.6	101	3068	52.2	8.5	118	1928	59.4	5.4	134	3785	47.5	10.5	107
NON METRO	20549	1668	21.7	8.1	86	1435	24.4	7.0	96	*479	14.7	2.3	58	2495	31.3	12.1	123
TOP 5 ADI'S	18341	1916	25.0	10.4	110	714	12.2	3.9	54	1274	39.2	6.9	173	881	11.0	4.8	49
TOP 10 ADI'S	25378	2470	32.2	9.7	103	1345	22.9	5.3	73	1500	46.2	5.9	147	1399	17.5	5.5	56
TOP 20 ADI'S	36488	3391	44.2	9.3	98	2282	38.8	6.3	86	2014	62.0	5.5	138	2321	29.1	6.4	65
HSHLD INC. $50,000 OR MORE	6612	*568	7.4	8.6	91	*497	8.5	7.5	104	*532	16.4	8.0	201	*436	5.5	6.6	67
$40,000 OR MORE	12659	1422	18.5	11.2	119	927	15.8	7.3	101	894	27.5	7.1	176	936	11.7	7.4	75
$30,000 OR MORE	24698	2510	32.7	10.2	107	1919	32.7	7.8	107	1429	44.0	5.8	144	2353	29.5	9.5	97
$25,000 OR MORE	32077	3131	40.8	9.8	103	2425	41.3	7.6	104	1791	55.1	5.6	139	3161	39.6	9.9	100
$20,000 - $24,999	9144	864	11.3	9.4	100	715	12.2	7.8	108	*303	9.3	3.3	83	1029	12.9	11.3	114
$15,000 - $19,999	8728	698	9.1	8.0	84	638	10.9	7.3	101	*365	11.2	4.2	104	835	10.5	9.6	97
$10,000 - $14,999	12562	1233	16.1	9.8	104	1040	17.7	8.3	114	*290	8.9	2.3	58	1334	16.7	10.6	108
UNDER $10,000	18475	1750	22.8	9.5	100	1059	18.0	5.7	79	499	15.4	2.7	67	1615	20.3	8.7	89
HOUSEHOLD OF 1 PERSON	11987	1250	16.3	10.4	110	627	10.7	5.2	72	389	12.0	3.2	81	640	8.0	5.3	54
2 PEOPLE	26577	2515	32.8	9.5	100	1786	30.4	6.7	93	970	29.9	3.6	91	2413	30.3	9.1	92
3 OR 4 PEOPLE	30617	2767	36.0	9.0	95	2327	39.6	7.6	105	1404	43.2	4.6	114	3539	44.4	11.6	117
5 OR MORE PEOPLE	11804	1144	14.9	9.7	102	1137	19.3	9.6	133	**487	15.0	4.1	103	1383	17.3	11.7	119
NO CHILD IN HSHLD	46165	4733	61.7	10.3	108	3153	53.7	6.8	94	2026	62.4	4.4	109	3724	46.7	8.1	82
CHILD(REN) UNDER 2 YRS	5325	*466	6.1	8.8	92	*300	5.1	5.6	78	**182	5.6	3.4	85	578	7.2	10.9	110
2 - 5 YEARS	14221	1260	16.4	8.9	93	1010	17.2	7.1	98	*525	16.2	3.7	92	1967	24.7	13.8	140
6 - 11 YEARS	15117	1281	16.7	8.5	89	1118	19.0	7.4	102	*476	14.7	3.1	79	1753	22.0	11.6	118
12 - 17 YEARS	16611	1383	18.0	8.3	88	1423	24.2	8.6	118	*584	18.0	3.5	88	2043	25.6	12.3	125
RESIDENCE OWNED	55884	5325	69.4	9.5	101	4331	73.7	7.7	107	2427	74.7	4.3	108	5585	70.0	10.0	102
VALUE: $50,000 OR MORE	31744	3030	39.5	9.5	101	2268	38.6	7.1	98	1697	52.2	5.3	133	2728	34.2	8.6	87
VALUE: UNDER $50,000	24140	2294	29.9	9.5	100	2063	35.1	8.5	118	730	22.5	3.0	75	2856	35.8	11.8	120

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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MARGARINE: BRANDS
(FEMALE HOMEMAKERS)

0483
P-19

		TOTAL U.S. '000	MAZOLA A '000	MAZOLA B % DOWN	MAZOLA C % ACROSS	MAZOLA D INDX	MRS. FILBERTS A '000	MRS. FILBERTS B % DOWN	MRS. FILBERTS C % ACROSS	MRS. FILBERTS D INDX	PROMISE A '000	PROMISE B % DOWN	PROMISE C % ACROSS	PROMISE D INDX	SHEDD'S A '000	SHEDD'S B % DOWN	SHEDD'S C % ACROSS	SHEDD'S D INDX
TOTAL FEMALE HOMEMAKERS		80986	7677	100.0	9.5	100	5876	100.0	7.3	100	3248	100.0	4.0	100	7974	100.0	9.8	100
MAGAZINES	QUINTILE 1	15799	1662	21.6	10.5	111	1245	21.2	7.9	109	791	24.4	5.0	125	1900	23.8	12.0	122
	QUINTILE 2	17259	1748	22.8	10.1	107	1596	27.2	9.2	127	810	24.9	4.7	117	1728	21.7	10.0	102
	QUINTILE 3	13545	1237	16.1	9.1	96	1034	17.6	7.6	105	*610	18.8	4.5	112	1320	16.6	9.7	99
	QUINTILE 4	15133	1186	15.4	7.8	83	927	15.8	6.1	84	540	16.6	3.6	89	1338	16.8	8.8	90
	QUINTILE 5	19250	1844	24.0	9.6	101	1075	18.3	5.6	77	*498	15.3	2.6	65	1688	21.2	8.8	89
NEWSPAPERS	QUINTILE 1	12413	1376	17.9	11.1	117	1272	21.6	10.2	141	694	21.4	5.6	139	957	12.0	7.7	78
	QUINTILE 2	24116	2449	31.9	10.2	107	1835	31.2	7.6	105	1192	36.7	4.9	123	2469	31.0	10.2	104
	QUINTILE 3	11261	1020	13.3	9.1	96	760	12.9	6.7	93	*313	9.6	2.8	69	1360	17.1	12.1	123
	QUINTILE 4	20255	1793	23.4	8.9	93	1378	23.5	6.8	94	844	26.0	4.2	104	1922	24.1	9.5	96
	QUINTILE 5	12940	1038	13.5	8.0	85	*631	10.7	4.9	67	**205	6.3	1.6	40	1266	15.9	9.8	99
OUTDOOR	QUINTILE 1	14852	1362	17.7	9.2	97	1068	18.2	7.2	99	664	20.4	4.5	111	1378	17.3	9.3	94
	QUINTILE 2	15725	1210	15.8	7.7	81	1194	20.3	7.6	105	*617	19.0	3.9	98	1642	20.6	10.4	106
	QUINTILE 3	16330	1616	21.0	9.9	104	1263	21.5	7.7	107	552	17.0	3.4	84	1657	20.8	10.1	103
	QUINTILE 4	16744	1744	22.7	10.4	110	1209	20.6	7.2	100	873	26.9	5.2	130	1542	19.3	9.2	94
	QUINTILE 5	17334	1745	22.7	10.1	106	1142	19.4	6.6	91	*543	16.7	3.1	78	1757	22.0	10.1	103
RADIO-DRIVE TIME	QUINTILE 1	15911	1488	19.4	9.4	99	1177	20.0	7.4	102	784	24.1	4.9	123	1961	24.6	12.3	125
	QUINTILE 2	14837	1272	16.6	8.6	90	1258	21.4	8.5	117	605	18.6	4.1	102	1345	16.9	9.1	92
	QUINTILE 3	15339	1495	19.5	9.7	103	1110	18.9	7.2	100	660	20.3	4.3	107	1567	19.7	10.2	104
	QUINTILE 4	16723	1490	19.4	8.9	94	1134	19.3	6.8	93	656	20.2	3.9	98	1347	16.9	8.1	82
	QUINTILE 5	18176	1932	25.2	10.6	112	1197	20.4	6.6	91	*544	16.7	3.0	75	1756	22.0	9.7	98
RADIO-MID-DAY	TERCILE 1	21020	1936	25.2	9.2	97	1546	26.3	7.4	101	962	29.6	4.6	114	2285	28.7	10.9	110
	TERCILE 2	21610	2009	26.2	9.3	98	1761	30.0	8.1	112	814	25.1	3.8	94	2460	30.9	11.4	116
	TERCILE 3	38355	3731	48.6	9.7	103	2568	43.7	6.7	92	1472	45.3	3.8	96	3229	40.5	8.4	86
RADIO-TOTAL	QUINTILE 1	15988	1509	19.7	9.4	100	1103	18.8	6.9	95	718	22.1	4.5	112	1878	23.6	11.7	119
	QUINTILE 2	15626	1338	17.4	8.6	90	1263	21.5	8.1	111	741	22.8	4.7	118	1525	19.1	9.8	99
	QUINTILE 3	16723	1555	20.3	9.3	98	1405	23.9	8.4	116	770	23.7	4.6	115	1712	21.5	10.2	104
	QUINTILE 4	16342	1674	21.8	10.2	108	1048	17.8	6.4	88	*577	17.8	3.5	88	1476	18.5	9.0	92
	QUINTILE 5	16306	1601	20.9	9.8	104	1058	18.0	6.5	89	*442	13.6	2.7	68	1383	17.3	8.5	86
TV-PRIME TIME	QUINTILE 1	15553	1713	22.3	10.7	113	1280	21.8	8.0	111	757	23.3	4.7	118	1895	23.8	11.9	121
	QUINTILE 2	16137	1670	21.8	10.3	109	1288	21.9	8.0	110	685	21.1	4.2	106	1525	19.1	9.5	96
	QUINTILE 3	16420	1465	19.1	8.9	94	1167	19.9	7.1	98	638	19.6	3.9	97	1564	19.6	9.5	97
	QUINTILE 4	16687	1420	18.5	8.5	90	1286	21.9	7.7	106	*545	16.8	3.3	81	1628	20.4	9.8	99
	QUINTILE 5	15789	1409	18.4	8.9	94	856	14.6	5.4	75	*622	19.2	3.9	98	1363	17.1	8.6	88
TV-DAYTIME	TERCILE 1	27736	2819	36.7	10.2	107	2016	34.3	7.3	100	961	29.6	3.5	86	3059	38.4	11.0	112
	TERCILE 2	26489	2206	28.7	8.3	88	2030	34.5	7.7	106	1194	36.8	4.5	112	2657	33.3	10.0	102
	TERCILE 3	26761	2651	34.5	9.9	105	1830	31.1	6.8	94	1093	33.7	4.1	102	2258	28.3	8.4	86
TV-TOTAL	QUINTILE 1	16345	1674	21.8	10.2	108	1017	17.3	6.2	86	*558	17.2	3.4	85	1846	23.2	11.3	115
	QUINTILE 2	16447	1565	20.4	9.5	100	1409	24.0	8.6	118	707	21.8	4.3	107	1621	20.3	9.9	100
	QUINTILE 3	15980	1568	20.4	9.8	104	1102	18.8	6.9	95	631	19.4	3.9	98	1603	20.1	10.0	102
	QUINTILE 4	15887	1510	19.7	9.5	100	1250	21.3	7.9	108	583	17.9	3.7	91	1367	17.1	8.6	87
	QUINTILE 5	16326	1360	17.7	8.3	88	1098	18.7	6.7	93	770	23.7	4.7	118	1538	19.3	9.4	96
MAGAZINES-NEWSPAPERS: DUAL		20721	2276	29.6	11.0	116	1903	32.4	9.2	127	1182	36.4	5.7	142	2303	28.9	11.1	113
MAGAZINE IMPERATIVE		19186	1704	22.2	8.9	94	1475	25.1	7.7	106	689	21.2	3.6	90	2177	27.3	11.3	115
NEWSPAPER IMPERATIVE		21893	2080	27.1	9.5	100	1607	27.3	7.3	101	899	27.7	4.1	102	1812	22.7	8.3	84
MAGAZINES-OUTDOOR: DUAL		15451	1257	16.4	8.1	86	1310	22.3	8.5	117	539	16.6	3.5	87	1731	21.7	11.2	114
MAGAZINE IMPERATIVE		25953	2946	38.4	11.4	120	2075	35.3	8.0	110	1322	40.7	5.1	127	2796	35.1	10.8	109
OUTDOOR IMPERATIVE		24400	2077	27.1	8.5	90	1545	26.3	6.3	87	977	30.1	4.0	100	2094	26.3	8.6	87
MAGAZINES-RADIO: DUAL		18049	1664	21.7	9.2	97	1371	23.3	7.6	105	924	28.4	5.1	128	1990	25.0	11.0	112
MAGAZINE IMPERATIVE		23571	2554	33.3	10.8	114	2048	34.9	8.7	120	1070	32.9	4.5	113	2443	30.6	10.4	105
RADIO IMPERATIVE		23278	1948	25.4	8.4	88	1712	29.1	7.4	101	865	26.6	3.7	93	2399	30.1	10.3	105
MAGAZINES-TELEVISION: DUAL		15459	1702	22.2	11.0	116	1388	23.6	9.0	124	827	25.5	5.3	133	1737	21.8	11.2	114
MAGAZINE IMPERATIVE		25829	2455	32.0	9.5	100	2008	34.2	7.8	107	1176	36.2	4.6	114	2595	32.5	10.0	102
TELEVISION IMPERATIVE		26039	2377	31.0	9.1	96	1549	26.4	5.9	82	753	23.2	2.9	72	2579	32.3	9.9	101
NEWSPAPERS-OUTDOOR: DUAL		16605	1603	20.9	9.7	102	1414	24.1	8.5	117	724	22.3	4.4	109	1670	20.9	10.1	102
NEWSPAPER IMPERATIVE		26834	2981	38.8	11.1	117	2122	36.1	7.9	109	1376	42.4	5.1	128	2579	32.3	9.6	98
OUTDOOR IMPERATIVE		23246	1732	22.6	7.4	78	1563	26.6	6.7	92	782	24.1	3.3	84	2328	29.2	10.0	101
NEWSPAPERS-RADIO: DUAL		17133	1809	23.6	10.6	111	1525	26.0	8.9	123	871	26.8	5.1	127	1866	23.4	10.9	111
NEWSPAPER IMPERATIVE		25892	2723	35.5	10.5	111	2072	35.3	8.0	110	1187	36.5	4.6	114	2239	28.1	8.6	88
RADIO IMPERATIVE		23167	1750	22.8	7.6	80	1445	24.6	6.2	86	852	26.2	3.7	92	2580	32.4	11.1	113
NEWSPAPERS-TELEVISION: DUAL		17159	2025	26.4	11.8	124	1534	26.1	8.9	123	940	28.9	5.5	137	1719	21.6	10.0	102
NEWSPAPER IMPERATIVE		26214	2481	32.3	9.5	100	1981	33.7	7.6	104	1154	35.5	4.4	110	2532	31.8	9.7	98
TELEVISION IMPERATIVE		23412	1969	25.6	8.4	89	1382	23.5	5.9	81	*534	16.4	2.3	57	2593	32.5	11.1	112
OUTDOOR-RADIO: DUAL		15303	1463	19.1	9.6	101	1124	19.1	7.3	101	758	23.3	5.0	124	1744	21.9	11.4	116
OUTDOOR IMPERATIVE		24901	2258	29.4	9.1	96	1878	32.0	7.5	104	780	24.0	3.1	78	2219	27.8	8.9	91
RADIO IMPERATIVE		26492	2485	32.4	9.4	99	2024	34.4	7.6	105	1231	37.9	4.6	116	2708	34.0	10.2	104
OUTDOOR-TELEVISION: DUAL		14794	1460	19.0	9.9	104	1286	21.9	8.7	120	*563	17.3	3.8	95	1437	18.0	9.7	99
OUTDOOR IMPERATIVE		25437	2078	27.1	8.2	86	1827	31.1	7.2	99	1129	34.8	4.4	111	2476	31.1	9.7	99
TELEVISION IMPERATIVE		27877	2795	36.4	10.0	106	1884	32.1	6.8	93	1070	32.9	3.8	96	2983	37.4	10.7	109
RADIO-TELEVISION: DUAL		15996	1542	20.1	9.6	102	1260	21.4	7.9	109	718	22.1	4.5	112	1679	21.1	10.5	107
RADIO IMPERATIVE		25478	2245	29.2	8.8	93	1889	32.1	7.4	102	1193	36.7	4.7	117	2625	32.9	10.3	105
TELEVISION IMPERATIVE		26573	2624	34.2	9.9	104	1883	32.0	7.1	98	898	27.6	3.4	84	2737	34.3	10.3	105

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MARGARINE: BRANDS
(FEMALE HOMEMAKERS)

0484
P-19

	TOTAL U.S. '000	MAZOLA A '000	MAZOLA B % DOWN	MAZOLA C % ACROSS	MAZOLA D INDX	MRS. FILBERTS A '000	MRS. FILBERTS B % DOWN	MRS. FILBERTS C % ACROSS	MRS. FILBERTS D INDX	PROMISE A '000	PROMISE B % DOWN	PROMISE C % ACROSS	PROMISE D INDX	SHEDD'S A '000	SHEDD'S B % DOWN	SHEDD'S C % ACROSS	SHEDD'S D INDX
TOTAL FEMALE HOMEMAKERS	80986	7677	100.0	9.5	100	5876	100.0	7.3	100	3248	100.0	4.0	100	7974	100.0	9.8	100
ATLANTIC MONTHLY	415	**26	0.3	6.3	66	**20	0.3	4.8	66	**20	0.6	4.8	120	**68	0.9	16.4	166
BARRON'S	453	**21	0.3	4.6	49	**33	0.6	7.3	100	**30	0.9	6.6	165	**26	0.3	5.7	58
BETTER HOMES & GARDENS	16256	1763	23.0	10.8	114	1338	22.8	8.2	113	846	26.0	5.2	130	1770	22.2	10.9	111
BON APPETIT	2535	310	4.0	12.2	129	*124	2.1	4.9	67	**244	7.5	9.6	240	*253	3.2	10.0	101
BUSINESS WEEK	1278	**102	1.3	8.0	84	**97	1.7	7.6	105	**87	2.7	6.8	170	**175	2.2	13.7	139
CAR AND DRIVER	378	**49	0.6	13.0	137	**14	0.2	3.7	51	**31	1.0	8.2	204	**16	0.2	4.2	43
CBS MAGAZINE NETWORK (GROSS)	1498	*161	2.1	10.7	113	**104	1.8	6.9	96	**49	1.5	3.3	82	*157	2.0	10.5	106
CHANGING TIMES	1505	*197	2.6	13.1	138	**107	1.8	7.1	98	**93	2.9	6.2	154	*157	2.0	10.4	106
COLONIAL HOMES	1231	*128	1.7	10.4	110	**42	0.7	3.4	47	**105	3.2	8.5	213	**98	1.2	8.0	81
CONDE NAST MAG. PKG. (GROSS)	14146	1295	16.9	9.2	97	1041	17.7	7.4	101	766	23.6	5.4	135	1452	18.2	10.3	104
CONSUMERS DIGEST	1323	*158	2.1	11.9	126	**133	2.3	10.1	139	**67	2.1	5.1	126	**94	1.2	7.1	72
COSMOPOLITAN	7102	733	9.5	10.3	109	488	8.3	6.9	95	333	10.3	4.7	117	751	9.4	10.6	107
COUNTRY LIVING	2481	199	2.6	8.0	85	*158	2.7	6.4	88	*178	5.5	7.2	179	285	3.6	11.5	117
CUISINE	1472	*186	2.4	12.6	133	**90	1.5	6.1	84	**101	3.1	6.9	171	**81	1.0	5.5	56
CYCLE WORLD	425	**22	0.3	5.2	55	**11	0.2	2.6	36	**31	1.0	7.3	182	**61	0.8	14.4	146
DCI:CREATIVE IDEAS FOR LIV	2510	247	3.2	9.8	104	*258	4.4	10.3	142	**153	4.7	6.1	152	314	3.9	12.5	127
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	741	9.7	11.1	117	630	10.7	9.4	130	*238	7.3	3.6	89	808	10.1	12.1	123
DISCOVER	894	**56	0.7	6.3	66	**65	1.1	7.3	100	**39	1.2	4.4	109	**93	1.2	10.4	106
EBONY	3507	347	4.5	9.9	104	285	4.9	8.1	112	**60	1.8	1.7	43	243	3.0	6.9	70
ESQUIRE	1083	**68	0.9	6.3	66	**68	1.2	6.3	87	**33	1.0	3.0	76	**82	1.0	7.6	77
ESSENCE	1830	*155	2.0	8.5	89	*112	1.9	6.1	84	**47	1.4	2.6	64	*104	1.3	5.7	58
FAMILY CIRCLE	15930	1712	22.3	10.7	113	1482	25.2	9.3	128	892	27.5	5.6	140	1904	23.9	12.0	121
THE FAMILY HANDYMAN	1126	*155	2.0	13.8	145	**137	2.3	12.2	168	**77	2.4	6.8	171	*173	2.2	15.4	156
FAMILY WEEKLY	11468	1131	14.7	9.9	104	878	14.9	7.7	106	*252	7.8	2.2	55	1298	16.3	11.3	115
FIELD & STREAM	2234	*186	2.4	8.3	88	**152	2.6	6.8	94	**71	2.2	3.2	79	*294	3.7	13.2	134
FOOD & WINE	579	**57	0.7	9.8	104	**36	0.6	6.2	86	**56	1.7	9.7	241	**73	0.9	12.6	128
FORBES	728	**57	0.7	7.8	83	**22	0.4	3.0	42	**48	1.5	6.6	164	**97	1.2	13.3	135
FORTUNE	906	**66	0.9	7.3	77	**47	0.8	5.2	71	**82	2.5	9.1	226	**108	1.4	11.9	121
GENTLEMEN'S QUARTERLY	791	**94	1.2	11.9	125	**16	0.3	2.0	28	**20	0.6	2.5	63	**51	0.6	6.4	65
GLAMOUR	5265	483	6.3	9.2	97	425	7.2	8.1	111	*283	8.7	5.4	134	685	8.6	13.0	132
GOLF DIGEST	636	**39	0.5	6.1	65	**55	0.9	8.6	119	**40	1.2	6.3	157	**115	1.4	18.1	184
GOLF DIGEST/TENNIS (GROSS)	1186	**113	1.5	9.5	101	**110	1.9	9.3	128	**82	2.5	6.9	172	**158	2.0	13.3	135
GOLF MAGAZINE	441	**41	0.5	9.3	98	**38	0.6	8.6	119	**66	2.0	15.0	373	**69	0.9	15.6	159
GOLF MAGAZINE/SKI (GROSS)	922	**84	1.1	9.1	96	**50	0.9	5.4	75	**107	3.3	11.6	289	**76	1.0	8.2	84
GOOD HOUSEKEEPING	16487	1882	24.5	11.4	120	1433	24.4	8.7	120	742	22.8	4.5	112	1635	20.5	9.9	101
HARPER'S BAZAAR	2423	*194	2.5	8.0	84	*178	3.0	7.3	101	**124	3.8	5.1	128	*227	2.8	9.4	95
HEALTH	1994	*172	2.2	8.6	91	*236	4.0	11.8	163	**72	2.2	3.6	90	*198	2.5	9.9	101
HEARST MAG CORP. BUY (GROSS)	44101	4477	58.3	10.2	107	3285	55.9	7.4	103	2156	66.4	4.9	122	4509	56.5	10.2	104
HEARST MAN POWER (GROSS)	1993	*217	2.8	10.9	115	**119	2.0	6.0	82	**89	2.7	4.5	111	*273	3.4	13.7	139
HEARST WOMAN POWER (GROSS)	31274	3273	42.6	10.5	110	2409	41.0	7.7	106	1387	42.7	4.4	111	3258	40.9	10.4	106
HOUSE BEAUTIFUL	3623	364	4.7	10.0	106	307	5.2	8.5	117	*202	6.2	5.6	139	309	3.9	8.5	87
INC.	283	**11	0.1	3.9	41	**25	0.4	8.8	122	**2	0.1	0.7	18	**28	0.4	9.9	100
JET	2928	275	3.6	9.4	99	*191	3.3	6.5	90	**55	1.7	1.9	47	262	3.3	8.9	91
LADIES' HOME JOURNAL	11918	1234	16.1	10.4	109	932	15.9	7.8	108	476	14.7	4.0	100	1465	18.4	12.3	125
LHJ FAMILY GRP COMBO(GROSS)	16764	1653	21.5	9.9	104	1428	24.3	8.5	117	694	21.4	4.1	103	2122	26.6	12.7	129
LIFE	4254	475	6.2	11.2	118	294	5.0	6.9	95	*208	6.4	4.9	122	438	5.5	10.3	105
L.A. TIMES HOME MAGAZINE	1145	**133	1.7	11.6	123	**0	0.0	0.0	0	**8	0.2	0.7	17	**43	0.5	3.8	38
MADEMOISELLE	2884	321	4.2	11.1	117	*209	3.6	7.2	100	*146	4.5	5.1	126	239	3.0	8.3	84
MC CALL'S	13460	1345	17.5	10.0	105	985	16.8	7.3	101	612	18.8	4.5	113	1599	20.1	11.9	121
MC CALL'S/WRK MOTHER (GROSS)	14606	1472	19.2	10.1	106	1100	18.7	7.5	104	692	21.3	4.7	118	1708	21.4	11.7	119
MECHANIX ILLUSTRATED	772	**108	1.4	14.0	148	**97	1.7	12.6	173	**50	1.5	6.5	161	**167	2.1	21.6	220
METROPOLITAN HOME	967	**91	1.2	9.4	99	**40	0.7	4.1	57	**25	0.8	2.6	64	**89	1.1	9.2	93
MONEY	1588	*108	1.4	6.8	72	**109	1.9	6.9	95	**65	2.0	4.1	102	**156	2.0	9.8	100
MOTHER EARTH NEWS	1002	**56	0.7	5.6	59	**35	0.6	3.5	48	**4	0.1	0.4	10	*142	1.8	14.2	144
MS.	825	**59	0.8	7.2	75	**55	0.9	6.7	92	**38	1.2	4.6	115	**86	1.1	10.4	106
NATIONAL ENQUIRER	10336	901	11.7	8.7	92	960	16.3	9.3	128	379	11.7	3.7	91	1300	16.3	12.6	128
NATIONAL GEOGRAPHIC	9597	962	12.5	10.0	106	547	9.3	5.7	79	512	15.8	5.3	133	883	11.1	9.2	93
NATIONAL SUNDAY MAGAZINE PKG	49558	5001	65.1	10.1	106	3785	64.4	7.6	105	2215	68.2	4.5	111	4670	58.6	9.4	96
NATURAL HISTORY	573	**38	0.5	6.6	70	**25	0.4	4.4	60	**38	1.2	6.6	165	**38	0.5	6.6	67
NEW WOMAN	1699	*129	1.7	7.6	80	**82	1.4	4.8	67	**68	2.1	4.0	100	*287	3.6	16.9	172
NEW YORK INCLUDING CUE	443	**52	0.7	11.7	124	**12	0.2	2.7	37	**56	1.7	12.6	315	**8	0.1	1.8	18
THE NEW YORKER	1270	*132	1.7	10.4	110	**78	1.3	6.1	85	**158	4.9	12.4	310	**82	1.0	6.5	66
NEWSWEEK	6277	689	9.0	11.0	116	396	6.7	6.3	87	416	12.8	6.6	165	400	5.0	6.4	65
THE N.Y. TIMES DAILY EDITION	1205	*227	3.0	18.8	199	**79	1.3	6.6	90	*145	4.5	12.0	300	**52	0.7	4.3	44
THE N.Y. TIMES MAGAZINE	2081	399	5.2	19.2	202	*201	3.4	9.7	133	*312	9.6	15.0	374	**127	1.6	6.1	62
OMNI	788	**76	1.0	9.6	102	**49	0.8	6.2	86	**35	1.1	4.4	111	**104	1.3	13.2	134
ON CABLE	1158	**41	0.5	3.5	37	**52	0.9	4.5	62	**46	1.4	4.0	99	**179	2.2	15.5	157
1001 HOME IDEAS	2852	247	3.2	8.7	91	*260	4.4	9.1	126	**145	4.5	5.1	127	460	5.8	16.1	164
ORGANIC GARDENING	1658	*192	2.5	11.6	122	**138	2.3	8.3	115	**71	2.2	4.3	107	*180	2.3	10.9	110
OUTDOOR LIFE	896	**86	1.1	9.6	101	**50	0.9	5.6	77	**17	0.5	1.9	47	**127	1.6	14.2	144
PARADE MAGAZINE	24275	2648	34.5	10.9	115	2049	34.9	8.4	116	1246	38.4	5.1	128	2355	29.5	9.7	99

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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MARGARINE: BRANDS
(FEMALE HOMEMAKERS)

0485
P-19

	TOTAL U.S. '000	MAZOLA A '000	MAZOLA B % DOWN	MAZOLA C % ACROSS	MAZOLA D INDX	MRS. FILBERTS A '000	MRS. FILBERTS B % DOWN	MRS. FILBERTS C % ACROSS	MRS. FILBERTS D INDX	PROMISE A '000	PROMISE B % DOWN	PROMISE C % ACROSS	PROMISE D INDX	SHEDD'S A '000	SHEDD'S B % DOWN	SHEDD'S C % ACROSS	SHEDD'S D INDX
TOTAL FEMALE HOMEMAKERS	80986	7677	100.0	9.5	100	5876	100.0	7.3	100	3248	100.0	4.0	100	7974	100.0	9.8	100
PARENTS	3845	325	4.2	8.5	89	*233	4.0	6.1	84	*193	5.9	5.0	125	568	7.1	14.8	150
PENTHOUSE	831	**83	1.1	10.0	105	**67	1.1	8.1	111	**34	1.0	4.1	102	**72	0.9	8.7	88
PEOPLE	11645	999	13.0	8.6	90	758	12.9	6.5	90	553	17.0	4.7	118	1246	15.6	10.7	109
PLAYBOY	2006	*174	2.3	8.7	92	*158	2.7	7.9	109	**68	2.1	3.4	85	*242	3.0	12.1	123
POPULAR HOT RODDING	297	**30	0.4	10.1	107	**25	0.4	8.4	116	**4	0.1	1.3	34	**35	0.4	11.8	120
POPULAR MECHANICS	1018	**104	1.4	10.2	108	**65	1.1	6.4	88	**62	1.9	6.1	152	**148	1.9	14.5	148
POPULAR SCIENCE	878	**57	0.7	6.5	68	**65	1.1	7.4	102	**41	1.3	4.7	116	**89	1.1	10.1	103
PREVENTION	3913	495	6.4	12.7	133	466	7.9	11.9	164	*314	9.7	8.0	200	412	5.2	10.5	107
PSYCHOLOGY TODAY	1710	*177	2.3	10.4	109	**123	2.1	7.2	99	**101	3.1	5.9	147	**114	1.4	6.7	68
READER'S DIGEST	22204	2134	27.8	9.6	101	1770	30.1	8.0	110	964	29.7	4.3	108	2230	28.0	10.0	102
REDBOOK	7684	658	8.6	8.6	90	488	8.3	6.4	88	312	9.6	4.1	101	872	10.9	11.3	115
ROAD & TRACK	410	**30	0.4	7.3	77	**21	0.4	5.1	71	**18	0.6	4.4	109	**25	0.3	6.1	62
ROLLING STONE	969	*116	1.5	12.0	126	**74	1.3	7.6	105	**66	2.0	6.8	170	**101	1.3	10.4	106
RUNNER'S WORLD	298	**35	0.5	11.7	124	**2	0.0	0.7	9	**8	0.2	2.7	67	**7	0.1	2.3	24
SATURDAY EVENING POST	1169	*117	1.5	10.0	106	**120	2.0	10.3	141	**77	2.4	6.6	164	*103	1.3	8.8	89
SCIENCE 84	587	**61	0.8	10.4	110	**57	1.0	9.7	134	**43	1.3	7.3	183	**123	1.5	21.0	213
SCIENCE DIGEST	482	**56	0.7	11.6	123	**24	0.4	5.0	69	**25	0.8	5.2	129	**39	0.5	8.1	82
SCIENTIFIC AMERICAN	594	**28	0.4	4.7	50	**11	0.2	1.9	26	**43	1.3	7.2	180	**30	0.4	5.1	51
SELF	2089	*166	2.2	7.9	84	**90	1.5	4.3	59	**132	4.1	6.3	158	*220	2.8	10.5	107
SEVENTEEN	2411	*152	2.0	6.3	67	*144	2.5	6.0	82	**151	4.6	6.3	156	*271	3.4	11.2	114
SKI	480	**43	0.6	9.0	95	**12	0.2	2.5	34	**41	1.3	8.5	213	**7	0.1	1.5	15
SMITHSONIAN	2760	202	2.6	7.3	77	*193	3.3	7.0	96	*233	7.2	8.4	210	*134	1.7	4.9	49
SOAP OPERA DIGEST	3013	256	3.3	8.5	90	*232	3.9	7.7	106	**136	4.2	4.5	113	271	3.4	9.0	91
SOUTHERN LIVING	4184	493	6.4	11.8	124	372	6.3	8.9	123	**86	2.6	2.1	51	494	6.2	11.8	120
SPORT	559	**72	0.9	12.9	136	**48	0.8	8.6	118	**0	0.0	0.0	0	**65	0.8	11.6	118
THE SPORTING NEWS	436	**39	0.5	8.9	94	**26	0.4	6.0	82	**0	0.0	0.0	0	**37	0.5	8.5	86
SPORTS AFIELD	493	**57	0.7	11.6	122	**29	0.5	5.9	81	**2	0.1	0.4	10	**85	1.1	17.2	175
SPORTS ILLUSTRATED	2758	299	3.9	10.8	114	*210	3.6	7.6	105	**122	3.8	4.4	110	332	4.2	12.0	122
STAR	7456	753	9.8	10.1	107	783	13.3	10.5	145	*345	10.6	4.6	115	977	12.3	13.1	133
SUNDAY	24936	2372	30.9	9.5	100	2027	34.5	8.1	112	1278	39.3	5.1	128	1945	24.4	7.8	79
SUNSET	2124	*223	2.9	10.5	111	**20	0.3	0.9	13	**62	1.9	2.9	73	**177	2.2	8.3	85
TV GUIDE	21661	2011	26.2	9.3	98	1860	31.7	8.6	118	965	29.7	4.5	111	2243	28.1	10.4	105
TENNIS	550	**74	1.0	13.5	142	**56	1.0	10.2	140	**42	1.3	7.6	190	**44	0.6	8.0	81
TIME	8880	787	10.3	8.9	93	745	12.7	8.4	116	539	16.6	6.1	151	680	8.5	7.7	78
TOWN & COUNTRY	917	**91	1.2	9.9	105	**40	0.7	4.4	60	**50	1.5	5.5	136	**46	0.6	5.0	51
TRAVEL & LEISURE	972	*122	1.6	12.6	132	**85	1.4	8.7	121	**34	1.0	3.5	87	**107	1.3	11.0	112
TRUE STORY	3356	*209	2.7	6.2	66	*265	4.5	7.9	109	**72	2.2	2.1	53	365	4.6	10.9	110
U.S.NEWS & WORLD REPORT	3410	324	4.2	9.5	100	*285	4.9	8.4	115	*227	7.0	6.7	166	*242	3.0	7.1	72
USA TODAY	1759	*184	2.4	10.5	110	**140	2.4	8.0	110	*186	5.7	10.6	264	*168	2.1	9.6	97
US	1873	*223	2.9	11.9	126	*181	3.1	9.7	133	**99	3.0	5.3	132	*184	2.3	9.8	100
VOGUE	3909	325	4.2	8.3	88	317	5.4	8.1	112	*204	6.3	5.2	130	308	3.9	7.9	80
WALL STREET JOURNAL	1886	*115	1.5	6.1	64	**66	1.1	3.5	48	*120	3.7	6.4	159	**165	2.1	8.7	89
WEIGHT WATCHERS	2120	265	3.5	12.5	132	*157	2.7	7.4	102	**75	2.3	3.5	88	*232	2.9	10.9	111
WOMAN'S DAY	14172	1679	21.9	11.8	125	1144	19.5	8.1	111	846	26.0	6.0	149	1911	24.0	13.5	137
WORKING MOTHER	1146	**127	1.7	11.1	117	**114	1.9	9.9	137	**80	2.5	7.0	174	**109	1.4	9.5	97
WORKING WOMAN	1322	*143	1.9	10.8	114	**103	1.8	7.8	107	**92	2.8	7.0	174	*129	1.6	9.8	99
WORLD TENNIS	*163	**23	0.3	14.1	149	**28	0.5	17.2	237	**0	0.0	0.0	0	**28	0.4	17.2	174
ZIFF-DAVIS MAG NETWK (GROSS)	2532	*191	2.5	7.5	80	*188	3.2	7.4	102	**152	4.7	6.0	150	336	4.2	13.3	135
BLAIR INSERTS	43657	4468	58.2	10.2	108	3540	60.2	8.1	112	2191	67.5	5.0	125	3879	48.6	8.9	90
DAILY NEWSPAPERS																	
READ ANY	51633	5161	67.2	10.0	105	4153	70.7	8.0	111	2410	74.2	4.7	116	5181	65.0	10.0	102
READ ONE	43463	4208	54.8	9.7	102	3316	56.4	7.6	105	2016	62.1	4.6	116	4526	56.8	10.4	106
READ TWO OR MORE	8170	953	12.4	11.7	123	837	14.2	10.2	141	394	12.1	4.8	120	656	8.2	8.0	82
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	5327	69.4	10.1	107	4143	70.5	7.9	108	2414	74.3	4.6	114	5001	62.7	9.5	96
READ ONE	46126	4610	60.0	10.0	105	3438	58.5	7.5	103	1966	60.5	4.3	106	4418	55.4	9.6	97
READ TWO OR MORE	6552	717	9.3	10.9	115	705	12.0	10.8	148	448	13.8	6.8	170	583	7.3	8.9	90
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	25.39				28.39				28.03				27.35			
30 DAY REACH	71455	6864	89.4	9.6	101	5261	89.5	7.4	101	3011	92.7	4.2	105	6915	86.7	9.7	98
50 SHWG - 30 DAY AV FREQ	14.56	13.69				14.95				14.79				14.62			
30 DAY REACH	67742	6373	83.0	9.4	99	4998	85.1	7.4	102	2853	87.8	4.2	105	6476	81.2	9.6	97
25 SHWG - 30 DAY AV FREQ	7.94	7.53				8.10				8.01				7.81			
30 DAY REACH	62117	5754	75.0	9.3	98	4620	78.6	7.4	103	2637	81.2	4.2	106	6054	75.9	9.7	99
CABLE TV: HOME WIRED	32077	3082	40.1	9.6	101	2792	47.5	8.7	120	1398	43.0	4.4	109	3352	42.0	10.4	106
HOME NOT WIRED	48909	4595	59.9	9.4	99	3084	52.5	6.3	87	1850	57.0	3.8	94	4623	58.0	9.5	96
HAVE PAY CABLE	15935	1326	17.3	8.3	88	1281	21.8	8.0	111	857	26.4	5.4	134	1830	22.9	11.5	117

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MARGARINE: BRANDS
(FEMALE HOMEMAKERS)

0486
P-19

	TOTAL U.S. '000	MAZOLA A '000	MAZOLA B % DOWN	MAZOLA C % ACROSS	MAZOLA D INDX	MRS. FILBERTS A '000	MRS. FILBERTS B % DOWN	MRS. FILBERTS C % ACROSS	MRS. FILBERTS D INDX	PROMISE A '000	PROMISE B % DOWN	PROMISE C % ACROSS	PROMISE D INDX	SHEDD'S A '000	SHEDD'S B % DOWN	SHEDD'S C % ACROSS	SHEDD'S D INDX
TOTAL FEMALE HOMEMAKERS	80986	7677	100.0	9.5	100	5876	100.0	7.3	100	3248	100.0	4.0	100	7974	100.0	9.8	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	4182	54.5	9.5	100	3424	58.3	7.8	107	2054	63.2	4.7	117	4447	55.8	10.1	103
10:00 AM - 3:00 PM	30659	2908	37.9	9.5	100	2269	38.6	7.4	102	1312	40.4	4.3	107	3379	42.4	11.0	112
3:00 PM - 7:00 PM	31045	2893	37.7	9.3	98	2259	38.4	7.3	100	1451	44.7	4.7	117	3337	41.8	10.7	109
7:00 PM - MIDNIGHT	15767	1449	18.9	9.2	97	1051	17.9	6.7	92	768	23.6	4.9	121	1606	20.1	10.2	103
MIDNIGHT - 6:00 AM	9120	847	11.0	9.3	98	668	11.4	7.3	101	313	9.6	3.4	86	984	12.3	10.8	110
6:00 AM - MIDNIGHT	58527	5398	70.3	9.2	97	4370	74.4	7.5	103	2545	78.4	4.3	108	5985	75.1	10.2	104
ENTIRE DAY	59311	5493	71.6	9.3	98	4423	75.3	7.5	103	2590	79.7	4.4	109	6100	76.5	10.3	104
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	1436	18.7	8.9	94	1257	21.4	7.8	107	806	24.8	5.0	124	1537	19.3	9.5	97
ALL NEWS	2256	362	4.7	16.0	169	*145	2.5	6.4	89	**146	4.5	6.5	161	**53	0.7	2.3	24
AOR/PROGRESSIVE	3874	385	5.0	9.9	105	*279	4.7	7.2	99	*198	6.1	5.1	127	300	3.8	7.7	79
BEAUTIFUL MUSIC	5660	501	6.5	8.9	93	577	9.8	10.2	141	*233	7.2	4.1	103	581	7.3	10.3	104
BLACK	2204	*137	1.8	6.2	66	*177	3.0	8.0	111	**39	1.2	1.8	44	*187	2.3	8.5	86
CLASSICAL	1418	*157	2.0	11.1	117	**67	1.1	4.7	65	**113	3.5	8.0	199	**110	1.4	7.8	79
CHR/ROCK	9538	993	12.9	10.4	110	823	14.0	8.6	119	423	13.0	4.4	111	1161	14.6	12.2	124
COUNTRY	12648	955	12.4	7.6	80	845	14.4	6.7	92	409	12.6	3.2	81	1775	22.3	14.0	143
GOLDEN OLDIES	1191	**69	0.9	5.8	61	**56	1.0	4.7	65	**37	1.1	3.1	77	**102	1.3	8.6	87
MOR/NOSTALGIA	4757	499	6.5	10.5	111	487	8.3	10.2	141	*367	11.3	7.7	192	403	5.1	8.5	86
NEWS/TALK	3863	416	5.4	10.8	114	*198	3.4	5.1	71	*169	5.2	4.4	109	256	3.2	6.6	67
RELIGIOUS	3084	389	5.1	12.6	133	*174	3.0	5.6	78	**125	3.8	4.1	101	349	4.4	11.3	115
SOFT ROCK	521	**17	0.2	3.3	34	**47	0.8	9.0	124	**16	0.5	3.1	77	**38	0.5	7.3	74
URBAN CONTEMPORARY	1585	*145	1.9	9.1	97	**61	1.0	3.8	53	**48	1.5	3.0	76	**122	1.5	7.7	78
HIRED NETWORKS:																	
ABC CONTEMPORARY	3261	*254	3.3	7.8	82	319	5.4	9.8	135	**154	4.7	4.7	118	350	4.4	10.7	109
ABC DIRECTION	2316	223	2.9	9.6	102	*207	3.5	8.9	123	*191	5.9	8.2	206	*176	2.2	7.6	77
ABC ENTERTAINMENT	4834	407	5.3	8.4	89	453	7.7	9.4	129	*216	6.7	4.5	111	489	6.1	10.1	103
ABC FM	2202	*246	3.2	11.2	118	**93	1.6	4.2	58	**28	0.9	1.3	32	*258	3.2	11.7	119
ABC INFORMATION	5425	549	7.2	10.1	107	398	6.8	7.3	101	*286	8.8	5.3	131	555	7.0	10.2	104
ABC ROCK	1677	*280	3.6	16.7	176	**147	2.5	8.8	121	**75	2.3	4.5	112	**109	1.4	6.5	66
CBS	4430	574	7.5	13.0	137	302	5.1	6.8	94	*222	6.8	5.0	125	363	4.6	8.2	83
MUTUAL	4992	540	7.0	10.8	114	512	8.7	10.3	141	401	12.3	8.0	200	536	6.7	10.7	109
NBC	4679	481	6.3	10.3	108	371	6.3	7.9	109	*186	5.7	4.0	99	471	5.9	10.1	102
RADIORADIO	1994	*149	1.9	7.5	79	*152	2.6	7.6	105	**110	3.4	5.5	138	336	4.2	16.9	171
RKO ONE	2298	*191	2.5	8.3	88	*177	3.0	7.7	106	**70	2.2	3.0	76	378	4.7	16.4	167
RKO TWO	3311	287	3.7	8.7	91	362	6.2	10.9	151	**88	2.7	2.7	66	491	6.2	14.8	151
THE SOURCE	2114	*227	3.0	10.7	113	*205	3.5	9.7	134	**85	2.6	4.0	100	*276	3.5	13.1	133
NON-HIRED : BLAIR	8654	859	11.2	9.9	105	742	12.6	8.6	118	*325	10.0	3.8	94	920	11.5	10.6	108
INTERNET	12025	1014	13.2	8.4	89	846	14.4	7.0	97	500	15.4	4.2	104	1216	15.2	10.1	103
KATZ RADIO GROUP	15359	1470	19.1	9.6	101	1319	22.4	8.6	118	842	25.9	5.5	137	1367	17.1	8.9	90
SUPERNET	10628	1106	14.4	10.4	110	709	12.1	6.7	92	451	13.9	4.2	106	1255	15.7	11.8	120
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	897	11.7	10.4	109	559	9.5	6.5	89	272	8.4	3.1	78	886	11.1	10.2	104
MKDAY 9:00 AM - 1:00 PM	12163	1147	14.9	9.4	99	810	13.8	6.7	92	371	11.4	3.1	76	1405	17.6	11.6	117
MKDAY 1:00 PM - 4:30 PM	16150	1551	20.2	9.6	101	1193	20.3	7.4	102	557	17.1	3.4	86	1799	22.6	11.1	113
MKDAY 4:30 PM - 7:30 PM	22463	2288	29.8	10.2	107	1642	27.9	7.3	101	835	25.7	3.7	93	2243	28.1	10.0	101
MKDAY 7:30 PM - 8:00 PM	31795	3250	42.3	10.2	108	2332	39.7	7.3	101	1239	38.1	3.9	97	3197	40.1	10.1	102
MKDAY 11:00 PM - 11:30 PM	23977	2237	29.1	9.3	98	1592	27.1	6.6	92	825	25.4	3.4	86	2376	29.8	9.9	101
MKDAY 11:30 PM - 1:00 AM	7703	798	10.4	10.4	109	493	8.4	6.4	88	254	7.8	3.3	82	818	10.3	10.6	108
M-SAT 8-11 PM+SUN 7-11 PM	33800	3387	44.1	10.0	106	2605	44.3	7.7	106	1430	44.0	4.2	105	3491	43.8	10.3	105
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	658	8.6	10.1	106	477	8.1	7.3	101	308	9.5	4.7	117	724	9.1	11.1	112
ANOTHER WORLD N	4620	408	5.3	8.8	93	306	5.2	6.6	91	175	5.4	3.8	94	457	5.7	9.9	100
AS THE WORLD TURNS C	5614	550	7.2	9.8	103	361	6.1	6.4	89	*101	3.1	1.8	45	687	8.6	12.2	124
CAPITOL C	3396	352	4.6	10.4	109	219	3.7	6.4	89	**60	1.8	1.8	44	414	5.2	12.2	124
CBS MORN. NEWS 1 C	1446	141	1.8	9.8	103	*74	1.3	5.1	71	**22	0.7	1.5	38	156	2.0	10.8	110
CBS MORN. NEWS 2 C	1207	128	1.7	10.6	112	*71	1.2	5.9	81	**19	0.6	1.6	39	139	1.7	11.5	117
DAYS OF OUR LIVES N	5877	543	7.1	9.2	97	441	7.5	7.5	103	275	8.5	4.7	117	627	7.9	10.7	108
FACTS OF LIFE - DAYTIME N	2290	157	2.0	6.9	72	215	3.7	9.4	129	**43	1.3	1.9	47	267	3.3	11.7	118
FAMILY FEUD A	3023	230	3.0	7.6	80	108	1.8	3.6	49	**36	1.1	1.2	30	222	2.8	7.3	75
GENERAL HOSPITAL A	6097	596	7.8	9.8	103	603	10.3	9.9	136	236	7.3	3.9	97	645	8.1	10.6	107
GOOD MORNING, AMERICA-730 A	3515	364	4.7	10.4	109	195	3.3	5.5	76	*142	4.4	4.0	101	442	5.5	12.6	128
GOOD MORNING, AMERICA-830 A	2818	269	3.5	9.5	101	193	3.3	6.8	94	*97	3.0	3.4	86	330	4.1	11.7	119
GUIDING LIGHT C	5339	542	7.1	10.2	107	368	6.3	6.9	95	*126	3.9	2.4	59	556	7.0	10.4	106
ONE LIFE TO LIVE A	4478	369	4.8	8.2	87	262	4.5	5.9	81	*146	4.5	3.3	81	556	7.0	12.4	126
PRESS YOUR LUCK C	2244	242	3.2	10.8	114	119	2.0	5.3	73	**46	1.4	2.0	51	223	2.8	9.9	101
PRICE IS RIGHT 1 C	4348	433	5.6	10.0	105	263	4.5	6.0	83	160	4.9	3.7	92	419	5.3	9.6	98
PRICE IS RIGHT 2 C	5014	527	6.9	10.5	111	322	5.5	6.4	89	200	6.2	4.0	99	530	6.6	10.6	107
RYAN'S HOPE A	3150	305	4.0	9.7	102	333	5.7	10.6	146	*175	5.4	5.6	139	321	4.0	10.2	103
SALE OF THE CENTURY N	2695	260	3.4	9.6	102	271	4.6	10.1	139	*94	2.9	3.5	87	380	4.8	14.1	143
SEARCH FOR TOMORROW N	2319	237	3.1	10.2	108	168	2.9	7.2	100	*106	3.3	4.6	114	218	2.7	9.4	95
TODAY SHOW 1 N	2693	230	3.0	8.5	90	206	3.5	7.6	105	*62	1.9	2.3	57	255	3.2	9.5	96
TODAY SHOW 2 N	2498	190	2.5	7.6	80	212	3.6	8.5	117	*71	2.2	2.8	71	183	2.3	7.3	74
$25,000 PYRAMID C	2753	297	3.9	10.8	114	183	3.1	6.6	92	**55	1.7	2.0	50	340	4.3	12.4	125
WHEEL OF FORTUNE N	4388	420	5.5	9.6	101	318	5.4	7.2	100	*130	4.0	3.0	74	582	7.3	13.3	135
YOUNG AND THE RESTLESS C	5695	571	7.4	10.0	106	376	6.4	6.6	91	*107	3.3	1.9	47	703	8.8	12.3	125
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	192	2.5	10.9	115	*148	2.5	8.4	116	**51	1.6	2.9	72	166	2.1	9.4	96
NBA PLAYOFF GAME -1 C	1136	*95	1.2	8.4	88	*138	2.3	12.1	167	**60	1.8	5.3	132	*88	1.1	7.7	79
NBC MAJOR LEAGUE PRE-GAME N	953	**84	1.1	8.8	93	**42	0.7	4.4	61	**19	0.6	2.0	50	**137	1.7	14.4	146
SPORTSWORLD - SUN N	1233	*111	1.4	9.0	95	**66	1.1	5.4	74	**38	1.2	3.1	77	*172	2.2	13.9	142
SUNDAY MORNING C	1611	199	2.6	12.4	130	*126	2.1	7.8	108	**63	1.9	3.9	98	*150	1.9	9.3	95

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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MARGARINE: BRANDS
(FEMALE HOMEMAKERS)

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P-19

		TOTAL U.S. '000	MAZOLA A '000	MAZOLA B % DOWN	MAZOLA C % ACROSS	MAZOLA D INDX	MRS. FILBERTS A '000	MRS. FILBERTS B % DOWN	MRS. FILBERTS C % ACROSS	MRS. FILBERTS D INDX	PROMISE A '000	PROMISE B % DOWN	PROMISE C % ACROSS	PROMISE D INDX	SHEDD'S A '000	SHEDD'S B % DOWN	SHEDD'S C % ACROSS	SHEDD'S D INDX
TOTAL FEMALE HOMEMAKERS		80986	7677	100.0	9.5	100	5876	100.0	7.3	100	3248	100.0	4.0	100	7974	100.0	9.8	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	2568	33.5	9.9	104	2027	34.5	7.8	107	993	30.6	3.8	95	2532	31.8	9.7	99
NETWORK AFFILIATES - LATE		20261	1902	24.8	9.4	99	1342	22.8	6.6	91	679	20.9	3.4	84	2020	25.3	10.0	101
INDEPENDENTS - LATE		2076	299	3.9	14.4	152	151	2.6	7.3	100	*161	5.0	7.8	193	169	2.1	8.1	83
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	1021	13.3	9.8	103	888	15.1	8.5	117	398	12.3	3.8	95	1263	15.8	12.1	123
ABC MONDAY NIGHT MOVIE	A	6412	712	9.3	11.1	117	560	9.5	8.7	120	*283	8.7	4.4	110	620	7.8	9.7	98
ABC SUNDAY NIGHT MOVIE	A	12407	1329	17.3	10.7	113	938	16.0	7.6	104	577	17.8	4.7	116	1196	15.0	9.6	98
ABC WORLD NEWS TONIGHT	A	6176	524	6.8	8.5	90	537	9.1	8.7	120	352	10.8	5.7	142	405	5.1	6.6	67
AFTERMASH	C	5863	524	6.8	8.9	94	484	8.2	8.3	114	*256	7.9	4.4	109	657	8.2	11.2	114
ALICE	C	9594	1006	13.1	10.5	111	703	12.0	7.3	101	386	11.9	4.0	100	984	12.3	10.3	104
AMERICAN PARADE	C	6622	636	8.3	9.6	101	619	10.5	9.3	129	214	6.6	3.2	81	646	8.1	9.8	99
BENSON	A	10886	1192	15.5	10.9	116	827	14.1	7.6	105	424	13.1	3.9	97	982	12.3	9.0	92
BLUE THUNDER	A	5036	436	5.7	8.7	91	365	6.2	7.2	100	*138	4.2	2.7	68	511	6.4	10.1	103
CAGNEY & LACEY	C	9965	920	12.0	9.2	97	658	11.2	6.6	91	428	13.2	4.3	107	1188	14.9	11.9	121
CBS EVENING NEWS-DEAN	C	3491	386	5.0	11.1	117	314	5.3	9.0	124	**147	4.5	4.2	105	*241	3.0	6.9	70
CBS EVENING NEWS-RATHER	C	7123	766	10.0	10.8	113	565	9.6	7.9	109	225	6.9	3.2	79	685	8.6	9.6	98
CBS SAT. NEWS-SCHIEFFER	C	3621	355	4.6	9.8	103	282	4.8	7.8	107	58	1.8	1.6	40	287	3.6	7.9	80
CBS SATURDAY NIGHT MOVIE	C	5436	500	6.5	9.2	97	466	7.9	8.6	118	198	6.1	3.6	91	535	6.7	9.8	100
CBS WEDNESDAY NIGHT MOVIE	C	6100	563	7.3	9.2	97	454	7.7	7.4	103	309	9.5	5.1	126	574	7.2	9.4	96
CHEERS	N	8889	852	11.1	9.6	101	726	12.4	8.2	113	472	14.5	5.3	132	1109	13.9	12.5	127
DALLAS	C	22109	2093	27.3	9.5	100	1603	27.3	7.3	100	839	25.8	3.8	95	2191	27.5	9.9	101
DIFF'RENT STROKES	N	6940	739	9.6	10.6	112	528	9.0	7.6	105	*304	9.4	4.4	109	666	8.4	9.6	97
DOUBLE TROUBLE	N	7223	602	7.8	8.3	88	531	9.0	7.4	101	*230	7.1	3.2	79	813	10.2	11.3	114
DUCK FACTORY	N	5595	508	6.6	9.1	96	452	7.7	8.1	111	*245	7.5	4.4	109	689	8.6	12.3	125
DUKES OF HAZZARD	C	5768	553	7.2	9.6	101	422	7.2	7.3	101	*168	5.2	2.9	73	777	9.7	13.5	137
DYNASTY	A	20053	1868	24.3	9.3	98	1592	27.1	7.9	109	612	18.8	3.1	76	2085	26.1	10.4	106
FACTS OF LIFE	N	8087	765	10.0	9.5	100	496	8.4	6.1	85	*218	6.7	2.7	67	1013	12.7	12.5	127
FALCON CREST	C	20046	1853	24.1	9.2	98	1616	27.5	8.1	111	836	25.7	4.2	104	2121	26.6	10.6	107
FALL GUY	A	9084	991	12.9	10.9	115	776	13.2	8.5	118	282	8.7	3.1	77	1089	13.7	12.0	122
FAMILY TIES	N	7964	772	10.1	9.7	102	726	12.4	9.1	126	407	12.5	5.1	127	877	11.0	11.0	112
FANTASY ISLAND	A	7687	795	10.4	10.3	109	454	7.7	5.9	81	*167	5.1	2.2	54	664	8.3	8.6	88
FOULUPS,BLEEPS & BLUNDERS	A	8861	867	11.3	9.8	103	555	9.4	6.3	86	316	9.7	3.6	89	716	9.0	8.1	82
FOUR SEASONS	C	5095	580	7.6	11.4	120	482	8.2	9.5	130	**276	8.5	5.4	135	630	7.9	12.4	126
GIMME A BREAK	N	8838	823	10.7	9.3	98	766	13.0	8.7	119	424	13.1	4.8	120	882	11.1	10.0	101
HART TO HART	A	8978	877	11.4	9.8	103	441	7.5	4.9	68	324	10.0	3.6	90	942	11.8	10.5	107
HILL STREET BLUES	N	8590	847	11.0	9.9	104	621	10.6	7.2	100	386	11.9	4.5	112	1046	13.1	12.2	124
HOTEL	A	14085	1417	18.5	10.1	106	1061	18.1	7.5	104	443	13.6	3.1	78	1476	18.5	10.5	106
JEFFERSONS	C	9360	1000	13.0	10.7	113	618	10.5	6.6	91	398	12.3	4.3	106	994	12.5	10.6	108
JENNIFER SLEPT HERE	N	5841	551	7.2	9.4	100	441	7.5	7.6	104	*249	7.7	4.3	106	619	7.8	10.6	108
KATE & ALLIE	C	9206	856	11.2	9.3	98	782	13.3	8.5	117	480	14.8	5.2	130	1055	13.2	11.5	116
KNIGHT RIDER	N	7076	661	8.6	9.3	99	541	9.2	7.6	105	*318	9.8	4.5	112	835	10.5	11.8	120
LOVE BOAT	A	12219	1218	15.9	10.0	105	833	14.2	6.8	94	365	11.2	3.0	74	1175	14.7	9.6	98
MAGNUM PI	C	11199	1288	16.8	11.5	121	908	15.5	8.1	112	236	7.3	2.1	53	1446	18.1	12.9	131
MAMA'S FAMILY	N	6057	642	8.4	10.6	112	415	7.1	6.9	94	*387	11.9	6.4	159	549	6.9	9.1	92
MASTER, THE	N	3598	376	4.9	10.5	110	365	6.2	10.1	140	*147	4.5	4.1	102	468	5.9	13.0	132
MATT HOUSTON	A	6344	587	7.6	9.3	98	512	8.7	8.1	111	*224	6.9	3.5	88	587	7.4	9.3	94
NBC MONDAY NIGHT MOVIE	N	11994	922	12.0	7.7	81	929	15.8	7.7	107	396	12.2	3.3	82	1378	17.3	11.5	117
NBC NIGHTLY NEWS	N	5132	445	5.8	8.7	91	374	6.4	7.3	100	143	4.4	2.8	69	539	6.8	10.5	107
NBC NIGHTLY NEWS-SAT	N	3375	270	3.5	8.0	84	*217	3.7	6.4	89	**112	3.4	3.3	83	261	3.3	7.7	79
NBC NIGHTLY NEWS-SUN	N	3130	277	3.6	8.8	93	*267	4.5	8.5	118	**109	3.4	3.5	87	272	3.4	8.7	88
NBC SUNDAY NIGHT MOVIE	N	8284	673	8.8	8.1	86	788	13.4	9.5	131	*395	12.2	4.8	119	1037	13.0	12.5	127
NEWHART	C	9240	900	11.7	9.7	103	755	12.8	8.2	113	554	17.1	6.0	149	1097	13.8	11.9	121
ONE DAY AT A TIME	C	7288	771	10.0	10.6	112	546	9.3	7.5	103	*284	8.7	3.9	97	733	9.2	10.1	102
PEOPLE ARE FUNNY	N	4855	523	6.8	10.8	114	*255	4.3	5.3	72	*260	8.0	5.4	134	450	5.6	9.3	94
REAL PEOPLE	N	8869	751	9.8	8.5	89	588	10.0	6.6	91	270	8.3	3.0	76	907	11.4	10.2	104
REMINGTON STEELE	N	7743	686	8.9	8.9	93	588	10.0	7.6	105	311	9.6	4.0	100	802	10.1	10.4	105
RIPLEY'S BELIEVE IT - NOT	A	5345	584	7.6	10.9	115	420	7.1	7.9	108	*235	7.2	4.4	110	500	6.3	9.4	95
RIPTIDE	N	6988	605	7.9	8.7	91	526	9.0	7.5	104	*217	6.7	3.1	77	782	9.8	11.2	114
SCARECROW & MRS. KING	C	10002	987	12.9	9.9	104	687	11.7	6.9	95	265	8.2	2.6	66	1109	13.9	11.1	113
SIMON & SIMON	C	10638	1159	15.1	10.9	115	838	14.3	7.9	109	347	10.7	3.3	81	1211	15.2	11.4	116
60 MINUTES	C	13293	1390	18.1	10.5	110	1213	20.6	9.1	126	572	17.6	4.3	107	1268	15.9	9.5	97
ST. ELSEWHERE	N	7017	595	7.8	8.5	89	483	8.2	6.9	95	211	6.5	3.0	75	802	10.1	11.4	116
THREE'S COMPANY	A	10917	980	12.8	9.0	95	687	11.7	6.3	87	332	10.2	3.0	76	1136	14.2	10.4	106
T.J. HOOKER	A	9204	856	11.2	9.3	98	851	14.5	9.2	127	308	9.5	3.3	83	917	11.5	10.0	101
TONIGHT SHOW	N	2372	231	3.0	9.7	103	180	3.1	7.6	105	124	3.8	5.2	130	288	3.6	12.1	123
TRAPPER JOHN, M.D.	C	9846	1096	14.3	11.1	117	853	14.5	8.7	119	447	13.8	4.5	113	1168	14.6	11.9	120
TV BLOOPERS & PRAC. JOKES	N	9105	731	9.5	8.0	85	640	10.9	7.0	97	368	11.3	4.0	101	883	11.1	9.7	98
20/20	A	9387	869	11.3	9.3	98	680	11.6	7.2	100	335	10.3	3.6	89	881	11.0	9.4	95
WEBSTER	A	11067	1121	14.6	10.1	107	889	15.1	8.0	111	389	12.0	3.5	88	1053	13.2	9.5	97
WORLD NEWS - SUN	A	3062	344	4.5	11.2	119	*193	3.3	6.3	87	**133	4.1	4.3	108	*321	4.0	10.5	106
YELLOW ROSE	N	4978	522	6.8	10.5	111	283	4.8	5.7	78	**91	2.8	1.8	46	504	6.3	10.1	103
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	762	9.9	8.6	91	634	10.8	7.1	98	*318	9.8	3.6	89	1045	13.1	11.8	120
BASKETBALL - COLLEGE GAMES		4080	*350	4.6	8.6	90	*354	6.0	8.7	120	**144	4.4	3.5	88	*367	4.6	9.0	91
BASKETBALL - PRO GAMES		3607	*360	4.7	10.0	105	**284	4.8	7.9	109	**170	5.2	4.7	118	*278	3.5	7.7	78
BOWLING		3883	*429	5.6	11.0	117	*359	6.1	9.2	127	**288	8.9	7.4	185	*382	4.8	9.8	100
BOXING		3928	*534	7.0	13.6	143	*297	5.1	7.6	104	**173	5.3	4.4	110	*478	6.0	12.2	124
FOOTBALL - COLLEGE GAMES		6366	691	9.0	10.9	115	*522	8.9	8.2	113	**206	6.3	3.2	81	712	8.9	11.2	114
FOOTBALL - PRO GAMES		11300	1182	15.4	10.5	110	938	16.0	8.3	114	*447	13.8	4.0	99	1505	18.9	13.3	135
GOLF		3378	*305	4.0	9.0	95	*345	5.9	10.2	141	**46	1.4	1.4	34	*333	4.2	9.9	100
POST-SEASON COLL. FOOTBALL		4906	*490	6.4	10.0	105	*389	6.6	7.9	109	**99	3.0	2.0	50	*532	6.7	10.8	110
POST-SEASON PRO FOOTBALL		6120	629	8.2	10.3	108	658	11.2	10.8	148	**178	5.5	2.9	73	883	11.1	14.4	147
TENNIS		3033	*358	4.7	11.8	125	*245	4.2	8.1	111	**189	5.8	6.2	155	**268	3.4	8.8	90
WRESTLING - PROFESSIONAL		3344	*316	4.1	9.4	100	*320	5.4	9.6	132	**98	3.0	2.9	73	*589	7.4	17.6	179

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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P-19 0489

NON-DAIRY CREAM SUBSTITUTES
(TO PUT IN COFFEE OR ON CEREAL)

BASE = FEMALE HOMEMAKERS (80986)

		'000	%	UNWEIGHTED
3A. DO YOU OR ANY OTHER MEMBERS OF YOUR HOUSEHOLD USE THEM?	YES	24294	30.0	2778
	NO	56692	70.0	6657

	ALL		SOLE		PRIMARY		SECONDARY		
	'000	%	'000	%	'000	%	'000	%	UNWEIGHTED
IF YES									
3B. WHICH BRANDS ARE USED BY YOUR HOUSEHOLD?									
BORDENS CREMORA	7737	9.6	3531	4.4	3075	3.8	1131	1.4	856
COFFEE MATE	14532	17.9	9284	11.5	4367	5.4	881	1.1	1637
COFFEE RICH	3124	3.9	1618	2.0	1051	1.3	455	.6	409
KELLOGG'S KREEMY	277	.3	155	.2	100	.1	22	*	44
PREAM	1325	1.6	293	.4	498	.6	534	.7	168
OTHER BRANDS	5004	6.2	3003	3.7	1219	1.5	782	1.0	575
DO NOT KNOW	147	.2							12

		'000	%	UNWEIGHTED
3C. ABOUT HOW MANY BOXES, JARS OR CONTAINERS OF NON-DAIRY CREAM SUBSTITUTES WERE USED BY YOUR ENTIRE HOUSEHOLD IN THE LAST 30 DAYS?				
FIVE OR MORE	H	871	1.1	105
FOUR	H	798	1.0	95
THREE	H	1168	1.4	136
TWO	H	3478	4.3	379
ONE	M	6298	7.8	712
LESS THAN ONE	L	8900	11.0	1029
NONE	L	2781	3.4	322

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NON-DAIRY CREAM SUBSTITUTES (TO PUT IN COFFEE OR ON CEREAL): USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0490
P-19

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS TWO OR MORE A '000	HEAVY USERS TWO OR MORE B % DOWN	HEAVY USERS TWO OR MORE C % ACROSS	HEAVY USERS TWO OR MORE D INDX	MEDIUM USERS ONE A '000	MEDIUM USERS ONE B % DOWN	MEDIUM USERS ONE C % ACROSS	MEDIUM USERS ONE D INDX	LIGHT USERS LESS THAN ONE A '000	LIGHT USERS LESS THAN ONE B % DOWN	LIGHT USERS LESS THAN ONE C % ACROSS	LIGHT USERS LESS THAN ONE D INDX
TOTAL FEMALE HOMEMAKERS	80986	24294	100.0	30.0	100	6315	100.0	7.8	100	6298	100.0	7.8	100	11680	100.0	14.4	100
18 - 24	9282	1813	7.5	19.5	65	*425	6.7	4.6	59	*442	7.0	4.8	61	945	8.1	10.2	71
25 - 34	19072	5321	21.9	27.9	93	1326	21.0	7.0	89	1151	18.3	6.0	78	2844	24.3	14.9	103
35 - 44	14591	4670	19.2	32.0	107	1316	20.8	9.0	116	1043	16.6	7.1	92	2312	19.8	15.8	110
45 - 54	11345	3811	15.7	33.6	112	969	15.3	8.5	110	1057	16.8	9.3	120	1785	15.3	15.7	109
55 - 64	11635	3805	15.7	32.7	109	995	15.8	8.6	110	1124	17.8	9.7	124	1686	14.4	14.5	100
65 OR OLDER	15061	4873	20.1	32.4	108	1284	20.3	8.5	109	1482	23.5	9.8	127	2108	18.0	14.0	97
18 - 34	28354	7134	29.4	25.2	84	1751	27.7	6.2	79	1593	25.3	5.6	72	3790	32.4	13.4	93
18 - 49	48339	13667	56.3	28.3	94	3549	56.2	7.3	94	3079	48.9	6.4	82	7040	60.3	14.6	101
25 - 54	45008	13802	56.8	30.7	102	3610	57.2	8.0	103	3250	51.6	7.2	93	6942	59.4	15.4	107
35 - 49	19985	6533	26.9	32.7	109	1798	28.5	9.0	115	1486	23.6	7.4	96	3250	27.8	16.3	113
50 OR OLDER	32647	10627	43.7	32.6	109	2767	43.8	8.5	109	3219	51.1	9.9	127	4641	39.7	14.2	99
GRADUATED COLLEGE	11155	3209	13.2	28.8	96	535	8.5	4.8	62	855	13.6	7.7	99	1819	15.6	16.3	113
ATTENDED COLLEGE	13682	4186	17.2	30.6	102	942	14.9	6.9	88	847	13.4	6.2	80	2397	20.5	17.5	121
GRADUATED HIGH SCHOOL	33880	10240	42.2	30.2	101	2532	40.1	7.5	96	2744	43.6	8.1	104	4964	42.5	14.7	102
DID NOT GRADUATE HIGH SCHOOL	22270	6659	27.4	29.9	100	2307	36.5	10.4	133	1852	29.4	8.3	107	2501	21.4	11.2	78
EMPLOYED	40306	12245	50.4	30.4	101	2976	47.1	7.4	95	2691	42.7	6.7	86	6578	56.3	16.3	113
EMPLOYED FULL-TIME	32850	10225	42.1	31.1	104	2472	39.1	7.5	97	2214	35.2	6.7	87	5539	47.4	16.9	117
EMPLOYED PART-TIME	7456	2020	8.3	27.1	90	504	8.0	6.8	87	*477	7.6	6.4	82	1039	8.9	13.9	97
NOT EMPLOYED	40680	12049	49.6	29.6	99	3340	52.9	8.2	105	3607	57.3	8.9	114	5102	43.7	12.5	87
PROFESSIONAL/MANAGER	10392	3035	12.5	29.2	97	*561	8.9	5.4	69	*585	9.3	5.6	72	1889	16.2	18.2	126
TECH/CLERICAL/SALES	17574	5626	23.2	32.0	107	1155	18.3	6.6	84	1281	20.3	7.3	94	3190	27.3	18.2	126
PRECISION/CRAFT	985	**234	1.0	23.8	79	**56	0.9	5.7	73	**40	0.6	4.1	52	**139	1.2	14.1	98
OTHER EMPLOYED	11354	3349	13.8	29.5	98	1203	19.0	10.6	136	785	12.5	6.9	89	1361	11.7	12.0	83
SINGLE	9863	2228	9.2	22.6	75	593	9.4	6.0	77	544	8.6	5.5	71	1092	9.3	11.1	77
MARRIED	51375	15760	64.9	30.7	102	3947	62.5	7.7	99	4014	63.7	7.8	100	7798	66.8	15.2	105
DIVORCED/SEPARATED/WIDOWED	19748	6306	26.0	31.9	106	1776	28.1	9.0	115	1740	27.6	8.8	113	2790	23.9	14.1	98
PARENTS	32590	8933	36.8	27.4	91	2494	39.5	7.7	98	2123	33.7	6.5	84	4315	36.9	13.2	92
WHITE	70416	20786	85.6	29.5	98	5065	80.2	7.2	92	5455	86.6	7.7	100	10266	87.9	14.6	101
BLACK	8778	2962	12.2	33.7	112	1160	18.4	13.2	169	726	11.5	8.3	106	1076	9.2	12.3	85
OTHER	1791	*547	2.3	30.5	102	**90	1.4	5.0	64	**117	1.9	6.5	84	**339	2.9	18.9	131
NORTHEAST-CENSUS	17786	4948	20.4	27.8	93	1306	20.7	7.3	94	1073	17.0	6.0	78	2570	22.0	14.4	100
NORTH CENTRAL	20741	6303	25.9	30.4	101	1767	28.0	8.5	109	1447	23.0	7.0	90	3089	26.4	14.9	103
SOUTH	27775	9058	37.3	32.6	109	2468	39.1	8.9	114	2797	44.4	10.1	129	3793	32.5	13.7	95
WEST	14683	3985	16.4	27.1	90	775	12.3	5.3	68	981	15.6	6.7	86	2229	19.1	15.2	105
NORTHEAST-MKTG.	17961	4810	19.8	26.8	89	1236	19.6	6.9	88	1258	20.0	7.0	90	2316	19.8	12.9	89
EAST CENTRAL	11885	4096	16.9	34.5	115	1171	18.5	9.9	126	886	14.1	7.5	96	2040	17.5	17.2	119
WEST CENTRAL	14090	3969	16.3	28.2	94	1123	17.8	8.0	102	940	14.9	6.7	86	1906	16.3	13.5	94
SOUTH	24081	7876	32.4	32.7	109	2133	33.8	8.9	114	2360	37.5	9.8	126	3383	29.0	14.0	97
PACIFIC	12969	3544	14.6	27.3	91	652	10.3	5.0	64	855	13.6	6.6	85	2036	17.4	15.7	109
COUNTY SIZE A	32439	9200	37.9	28.4	95	2401	38.0	7.4	95	2480	39.4	7.6	98	4319	37.0	13.3	92
COUNTY SIZE B	24915	7683	31.6	30.8	103	1927	30.5	7.7	99	1772	28.1	7.1	91	3984	34.1	16.0	111
COUNTY SIZE C	12930	4138	17.0	32.0	107	988	15.6	7.6	98	1148	18.2	8.9	114	2001	17.1	15.5	107
COUNTY SIZE D	10703	3274	13.5	30.6	102	999	15.8	9.3	120	899	14.3	8.4	108	1376	11.8	12.9	89
METRO CENTRAL CITY	24518	6930	28.5	28.3	94	1933	30.6	7.9	101	1657	26.3	6.8	87	3341	28.6	13.6	94
METRO SUBURBAN	35919	11248	46.3	31.3	104	2731	43.2	7.6	98	2955	46.9	8.2	106	5562	47.6	15.5	107
NON METRO	20549	6116	25.2	29.8	99	1652	26.2	8.0	103	1686	26.8	8.2	106	2778	23.8	13.5	94
TOP 5 ADI'S	18341	5288	21.8	28.8	96	1289	20.4	7.0	90	1318	20.9	7.2	92	2681	23.0	14.6	101
TOP 10 ADI'S	25378	7107	29.3	28.0	93	1729	27.4	6.8	87	1949	30.9	7.7	99	3430	29.4	13.5	94
TOP 20 ADI'S	36488	10601	43.6	29.1	97	2520	39.9	6.9	89	2701	42.9	7.4	95	5381	46.1	14.7	102
HSHLD INC. $50,000 OR MORE	6612	1973	8.1	29.8	99	*345	5.5	5.2	67	*413	6.6	6.2	80	1215	10.4	18.4	127
$40,000 OR MORE	12659	3733	15.4	29.5	98	*558	8.8	4.4	57	805	12.8	6.4	82	2370	20.3	18.7	130
$30,000 OR MORE	24698	7528	31.0	30.5	102	1504	23.8	6.1	78	1516	24.1	6.1	79	4508	38.6	18.3	127
$25,000 OR MORE	32077	10155	41.8	31.7	106	2309	36.6	7.2	92	2104	33.4	6.6	84	5742	49.2	17.9	124
$20,000 - $24,999	9144	2290	9.4	25.0	83	*513	8.1	5.6	72	713	11.3	7.8	100	1065	9.1	11.6	81
$15,000 - $19,999	8728	2407	9.9	27.6	92	563	8.9	6.5	83	736	11.7	8.4	108	1108	9.5	12.7	88
$10,000 - $14,999	12562	4031	16.6	32.1	107	1141	18.1	9.1	116	1331	21.1	10.6	136	1559	13.3	12.4	86
UNDER $10,000	18475	5410	22.3	29.3	98	1789	28.3	9.7	124	1414	22.5	7.7	98	2207	18.9	11.9	83
HOUSEHOLD OF 1 PERSON	11987	3419	14.1	28.5	95	811	12.8	6.8	87	805	12.8	6.7	86	1803	15.4	15.0	104
2 PEOPLE	26577	8595	35.4	32.3	108	1994	31.6	7.5	96	2444	38.8	9.2	118	4157	35.6	15.6	108
3 OR 4 PEOPLE	30617	8736	36.0	28.5	95	2404	38.1	7.9	101	2045	32.5	6.7	86	4287	36.7	14.0	97
5 OR MORE PEOPLE	11804	3545	14.6	30.0	100	1106	17.5	9.4	120	1005	16.0	8.5	109	1434	12.3	12.1	84
NO CHILD IN HSHLD	46165	14659	60.3	31.8	106	3557	56.3	7.7	99	3984	63.3	8.6	111	7118	60.9	15.4	107
CHILD(REN) UNDER 2 YRS	5325	1001	4.1	18.8	63	*273	4.3	5.1	66	**297	4.7	5.6	72	*431	3.7	8.1	56
2 - 5 YEARS	14221	3521	14.5	24.8	83	1070	16.9	7.5	96	905	14.4	6.4	82	1546	13.2	10.9	75
6 - 11 YEARS	15117	4347	17.9	28.8	96	1432	22.7	9.5	121	950	15.1	6.3	81	1965	16.8	13.0	90
12 - 17 YEARS	16611	5192	21.4	31.3	104	1417	22.4	8.5	109	1302	20.7	7.8	101	2473	21.2	14.9	103
RESIDENCE OWNED	55884	17914	73.7	32.1	107	4458	70.6	8.0	102	4631	73.5	8.3	107	8824	75.5	15.8	109
VALUE: $50,000 OR MORE	31744	9750	40.1	30.7	102	2131	33.7	6.7	86	2292	36.4	7.2	93	5327	45.6	16.8	116
VALUE: UNDER $50,000	24140	8164	33.6	33.8	113	2327	36.8	9.6	124	2339	37.1	9.7	125	3498	29.9	14.5	100

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NON-DAIRY CREAM SUBSTITUTES (TO PUT IN COFFEE OR ON CEREAL): USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0491
P-19

		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS TWO OR MORE A '000	HEAVY USERS TWO OR MORE B % DOWN	HEAVY USERS TWO OR MORE C % ACROSS	HEAVY USERS TWO OR MORE D INDX	MEDIUM USERS ONE A '000	MEDIUM USERS ONE B % DOWN	MEDIUM USERS ONE C % ACROSS	MEDIUM USERS ONE D INDX	LIGHT USERS LESS THAN ONE A '000	LIGHT USERS LESS THAN ONE B % DOWN	LIGHT USERS LESS THAN ONE C % ACROSS	LIGHT USERS LESS THAN ONE D INDX
TOTAL FEMALE HOMEMAKERS		80986	24294	100.0	30.0	100	6315	100.0	7.8	100	6298	100.0	7.8	100	11680	100.0	14.4	100
MAGAZINES	QUINTILE 1	15799	5493	22.6	34.8	116	1415	22.4	9.0	115	1457	23.1	9.2	119	2621	22.4	16.6	115
	QUINTILE 2	17259	5404	22.2	31.3	104	1367	21.6	7.9	102	1241	19.7	7.2	92	2796	23.9	16.2	112
	QUINTILE 3	13545	3942	16.2	29.1	97	952	15.1	7.0	90	924	14.7	6.8	88	2065	17.7	15.2	106
	QUINTILE 4	15133	4090	16.8	27.0	90	1040	16.5	6.9	88	1088	17.3	7.2	92	1962	16.8	13.0	90
	QUINTILE 5	19250	5365	22.1	27.9	93	1541	24.4	8.0	103	1588	25.2	8.2	106	2236	19.1	11.6	81
NEWSPAPERS	QUINTILE 1	12413	3808	15.7	30.7	102	840	13.3	6.8	87	940	14.9	7.6	97	2029	17.4	16.3	113
	QUINTILE 2	24116	7656	31.5	31.7	106	1782	28.2	7.4	95	1898	30.1	7.9	101	3977	34.0	16.5	114
	QUINTILE 3	11261	3670	15.1	32.6	109	1203	19.0	10.7	137	989	15.7	8.8	113	1478	12.7	13.1	91
	QUINTILE 4	20255	5417	22.3	26.7	89	1306	20.7	6.4	83	1310	20.8	6.5	83	2802	24.0	13.8	96
	QUINTILE 5	12940	3742	15.4	28.9	96	1186	18.8	9.2	118	1162	18.5	9.0	115	1395	11.9	10.8	75
OUTDOOR	QUINTILE 1	14852	4261	17.5	28.7	96	1070	16.9	7.2	92	1025	16.3	6.9	89	2166	18.5	14.6	101
	QUINTILE 2	15725	4354	17.9	27.7	92	889	14.1	5.7	73	1217	19.3	7.7	100	2248	19.2	14.3	99
	QUINTILE 3	16330	5026	20.7	30.8	103	1535	24.3	9.4	121	1147	18.2	7.0	90	2345	20.1	14.4	100
	QUINTILE 4	16744	5454	22.4	32.6	109	1419	22.5	8.5	109	1432	22.7	8.6	110	2602	22.3	15.5	108
	QUINTILE 5	17334	5199	21.4	30.0	100	1403	22.2	8.1	104	1477	23.5	8.5	110	2320	19.9	13.4	93
RADIO-DRIVE TIME	QUINTILE 1	15911	5139	21.2	32.3	108	1278	20.2	8.0	103	1357	21.5	8.5	110	2505	21.4	15.7	109
	QUINTILE 2	14837	4644	19.1	31.3	104	1242	19.7	8.4	107	1240	19.7	8.4	107	2163	18.5	14.6	101
	QUINTILE 3	15339	4429	18.2	28.9	96	1217	19.3	7.9	102	1007	16.0	6.6	84	2204	18.9	14.4	100
	QUINTILE 4	16723	5000	20.6	29.9	100	1225	19.4	7.3	94	1318	20.9	7.9	101	2457	21.0	14.7	102
	QUINTILE 5	18176	5081	20.9	28.0	93	1354	21.4	7.4	96	1377	21.9	7.6	97	2351	20.1	12.9	90
RADIO-MID-DAY	TERCILE 1	21020	6212	25.6	29.6	99	1576	25.0	7.5	96	1678	26.6	8.0	103	2958	25.3	14.1	98
	TERCILE 2	21610	6708	27.6	31.0	103	1646	26.1	7.6	98	1817	28.9	8.4	108	3245	27.8	15.0	104
	TERCILE 3	38355	11375	46.8	29.7	99	3094	49.0	8.1	103	2803	44.5	7.3	94	5478	46.9	14.3	99
RADIO-TOTAL	QUINTILE 1	15988	5078	20.9	31.8	106	1295	20.5	8.1	104	1310	20.8	8.2	105	2474	21.2	15.5	107
	QUINTILE 2	15626	4673	19.2	29.9	100	1181	18.7	7.6	97	1290	20.5	8.3	106	2203	18.9	14.1	98
	QUINTILE 3	16723	5139	21.2	30.7	102	1491	23.6	8.9	114	1293	20.5	7.7	99	2355	20.2	14.1	98
	QUINTILE 4	16342	4770	19.6	29.2	97	1130	17.9	6.9	89	1126	17.9	6.9	89	2514	21.5	15.4	107
	QUINTILE 5	16306	4634	19.1	28.4	95	1220	19.3	7.5	96	1279	20.3	7.8	101	2135	18.3	13.1	91
TV-PRIME TIME	QUINTILE 1	15953	5149	21.2	32.3	108	1360	21.5	8.5	109	1417	22.5	8.9	114	2373	20.3	14.9	103
	QUINTILE 2	16137	4879	20.1	30.2	101	1193	18.9	7.4	95	1233	19.6	7.6	98	2453	21.0	15.2	105
	QUINTILE 3	16420	4821	19.8	29.4	98	1396	22.1	8.5	109	1152	18.3	7.0	90	2273	19.5	13.8	96
	QUINTILE 4	16687	4946	20.4	29.6	99	1289	20.4	7.7	99	1439	22.8	8.6	111	2218	19.0	13.3	92
	QUINTILE 5	15789	4500	18.5	28.5	95	1078	17.1	6.8	88	1058	16.8	6.7	86	2364	20.2	15.0	104
TV-DAYTIME	TERCILE 1	27736	8980	37.0	32.4	108	2618	41.5	9.4	121	2371	37.6	8.5	110	3991	34.2	14.4	100
	TERCILE 2	26489	7498	30.9	28.3	94	2021	32.0	7.6	98	2000	31.8	7.6	97	3477	29.8	13.1	91
	TERCILE 3	26761	7816	32.2	29.2	97	1677	26.6	6.3	80	1927	30.6	7.2	93	4213	36.1	15.7	109
TV-TOTAL	QUINTILE 1	16345	5195	21.4	31.8	106	1664	26.3	10.2	131	1348	21.4	8.2	106	2184	18.7	13.4	93
	QUINTILE 2	16447	5461	22.5	33.2	111	1392	22.0	8.5	109	1377	21.9	8.4	108	2691	23.0	16.4	113
	QUINTILE 3	15980	4774	19.7	29.9	100	1299	20.6	8.1	104	1204	19.1	7.5	97	2270	19.4	14.2	98
	QUINTILE 4	15887	4414	18.2	27.8	93	885	14.0	5.6	71	1305	20.7	8.2	106	2224	19.0	14.0	97
	QUINTILE 5	16326	4451	18.3	27.3	91	1076	17.0	6.6	85	1064	16.9	6.5	84	2312	19.8	14.2	98
MAGAZINES-NEWSPAPERS: DUAL		20721	6972	28.7	33.6	112	1597	25.3	7.7	99	1790	28.4	8.6	111	3585	30.7	17.3	120
MAGAZINE IMPERATIVE		19186	5924	24.4	30.9	103	1756	27.8	9.2	117	1395	22.1	7.3	93	2773	23.7	14.5	100
NEWSPAPER IMPERATIVE		21899	6383	26.3	29.1	97	1589	25.2	7.3	93	1609	25.5	7.3	94	3186	27.3	14.5	101
MAGAZINES-OUTDOOR: DUAL		15451	4636	19.1	30.0	100	1115	17.7	7.2	93	1077	17.1	7.0	90	2444	20.9	15.8	110
MAGAZINE IMPERATIVE		25953	8765	36.1	33.8	113	2343	37.1	9.0	116	2247	35.7	8.7	111	4175	35.7	16.1	112
OUTDOOR IMPERATIVE		24400	6489	26.7	26.6	89	1626	25.7	6.7	85	1752	27.8	7.2	92	3111	26.6	12.8	88
MAGAZINES-RADIO: DUAL		18049	5780	23.8	32.0	107	1527	24.2	8.5	108	1439	22.8	8.0	103	2814	24.1	15.6	108
MAGAZINE IMPERATIVE		23571	7334	30.2	31.1	104	1826	28.9	7.7	99	1682	26.7	7.1	92	3825	32.7	16.2	113
RADIO IMPERATIVE		23278	6694	27.6	28.8	96	1793	28.4	7.7	99	1862	29.6	8.0	103	3039	26.0	13.1	91
MAGAZINES-TELEVISION: DUAL		15459	5329	21.9	34.5	115	1435	22.7	9.3	119	1166	18.5	7.5	97	2728	23.4	17.6	122
MAGAZINE IMPERATIVE		25829	7692	31.7	29.8	99	1822	28.9	7.1	90	1987	31.5	7.7	99	3883	33.2	15.0	104
TELEVISION IMPERATIVE		26039	7874	32.4	30.2	101	2252	35.7	8.6	111	2202	35.0	8.5	109	3419	29.3	13.1	91
NEWSPAPERS-OUTDOOR: DUAL		16605	5027	20.7	30.3	101	1221	19.3	7.4	94	1269	20.1	7.6	98	2537	21.7	15.3	106
NEWSPAPER IMPERATIVE		26834	8683	35.7	32.4	108	2231	35.3	8.3	107	2207	35.0	8.2	106	4246	36.4	15.8	110
OUTDOOR IMPERATIVE		23346	6391	26.3	27.4	91	1686	26.7	7.2	93	1630	25.9	7.0	90	3075	26.3	13.2	91
NEWSPAPERS-RADIO: DUAL		17133	5741	23.6	33.5	112	1446	22.9	8.4	108	1468	23.3	8.6	110	2827	24.2	16.5	114
NEWSPAPER IMPERATIVE		25892	7749	31.9	29.9	100	1824	28.9	7.0	90	1907	30.3	7.4	95	4018	34.4	15.5	108
RADIO IMPERATIVE		23167	6761	27.8	29.2	97	1899	30.1	8.2	105	1880	29.9	8.1	104	2983	25.5	12.9	89
NEWSPAPERS-TELEVISION: DUAL		17159	6020	24.8	35.1	117	1557	24.7	9.1	116	1473	23.4	8.6	110	2990	25.6	17.4	121
NEWSPAPER IMPERATIVE		26214	7525	31.0	28.7	96	1668	26.4	6.4	82	1921	30.5	7.3	94	3937	33.7	15.0	104
TELEVISION IMPERATIVE		23412	6972	28.7	29.8	99	2211	35.0	9.4	121	1840	29.2	7.9	101	2922	25.0	12.5	87
OUTDOOR-RADIO: DUAL		15303	4986	20.5	32.6	109	1056	16.7	6.9	88	1310	20.8	8.6	110	2621	22.4	17.1	119
OUTDOOR IMPERATIVE		24901	6719	27.7	27.0	90	1870	29.6	7.5	96	1606	25.5	6.4	83	3243	27.8	13.0	90
RADIO IMPERATIVE		26492	8135	33.5	30.7	102	2447	38.7	9.2	118	2154	34.2	8.1	105	3534	30.3	13.3	92
OUTDOOR-TELEVISION: DUAL		14794	4448	18.3	30.1	100	1155	18.3	7.8	100	1158	18.4	7.8	101	2135	18.3	14.4	100
OUTDOOR IMPERATIVE		25437	6947	28.6	27.3	91	1570	24.9	6.2	79	1797	28.5	7.1	91	3580	30.7	14.1	98
TELEVISION IMPERATIVE		27877	9284	38.2	33.3	111	2744	43.5	9.8	126	2326	36.9	8.3	107	4214	36.1	15.1	105
RADIO-TELEVISION: DUAL		15996	5368	22.1	33.6	112	1538	24.4	9.6	123	1548	24.6	9.7	124	2282	19.5	14.3	99
RADIO IMPERATIVE		25478	7266	29.9	28.5	95	1695	26.8	6.7	85	1809	28.7	7.1	91	3762	32.2	14.8	102
TELEVISION IMPERATIVE		26573	8207	33.8	30.9	103	2302	36.5	8.7	111	1968	31.2	7.4	95	3937	33.7	14.8	103

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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NON-DAIRY CREAM SUBSTITUTES (TO PUT IN COFFEE OR ON CEREAL): USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0492
P-19

	TOTAL U.S. '000	ALL USERS A '000	B % DOWN	C % ACROSS	D INDX	HEAVY USERS TWO OR MORE A '000	B % DOWN	C % ACROSS	D INDX	MEDIUM USERS ONE A '000	B % DOWN	C % ACROSS	D INDX	LIGHT USERS LESS THAN ONE A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	24294	100.0	30.0	100	6315	100.0	7.8	100	6298	100.0	7.8	100	11680	100.0	14.4	100
ATLANTIC MONTHLY	415	**79	0.3	19.0	63	**35	0.6	8.4	108	**14	0.2	3.4	43	**31	0.3	7.5	52
BARRON'S	453	**126	0.5	27.8	93	**15	0.2	3.3	42	**7	0.1	1.5	20	**104	0.9	23.0	159
BETTER HOMES & GARDENS	16256	5467	22.5	33.6	112	1280	20.3	7.9	101	1379	21.9	8.5	109	2808	24.0	17.3	120
BON APPETIT	2535	792	3.3	31.2	104	*147	2.3	5.8	74	*248	3.9	9.8	126	397	3.4	15.7	109
BUSINESS WEEK	1278	393	1.6	30.8	103	**96	1.5	7.5	96	**78	1.2	6.1	78	*219	1.9	17.1	119
CAR AND DRIVER	378	**86	0.4	22.8	76	**22	0.3	5.8	75	**29	0.5	7.7	99	**35	0.3	9.3	64
CBS MAGAZINE NETWORK (GROSS)	1498	504	2.1	33.6	112	**126	2.0	8.4	108	**92	1.5	6.1	79	*286	2.4	19.1	132
CHANGING TIMES	1505	504	2.1	33.5	112	**86	1.4	5.7	73	**99	1.6	6.6	85	320	2.7	21.3	147
COLONIAL HOMES	1231	367	1.5	29.8	99	**86	1.4	7.0	90	*132	2.1	10.7	138	*149	1.3	12.1	84
CONDE NAST MAG. PKG. (GROSS)	14146	3972	16.3	28.1	94	877	13.9	6.2	80	852	13.5	6.0	77	2243	19.2	15.9	110
CONSUMERS DIGEST	1323	406	1.7	30.7	102	*119	1.9	9.0	115	**90	1.4	6.8	87	*197	1.7	14.9	103
COSMOPOLITAN	7102	2018	8.3	28.4	95	501	7.9	7.1	90	422	6.7	5.9	76	1094	9.4	15.4	107
COUNTRY LIVING	2481	753	3.1	30.4	101	*161	2.5	6.5	83	*136	2.2	5.5	70	456	3.9	18.4	127
CUISINE	1472	458	1.9	31.1	104	**91	1.4	6.2	79	**143	2.3	9.7	125	*224	1.9	15.2	106
CYCLE WORLD	425	**139	0.6	32.7	109	**43	0.7	10.1	130	**24	0.4	5.6	73	**72	0.6	16.9	117
DCI:CREATIVE IDEAS FOR LIV	2510	972	4.0	38.7	129	292	4.6	11.6	149	*267	4.2	10.6	137	412	3.5	16.4	114
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	2610	10.7	39.0	130	592	9.4	8.8	113	726	11.5	10.8	139	1293	11.1	19.3	134
DISCOVER	894	*203	0.8	22.7	76	**51	0.8	5.7	73	**27	0.4	3.0	39	**125	1.1	14.0	97
EBONY	3507	1177	4.8	33.6	112	430	6.8	12.3	157	214	3.4	6.1	78	533	4.6	15.2	105
ESQUIRE	1083	328	1.4	30.3	101	**69	1.1	6.4	82	*126	2.0	11.6	150	*133	1.1	12.3	85
ESSENCE	1830	678	2.8	37.0	124	280	4.4	15.3	196	*137	2.2	7.5	96	260	2.2	14.2	99
FAMILY CIRCLE	15930	5124	21.1	32.2	107	1182	18.7	7.4	95	1359	21.6	8.5	110	2583	22.1	16.2	112
THE FAMILY HANDYMAN	1126	400	1.6	35.5	118	**104	1.6	9.2	118	**81	1.3	7.2	93	*215	1.8	19.1	132
FAMILY WEEKLY	11468	3721	15.3	32.4	108	880	13.9	7.7	98	836	13.3	7.3	94	2005	17.2	17.5	121
FIELD & STREAM	2234	910	3.7	40.7	136	*301	4.8	13.5	173	**165	2.6	7.4	95	443	3.8	19.8	137
FOOD & WINE	579	234	1.0	40.4	135	**42	0.7	7.3	93	**87	1.4	15.0	193	**104	0.9	18.0	125
FORBES	728	*248	1.0	34.1	114	**48	0.8	6.6	85	**40	0.6	5.5	71	**160	1.4	22.0	152
FORTUNE	906	*313	1.3	34.5	115	**59	0.9	6.5	84	**57	0.9	6.3	81	**198	1.7	21.9	152
GENTLEMEN'S QUARTERLY	791	*172	0.7	21.7	72	**33	0.5	4.2	54	**67	1.1	8.5	109	**73	0.6	9.2	64
GLAMOUR	5265	1461	6.0	27.7	93	399	6.3	7.6	97	308	4.9	5.8	75	754	6.5	14.3	99
GOLF DIGEST	636	*208	0.9	32.7	109	**48	0.8	7.5	97	**55	0.9	8.6	111	**105	0.9	16.5	114
GOLF DIGEST/TENNIS (GROSS)	1186	357	1.5	30.1	100	**87	1.4	7.3	94	**70	1.1	5.9	76	*201	1.7	16.9	118
GOLF MAGAZINE	441	**155	0.6	35.1	117	**29	0.5	6.6	84	**32	0.5	7.3	93	**94	0.8	21.3	148
GOLF MAGAZINE/SKI (GROSS)	922	*289	1.2	31.3	104	**82	1.3	8.9	114	**46	0.7	5.0	64	**161	1.4	17.5	121
GOOD HOUSEKEEPING	16487	5155	21.2	31.3	104	1270	20.1	7.7	99	1447	23.0	8.8	113	2438	20.9	14.8	103
HARPER'S BAZAAR	2423	611	2.5	25.2	84	*146	2.3	6.0	77	*121	1.9	5.0	64	344	2.9	14.2	98
HEALTH	1994	806	3.3	40.4	135	*209	3.3	10.5	134	*147	2.3	7.4	95	450	3.9	22.6	156
HEARST MAG CORP. BUY (GROSS)	44101	13438	55.3	30.5	102	3303	52.3	7.5	96	3374	53.6	7.7	98	6760	57.9	15.3	106
HEARST MAN POWER (GROSS)	1993	683	2.8	34.3	114	**133	2.1	6.7	86	*210	3.3	10.5	135	341	2.9	17.1	119
HEARST WOMAN POWER (GROSS)	31274	9641	39.7	30.8	103	2471	39.1	7.9	101	2410	38.3	7.7	99	4759	40.7	15.2	106
HOUSE BEAUTIFUL	3623	1098	4.5	30.3	101	261	4.1	7.2	92	296	4.7	8.2	105	541	4.6	14.9	104
INC.	283	**61	0.3	21.6	72	**7	0.1	2.5	32	**9	0.1	3.2	41	**46	0.4	16.3	113
JET	2928	1042	4.3	35.6	119	444	7.0	15.2	194	*199	3.2	6.8	87	400	3.4	13.7	95
LADIES' HOME JOURNAL	11918	4091	16.8	34.3	114	1082	17.1	9.1	116	1117	17.7	9.4	121	1892	16.2	15.9	110
LHJ FAMILY GRP COMBO(GROSS)	16764	5834	24.0	34.8	116	1511	23.9	9.0	116	1517	24.1	9.0	116	2807	24.0	16.7	116
LIFE	4254	1305	5.4	30.7	102	324	5.1	7.6	98	290	4.6	6.8	88	690	5.9	16.2	112
L.A. TIMES HOME MAGAZINE	1145	397	1.6	34.7	116	**35	0.6	3.1	39	**52	0.8	4.5	58	*310	2.7	27.1	188
MADEMOISELLE	2884	899	3.7	31.2	104	*178	2.8	6.2	79	*190	3.0	6.6	85	531	4.5	18.4	128
MC CALL'S	13460	4613	19.0	34.3	114	1155	18.3	8.6	110	1249	19.8	9.3	119	2208	18.9	16.4	114
MC CALL'S/WRK MOTHER (GROSS)	14606	5024	20.7	34.4	115	1255	19.9	8.6	110	1332	21.1	9.1	117	2438	20.9	16.7	116
MECHANIX ILLUSTRATED	772	*282	1.2	36.5	122	**11	0.2	1.4	18	**93	1.5	12.0	155	*179	1.5	23.2	161
METROPOLITAN HOME	967	245	1.0	25.3	84	**53	0.8	5.5	70	**57	0.9	5.9	76	*135	1.2	14.0	97
MONEY	1588	581	2.4	36.6	122	**95	1.5	6.0	77	*161	2.6	10.1	130	326	2.8	20.5	142
MOTHER EARTH NEWS	1002	355	1.5	35.4	118	**83	1.3	8.3	106	**92	1.5	9.2	118	*180	1.5	18.0	125
MS.	825	263	1.1	31.9	106	**88	1.4	10.7	137	**93	1.5	11.3	145	**82	0.7	9.9	69
NATIONAL ENQUIRER	10336	3693	15.2	35.7	119	1176	18.6	11.4	146	872	13.8	8.4	108	1645	14.1	15.9	110
NATIONAL GEOGRAPHIC	9597	3036	12.5	31.6	105	651	10.3	6.8	87	798	12.7	8.3	107	1586	13.6	16.5	115
NATIONAL SUNDAY MAGAZINE PKG	49558	15352	63.2	31.0	103	3832	60.7	7.7	99	3939	62.5	7.9	102	7580	64.9	15.3	106
NATURAL HISTORY	573	*153	0.6	26.7	89	**19	0.3	3.3	43	**17	0.3	3.0	38	**117	1.0	20.4	142
NEW WOMAN	1699	522	2.1	30.7	102	**128	2.0	7.5	97	**99	1.6	5.8	75	295	2.5	17.4	120
NEW YORK INCLUDING CUE	443	**104	0.4	23.5	78	**10	0.2	2.3	29	**32	0.5	7.2	93	**63	0.5	14.2	99
THE NEW YORKER	1270	363	1.5	28.6	95	**71	1.1	5.6	72	**85	1.3	6.7	86	*207	1.8	16.3	113
NEWSWEEK	6277	1873	7.7	29.8	99	344	5.4	5.5	70	558	8.9	8.9	114	971	8.3	15.5	107
THE N.Y. TIMES DAILY EDITION	1205	334	1.4	27.7	92	**59	0.9	4.9	63	**71	1.1	5.9	76	*204	1.7	16.9	117
THE N.Y. TIMES MAGAZINE	2081	461	1.9	22.2	74	**89	1.4	4.3	55	**80	1.3	3.8	49	292	2.5	14.0	97
OMNI	788	*237	1.0	30.1	100	**64	1.0	8.1	104	**51	0.8	6.5	83	**122	1.0	15.5	107
ON CABLE	1158	*209	0.9	18.0	60	**75	1.2	6.5	83	**45	0.7	3.9	50	**89	0.8	7.7	53
1001 HOME IDEAS	2852	938	3.9	32.9	110	*220	3.5	7.7	99	*253	4.0	8.9	114	465	4.0	16.3	113
ORGANIC GARDENING	1658	524	2.2	31.6	105	*138	2.2	8.3	107	*126	2.0	7.6	98	*260	2.2	15.7	109
OUTDOOR LIFE	896	289	1.2	32.3	108	**84	1.3	9.4	120	**49	0.8	5.5	70	*156	1.3	17.4	121
PARADE MAGAZINE	24275	7910	32.6	32.6	109	2000	31.7	8.2	106	2191	34.8	9.0	116	3720	31.8	15.3	106

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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NON-DAIRY CREAM SUBSTITUTES (TO PUT IN COFFEE OR ON CEREAL): USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0493
P-19

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS TWO OR MORE A '000	HEAVY USERS TWO OR MORE B % DOWN	HEAVY USERS TWO OR MORE C % ACROSS	HEAVY USERS TWO OR MORE D INDX	MEDIUM USERS ONE A '000	MEDIUM USERS ONE B % DOWN	MEDIUM USERS ONE C % ACROSS	MEDIUM USERS ONE D INDX	LIGHT USERS LESS THAN ONE A '000	LIGHT USERS LESS THAN ONE B % DOWN	LIGHT USERS LESS THAN ONE C % ACROSS	LIGHT USERS LESS THAN ONE D INDX
TOTAL FEMALE HOMEMAKERS	80986	24294	100.0	30.0	100	6315	100.0	7.8	100	6298	100.0	7.8	100	11680	100.0	14.4	100
PARENTS	3845	1046	4.3	27.2	91	*285	4.5	7.4	95	250	4.0	6.5	84	512	4.4	13.3	92
PENTHOUSE	831	*262	1.1	31.5	105	**149	2.4	17.9	230	**41	0.7	4.9	63	**72	0.6	8.7	60
PEOPLE	11645	3773	15.5	32.4	108	898	14.2	7.7	99	969	15.4	8.3	107	1906	16.3	16.4	113
PLAYBOY	2006	672	2.8	33.5	112	*215	3.4	10.7	137	**130	2.1	6.5	83	*326	2.8	16.3	113
POPULAR HOT RODDING	297	**68	0.3	22.9	76	**7	0.1	2.4	30	**18	0.3	6.1	78	**43	0.4	14.5	100
POPULAR MECHANICS	1018	399	1.6	39.2	131	**53	0.8	5.2	67	**133	2.1	13.1	168	*213	1.8	20.9	145
POPULAR SCIENCE	878	286	1.2	32.6	109	**34	0.5	3.9	50	**99	1.6	11.3	145	*153	1.3	17.4	121
PREVENTION	3913	1354	5.6	34.6	115	296	4.7	7.6	97	354	5.6	9.0	116	703	6.0	18.0	125
PSYCHOLOGY TODAY	1710	496	2.0	29.0	97	**123	1.9	7.2	92	*177	2.8	10.4	133	*195	1.7	11.4	79
READER'S DIGEST	22204	7274	29.9	32.8	109	1737	27.5	7.8	100	2086	33.1	9.4	121	3452	29.6	15.5	108
REDBOOK	7684	2468	10.2	32.1	107	700	11.1	9.1	117	541	8.6	7.0	91	1227	10.5	16.0	111
ROAD & TRACK	410	**126	0.5	30.7	102	**28	0.4	6.8	88	**23	0.4	5.6	72	**76	0.7	18.5	129
ROLLING STONE	969	359	1.5	37.0	124	**112	1.8	11.6	148	**77	1.2	7.9	102	*170	1.5	17.5	122
RUNNER'S WORLD	298	**99	0.4	33.2	111	**49	0.8	16.4	211	**4	0.1	1.3	17	**46	0.4	15.4	107
SATURDAY EVENING POST	1169	387	1.6	33.1	110	**99	1.6	8.5	109	**74	1.2	6.3	81	*214	1.8	18.3	127
SCIENCE 84	587	*195	0.8	33.2	111	**18	0.3	3.1	39	**93	1.5	15.8	204	**84	0.7	14.3	99
SCIENCE DIGEST	482	*131	0.5	27.2	91	**34	0.5	7.1	90	**50	0.8	10.4	133	**47	0.4	9.8	68
SCIENTIFIC AMERICAN	594	*186	0.8	31.3	104	**26	0.4	4.4	56	**19	0.3	3.2	41	**142	1.2	23.9	166
SELF	2089	563	2.3	27.0	90	**68	1.1	3.3	42	*134	2.1	6.4	82	362	3.1	17.3	120
SEVENTEEN	2411	663	2.7	27.5	92	*167	2.6	6.9	89	*191	3.0	7.9	102	306	2.6	12.7	88
SKI	480	**135	0.6	28.1	94	**54	0.9	11.3	144	**14	0.2	2.9	38	**67	0.6	14.0	97
SMITHSONIAN	2760	819	3.4	29.7	99	*165	2.6	6.0	77	*195	3.1	7.1	91	459	3.9	16.6	115
SOAP OPERA DIGEST	3013	1107	4.6	36.7	122	412	6.5	13.7	175	287	4.6	9.5	122	407	3.5	13.5	94
SOUTHERN LIVING	4184	1639	6.7	39.2	131	300	4.8	7.2	92	459	7.3	11.0	141	880	7.5	21.0	146
SPORT	559	*215	0.9	38.5	128	**92	1.5	16.5	211	**43	0.7	7.7	99	**79	0.7	14.1	98
THE SPORTING NEWS	436	**129	0.5	29.6	99	**54	0.9	12.4	159	**33	0.5	7.6	97	**41	0.4	9.4	65
SPORTS AFIELD	493	*154	0.6	31.2	104	**46	0.7	9.3	120	**27	0.4	5.5	70	**81	0.7	16.4	114
SPORTS ILLUSTRATED	2758	798	3.3	28.9	96	*196	3.1	7.1	91	*186	3.0	6.7	87	415	3.6	15.0	104
STAR	7456	2770	11.4	37.2	124	874	13.8	11.7	150	709	11.3	9.5	122	1187	10.2	15.9	110
SUNDAY	24936	7237	29.8	29.0	97	1969	31.2	7.9	101	1911	30.3	7.7	99	3357	28.7	13.5	93
SUNSET	2124	764	3.1	36.0	120	**108	1.7	5.1	65	*200	3.2	9.4	121	456	3.9	21.5	149
TV GUIDE	21661	7039	29.0	32.5	108	1944	30.8	9.0	115	1730	27.5	8.0	103	3365	28.8	15.5	108
TENNIS	550	**149	0.6	27.1	90	**39	0.6	7.1	91	**15	0.2	2.7	35	**96	0.8	17.5	121
TIME	8880	2824	11.6	31.8	106	742	11.7	8.4	107	597	9.5	6.7	86	1485	12.7	16.7	116
TOWN & COUNTRY	917	218	0.9	23.8	79	**26	0.4	2.8	36	**55	0.9	6.0	77	*137	1.2	14.9	104
TRAVEL & LEISURE	972	292	1.2	30.0	100	**48	0.8	4.9	63	**67	1.1	6.9	89	*177	1.5	18.2	126
TRUE STORY	3356	1173	4.8	35.0	117	523	8.3	15.6	200	258	4.1	7.7	99	391	3.3	11.7	81
U.S.NEWS & WORLD REPORT	3410	1207	5.0	35.4	118	*205	3.2	6.0	77	432	6.9	12.7	163	569	4.9	16.7	116
USA TODAY	1759	641	2.6	36.4	121	**118	1.9	6.7	86	*211	3.4	12.0	154	313	2.7	17.8	123
US	1873	643	2.6	34.3	114	*206	3.3	11.0	141	*121	1.9	6.5	83	316	2.7	16.9	117
VOGUE	3909	1050	4.3	26.9	90	*233	3.7	6.0	76	221	3.5	5.7	73	596	5.1	15.2	106
WALL STREET JOURNAL	1886	583	2.4	30.9	103	*170	2.7	9.0	116	*132	2.1	7.0	90	280	2.4	14.8	103
WEIGHT WATCHERS	2120	687	2.8	32.4	108	*168	2.7	7.9	102	*162	2.6	7.6	98	357	3.1	16.8	117
WOMAN'S DAY	14172	4554	18.7	32.1	107	1118	17.7	7.9	101	1347	21.4	9.5	122	2089	17.9	14.7	102
WORKING MOTHER	1146	412	1.7	36.0	120	**99	1.6	8.6	111	**82	1.3	7.2	92	*230	2.0	20.1	139
WORKING WOMAN	1322	487	2.0	36.8	123	*126	2.0	9.5	122	*115	1.8	8.7	112	*247	2.1	18.7	130
WORLD TENNIS	*163	**26	0.1	16.0	53	**15	0.2	9.2	118	**7	0.1	4.3	55	**5	0.0	3.1	21
ZIFF-DAVIS MAG NETWK (GROSS)	2532	822	3.4	32.5	108	*209	3.3	8.3	106	*182	2.9	7.2	92	431	3.7	17.0	118
BLAIR INSERTS	43657	13369	55.0	30.6	102	3344	53.0	7.7	98	3453	54.8	7.9	102	6572	56.3	15.1	104
DAILY NEWSPAPERS																	
READ ANY	51633	15962	65.7	30.9	103	3971	62.9	7.7	99	3927	62.4	7.6	98	8064	69.0	15.6	108
READ ONE	43463	13459	55.4	31.0	103	3407	54.0	7.8	101	3269	51.9	7.5	97	6783	58.1	15.6	108
READ TWO OR MORE	8170	2504	10.3	30.6	102	564	8.9	6.9	89	659	10.5	8.1	104	1281	11.0	15.7	109
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	16171	66.6	30.7	102	3956	62.6	7.5	96	4117	65.4	7.8	100	8099	69.3	15.4	107
READ ONE	46126	14140	58.2	30.7	102	3538	56.0	7.7	98	3599	57.1	7.8	100	7003	60.0	15.2	105
READ TWO OR MORE	6552	2032	8.4	31.0	103	418	6.6	6.4	82	518	8.2	7.9	102	1096	9.4	16.7	116
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	26.24				26.94				26.38				25.82			
30 DAY REACH	71455	21320	87.8	29.8	99	5344	84.6	7.5	96	5368	85.2	7.5	97	10608	90.8	14.8	103
50 SHWG - 30 DAY AV FREQ	14.56	13.78				14.08				13.85				13.59			
30 DAY REACH	67742	20307	83.6	30.0	100	5108	80.9	7.5	97	5124	81.4	7.6	97	10075	86.3	14.9	103
25 SHWG - 30 DAY AV FREQ	7.94	7.51				7.58				7.48				7.50			
30 DAY REACH	62117	18589	76.5	29.9	100	4736	75.0	7.6	98	4757	75.5	7.7	98	9097	77.9	14.6	102
CABLE TV: HOME WIRED	32077	10331	42.5	32.2	107	2406	38.1	7.5	96	2780	44.1	8.7	111	5145	44.0	16.0	111
HOME NOT WIRED	48909	13963	57.5	28.5	95	3909	61.9	8.0	102	3518	55.9	7.2	92	6536	56.0	13.4	93
HAVE PAY CABLE	15935	5198	21.4	32.6	109	1309	20.7	8.2	105	1305	20.7	8.2	105	2584	22.1	16.2	112

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NON-DAIRY CREAM SUBSTITUTES (TO PUT IN COFFEE OR ON CEREAL): USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0494
P-19

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS TWO OR MORE A '000	HEAVY USERS TWO OR MORE B % DOWN	HEAVY USERS TWO OR MORE C % ACROSS	HEAVY USERS TWO OR MORE D INDX	MEDIUM USERS ONE A '000	MEDIUM USERS ONE B % DOWN	MEDIUM USERS ONE C % ACROSS	MEDIUM USERS ONE D INDX	LIGHT USERS LESS THAN ONE A '000	LIGHT USERS LESS THAN ONE B % DOWN	LIGHT USERS LESS THAN ONE C % ACROSS	LIGHT USERS LESS THAN ONE D INDX
TOTAL FEMALE HOMEMAKERS	80986	24294	100.0	30.0	100	6315	100.0	7.8	100	6298	100.0	7.8	100	11680	100.0	14.4	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	13640	56.1	31.1	104	3484	55.2	7.9	102	3510	55.7	8.0	103	6646	56.9	15.1	105
10:00 AM - 3:00 PM	30659	9276	38.2	30.3	101	2335	37.0	7.6	98	2466	39.2	8.0	103	4475	38.3	14.6	101
3:00 PM - 7:00 PM	31045	9480	39.0	30.5	102	2234	35.4	7.2	92	2419	38.4	7.8	100	4827	41.3	15.5	108
7:00 PM - MIDNIGHT	15767	4630	19.1	29.4	98	1196	18.9	7.6	97	1163	18.5	7.4	95	2271	19.4	14.4	100
MIDNIGHT - 6:00 AM	9120	2891	11.9	31.7	106	746	11.8	8.2	105	739	11.7	8.1	104	1405	12.0	15.4	107
6:00 AM - MIDNIGHT	58527	17795	73.2	30.4	101	4586	72.6	7.8	100	4531	71.9	7.7	100	8678	74.3	14.8	103
ENTIRE DAY	59311	18043	74.3	30.4	101	4657	73.7	7.9	101	4582	72.8	7.7	99	8803	75.4	14.8	103
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	4974	20.5	30.8	103	1263	20.0	7.8	100	1255	19.9	7.8	100	2456	21.0	15.2	105
ALL NEWS	2256	725	3.0	32.1	107	*170	2.7	7.5	97	*165	2.6	7.3	94	390	3.3	17.3	120
AOR/PROGRESSIVE	3874	1076	4.4	27.8	93	*197	3.1	5.1	65	*285	4.5	7.4	95	594	5.1	15.3	106
BEAUTIFUL MUSIC	5660	1829	7.5	32.3	108	478	7.6	8.4	108	579	9.2	10.2	132	773	6.6	13.7	95
BLACK	2204	644	2.7	29.2	97	261	4.1	11.8	152	*161	2.6	7.3	94	221	1.9	10.0	70
CLASSICAL	1418	401	1.7	28.3	94	**111	1.8	7.8	100	**105	1.7	7.4	95	*185	1.6	13.0	90
CHR/ROCK	9538	2694	11.1	28.2	94	605	9.6	6.3	81	626	9.9	6.6	84	1463	12.5	15.3	106
COUNTRY	12648	4011	16.5	31.7	106	944	14.9	7.5	96	1131	18.0	8.9	115	1936	16.6	15.3	106
GOLDEN OLDIES	1191	291	1.2	24.4	81	**97	1.5	8.1	104	**73	1.2	6.1	79	**120	1.0	10.1	70
MOR/NOSTALGIA	4757	1392	5.7	29.3	98	330	5.2	6.9	89	276	4.4	5.8	75	786	6.7	16.5	115
NEWS/TALK	3863	1215	5.0	31.5	105	306	4.8	7.9	102	300	4.8	7.8	100	609	5.2	15.8	109
RELIGIOUS	3084	1005	4.1	32.6	109	*162	2.6	5.3	67	*359	5.7	11.6	150	484	4.1	15.7	109
SOFT ROCK	521	*126	0.5	24.2	81	**28	0.4	5.4	69	**14	0.2	2.7	35	**84	0.7	16.1	112
URBAN CONTEMPORARY	1585	534	2.2	33.7	112	*225	3.6	14.2	182	**96	1.5	6.1	78	*212	1.8	13.4	93
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	951	3.9	29.2	97	275	4.4	8.4	108	*249	4.0	7.6	98	426	3.6	13.1	91
ABC DIRECTION	2316	629	2.6	27.2	91	*135	2.1	5.8	75	*176	2.8	7.6	98	318	2.7	13.7	95
ABC ENTERTAINMENT	4834	1594	6.6	33.0	110	380	6.0	7.9	101	407	6.5	8.4	108	806	6.9	16.7	116
ABC FM	2202	729	3.0	33.1	110	*184	2.9	8.4	107	*198	3.1	9.0	116	347	3.0	15.8	109
ABC INFORMATION	5425	1613	6.6	29.7	99	342	5.4	6.3	81	338	5.4	6.2	80	932	8.0	17.2	119
ABC ROCK	1677	459	1.9	27.4	91	**116	1.8	6.9	89	**162	2.6	9.7	124	*181	1.5	10.8	75
CBS	4430	1408	5.8	31.8	106	308	4.9	7.0	89	429	6.8	9.7	125	671	5.7	15.1	105
MUTUAL	4992	1742	7.2	34.9	116	477	7.6	9.6	123	587	9.3	11.8	151	679	5.8	13.6	94
NBC	4679	1450	6.0	31.0	103	329	5.2	7.0	90	323	5.1	6.9	89	798	6.8	17.1	118
RADIORADIO	1994	587	2.4	29.4	98	*147	2.3	7.4	95	*115	1.8	5.8	74	325	2.8	16.3	113
RKO ONE	2298	695	2.9	30.2	101	*135	2.1	5.9	75	*133	2.1	5.8	74	427	3.7	18.6	129
RKO TWO	3311	1022	4.2	30.9	103	*255	4.0	7.7	99	277	4.4	8.4	108	490	4.2	14.8	103
THE SOURCE	2114	507	2.1	24.0	80	**93	1.5	4.4	56	**72	1.1	3.4	44	343	2.9	16.2	113
NON-WIRED : BLAIR	8654	2590	10.7	29.9	100	628	9.9	7.3	93	783	12.4	9.0	116	1179	10.1	13.6	94
INTERNET	12025	3570	14.7	29.7	99	901	14.3	7.5	96	856	13.6	7.1	92	1812	15.5	15.1	104
KATZ RADIO GROUP	15359	4827	19.9	31.4	105	1167	18.5	7.6	97	1245	19.8	8.1	104	2416	20.7	15.7	109
SUPERNET	10628	3311	13.6	31.2	104	863	13.7	8.1	104	854	13.6	8.0	103	1594	13.6	15.0	104
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	2579	10.6	29.8	99	659	10.4	7.6	98	739	11.7	8.5	110	1181	10.1	13.6	95
MKDAY 9:00 AM - 1:00 PM	12163	3777	15.5	31.1	104	1149	18.2	9.4	121	1028	16.3	8.5	109	1600	13.7	13.2	91
MKDAY 1:00 PM - 4:30 PM	16150	5154	21.2	31.9	106	1477	23.4	9.1	117	1392	22.1	8.6	111	2286	19.6	14.2	98
MKDAY 4:30 PM - 7:30 PM	22463	7020	28.9	31.3	104	1938	30.7	8.6	111	1883	29.9	8.4	108	3199	27.4	14.2	99
MKDAY 7:30 PM - 8:00 PM	31795	9952	41.0	31.3	104	2666	42.2	8.4	108	2661	42.3	8.4	108	4626	39.6	14.5	101
MKDAY 11:00 PM - 11:30 PM	23977	7394	30.4	30.8	103	2073	32.8	8.6	111	1720	27.3	7.2	92	3601	30.8	15.0	104
MKDAY 11:30 PM - 1:00 AM	7703	2458	10.1	31.9	106	787	12.5	10.2	131	513	8.1	6.7	86	1158	9.9	15.0	104
M-SAT 8-11 PM+SUN 7-11 PM	33800	10393	42.8	30.7	103	2712	42.9	8.0	103	2723	43.2	8.1	104	4959	42.5	14.7	102
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	1902	7.8	29.1	97	543	8.6	8.3	107	542	8.6	8.3	107	817	7.0	12.5	87
ANOTHER WORLD N	4620	1627	6.7	35.2	117	480	7.6	10.4	133	477	7.6	10.3	133	670	5.7	14.5	101
AS THE WORLD TURNS C	5614	1816	7.5	32.3	108	457	7.2	8.1	104	436	6.9	7.8	100	923	7.9	16.4	114
CAPITOL C	3396	1141	4.7	33.6	112	265	4.2	7.8	100	276	4.4	8.1	105	600	5.1	17.7	123
CBS MORN. NEWS 1 C	1446	401	1.7	27.7	92	101	1.6	7.0	90	132	2.1	9.1	117	167	1.4	11.5	80
CBS MORN. NEWS 2 C	1207	324	1.3	26.8	89	*74	1.2	6.1	79	*59	0.9	4.9	63	191	1.6	15.8	110
DAYS OF OUR LIVES N	5877	2093	8.6	35.6	119	632	10.0	10.8	138	566	9.0	9.6	124	894	7.7	15.2	105
FACTS OF LIFE - DAYTIME N	2290	688	2.8	30.0	100	250	4.0	10.9	140	197	3.1	8.6	111	240	2.1	10.5	73
FAMILY FEUD A	3023	939	3.9	31.1	104	297	4.7	9.8	126	274	4.4	9.1	117	367	3.1	12.1	84
GENERAL HOSPITAL A	6097	1764	7.3	28.9	96	582	9.2	9.5	122	510	8.1	8.4	108	672	5.8	11.0	76
GOOD MORNING, AMERICA-730 A	3515	1170	4.8	33.3	111	323	5.1	9.2	118	252	4.0	7.2	92	594	5.1	16.9	117
GOOD MORNING, AMERICA-830 A	2818	983	4.0	34.9	116	283	4.5	10.0	129	241	3.8	8.6	110	459	3.9	16.3	113
GUIDING LIGHT C	5339	1719	7.1	32.2	107	382	6.0	7.2	92	440	7.0	8.2	106	897	7.7	16.8	116
ONE LIFE TO LIVE A	4478	1346	5.5	30.1	100	384	6.1	8.6	110	411	6.5	9.2	118	552	4.7	12.3	85
PRESS YOUR LUCK C	2244	682	2.8	30.4	101	168	2.7	7.5	96	158	2.5	7.0	91	356	3.0	15.9	110
PRICE IS RIGHT 1 C	4348	1423	5.9	32.7	109	360	5.7	8.3	106	349	5.5	8.0	103	714	6.1	16.4	114
PRICE IS RIGHT 2 C	5014	1620	6.7	32.3	108	396	6.3	7.9	101	421	6.7	8.4	108	803	6.9	16.0	111
RYAN'S HOPE A	3150	901	3.7	28.6	95	249	3.9	7.9	101	287	4.6	9.1	117	366	3.1	11.6	81
SALE OF THE CENTURY N	2695	797	3.3	29.6	99	308	4.9	11.4	147	244	3.9	9.1	116	244	2.1	9.1	63
SEARCH FOR TOMORROW N	2319	845	3.5	36.4	121	300	4.8	12.9	166	209	3.3	9.0	116	335	2.9	14.4	100
TODAY SHOW 1 N	2693	742	3.1	27.6	92	171	2.7	6.3	81	254	4.0	9.4	121	317	2.7	11.8	82
TODAY SHOW 2 N	2498	657	2.7	26.3	88	185	2.9	7.4	95	204	3.2	8.2	105	268	2.3	10.7	74
$25,000 PYRAMID C	2753	819	3.4	29.7	99	219	3.5	8.0	102	217	3.4	7.9	101	383	3.3	13.9	96
WHEEL OF FORTUNE N	4388	1353	5.6	30.8	103	432	6.8	9.8	126	437	6.9	10.0	128	484	4.1	11.0	76
YOUNG AND THE RESTLESS C	5695	1821	7.5	32.0	107	566	9.0	9.9	127	460	7.3	8.1	104	795	6.8	14.0	97
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	616	2.5	35.0	117	190	3.0	10.8	138	164	2.6	9.3	120	261	2.2	14.8	103
NBA PLAYOFF GAME -1 C	1136	435	1.8	38.3	128	*146	2.3	12.9	165	*128	2.0	11.3	145	161	1.4	14.2	98
NBC MAJOR LEAGUE PRE-GAME N	953	348	1.4	36.5	122	**126	2.0	13.2	170	**101	1.6	10.6	136	*121	1.0	12.7	88
SPORTSWORLD - SUN N	1233	404	1.7	32.8	109	*87	1.4	7.1	90	*89	1.4	7.2	93	228	2.0	18.5	128
SUNDAY MORNING C	1611	433	1.8	26.9	90	*116	1.8	7.2	92	*100	1.6	6.2	80	217	1.9	13.5	93

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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NON-DAIRY CREAM SUBSTITUTES (TO PUT IN COFFEE OR ON CEREAL): USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0495
P-19

		TOTAL U.S. '000	ALL USERS A '000	B % DOWN	C % ACROSS	D INDX	HEAVY USERS TWO OR MORE A '000	B % DOWN	C % ACROSS	D INDX	MEDIUM USERS ONE A '000	B % DOWN	C % ACROSS	D INDX	LIGHT USERS LESS THAN ONE A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	24294	100.0	30.0	100	6315	100.0	7.8	100	6298	100.0	7.8	100	11680	100.0	14.4	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	8243	33.9	31.6	105	2265	35.9	8.7	111	2179	34.6	8.4	108	3799	32.5	14.6	101
NETWORK AFFILIATES - LATE		20261	6323	26.0	31.2	104	1755	27.8	8.7	111	1424	22.6	7.0	90	3144	26.9	15.5	108
INDEPENDENTS - LATE		2076	643	2.6	31.0	103	140	2.2	6.7	86	153	2.4	7.4	95	351	3.0	16.9	117
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	3410	14.0	32.6	109	881	14.0	8.4	108	876	13.9	8.4	108	1653	14.2	15.8	110
ABC MONDAY NIGHT MOVIE	A	6412	1964	8.1	30.6	102	449	7.1	7.0	90	551	8.7	8.6	111	964	8.3	15.0	104
ABC SUNDAY NIGHT MOVIE	A	12407	3569	14.7	28.8	96	811	12.8	6.5	84	933	14.8	7.5	97	1825	15.6	14.7	102
ABC WORLD NEWS TONIGHT	A	6176	1958	8.1	31.7	106	501	7.9	8.1	104	565	9.0	9.1	118	892	7.6	14.4	100
AFTERMASH	C	5863	1763	7.3	30.1	100	472	7.5	8.1	103	491	7.8	8.4	108	800	6.8	13.6	95
ALICE	C	9594	3244	13.4	33.8	113	837	13.3	8.7	112	845	13.4	8.8	113	1562	13.4	16.3	113
AMERICAN PARADE	C	6622	2071	8.5	31.3	104	532	8.4	8.0	103	510	8.1	7.7	99	1029	8.8	15.5	108
BENSON	A	10886	3307	13.6	30.4	101	819	13.0	7.5	96	837	13.3	7.7	99	1650	14.1	15.2	105
BLUE THUNDER	A	5036	1575	6.5	31.3	104	408	6.5	8.1	104	461	7.3	9.2	118	706	6.0	14.0	97
CAGNEY & LACEY	C	9965	2995	12.3	30.1	100	740	11.7	7.4	95	796	12.6	8.0	103	1459	12.5	14.6	102
CBS EVENING NEWS-DEAN	C	3491	1079	4.4	30.9	103	*267	4.2	7.6	98	329	5.2	9.4	121	483	4.1	13.8	96
CBS EVENING NEWS-RATHER	C	7123	2334	9.6	32.8	109	604	9.6	8.5	109	596	9.5	8.4	108	1134	9.7	15.9	110
CBS SAT. NEWS-SCHIEFFER	C	3621	1122	4.6	31.0	103	252	4.0	7.0	89	301	4.8	8.3	107	568	4.9	15.7	109
CBS SATURDAY NIGHT MOVIE	C	5436	1850	7.6	34.0	113	567	9.0	10.4	134	411	6.5	7.6	97	872	7.5	16.0	111
CBS WEDNESDAY NIGHT MOVIE	C	6100	1821	7.5	29.9	100	473	7.5	7.8	99	495	7.9	8.1	104	852	7.3	14.0	97
CHEERS	N	8889	2876	11.8	32.4	108	638	10.1	7.2	92	803	12.8	9.0	116	1434	12.3	16.1	112
DALLAS	C	22109	6740	27.7	30.5	102	1655	26.2	7.5	96	1922	30.5	8.7	112	3162	27.1	14.3	99
DIFF'RENT STROKES	N	6940	2276	9.4	32.8	109	640	10.1	9.2	118	643	10.2	9.3	119	994	8.5	14.3	99
DOUBLE TROUBLE	N	7223	2358	9.7	32.6	109	500	7.9	6.9	89	615	9.8	8.5	109	1243	10.6	17.2	119
DUCK FACTORY	N	5595	1851	7.6	33.1	110	476	7.5	8.5	109	481	7.6	8.6	111	894	7.7	16.0	111
DUKES OF HAZZARD	C	5768	1737	7.1	30.1	100	482	7.6	8.4	107	536	8.5	9.3	119	720	6.2	12.5	87
DYNASTY	A	20053	5845	24.1	29.1	97	1828	28.9	9.1	117	1296	20.6	6.5	83	2721	23.3	13.6	94
FACTS OF LIFE	N	8087	2726	11.2	33.7	112	630	10.0	7.8	100	791	12.6	9.8	126	1306	11.2	16.1	112
FALCON CREST	C	20046	5911	24.3	29.5	98	1468	23.2	7.3	94	1561	24.8	7.8	100	2881	24.7	14.4	100
FALL GUY	A	9084	2940	12.1	32.4	108	806	12.8	8.9	114	735	11.7	8.1	104	1399	12.0	15.4	107
FAMILY TIES	N	7964	2626	10.8	33.0	110	771	12.2	9.7	124	657	10.4	8.2	106	1198	10.3	15.0	104
FANTASY ISLAND	A	7687	2271	9.3	29.5	98	623	9.9	8.1	104	610	9.7	7.9	102	1039	8.9	13.5	94
FOULUPS,BLEEPS & BLUNDERS	A	8861	2662	11.0	30.0	100	759	12.0	8.6	110	714	11.3	8.1	104	1188	10.2	13.4	93
FOUR SEASONS	C	5095	1596	6.6	31.3	104	415	6.6	8.1	104	416	6.6	8.2	105	764	6.5	15.0	104
GIMME A BREAK	N	8838	2963	12.2	33.5	112	936	14.8	10.6	136	759	12.1	8.6	110	1268	10.9	14.3	99
HART TO HART	A	8978	2673	11.0	29.8	99	678	10.7	7.6	97	659	10.5	7.3	94	1335	11.4	14.9	103
HILL STREET BLUES	N	8590	2680	11.0	31.2	104	641	10.2	7.5	96	760	12.1	8.8	114	1278	10.9	14.9	103
HOTEL	A	14085	4435	18.3	31.5	105	1197	19.0	8.5	109	999	15.9	7.1	91	2240	19.2	15.9	110
JEFFERSONS	C	9360	3137	12.9	33.5	112	842	13.3	9.0	115	839	13.3	9.0	115	1457	12.5	15.6	108
JENNIFER SLEPT HERE	N	5841	2005	8.3	34.3	114	485	7.7	8.3	106	558	8.9	9.6	123	962	8.2	16.5	114
KATE & ALLIE	C	9206	2808	11.6	30.5	102	573	9.1	6.2	80	745	11.8	8.1	104	1489	12.7	16.2	112
KNIGHT RIDER	N	7076	2322	9.6	32.8	109	656	10.4	9.3	119	615	9.8	8.7	112	1052	9.0	14.9	103
LOVE BOAT	A	12219	3768	15.5	30.8	103	984	15.6	8.1	103	1047	16.6	8.6	110	1737	14.9	14.2	99
MAGNUM PI	C	11199	3549	14.6	31.7	106	853	13.5	7.6	98	998	15.8	8.9	115	1699	14.5	15.2	105
MAMA'S FAMILY	N	6057	2093	8.6	34.6	115	469	7.4	7.7	99	598	9.5	9.9	127	1025	8.8	16.9	117
MASTER, THE	N	3598	1231	5.1	34.2	114	366	5.8	10.2	130	307	4.9	8.5	110	558	4.8	15.5	108
MATT HOUSTON	A	6344	2126	8.8	33.5	112	559	8.9	8.8	113	457	7.3	7.2	93	1110	9.5	17.5	121
NBC MONDAY NIGHT MOVIE	N	11994	3571	14.7	29.8	99	1008	16.0	8.4	108	877	13.9	7.3	94	1687	14.4	14.1	98
NBC NIGHTLY NEWS	N	5132	1560	6.4	30.4	101	345	5.5	6.7	86	515	8.2	10.0	129	700	6.0	13.6	95
NBC NIGHTLY NEWS-SAT	N	3375	1030	4.2	30.5	102	325	5.1	9.6	123	*207	3.3	6.1	79	498	4.3	14.8	102
NBC NIGHTLY NEWS-SUN	N	3130	1043	4.3	33.3	111	352	5.6	11.2	144	*213	3.4	6.8	88	478	4.1	15.3	106
NBC SUNDAY NIGHT MOVIE	N	8284	2764	11.4	33.4	111	783	12.4	9.5	121	714	11.3	8.6	111	1266	10.8	15.3	106
NEWHART	C	9240	2787	11.5	30.2	101	628	9.9	6.8	87	669	10.6	7.2	93	1490	12.8	16.1	112
ONE DAY AT A TIME	C	7288	1989	8.2	27.3	91	486	7.7	6.7	86	552	8.8	7.6	97	950	8.1	13.0	90
PEOPLE ARE FUNNY	N	4855	1754	7.2	36.1	120	457	7.2	9.4	121	407	6.5	8.4	108	890	7.6	18.3	127
REAL PEOPLE	N	8869	2973	12.2	33.5	112	831	13.2	9.4	120	807	12.8	9.1	117	1335	11.4	15.1	104
REMINGTON STEELE	N	7743	2307	9.5	29.8	99	563	8.9	7.3	93	471	7.5	6.1	78	1273	10.9	16.4	114
RIPLEY'S BELIEVE IT - NOT	A	5345	1688	6.9	31.6	105	348	5.5	6.5	83	436	6.9	8.2	105	904	7.7	16.9	117
RIPTIDE	N	6988	2310	9.5	33.1	110	542	8.6	7.8	99	612	9.7	8.8	113	1156	9.9	16.5	115
SCARECROW & MRS. KING	C	10002	3076	12.7	30.8	103	821	13.0	8.2	105	838	13.3	8.4	108	1417	12.1	14.2	98
SIMON & SIMON	C	10638	3519	14.5	33.1	110	916	14.5	8.6	110	966	15.3	9.1	117	1637	14.0	15.4	107
60 MINUTES	C	13293	4164	17.1	31.3	104	1190	18.8	9.0	115	1155	18.3	8.7	112	1819	15.6	13.7	95
ST. ELSEWHERE	N	7017	2006	8.3	28.6	95	495	7.8	7.1	90	485	7.7	6.9	89	1025	8.8	14.6	101
THREE'S COMPANY	A	10917	3199	13.2	29.3	98	825	13.1	7.6	97	902	14.3	8.3	106	1471	12.6	13.5	93
T.J. HOOKER	A	9204	2881	11.9	31.3	104	763	12.1	8.3	106	832	13.2	9.0	116	1287	11.0	14.0	97
TONIGHT SHOW	N	2372	766	3.2	32.3	108	202	3.2	8.5	109	153	2.4	6.5	83	412	3.5	17.4	120
TRAPPER JOHN, M.D.	C	9846	3080	12.7	31.3	104	851	13.5	8.6	111	850	13.5	8.6	111	1380	11.8	14.0	97
TV BLOOPERS & PRAC. JOKES	N	9105	2740	11.3	30.1	100	663	10.5	7.3	93	782	12.4	8.6	110	1295	11.1	14.2	99
20/20	A	9387	2812	11.6	30.0	100	759	12.0	8.1	104	648	10.3	6.9	89	1405	12.0	15.0	104
WEBSTER	A	11067	3415	14.1	30.9	103	860	13.6	7.8	100	883	14.0	8.0	103	1672	14.3	15.1	105
WORLD NEWS - SUN	A	3062	1004	4.1	32.8	109	*200	3.2	6.5	84	280	4.4	9.1	118	524	4.5	17.1	119
YELLOW ROSE	N	4978	1665	6.9	33.4	111	437	6.9	8.8	113	448	7.1	9.0	116	779	6.7	15.6	109
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	2860	11.8	32.2	107	1006	15.9	11.3	145	741	11.8	8.3	107	1113	9.5	12.5	87
BASKETBALL - COLLEGE GAMES		4080	1538	6.3	37.7	126	538	8.5	13.2	169	*318	5.0	7.8	100	682	5.8	16.7	116
BASKETBALL - PRO GAMES		3607	1585	6.5	43.9	146	506	8.0	14.0	180	*479	7.6	13.3	171	600	5.1	16.6	115
BOWLING		3883	1719	7.1	44.3	148	574	9.1	14.8	190	*577	9.2	14.9	191	567	4.9	14.6	101
BOXING		3928	1482	6.1	37.7	126	*517	8.2	13.2	169	*344	5.5	8.8	113	620	5.3	15.8	109
FOOTBALL - COLLEGE GAMES		6366	2322	9.6	36.5	122	851	13.5	13.4	171	*497	7.9	7.8	100	974	8.3	15.3	106
FOOTBALL - PRO GAMES		11300	3798	15.6	33.6	112	1187	18.8	10.5	135	831	13.2	7.4	95	1780	15.2	15.8	109
GOLF		3378	1414	5.8	41.9	140	*411	6.5	12.2	156	*330	5.2	9.8	126	672	5.8	19.9	138
POST-SEASON COLL. FOOTBALL		4906	1809	7.4	36.9	123	533	8.4	10.9	139	*422	6.7	8.6	111	854	7.3	17.4	121
POST-SEASON PRO FOOTBALL		6120	1871	7.7	30.6	102	465	7.4	7.6	97	*469	7.4	7.7	99	936	8.0	15.3	106
TENNIS		3033	1003	4.1	33.1	110	*374	5.9	12.3	158	*271	4.3	8.9	115	*359	3.1	11.8	82
WRESTLING - PROFESSIONAL		3344	1316	5.4	39.4	131	536	8.5	16.0	206	*347	5.5	10.4	133	*433	3.7	12.9	90

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NON-DAIRY CREAM SUBSTITUTES (TO PUT IN COFFEE OR ON CEREAL): BRANDS
(FEMALE HOMEMAKERS)

0496
P-19

	TOTAL U.S. '000	BORDENS CREMORA A '000	B % DOWN	C % ACROSS	D INDX	COFFEE MATE A '000	B % DOWN	C % ACROSS	D INDX	COFFEE RICH A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	7737	100.0	9.6	100	14532	100.0	17.9	100	3124	100.0	3.9	100				
18 - 24	9282	*473	6.1	5.1	53	1233	8.5	13.3	74	**135	4.3	1.5	38				
25 - 34	19072	1574	20.3	8.3	86	3199	22.0	16.8	93	522	16.7	2.7	71				
35 - 44	14591	1536	19.9	10.5	110	2669	18.4	18.3	102	591	18.9	4.1	105				
45 - 54	11345	1350	17.4	11.9	125	2331	16.0	20.5	115	*483	15.5	4.3	110				
55 - 64	11635	1199	15.5	10.3	108	2306	15.9	19.8	110	476	15.2	4.1	106				
65 OR OLDER	15061	1606	20.8	10.7	112	2795	19.2	18.6	103	916	29.3	6.1	158				
18 - 34	28354	2047	26.5	7.2	76	4431	30.5	15.6	87	657	21.0	2.3	60				
18 - 49	48339	4208	54.4	8.7	91	8276	57.0	17.1	95	1495	47.9	3.1	80				
25 - 54	45008	4460	57.6	9.9	104	8198	56.4	18.2	102	1597	51.1	3.5	92				
35 - 49	19985	2161	27.9	10.8	113	3844	26.5	19.2	107	838	26.8	4.2	109				
50 OR OLDER	32647	3529	45.6	10.8	113	6256	43.0	19.2	107	1629	52.1	5.0	129				
GRADUATED COLLEGE	11155	1194	15.4	10.7	112	1741	12.0	15.6	87	*469	15.0	4.2	109				
ATTENDED COLLEGE	13682	1455	18.8	10.6	111	2354	16.2	17.2	96	543	17.4	4.0	103				
GRADUATED HIGH SCHOOL	33880	3317	42.9	9.8	102	6156	42.4	18.2	101	1234	39.5	3.6	94				
DID NOT GRADUATE HIGH SCHOOL	22270	1771	22.9	8.0	83	4280	29.5	19.2	107	878	28.1	3.9	102				
EMPLOYED	40306	4071	52.6	10.1	106	6741	46.4	16.7	93	1560	49.9	3.9	100				
EMPLOYED FULL-TIME	32850	3436	44.4	10.5	109	5604	38.6	17.1	95	1266	40.5	3.9	100				
EMPLOYED PART-TIME	7456	635	8.2	8.5	89	1137	7.8	15.2	85	*295	9.4	4.0	103				
NOT EMPLOYED	40680	3666	47.4	9.0	94	7791	53.6	19.2	107	1563	50.0	3.8	100				
PROFESSIONAL/MANAGER	10392	1240	16.0	11.9	125	1594	11.0	15.3	85	**296	9.5	2.8	74				
TECH/CLERICAL/SALES	17574	1792	23.2	10.2	107	3088	21.2	17.6	98	730	23.4	4.2	108				
PRECISION/CRAFT	985	**86	1.1	8.7	91	**80	0.6	8.1	45	**58	1.9	5.9	153				
OTHER EMPLOYED	11354	953	12.3	8.4	88	1979	13.6	17.4	97	477	15.3	4.2	109				
SINGLE	9863	582	7.5	5.9	62	1372	9.4	13.9	78	*266	8.5	2.7	70				
MARRIED	51375	5000	64.6	9.7	102	9399	64.7	18.3	102	1926	61.7	3.7	97				
DIVORCED/SEPARATED/WIDOWED	19748	2155	27.9	10.9	114	3761	25.9	19.0	106	932	29.8	4.7	122				
PARENTS	32590	2644	34.2	8.1	85	5675	39.1	17.4	97	1068	34.2	3.3	85				
WHITE	70416	6833	88.3	9.7	102	12091	83.2	17.2	96	2708	86.7	3.8	100				
BLACK	8778	792	10.2	9.0	94	2026	13.9	23.1	129	*398	12.7	4.5	118				
OTHER	1791	**112	1.4	6.3	65	**415	2.9	23.2	129	**18	0.6	1.0	26				
NORTHEAST-CENSUS	17786	1751	22.6	9.8	103	2367	16.3	13.3	74	1031	33.0	5.8	150				
NORTH CENTRAL	20741	1772	22.9	8.5	89	3951	27.2	19.0	106	980	31.4	4.7	122				
SOUTH	27775	2841	36.7	10.2	107	5919	40.7	21.3	119	796	25.5	2.9	74				
WEST	14683	1373	17.7	9.4	98	2294	15.8	15.6	87	*317	10.1	2.2	56				
NORTHEAST-MKTG.	17961	1573	20.3	8.8	92	2126	14.6	11.8	66	1109	35.5	6.2	160				
EAST CENTRAL	11885	1340	17.3	11.3	118	2446	16.8	20.6	115	485	15.5	4.1	106				
WEST CENTRAL	14090	971	12.6	6.9	72	2557	17.6	18.1	101	639	20.5	4.5	118				
SOUTH	24081	2531	32.7	10.5	110	5322	36.6	22.1	123	614	19.7	2.5	66				
PACIFIC	12969	1322	17.1	10.2	107	2081	14.3	16.0	89	**276	8.8	2.1	55				
COUNTY SIZE A	32439	2887	37.3	8.9	93	5099	35.1	15.7	88	1420	45.5	4.4	113				
COUNTY SIZE B	24915	2641	34.1	10.6	111	4604	31.7	18.5	103	920	29.4	3.7	96				
COUNTY SIZE C	12930	1472	19.0	11.4	119	2470	17.0	19.1	106	*348	11.1	2.7	70				
COUNTY SIZE D	10703	738	9.5	6.9	72	2359	16.2	22.0	123	*436	14.0	4.1	106				
METRO CENTRAL CITY	24518	2274	29.4	9.3	97	4112	28.3	16.8	93	784	25.1	3.2	83				
METRO SUBURBAN	35919	3854	49.8	10.7	112	6269	43.1	17.5	97	1645	52.7	4.6	119				
NON METRO	20549	1609	20.8	7.8	82	4151	28.6	20.2	113	695	22.2	3.4	88				
TOP 5 ADI'S	18341	1668	21.6	9.1	95	2934	20.2	16.0	89	896	28.7	4.9	127				
TOP 10 ADI'S	25378	2187	28.3	8.6	90	3891	26.8	15.3	85	1220	39.1	4.8	125				
TOP 20 ADI'S	36488	3473	44.9	9.5	100	5894	40.6	16.2	90	1578	50.5	4.3	112				
HSHLD INC. $50,000 OR MORE	6612	*671	8.7	10.1	106	1023	7.0	15.5	86	**246	7.9	3.7	96				
$40,000 OR MORE	12659	1228	15.9	9.7	102	2079	14.3	16.4	92	*501	16.0	4.0	103				
$30,000 OR MORE	24698	2582	33.4	10.5	109	4222	29.1	17.1	95	934	29.9	3.8	98				
$25,000 OR MORE	32077	3465	44.8	10.8	113	5814	40.0	18.1	101	1361	43.6	4.2	110				
$20,000 - $24,999	9144	723	9.3	7.9	83	1365	9.4	14.9	83	*273	8.7	3.0	77				
$15,000 - $19,999	8728	784	10.1	9.0	94	1435	9.9	16.4	92	*302	9.7	3.5	90				
$10,000 - $14,999	12562	1189	15.4	9.5	99	2421	16.7	19.3	107	573	18.3	4.6	118				
UNDER $10,000	18475	1576	20.4	8.5	89	3497	24.1	18.9	105	615	19.7	3.3	86				
HOUSEHOLD OF 1 PERSON	11987	1199	15.5	10.0	105	1915	13.2	16.0	89	573	18.3	4.8	124				
2 PEOPLE	26577	2837	36.7	10.7	112	4906	33.8	18.5	103	1263	40.4	4.8	123				
3 OR 4 PEOPLE	30617	2935	37.9	9.6	100	5222	35.9	17.1	95	896	28.7	2.9	76				
5 OR MORE PEOPLE	11804	767	9.9	6.5	68	2489	17.1	21.1	118	*392	12.5	3.3	86				
NO CHILD IN HSHLD	46165	4916	63.5	10.6	111	8450	58.1	18.3	102	2005	64.2	4.3	113				
CHILD(REN) UNDER 2 YRS	5325	**177	2.3	3.3	35	691	4.8	13.0	72	**78	2.5	1.5	38				
2 - 5 YEARS	14221	873	11.3	6.1	64	2413	16.6	17.0	95	*326	10.4	2.3	59				
6 - 11 YEARS	15117	1090	14.1	7.2	75	2872	19.8	19.0	106	*500	16.0	3.3	86				
12 - 17 YEARS	16611	1638	21.2	9.9	103	3214	22.1	19.3	108	503	16.1	3.0	79				
RESIDENCE OWNED	55884	5639	72.9	10.1	106	10553	72.6	18.9	105	2357	75.4	4.2	109				
VALUE: $50,000 OR MORE	31744	3211	41.5	10.1	106	5301	36.5	16.7	93	1428	45.7	4.5	117				
VALUE: UNDER $50,000	24140	2428	31.4	10.1	105	5252	36.1	21.8	121	929	29.7	3.8	100				

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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NON-DAIRY CREAM SUBSTITUTES (TO PUT IN COFFEE OR ON CEREAL): BRANDS
(FEMALE HOMEMAKERS)

0497
P-19

		TOTAL U.S. '000	BORDENS CREMORA A '000	B % DOWN	C % ACROSS	D INDX	COFFEE MATE A '000	B % DOWN	C % ACROSS	D INDX	COFFEE RICH A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	7737	100.0	9.6	100	14532	100.0	17.9	100	3124	100.0	3.9	100				
MAGAZINES	QUINTILE 1	15799	1716	22.2	10.9	114	3159	21.7	20.0	111	749	24.0	4.7	123				
	QUINTILE 2	17259	2165	28.0	12.5	131	3038	20.9	17.6	98	729	23.3	4.2	109				
	QUINTILE 3	13545	1237	16.0	9.1	96	2312	15.9	17.1	95	*502	16.1	3.7	96				
	QUINTILE 4	15133	1220	15.8	8.1	84	2598	17.9	17.2	96	494	15.8	3.3	85				
	QUINTILE 5	19250	1399	18.1	7.3	76	3424	23.6	17.8	99	650	20.8	3.4	88				
NEWSPAPERS	QUINTILE 1	12413	1298	16.8	10.5	109	2146	14.8	17.3	96	684	21.9	5.5	143				
	QUINTILE 2	24116	2672	34.5	11.1	116	4618	31.8	19.1	107	1015	32.5	4.2	109				
	QUINTILE 3	11261	1199	15.5	10.6	111	2055	14.1	18.2	102	*448	14.3	4.0	103				
	QUINTILE 4	20255	1636	21.1	8.1	85	3224	22.2	15.9	89	664	21.3	3.3	85				
	QUINTILE 5	12940	932	12.0	7.2	75	2488	17.1	19.2	107	*313	10.0	2.4	63				
OUTDOOR	QUINTILE 1	14852	1545	20.0	10.4	109	2403	16.5	16.2	90	503	16.1	3.4	88				
	QUINTILE 2	15725	1677	21.7	10.7	112	2610	18.0	16.6	92	495	15.8	3.1	82				
	QUINTILE 3	16330	1494	19.3	9.1	96	2855	19.6	17.5	97	832	26.6	5.1	132				
	QUINTILE 4	16744	1564	20.2	9.3	98	3505	24.1	20.9	117	581	18.6	3.5	90				
	QUINTILE 5	17334	1457	18.8	8.4	88	3159	21.7	18.2	102	714	22.9	4.1	107				
RADIO-DRIVE TIME	QUINTILE 1	15911	1678	21.7	10.5	110	3009	20.7	18.9	105	648	20.7	4.1	106				
	QUINTILE 2	14837	1546	20.0	10.4	109	2786	19.2	18.8	105	526	16.8	3.5	92				
	QUINTILE 3	15339	1515	19.6	9.9	103	2560	17.6	16.7	93	512	16.4	3.3	87				
	QUINTILE 4	16723	1562	20.2	9.3	98	3008	20.7	18.0	100	688	22.0	4.1	107				
	QUINTILE 5	18176	1435	18.5	7.9	83	3169	21.8	17.4	97	749	24.0	4.1	107				
RADIO-MID-DAY	TERCILE 1	21020	2024	26.2	9.6	101	3679	25.3	17.5	98	722	23.1	3.4	89				
	TERCILE 2	21610	2154	27.8	10.0	104	4169	28.7	19.3	108	932	29.8	4.3	112				
	TERCILE 3	38355	3559	46.0	9.3	97	6684	46.0	17.4	97	1470	47.1	3.8	99				
RADIO-TOTAL	QUINTILE 1	15988	1754	22.7	11.0	115	2900	20.0	18.1	101	589	18.9	3.7	96				
	QUINTILE 2	15626	1401	18.1	9.0	94	2885	19.9	18.5	103	601	19.2	3.8	100				
	QUINTILE 3	16723	1743	22.5	10.4	109	3040	20.9	18.2	101	565	18.1	3.4	88				
	QUINTILE 4	16342	1542	19.9	9.4	99	2810	19.3	17.2	96	803	25.7	4.9	127				
	QUINTILE 5	16306	1298	16.8	8.0	83	2898	19.9	17.8	99	566	18.1	3.5	90				
TV-PRIME TIME	QUINTILE 1	15953	1683	21.8	10.5	110	3015	20.7	18.9	105	753	24.1	4.7	122				
	QUINTILE 2	16137	1665	21.5	10.3	108	3129	21.5	19.4	108	638	20.4	4.0	102				
	QUINTILE 3	16420	1490	19.3	9.1	95	2917	20.1	17.8	99	627	20.1	3.8	99				
	QUINTILE 4	16687	1420	18.4	8.5	89	2910	20.0	17.4	97	605	19.4	3.6	94				
	QUINTILE 5	15789	1478	19.1	9.4	98	2561	17.6	16.2	90	502	16.1	3.2	82				
TV-DAYTIME	TERCILE 1	27736	2769	35.8	10.0	105	5833	40.1	21.0	117	1031	33.0	3.7	96				
	TERCILE 2	26489	2237	28.9	8.4	88	4327	29.8	16.3	91	981	31.4	3.7	96				
	TERCILE 3	26761	2732	35.3	10.2	107	4371	30.1	16.3	91	1112	35.6	4.2	108				
TV-TOTAL	QUINTILE 1	16345	1724	22.3	10.5	110	3372	23.2	20.6	115	594	19.0	3.6	94				
	QUINTILE 2	16447	1634	21.1	9.9	104	3173	21.8	19.3	108	711	22.8	4.3	112				
	QUINTILE 3	15980	1373	17.7	8.6	90	3027	20.8	18.9	106	720	23.0	4.5	117				
	QUINTILE 4	15887	1314	17.0	8.3	87	2512	17.3	15.8	88	642	20.6	4.0	105				
	QUINTILE 5	16326	1692	21.9	10.4	108	2448	16.8	15.0	84	457	14.6	2.8	73				
MAGAZINES-NEWSPAPERS: DUAL		20721	2643	34.2	12.8	134	3991	27.5	19.3	107	1057	33.8	5.1	132				
MAGAZINE IMPERATIVE		19186	1826	23.6	9.5	100	3387	23.3	17.7	98	704	22.5	3.7	95				
NEWSPAPER IMPERATIVE		21899	1890	24.4	8.6	90	3914	26.9	17.9	100	900	28.8	4.1	107				
MAGAZINES-OUTDOOR: DUAL		15451	1763	22.8	11.4	119	2596	17.9	16.8	94	600	19.2	3.9	101				
MAGAZINE IMPERATIVE		25953	2775	35.9	10.7	112	5167	35.6	19.9	111	1241	39.7	4.8	124				
OUTDOOR IMPERATIVE		24400	2183	28.2	8.9	94	3948	27.2	16.2	90	783	25.1	3.2	83				
MAGAZINES-RADIO: DUAL		18049	1891	24.4	10.5	110	3264	22.5	18.1	101	711	22.8	3.9	102				
MAGAZINE IMPERATIVE		23571	2665	34.4	11.3	118	4275	29.4	18.1	101	1048	33.5	4.4	115				
RADIO IMPERATIVE		22278	2116	27.3	9.1	95	4153	28.6	17.8	99	682	21.8	2.9	76				
MAGAZINES-TELEVISION: DUAL		15459	1871	24.2	12.1	127	3064	21.1	19.8	110	707	22.6	4.6	119				
MAGAZINE IMPERATIVE		25829	2716	35.1	10.5	110	4335	29.8	16.8	94	1103	35.3	4.3	111				
TELEVISION IMPERATIVE		26039	2132	27.6	8.2	86	5086	35.0	19.5	109	948	30.3	3.6	94				
NEWSPAPERS-OUTDOOR: DUAL		16605	1925	24.9	11.6	121	2855	19.6	17.2	96	743	23.8	4.5	116				
NEWSPAPER IMPERATIVE		26834	2755	35.6	10.3	107	5118	35.2	19.1	106	1289	41.3	4.8	125				
OUTDOOR IMPERATIVE		23346	2141	27.7	9.2	96	3845	26.5	16.5	92	677	21.7	2.9	75				
NEWSPAPERS-RADIO: DUAL		17133	2033	26.3	11.9	124	3237	22.3	18.9	105	764	24.5	4.5	116				
NEWSPAPER IMPERATIVE		25892	2695	34.8	10.4	109	4588	31.6	17.7	99	1169	37.4	4.5	117				
RADIO IMPERATIVE		23167	2054	26.5	8.9	93	4100	28.2	17.7	99	707	22.6	3.1	79				
NEWSPAPERS-TELEVISION: DUAL		17159	2127	27.5	12.4	130	3604	24.8	21.0	117	823	26.3	4.8	124				
NEWSPAPER IMPERATIVE		26214	2653	34.3	10.1	106	4260	29.3	16.3	91	1153	36.9	4.4	114				
TELEVISION IMPERATIVE		23412	1859	24.0	7.9	83	4435	30.5	18.9	106	752	24.1	3.2	83				
OUTDOOR-RADIO: DUAL		15303	1948	25.2	12.7	133	2816	19.4	18.4	103	576	18.4	3.8	98				
OUTDOOR IMPERATIVE		24901	2288	29.6	9.2	96	3908	26.9	15.7	87	925	29.6	3.7	96				
RADIO IMPERATIVE		26492	2288	29.6	8.6	90	4969	34.2	18.8	105	1007	32.2	3.8	99				
OUTDOOR-TELEVISION: DUAL		14794	1511	19.5	10.2	107	2706	18.6	18.3	102	474	15.2	3.2	83				
OUTDOOR IMPERATIVE		25437	2518	32.5	9.9	104	3933	27.1	15.5	86	1029	32.9	4.0	105				
TELEVISION IMPERATIVE		27877	2741	35.4	9.8	103	5803	39.9	20.8	116	1237	39.6	4.4	115				
RADIO-TELEVISION: DUAL		15996	1740	22.5	10.9	114	3296	22.7	20.6	115	634	20.3	4.0	103				
RADIO IMPERATIVE		25478	2438	31.5	9.6	100	4232	29.1	16.6	93	883	28.3	3.5	90				
TELEVISION IMPERATIVE		26573	2540	32.8	9.6	100	5032	34.6	18.9	106	1114	35.7	4.2	109				

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NON-DAIRY CREAM SUBSTITUTES (TO PUT IN COFFEE OR ON CEREAL): BRANDS
(FEMALE HOMEMAKERS)

0498
P-19

	TOTAL U.S. '000	BORDENS CREMORA A '000	B % DOWN	C % ACROSS	D INDX	COFFEE MATE A '000	B % DOWN	C % ACROSS	D INDX	COFFEE RICH A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	7737	100.0	9.6	100	14532	100.0	17.9	100	3124	100.0	3.9	100				
ATLANTIC MONTHLY	415	**24	0.3	5.8	61	**35	0.2	8.4	47	**13	0.4	3.1	81				
BARRON'S	453	**62	0.8	13.7	143	**36	0.2	7.9	44	**5	0.2	1.1	29				
BETTER HOMES & GARDENS	16256	1810	23.4	11.1	117	3236	22.3	19.9	111	708	22.7	4.4	113				
BON APPETIT	2535	275	3.6	10.8	114	452	3.1	17.8	99	*145	4.6	5.7	148				
BUSINESS WEEK	1278	**106	1.4	8.3	87	*215	1.5	16.8	94	**35	1.1	2.7	71				
CAR AND DRIVER	378	**34	0.4	9.0	94	**44	0.3	11.6	65	**11	0.4	2.9	75				
CBS MAGAZINE NETHORK (GROSS)	1498	*236	3.1	15.8	165	301	2.1	20.1	112	**50	1.6	3.3	87				
CHANGING TIMES	1505	*200	2.6	13.3	139	283	1.9	18.8	105	**52	1.7	3.5	90				
COLONIAL HOMES	1231	*104	1.3	8.4	88	242	1.7	19.7	110	**31	1.0	2.5	65				
CONDE NAST MAG. PKG. (GROSS)	14146	1191	15.4	8.4	88	2394	16.5	16.9	94	375	12.0	2.7	69				
CONSUMERS DIGEST	1323	*154	2.0	11.6	122	247	1.7	18.7	104	**59	1.9	4.5	116				
COSMOPOLITAN	7102	742	9.6	10.4	109	1199	8.3	16.9	94	187	6.0	2.6	68				
COUNTRY LIVING	2481	*204	2.6	8.2	86	480	3.3	19.3	108	**106	3.4	4.3	111				
CUISINE	1472	**86	1.1	5.8	61	286	2.0	19.4	108	**82	2.6	5.6	144				
CYCLE WORLD	425	**67	0.9	15.8	165	**61	0.4	14.4	80	**16	0.5	3.8	98				
DCI:CREATIVE IDEAS FOR LIV	2510	*313	4.0	12.5	131	696	4.8	27.7	155	**60	1.9	2.4	62				
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	992	12.8	14.8	155	1627	11.2	24.3	135	*196	6.3	2.9	76				
DISCOVER	894	**85	1.1	9.5	100	**79	0.5	8.8	49	**17	0.5	1.9	49				
EBONY	3507	312	4.0	8.9	93	771	5.3	22.0	123	*135	4.3	3.8	100				
ESQUIRE	1083	**118	1.5	10.9	114	*168	1.2	15.5	86	**26	0.8	2.4	62				
ESSENCE	1830	*195	2.5	10.7	112	466	3.2	25.5	142	**76	2.4	4.2	108				
FAMILY CIRCLE	15930	1645	21.3	10.3	108	2972	20.5	18.7	104	838	26.8	5.3	136				
THE FAMILY HANDYMAN	1126	**135	1.7	12.0	125	*248	1.7	22.0	123	**19	0.6	1.7	44				
FAMILY WEEKLY	11468	1327	17.2	11.6	121	2244	15.4	19.6	109	388	12.4	3.4	88				
FIELD & STREAM	2234	*304	3.9	13.6	142	602	4.1	26.9	150	**64	2.0	2.9	74				
FOOD & WINE	579	**56	0.7	9.7	101	*162	1.1	28.0	156	**24	0.8	4.1	107				
FORBES	728	**103	1.3	14.1	148	**92	0.6	12.6	70	**38	1.2	5.2	135				
FORTUNE	906	**96	1.2	10.6	111	*124	0.9	13.7	76	**20	0.6	2.2	57				
GENTLEMEN'S QUARTERLY	791	**57	0.7	7.2	75	*102	0.7	12.9	72	**3	0.1	0.4	10				
GLAMOUR	5265	416	5.4	7.9	83	903	6.2	17.2	96	*125	4.0	2.4	62				
GOLF DIGEST	636	**38	0.5	6.0	63	**123	0.8	19.3	108	**6	0.2	0.9	24				
GOLF DIGEST/TENNIS (GROSS)	1186	**88	1.1	7.4	78	*177	1.2	14.9	83	**22	0.7	1.9	48				
GOLF MAGAZINE	441	**44	0.6	10.0	104	**82	0.6	18.6	104	**20	0.6	4.5	118				
GOLF MAGAZINE/SKI (GROSS)	922	**83	1.1	9.0	94	**150	1.0	16.3	91	**41	1.3	4.4	115				
GOOD HOUSEKEEPING	16487	1754	22.7	10.6	111	2833	19.5	17.2	96	659	21.1	4.0	104				
HARPER'S BAZAAR	2423	*217	2.8	9.0	94	314	2.2	13.0	72	**59	1.9	2.4	63				
HEALTH	1994	357	4.6	17.9	187	493	3.4	24.7	138	**80	2.6	4.0	104				
HEARST MAG CORP. BUY (GROSS)	44101	4475	57.8	10.1	106	7721	53.1	17.5	98	1601	51.2	3.6	94				
HEARST MAN POWER (GROSS)	1993	*257	3.3	12.9	135	386	2.7	19.4	108	**98	3.1	4.9	127				
HEARST WOMAN POWER (GROSS)	31274	3216	41.6	10.3	108	5501	37.9	17.6	98	1176	37.6	3.8	97				
HOUSE BEAUTIFUL	3623	401	5.2	11.1	116	645	4.4	17.8	99	*103	3.3	2.8	74				
INC.	283	**38	0.5	13.4	141	**16	0.1	5.7	32	**8	0.3	2.8	73				
JET	2928	291	3.8	9.9	104	654	4.5	22.3	124	*158	5.1	5.4	140				
LADIES' HOME JOURNAL	11918	1455	18.8	12.2	128	2226	15.3	18.7	104	573	18.3	4.8	125				
LHJ FAMILY GRP COMBO(GROSS)	16764	2123	27.4	12.7	133	3293	22.7	19.6	109	739	23.7	4.4	114				
LIFE	4254	367	4.7	8.6	90	721	5.0	16.9	94	*146	4.7	3.4	89				
L.A. TIMES HOME MAGAZINE	1145	*209	2.7	18.3	191	*209	1.4	18.3	102	**26	0.8	2.3	59				
MADEMOISELLE	2884	357	4.6	12.4	130	533	3.7	18.5	103	**57	1.8	2.0	51				
MC CALL'S	13460	1749	22.6	13.0	136	2460	16.9	18.3	102	530	17.0	3.9	102				
MC CALL'S/WRK MOTHER (GROSS)	14606	1919	24.8	13.1	138	2681	18.4	18.4	102	627	20.1	4.3	111				
MECHANIX ILLUSTRATED	772	**149	1.9	19.3	202	*152	1.0	19.7	110	**60	1.9	7.8	201				
METROPOLITAN HOME	967	*124	1.6	12.8	134	*124	0.9	12.8	71	**10	0.3	1.0	27				
MONEY	1588	*321	4.1	20.2	212	319	2.2	20.1	112	**92	2.9	5.8	150				
MOTHER EARTH NEWS	1002	**80	1.0	8.0	84	*207	1.4	20.7	115	**25	0.8	2.5	65				
MS.	825	**61	0.8	7.4	77	*195	1.3	23.6	132	**20	0.6	2.4	63				
NATIONAL ENQUIRER	10336	1157	15.0	11.2	117	2228	15.3	21.6	120	461	14.8	4.5	116				
NATIONAL GEOGRAPHIC	9597	1004	13.0	10.5	110	1671	11.5	17.4	97	477	15.3	5.0	129				
NATIONAL SUNDAY MAGAZINE PKG	49558	5324	68.8	10.7	112	8854	60.9	17.9	100	2184	69.9	4.4	114				
NATURAL HISTORY	573	**90	1.2	15.7	164	**40	0.3	7.0	39	**12	0.4	2.1	54				
NEW WOMAN	1699	*197	2.5	11.6	121	288	2.0	17.0	94	**96	3.1	5.7	146				
NEW YORK INCLUDING CUE	443	**21	0.3	4.7	50	**54	0.4	12.2	68	**7	0.2	1.6	41				
THE NEW YORKER	1270	**80	1.0	6.3	66	*219	1.5	17.2	96	**66	2.1	5.2	135				
NEWSWEEK	6277	663	8.6	10.6	111	983	6.8	15.7	87	*198	6.3	3.2	82				
THE N.Y. TIMES DAILY EDITION	1205	**139	1.8	11.5	121	*149	1.0	12.4	69	**99	3.2	8.2	213				
THE N.Y. TIMES MAGAZINE	2081	*196	2.5	9.4	99	*204	1.4	9.8	55	*101	3.2	4.9	126				
OMNI	788	**96	1.2	12.2	128	**112	0.8	14.2	79	**24	0.8	3.0	79				
ON CABLE	1158	**61	0.8	5.3	55	*126	0.9	10.9	61	**14	0.4	1.2	31				
1001 HOME IDEAS	2852	311	4.0	10.9	114	574	3.9	20.1	112	**86	2.8	3.0	78				
ORGANIC GARDENING	1658	*170	2.2	10.3	107	322	2.2	19.4	108	**70	2.2	4.2	109				
OUTDOOR LIFE	896	**88	1.1	9.8	103	*212	1.5	23.7	132	**11	0.4	1.2	32				
PARADE MAGAZINE	24275	2884	37.3	11.9	124	4366	30.0	18.0	100	1257	40.2	5.2	134				

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NON-DAIRY CREAM SUBSTITUTES (TO PUT IN COFFEE OR ON CEREAL): BRANDS
(FEMALE HOMEMAKERS)

0499
P-19

	TOTAL U.S. '000	BORDENS CREMORA A '000	B % DOWN	C % ACROSS	D INDX	COFFEE MATE A '000	B % DOWN	C % ACROSS	D INDX	COFFEE RICH A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	7737	100.0	9.6	100	14532	100.0	17.9	100	3124	100.0	3.9	100				
PARENTS	3845	*216	2.8	5.6	59	682	4.7	17.7	99	*149	4.8	3.9	100				
PENTHOUSE	831	**57	0.7	6.9	72	**173	1.2	20.8	116	**25	0.8	3.0	78				
PEOPLE	11645	1244	16.1	10.7	112	2176	15.0	18.7	104	454	14.5	3.9	101				
PLAYBOY	2006	*218	2.8	10.9	114	255	1.8	12.7	71	**86	2.8	4.3	111				
POPULAR HOT RODDING	297	**24	0.3	8.1	85	**60	0.4	20.2	113	**6	0.2	2.0	52				
POPULAR MECHANICS	1018	**194	2.5	19.1	199	*232	1.6	22.8	127	**76	2.4	7.5	194				
POPULAR SCIENCE	878	**104	1.3	11.8	124	*159	1.1	18.1	101	**21	0.7	2.4	62				
PREVENTION	3913	510	6.6	13.0	136	824	5.7	21.1	117	*197	6.3	5.0	131				
PSYCHOLOGY TODAY	1710	*196	2.5	11.5	120	280	1.9	16.4	91	**39	1.2	2.3	59				
READER'S DIGEST	22204	2504	32.4	11.3	118	4202	28.9	18.9	105	857	27.4	3.9	100				
REDBOOK	7684	721	9.3	9.4	98	1469	10.1	19.1	107	329	10.5	4.3	111				
ROAD & TRACK	410	**91	1.2	22.2	232	**69	0.5	16.8	94	**9	0.3	2.2	57				
ROLLING STONE	969	**109	1.4	11.2	118	*207	1.4	21.4	119	**68	2.2	7.0	182				
RUNNER'S WORLD	298	**66	0.9	22.1	232	**69	0.5	23.2	129	**10	0.3	3.4	87				
SATURDAY EVENING POST	1169	**101	1.3	8.6	90	*200	1.4	17.1	95	**48	1.5	4.1	106				
SCIENCE 84	587	**88	1.1	15.0	157	**86	0.6	14.7	82	**10	0.3	1.7	44				
SCIENCE DIGEST	482	**41	0.5	8.5	89	**61	0.4	12.7	71	**6	0.2	1.2	32				
SCIENTIFIC AMERICAN	594	**50	0.6	8.4	88	**92	0.6	15.5	86	**7	0.2	1.2	31				
SELF	2089	*129	1.7	6.2	65	383	2.6	18.3	102	**56	1.8	2.7	69				
SEVENTEEN	2411	*174	2.2	7.2	76	395	2.7	16.4	91	**60	1.9	2.5	65				
SKI	480	**39	0.5	8.1	85	**68	0.5	14.2	79	**21	0.7	4.4	113				
SMITHSONIAN	2760	*219	2.8	7.9	83	385	2.6	13.9	78	*153	4.9	5.5	144				
SOAP OPERA DIGEST	3013	328	4.2	10.9	114	698	4.8	23.2	129	**72	2.3	2.4	62				
SOUTHERN LIVING	4184	678	8.8	16.2	170	931	6.4	22.3	124	*136	4.4	3.3	84				
SPORT	559	**52	0.7	9.3	97	**89	0.6	15.9	89	**15	0.5	2.7	70				
THE SPORTING NEWS	436	**20	0.3	4.6	48	**74	0.5	17.0	95	**8	0.3	1.8	48				
SPORTS AFIELD	493	**23	0.3	4.7	49	**93	0.6	18.9	105	**16	0.5	3.2	84				
SPORTS ILLUSTRATED	2758	*255	3.3	9.2	97	435	3.0	15.8	88	*95	3.0	3.4	89				
STAR	7456	912	11.8	12.2	128	1690	11.6	22.7	126	418	13.4	5.6	145				
SUNDAY	24936	2487	32.1	10.0	104	4067	28.0	16.3	91	1115	35.7	4.5	116				
SUNSET	2124	*229	3.0	10.8	113	464	3.2	21.8	122	**171	5.5	8.1	209				
TV GUIDE	21661	2249	29.1	10.4	109	4225	29.1	19.5	109	986	31.6	4.6	118				
TENNIS	550	**50	0.6	9.1	95	**54	0.4	9.8	55	**16	0.5	2.9	75				
TIME	8880	957	12.4	10.8	113	1499	10.3	16.9	94	467	14.9	5.3	136				
TOWN & COUNTRY	917	**73	0.9	8.0	83	*117	0.8	12.8	71	**26	0.8	2.8	74				
TRAVEL & LEISURE	972	**99	1.3	10.2	107	*189	1.3	19.4	108	**40	1.3	4.1	107				
TRUE STORY	3356	*234	3.0	7.0	73	824	5.7	24.6	137	*126	4.0	3.8	97				
U.S.NEWS & WORLD REPORT	3410	401	5.2	11.8	123	747	5.1	21.9	122	*132	4.2	3.9	100				
USA TODAY	1759	286	3.7	16.3	170	340	2.3	19.3	108	**90	2.9	5.1	133				
US	1873	*250	3.2	13.3	140	336	2.3	17.9	100	**60	1.9	3.2	83				
VOGUE	3909	290	3.7	7.4	78	575	4.0	14.7	82	*136	4.4	3.5	90				
WALL STREET JOURNAL	1886	*238	3.1	12.6	132	329	2.3	17.4	97	**103	3.3	5.5	142				
WEIGHT WATCHERS	2120	260	3.4	12.3	128	411	2.8	19.4	108	**57	1.8	2.7	70				
WOMAN'S DAY	14172	1501	19.4	10.6	111	2782	19.1	19.6	109	690	22.1	4.9	126				
WORKING MOTHER	1146	**171	2.2	14.9	156	*221	1.5	19.3	107	**96	3.1	8.4	217				
WORKING WOMAN	1322	*218	2.8	16.5	173	254	1.7	19.2	107	**66	2.1	5.0	129				
WORLD TENNIS	*163	**2	0.0	1.2	13	**25	0.2	15.3	85	**0	0.0	0.0	0				
ZIFF-DAVIS MAG NETWK (GROSS)	2532	316	4.1	12.5	131	470	3.2	18.6	103	**121	3.9	4.8	124				
BLAIR INSERTS	43657	4513	58.3	10.3	108	7601	52.3	17.4	97	2076	66.5	4.8	123				
DAILY NEWSPAPERS																	
READ ANY	51633	5389	69.7	10.4	109	9354	64.4	18.1	101	2229	71.4	4.3	112				
READ ONE	43463	4599	59.4	10.6	111	7937	54.6	18.3	102	1748	56.0	4.0	104				
READ TWO OR MORE	8170	791	10.2	9.7	101	1416	9.7	17.3	97	481	15.4	5.9	153				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	5551	71.7	10.5	110	9380	64.5	17.8	99	2292	73.4	4.4	113				
READ ONE	46126	4839	62.5	10.5	110	8302	57.1	18.0	100	1946	62.3	4.2	109				
READ TWO OR MORE	6552	712	9.2	10.9	114	1078	7.4	16.5	92	346	11.1	5.3	137				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.34				25.61				26.99							
30 DAY REACH	71455	6947	89.8	9.7	102	12743	87.7	17.8	99	2690	86.1	3.8	98				
50 SHWG - 30 DAY AV FREQ	14.56	14.94				13.41				14.59							
30 DAY REACH	67742	6592	85.2	9.7	102	12176	83.8	18.0	100	2492	79.8	3.7	95				
25 SHWG - 30 DAY AV FREQ	7.94	8.01				7.37				7.76							
30 DAY REACH	62117	6162	79.6	9.9	104	11037	75.9	17.8	99	2344	75.0	3.8	98				
CABLE TV: HOME WIRED	32077	3450	44.6	10.8	113	6091	41.9	19.0	106	1028	32.9	3.2	83				
HOME NOT WIRED	48909	4287	55.4	8.8	92	8441	58.1	17.3	96	2095	67.1	4.3	111				
HAVE PAY CABLE	15935	1557	20.1	9.8	102	2939	20.2	18.4	103	537	17.2	3.4	87				

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NON-DAIRY CREAM SUBSTITUTES (TO PUT IN COFFEE OR ON CEREAL): BRANDS
(FEMALE HOMEMAKERS)

0500
P-19

	TOTAL U.S. '000	BORDENS CREMORA A '000	B % DOWN	C % ACROSS	D INDX	COFFEE MATE A '000	B % DOWN	C % ACROSS	D INDX	COFFEE RICH A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	7737	100.0	9.6	100	14532	100.0	17.9	100	3124	100.0	3.9	100				
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	4634	59.9	10.6	110	8033	55.3	18.3	102	1663	53.2	3.8	98				
10:00 AM - 3:00 PM	30659	3020	39.0	9.9	103	5641	38.8	18.4	103	1131	36.2	3.7	96				
3:00 PM - 7:00 PM	31045	3078	39.8	9.9	104	5576	38.4	18.0	100	1092	35.0	3.5	91				
7:00 PM - MIDNIGHT	15767	1406	18.2	8.9	93	2840	19.5	18.0	100	576	18.4	3.7	95				
MIDNIGHT - 6:00 AM	9120	909	11.7	10.0	104	1681	11.6	18.4	103	360	11.5	3.9	102				
6:00 AM - MIDNIGHT	58527	5907	76.3	10.1	106	10551	72.6	18.0	100	2192	70.2	3.7	97				
ENTIRE DAY	59311	5975	77.2	10.1	105	10717	73.7	18.1	101	2215	70.9	3.7	97				
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	1640	21.2	10.1	106	3026	20.8	18.7	104	672	21.5	4.2	108				
ALL NEWS	2256	304	3.9	13.5	141	345	2.4	15.3	85	*156	5.0	6.9	179				
AOR/PROGRESSIVE	3874	*261	3.4	6.7	71	627	4.3	16.2	90	**82	2.6	2.1	55				
BEAUTIFUL MUSIC	5660	639	8.3	11.3	118	1015	7.0	17.9	100	341	10.9	6.0	156				
BLACK	2204	*253	3.3	11.5	120	388	2.7	17.6	98	**83	2.7	3.8	98				
CLASSICAL	1418	**140	1.8	9.9	103	*216	1.5	15.2	85	**59	1.9	4.2	108				
CHR/ROCK	9538	874	11.3	9.2	96	1620	11.1	17.0	95	324	10.4	3.4	88				
COUNTRY	12648	1406	18.2	11.1	116	2440	16.8	19.3	108	392	12.5	3.1	80				
GOLDEN OLDIES	1191	**101	1.3	8.5	89	*189	1.3	15.9	88	**8	0.3	0.7	17				
MOR/NOSTALGIA	4757	446	5.8	9.4	98	716	4.9	15.1	84	*174	5.6	3.7	95				
NEWS/TALK	3863	448	5.8	11.6	121	605	4.2	15.7	87	*220	7.0	5.7	148				
RELIGIOUS	3084	336	4.3	10.9	114	610	4.2	19.8	110	**106	3.4	3.4	89				
SOFT ROCK	521	**53	0.7	10.2	106	**60	0.4	11.5	64	**23	0.7	4.4	114				
URBAN CONTEMPORARY	1585	*207	2.7	13.1	137	352	2.4	22.2	124	**46	1.5	2.9	75				
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	281	3.6	8.6	90	608	4.2	18.6	104	*117	3.7	3.6	93				
ABC DIRECTION	2316	*208	2.7	9.0	94	375	2.6	16.2	90	*145	4.6	6.3	162				
ABC ENTERTAINMENT	4834	545	7.0	11.3	118	893	6.1	18.5	103	*183	5.9	3.8	98				
ABC FM	2202	*240	3.1	10.9	114	444	3.1	20.2	112	**56	1.8	2.5	66				
ABC INFORMATION	5425	519	6.7	9.6	100	896	6.2	16.5	92	*186	6.0	3.4	89				
ABC ROCK	1677	**104	1.3	6.2	65	*279	1.9	16.6	93	**100	3.2	6.0	155				
CBS	4430	544	7.0	12.3	129	816	5.6	18.4	103	242	7.7	5.5	142				
MUTUAL	4992	606	7.8	12.1	127	980	6.7	19.6	109	277	8.9	5.5	144				
NBC	4679	515	6.7	11.0	115	663	4.6	14.2	79	*187	6.0	4.0	104				
RADIORADIO	1994	*220	2.8	11.0	115	318	2.2	15.9	89	**86	2.8	4.3	112				
RKO ONE	2298	280	3.6	12.2	128	418	2.9	18.2	101	**38	1.2	1.7	43				
RKO TWO	3311	419	5.4	12.7	132	584	4.0	17.6	98	*137	4.4	4.1	107				
THE SOURCE	2114	*156	2.0	7.4	77	289	2.0	13.7	76	**36	1.2	1.7	44				
NON-WIRED : BLAIR	8654	767	9.9	8.9	93	1669	11.5	19.3	107	389	12.5	4.5	117				
INTERNET	12025	1173	15.2	9.8	102	2035	14.0	16.9	94	391	12.5	3.3	84				
KATZ RADIO GROUP	15359	1656	21.4	10.8	113	2590	17.8	16.9	94	688	22.0	4.5	116				
SUPERNET	10628	1148	14.8	10.8	113	1997	13.7	18.8	105	409	13.1	3.8	100				
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	764	9.9	8.8	92	1604	11.0	18.5	103	347	11.1	4.0	104				
WKDAY 9:00 AM - 1:00 PM	12163	1178	15.2	9.7	101	2451	16.9	20.2	112	449	14.4	3.7	96				
WKDAY 1:00 PM - 4:30 PM	16150	1559	20.1	9.7	101	3341	23.0	20.7	115	607	19.4	3.8	97				
WKDAY 4:30 PM - 7:30 PM	22463	2266	29.3	10.1	106	4199	28.9	18.7	104	958	30.7	4.3	111				
WKDAY 7:30 PM - 8:00 PM	31795	3290	42.5	10.3	108	5902	40.6	18.6	103	1357	43.4	4.3	111				
WKDAY 11:00 PM - 11:30 PM	23977	2312	29.9	9.6	101	4482	30.8	18.7	104	985	31.5	4.1	106				
WKDAY 11:30 PM - 1:00 AM	7703	773	10.0	10.0	105	1505	10.4	19.5	109	305	9.8	4.0	103				
M-SAT 8-11 PM+SUN 7-11 PM	33800	3353	43.3	9.9	104	6274	43.2	18.6	103	1400	44.8	4.1	107				
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	610	7.9	9.3	98	1184	8.1	18.1	101	225	7.2	3.4	89				
ANOTHER WORLD N	4620	527	6.8	11.4	119	1083	7.5	23.4	131	168	5.4	3.6	94				
AS THE WORLD TURNS C	5614	489	6.3	8.7	91	1193	8.2	21.3	118	225	7.2	4.0	104				
CAPITOL C	3396	321	4.1	9.5	99	767	5.3	22.6	126	*118	3.8	3.5	90				
CBS MORN. NEWS 1 C	1446	116	1.5	8.0	84	244	1.7	16.9	94	*82	2.6	5.7	147				
CBS MORN. NEWS 2 C	1207	106	1.4	8.8	92	205	1.4	17.0	95	*48	1.5	4.0	103				
DAYS OF OUR LIVES N	5877	629	8.1	10.7	112	1336	9.2	22.7	127	274	8.8	4.7	121				
FACTS OF LIFE - DAYTIME N	2290	205	2.6	9.0	94	457	3.1	20.0	111	*83	2.7	3.6	94				
FAMILY FEUD A	3023	190	2.5	6.3	66	656	4.5	21.7	121	116	3.7	3.8	99				
GENERAL HOSPITAL A	6097	499	6.4	8.2	86	1173	8.1	19.2	107	245	7.8	4.0	104				
GOOD MORNING, AMERICA-730 A	3515	354	4.6	10.1	105	807	5.6	23.0	128	109	3.5	3.1	80				
GOOD MORNING, AMERICA-830 A	2818	303	3.9	10.8	113	694	4.8	24.6	137	92	2.9	3.3	85				
GUIDING LIGHT C	5339	544	7.0	10.2	107	1084	7.5	20.3	113	213	6.8	4.0	103				
ONE LIFE TO LIVE A	4478	386	5.0	8.6	90	964	6.6	21.5	120	144	4.6	3.2	83				
PRESS YOUR LUCK C	2244	193	2.5	8.6	90	438	3.0	19.5	109	*98	3.1	4.4	113				
PRICE IS RIGHT 1 C	4348	499	6.4	11.5	120	1003	6.9	23.1	129	174	5.6	4.0	104				
PRICE IS RIGHT 2 C	5014	594	7.7	11.8	124	1101	7.6	22.0	122	181	5.8	3.6	94				
RYAN'S HOPE A	3150	247	3.2	7.8	82	638	4.4	20.3	113	*117	3.7	3.7	96				
SALE OF THE CENTURY N	2695	289	3.7	10.7	112	447	3.1	16.6	92	*92	2.9	3.4	88				
SEARCH FOR TOMORROW N	2319	312	4.0	13.5	141	573	3.9	24.7	138	*98	3.1	4.2	110				
TODAY SHOW 1 N	2693	244	3.2	9.1	95	421	2.9	15.6	87	*95	3.0	3.5	91				
TODAY SHOW 2 N	2498	209	2.7	8.4	88	367	2.5	14.7	82	*77	2.5	3.1	80				
$25,000 PYRAMID C	2753	303	3.9	11.0	115	486	3.3	17.7	98	*109	3.5	4.0	103				
WHEEL OF FORTUNE N	4388	416	5.4	9.5	99	834	5.7	19.0	106	140	4.5	3.2	83				
YOUNG AND THE RESTLESS C	5695	532	6.9	9.3	98	1199	8.3	21.1	117	238	7.6	4.2	108				
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	193	2.5	11.0	115	352	2.4	20.0	111	*82	2.6	4.7	121				
NBA PLAYOFF GAME -1 C	1136	*116	1.5	10.2	107	325	2.2	28.6	159	**49	1.6	4.3	112				
NBC MAJOR LEAGUE PRE-GAME N	953	**103	1.3	10.8	113	*222	1.5	23.3	130	**45	1.4	4.7	122				
SPORTSWORLD - SUN N	1233	*115	1.5	9.3	98	228	1.6	18.5	103	**51	1.6	4.1	107				
SUNDAY MORNING C	1611	*114	1.5	7.1	74	207	1.4	12.8	72	*83	2.7	5.2	134				

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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NON-DAIRY CREAM SUBSTITUTES (TO PUT IN COFFEE OR ON CEREAL): BRANDS
(FEMALE HOMEMAKERS)

0501
P-19

		TOTAL U.S. '000	BORDENS CREMORA A '000	B % DOWN	C % ACROSS	D INDX	COFFEE MATE A '000	B % DOWN	C % ACROSS	D INDX	COFFEE RICH A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	7737	100.0	9.6	100	14532	100.0	17.9	100	3124	100.0	3.9	100				
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	2663	34.4	10.2	107	5091	35.0	19.5	109	1164	37.3	4.5	116				
NETWORK AFFILIATES - LATE		20261	1968	25.4	9.7	102	3846	26.5	19.0	106	842	27.0	4.2	108				
INDEPENDENTS - LATE		2076	212	2.7	10.2	107	308	2.1	14.8	83	116	3.7	5.6	145				
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	1051	13.6	10.1	105	2039	14.0	19.5	109	459	14.7	4.4	114				
ABC MONDAY NIGHT MOVIE	A	6412	666	8.6	10.4	109	1131	7.8	17.6	98	294	9.4	4.6	119				
ABC SUNDAY NIGHT MOVIE	A	12407	1216	15.7	9.8	103	2110	14.5	17.0	95	378	12.1	3.0	79				
ABC WORLD NEWS TONIGHT	A	6176	592	7.7	9.6	100	1144	7.9	18.5	103	275	8.8	4.5	115				
AFTERMASH	C	5863	532	6.9	9.1	95	1091	7.5	18.6	104	*237	7.6	4.0	105				
ALICE	C	9594	985	12.7	10.3	107	1943	13.4	20.3	113	491	15.7	5.1	133				
AMERICAN PARADE	C	6622	678	8.8	10.2	107	1250	8.6	18.9	105	251	8.0	3.8	98				
BENSON	A	10886	1080	14.0	9.9	104	2030	14.0	18.6	104	466	14.9	4.3	111				
BLUE THUNDER	A	5036	476	6.2	9.5	99	965	6.6	19.2	107	*225	7.2	4.5	116				
CAGNEY & LACEY	C	9965	929	12.0	9.3	98	1879	12.9	18.9	105	419	13.4	4.2	109				
CBS EVENING NEWS-DEAN	C	3491	375	4.8	10.7	112	643	4.4	18.4	103	*157	5.0	4.5	117				
CBS EVENING NEWS-RATHER	C	7123	770	10.0	10.8	113	1421	9.8	19.9	111	343	11.0	4.8	125				
CBS SAT. NEWS-SCHIEFFER	C	3621	346	4.5	9.6	100	616	4.2	17.0	95	187	6.0	5.2	134				
CBS SATURDAY NIGHT MOVIE	C	5436	590	7.6	10.9	114	1064	7.3	19.6	109	316	10.1	5.8	151				
CBS WEDNESDAY NIGHT MOVIE	C	6100	621	8.0	10.2	107	1154	7.9	18.9	105	200	6.4	3.3	85				
CHEERS	N	8889	856	11.1	9.6	101	1648	11.3	18.5	103	432	13.8	4.9	126				
DALLAS	C	22109	2400	31.0	10.9	114	4021	27.7	18.2	101	652	20.9	2.9	76				
DIFF'RENT STROKES	N	6940	800	10.3	11.5	121	1436	9.9	20.7	115	334	10.7	4.8	125				
DOUBLE TROUBLE	N	7223	740	9.6	10.2	107	1431	9.8	19.8	110	*233	7.5	3.2	84				
DUCK FACTORY	N	5595	551	7.1	9.8	103	1024	7.0	18.3	102	279	8.9	5.0	129				
DUKES OF HAZZARD	C	5768	499	6.4	8.7	91	1163	8.0	20.2	112	209	6.7	3.6	94				
DYNASTY	A	20053	1797	23.2	9.0	94	3208	22.1	16.0	89	772	24.7	3.8	100				
FACTS OF LIFE	N	8087	857	11.1	10.6	111	1702	11.7	21.0	117	298	9.5	3.7	96				
FALCON CREST	C	20046	2100	27.1	10.5	110	3397	23.4	16.9	94	632	20.2	3.2	82				
FALL GUY	A	9084	848	11.0	9.3	98	1783	12.3	19.6	109	405	13.0	4.5	116				
FAMILY TIES	N	7964	785	10.1	9.9	103	1554	10.7	19.5	109	417	13.3	5.2	136				
FANTASY ISLAND	A	7687	759	9.8	9.9	103	1283	8.8	16.7	93	337	10.8	4.4	114				
FOULUPS,BLEEPS & BLUNDERS	A	8861	737	9.5	8.3	87	1703	11.7	19.2	107	414	13.3	4.7	121				
FOUR SEASONS	C	5095	473	6.1	9.3	97	961	6.6	18.9	105	*247	7.9	4.8	126				
GIMME A BREAK	N	8838	864	11.2	9.8	102	1858	12.8	21.0	117	470	15.0	5.3	138				
HART TO HART	A	8978	852	11.0	9.5	99	1738	12.0	19.4	108	425	13.6	4.7	123				
HILL STREET BLUES	N	8590	842	10.9	9.8	103	1388	9.6	16.2	90	391	12.5	4.6	118				
HOTEL	A	14085	1458	18.8	10.4	108	2652	18.2	18.8	105	549	17.6	3.9	101				
JEFFERSONS	C	9360	1000	12.9	10.7	112	1963	13.5	21.0	117	394	12.6	4.2	109				
JENNIFER SLEPT HERE	N	5841	759	9.8	13.0	136	1162	8.0	19.9	111	280	9.0	4.8	124				
KATE & ALLIE	C	9206	954	12.3	10.4	108	1697	11.7	18.4	103	406	13.0	4.4	114				
KNIGHT RIDER	N	7076	655	8.5	9.3	97	1425	9.8	20.1	112	240	7.7	3.4	88				
LOVE BOAT	A	12219	1167	15.1	9.6	100	2250	15.5	18.4	103	463	14.8	3.8	98				
MAGNUM PI	C	11199	1189	15.4	10.6	111	2183	15.0	19.5	109	447	14.3	4.0	103				
MAMA'S FAMILY	N	6057	690	8.9	11.4	119	1352	9.3	22.3	124	294	9.4	4.9	126				
MASTER, THE	N	3598	354	4.6	9.8	103	730	5.0	20.3	113	*191	6.1	5.3	138				
MATT HOUSTON	A	6344	687	8.9	10.8	113	1274	8.8	20.1	112	277	8.9	4.4	113				
NBC MONDAY NIGHT MOVIE	N	11994	1166	15.1	9.7	102	2125	14.6	17.7	99	429	13.7	3.6	93				
NBC NIGHTLY NEWS	N	5132	498	6.4	9.7	102	940	6.5	18.3	102	298	9.5	5.8	151				
NBC NIGHTLY NEWS-SAT	N	3375	348	4.5	10.3	108	521	3.6	15.4	86	*197	6.3	5.8	151				
NBC NIGHTLY NEWS-SUN	N	3130	334	4.3	10.7	112	609	4.2	19.5	108	*182	5.8	5.8	151				
NBC SUNDAY NIGHT MOVIE	N	8284	730	9.4	8.8	92	1754	12.1	21.2	118	392	12.5	4.7	123				
NEWHART	C	9240	933	12.1	10.1	106	1642	11.3	17.8	99	417	13.3	4.5	117				
ONE DAY AT A TIME	C	7288	587	7.6	8.1	84	1275	8.8	17.5	97	252	8.1	3.5	90				
PEOPLE ARE FUNNY	N	4855	562	7.3	11.6	121	1194	8.2	24.6	137	*199	6.4	4.1	106				
REAL PEOPLE	N	8869	967	12.5	10.9	114	1881	12.9	21.2	118	386	12.4	4.4	113				
REMINGTON STEELE	N	7743	712	9.2	9.2	96	1262	8.7	16.3	91	408	13.1	5.3	137				
RIPLEY'S BELIEVE IT - NOT	A	5345	472	6.1	8.8	92	994	6.8	18.6	104	*152	4.9	2.8	74				
RIPTIDE	N	6988	690	8.9	9.9	103	1516	10.4	21.7	121	333	10.7	4.8	124				
SCARECROW & MRS. KING	C	10002	973	12.6	9.7	102	1869	12.9	18.7	104	381	12.2	3.8	99				
SIMON & SIMON	C	10638	1082	14.0	10.2	106	2259	15.5	21.2	118	412	13.2	3.9	100				
60 MINUTES	C	13293	1402	18.1	10.5	110	2548	17.5	19.2	107	639	20.5	4.8	125				
ST. ELSEWHERE	N	7017	629	8.1	9.0	94	1180	8.1	16.8	94	210	6.7	3.0	78				
THREE'S COMPANY	A	10917	1007	13.0	9.2	97	1994	13.7	18.3	102	447	14.3	4.1	106				
T.J. HOOKER	A	9204	833	10.8	9.1	95	1798	12.4	19.5	109	415	13.3	4.5	117				
TONIGHT SHOW	N	2372	251	3.2	10.6	111	414	2.8	17.5	97	126	4.0	5.3	138				
TRAPPER JOHN, M.D.	C	9846	992	12.8	10.1	105	1832	12.6	18.6	104	444	14.2	4.5	117				
TV BLOOPERS & PRAC. JOKES	N	9105	986	12.7	10.8	113	1561	10.7	17.1	96	352	11.3	3.9	100				
20/20	A	9387	941	12.2	10.0	105	1765	12.1	18.8	105	391	12.5	4.2	108				
WEBSTER	A	11067	1120	14.5	10.1	106	2061	14.2	18.6	104	506	16.2	4.6	119				
WORLD NEWS - SUN	A	3062	355	4.6	11.6	121	582	4.0	19.0	106	**85	2.7	2.8	72				
YELLOW ROSE	N	4978	492	6.4	9.9	103	984	6.8	19.8	110	299	9.6	6.0	156				
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	847	10.9	9.5	100	1608	11.1	18.1	101	435	13.9	4.9	127				
BASKETBALL - COLLEGE GAMES		4080	*475	6.1	11.6	122	828	5.7	20.3	113	*289	9.3	7.1	184				
BASKETBALL - PRO GAMES		3607	*319	4.1	8.8	93	995	6.8	27.6	154	*291	9.3	8.1	209				
BOWLING		3883	*417	5.4	10.7	112	1059	7.3	27.3	152	*251	8.0	6.5	168				
BOXING		3928	*395	5.1	10.1	105	1081	7.4	27.5	153	*177	5.7	4.5	117				
FOOTBALL - COLLEGE GAMES		6366	764	9.9	12.0	126	1479	10.2	23.2	129	*280	9.0	4.4	114				
FOOTBALL - PRO GAMES		11300	1148	14.8	10.2	106	2391	16.5	21.2	118	530	17.0	4.7	122				
GOLF		3378	*472	6.1	14.0	146	857	5.9	25.4	141	*199	6.4	5.9	153				
POST-SEASON COLL. FOOTBALL		4906	678	8.8	13.8	145	990	6.8	20.2	112	*313	10.0	6.4	165				
POST-SEASON PRO FOOTBALL		6120	642	8.3	10.5	110	1245	8.6	20.3	113	*248	7.9	4.1	105				
TENNIS		3033	**261	3.4	8.6	90	593	4.1	19.6	109	**148	4.7	4.9	126				
WRESTLING - PROFESSIONAL		3344	*360	4.7	10.8	113	1027	7.1	30.7	171	**106	3.4	3.2	82				

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DRY PANCAKE MIXES (STORE BOUGHT) BASE = FEMALE HOMEMAKERS (80986)

		'000	%	UNWEIGHTED
3A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE THEM?	YES	51604	63.7	5800
	NO	29382	36.3	3635

	ALL		SOLE		PRIMARY		SECONDARY		
	'000	%	'000	%	'000	%	'000	%	UNWEIGHTED
IF YES									
3B. WHICH BRANDS ARE USED BY YOUR HOUSEHOLD?									
AUNT JEMIMA	30545	37.7	14672	18.1	12997	16.0	2877	3.6	3373
BISQUICK	20994	25.9	8817	10.9	8351	10.3	3826	4.7	2398
HUNGRY JACK (PILLSBURY)	12860	15.9	3521	4.3	6046	7.5	3293	4.1	1380
KRUSTEAZ	3093	3.8	1476	1.8	1182	1.5	436	.5	344
LOG CABIN	2838	3.5	376	.5	1598	2.0	864	1.1	330
MRS. BUTTERWORTH'S	3669	4.5	360	.4	2236	2.8	1072	1.3	418
OTHER BRANDS	6019	7.4	2325	2.9	2452	3.0	1243	1.5	648
DO NOT KNOW	218	.3							32

		'000	%	UNWEIGHTED
3C. ABOUT HOW MANY PACKAGES OF DRY PANCAKE MIX (STORE BOUGHT) WERE USED BY YOUR ENTIRE HOUSEHOLD IN THE LAST 30 DAYS?				
6 OR MORE	H	654	.8	82
5	H	547	.7	64
4	H	1357	1.7	135
3	H	2544	3.1	281
2	H	9481	11.7	999
1 OR LESS	M	29391	36.3	3286
NONE	L	7631	9.4	953

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DRY PANCAKE MIXES: USAGE IN LAST 7 DAYS
(FEMALE HOMEMAKERS)

0504
P-19

	TOTAL U.S. '000	ALL USERS A '000	B % DOWN	C % ACROSS	D INDX	TWO OR MORE A '000	B % DOWN	C % ACROSS	D INDX	ONE OR LESS A '000	B % DOWN	C % ACROSS	D INDX	NONE A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	51604	100.0	63.7	100	14583	100.0	18.0	100	29391	100.0	36.3	100	7631	100.0	9.4	100
18 - 24	9282	5438	10.5	58.6	92	1677	11.5	18.1	100	2906	9.9	31.3	86	855	11.2	9.2	98
25 - 34	19072	12635	24.5	66.2	104	3705	25.4	19.4	108	6977	23.7	36.6	101	1954	25.6	10.2	109
35 - 44	14591	10177	19.7	69.7	109	3255	22.3	22.3	124	5673	19.3	38.9	107	1248	16.4	8.6	91
45 - 54	11345	7670	14.9	67.6	106	2118	14.5	18.7	104	4180	14.2	36.8	102	1372	18.0	12.1	128
55 - 64	11635	7443	14.4	64.0	100	1820	12.5	15.6	87	4607	15.7	39.6	109	1016	13.3	8.7	93
65 OR OLDER	15061	8241	16.0	54.7	86	2008	13.8	13.3	74	5048	17.2	33.5	92	1185	15.5	7.9	84
18 - 34	28354	18073	35.0	63.7	100	5382	36.9	19.0	105	9883	33.6	34.9	96	2809	36.8	9.9	105
18 - 49	48339	31957	61.9	66.1	104	9701	66.5	20.1	111	17506	59.6	36.2	100	4750	62.2	9.8	104
25 - 54	45008	30482	59.1	67.7	106	9078	62.3	20.2	112	16830	57.3	37.4	103	4574	59.9	10.2	108
35 - 49	19985	13884	26.9	69.5	109	4320	29.6	21.6	120	7624	25.9	38.1	105	1941	25.4	9.7	103
50 OR OLDER	32647	19647	38.1	60.2	94	4882	33.5	15.0	83	11884	40.4	36.4	100	2881	37.8	8.8	94
GRADUATED COLLEGE	11155	6767	13.1	60.7	95	1481	10.2	13.3	74	4120	14.0	36.9	102	1166	15.3	10.5	111
ATTENDED COLLEGE	13682	9099	17.6	66.5	104	2036	14.0	14.9	83	5314	18.1	38.8	107	1749	22.9	12.8	136
GRADUATED HIGH SCHOOL	33880	22792	44.2	67.3	106	6722	46.1	19.8	110	12810	43.6	37.8	104	3260	42.7	9.6	102
DID NOT GRADUATE HIGH SCHOOL	22270	12946	25.1	58.1	91	4344	29.8	19.5	108	7147	24.3	32.1	88	1456	19.1	6.5	69
EMPLOYED	40306	26105	50.6	64.8	102	7064	48.4	17.5	97	14845	50.5	36.8	101	4195	55.0	10.4	110
EMPLOYED FULL-TIME	32850	21031	40.8	64.0	100	5865	40.2	17.9	99	11645	39.6	35.4	98	3521	46.1	10.7	114
EMPLOYED PART-TIME	7456	5074	9.8	68.1	107	1199	8.2	16.1	89	3201	10.9	42.9	118	674	8.8	9.0	96
NOT EMPLOYED	40680	25499	49.4	62.7	98	7518	51.6	18.5	103	14545	49.5	35.8	99	3436	45.0	8.4	90
PROFESSIONAL/MANAGER	10392	6434	12.5	61.9	97	1440	9.9	13.9	77	3964	13.5	38.1	105	1030	13.5	9.9	105
TECH/CLERICAL/SALES	17574	11777	22.8	67.0	105	2762	18.9	15.7	87	6816	23.2	38.8	107	2199	28.8	12.5	133
PRECISION/CRAFT	985	678	1.3	68.8	108	**224	1.5	22.7	126	*356	1.2	36.1	100	**98	1.3	9.9	106
OTHER EMPLOYED	11354	7216	14.0	63.6	100	2639	18.1	23.2	129	3710	12.6	32.7	90	867	11.4	7.6	81
SINGLE	9863	5353	10.4	54.3	85	1564	10.7	15.9	88	2954	10.1	30.0	83	835	10.9	8.5	90
MARRIED	51375	34641	67.1	67.4	106	9388	64.4	18.3	101	20311	69.1	39.5	109	4943	64.8	9.6	102
DIVORCED/SEPARATED/WIDOWED	19748	11610	22.5	58.8	92	3631	24.9	18.4	102	6126	20.8	31.0	85	1853	24.3	9.4	100
PARENTS	32590	23301	45.2	71.5	112	7938	54.4	24.4	135	12481	42.5	38.3	106	2882	37.8	8.8	94
WHITE	70416	45203	87.6	64.2	101	11573	79.4	16.4	91	26697	90.8	37.9	104	6934	90.9	9.8	105
BLACK	8778	5383	10.4	61.3	96	2753	18.9	31.4	174	2084	7.1	23.7	65	546	7.2	6.2	66
OTHER	1791	1017	2.0	56.8	89	**256	1.8	14.3	79	*610	2.1	34.1	94	**151	2.0	8.4	89
NORTHEAST-CENSUS	17786	11148	21.6	62.7	98	3174	21.8	17.8	99	6123	20.8	34.4	95	1851	24.3	10.4	110
NORTH CENTRAL	20741	14930	28.9	72.0	113	3722	25.5	17.9	100	8875	30.2	42.8	118	2332	30.6	11.2	119
SOUTH	27775	16580	32.1	59.7	94	6105	41.9	22.0	122	8478	28.8	30.5	84	1998	26.2	7.2	76
WEST	14683	8947	17.3	60.9	96	1581	10.8	10.8	60	5915	20.1	40.3	111	1450	19.0	9.9	105
NORTHEAST-MKTG.	17961	11283	21.9	62.8	99	3565	24.4	19.8	110	6023	20.5	33.5	92	1695	22.2	9.4	100
EAST CENTRAL	11885	8255	16.0	69.5	109	2297	15.8	19.3	107	4769	16.2	40.1	111	1188	15.6	10.0	106
WEST CENTRAL	14090	10057	19.5	71.4	112	2330	16.0	16.5	92	6112	20.8	43.4	120	1614	21.2	11.5	122
SOUTH	24081	14182	27.5	58.9	92	4982	34.2	20.7	115	7339	25.0	30.5	84	1862	24.4	7.7	82
PACIFIC	12969	7827	15.2	60.4	95	1409	9.7	10.9	60	5147	17.5	39.7	109	1271	16.7	9.8	104
COUNTY SIZE A	32439	19980	38.7	61.6	97	5761	39.5	17.8	99	11443	38.9	35.3	97	2775	36.4	8.6	91
COUNTY SIZE B	24915	16299	31.6	65.4	103	4525	31.0	18.2	101	9094	30.9	36.5	101	2680	35.1	10.8	114
COUNTY SIZE C	12930	8426	16.3	65.2	102	2003	13.7	15.5	86	4981	16.9	38.5	106	1442	18.9	11.2	118
COUNTY SIZE D	10703	6899	13.4	64.5	101	2293	15.7	21.4	119	3872	13.2	36.2	100	734	9.6	6.9	73
METRO CENTRAL CITY	24518	15008	29.1	61.2	96	4639	31.8	18.9	105	8283	28.2	33.8	93	2086	27.3	8.5	90
METRO SUBURBAN	35919	23523	45.6	65.5	103	6037	41.4	16.8	93	13688	46.6	38.1	105	3799	49.8	10.6	112
NON METRO	20549	13073	25.3	63.6	100	3907	26.8	19.0	106	7420	25.2	36.1	99	1746	22.9	8.5	90
TOP 5 ADI'S	18341	11237	21.8	61.3	96	2871	19.7	15.7	87	6762	23.0	36.9	102	1604	21.0	8.7	93
TOP 10 ADI'S	25378	15743	30.5	62.0	97	4607	31.6	18.2	101	8889	30.2	35.0	97	2246	29.4	8.9	94
TOP 20 ADI'S	36488	22883	44.3	62.7	98	6297	43.2	17.3	96	13430	45.7	36.8	101	3155	41.3	8.6	92
HSHLD INC. $50,000 OR MORE	6612	4773	9.2	72.2	113	984	6.7	14.9	83	2947	10.0	44.6	123	842	11.0	12.7	135
$40,000 OR MORE	12659	8675	16.8	68.5	108	1971	13.5	15.6	86	5305	18.0	41.9	115	1399	18.3	11.1	117
$30,000 OR MORE	24698	16811	32.6	68.1	107	4076	28.0	16.5	92	9921	33.8	40.2	111	2815	36.9	11.4	121
$25,000 OR MORE	32077	22002	42.6	68.6	108	5376	36.9	16.8	93	13058	44.4	40.7	112	3568	46.8	11.1	118
$20,000 - $24,999	9144	5775	11.2	63.2	99	1512	10.4	16.5	92	3463	11.8	37.9	104	801	10.5	8.8	93
$15,000 - $19,999	8728	5272	10.2	60.4	95	1386	9.5	15.9	88	3224	11.0	36.9	102	662	8.7	7.6	80
$10,000 - $14,999	12562	8101	15.7	64.5	101	2532	17.4	20.2	112	4375	14.9	34.8	96	1194	15.6	9.5	101
UNDER $10,000	18475	10453	20.3	56.6	89	3776	25.9	20.4	114	5271	17.9	28.5	79	1406	18.4	7.6	81
HOUSEHOLD OF 1 PERSON	11987	5731	11.1	47.8	75	1037	7.1	8.7	48	3290	11.2	27.4	76	1405	18.4	11.7	124
2 PEOPLE	26577	16153	31.3	60.8	95	3633	24.9	13.7	76	10155	34.6	38.2	105	2365	31.0	8.9	94
3 OR 4 PEOPLE	30617	21115	40.9	69.0	108	6121	42.0	20.0	111	12031	40.9	39.3	108	2963	38.8	9.7	103
5 OR MORE PEOPLE	11804	8605	16.7	72.9	114	3792	26.0	32.1	178	3915	13.3	33.2	91	898	11.8	7.6	81
NO CHILD IN HSHLD	46165	26832	52.0	58.1	91	5988	41.1	13.0	72	16289	55.4	35.3	97	4555	59.7	9.9	105
CHILD(REN) UNDER 2 YRS	5325	3636	7.0	68.3	107	1173	8.0	22.0	122	1926	6.6	36.2	100	*538	7.1	10.1	107
2 - 5 YEARS	14221	9598	18.6	67.5	106	3599	24.7	25.3	141	5066	17.2	35.6	98	933	12.2	6.6	70
6 - 11 YEARS	15117	10833	21.0	71.7	112	4006	27.5	26.5	147	5575	19.0	36.9	102	1252	16.4	8.3	88
12 - 17 YEARS	16611	12163	23.6	73.2	115	4273	29.3	25.7	143	6353	21.6	38.2	105	1538	20.2	9.3	98
RESIDENCE OWNED	55884	37045	71.8	66.3	104	9940	68.2	17.8	99	21778	74.1	39.0	107	5327	69.8	9.5	101
VALUE: $50,000 OR MORE	31744	21331	41.3	67.2	105	5369	36.8	16.9	94	12789	43.5	40.3	111	3174	41.6	10.0	106
VALUE: UNDER $50,000	24140	15714	30.5	65.1	102	4571	31.3	18.9	105	8989	30.6	37.2	103	2153	28.2	8.9	95

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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DRY PANCAKE MIXES: USAGE IN LAST 7 DAYS
(FEMALE HOMEMAKERS)

0505
P-19

		TOTAL U.S. '000	ALL USERS A '000	B % DOWN	C % ACROSS	D INDX	TWO OR MORE A '000	B % DOWN	C % ACROSS	D INDX	ONE OR LESS A '000	B % DOWN	C % ACROSS	D INDX	NONE A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	51604	100.0	63.7	100	14583	100.0	18.0	100	29391	100.0	36.3	100	7631	100.0	9.4	100
MAGAZINES	QUINTILE 1	15799	10712	20.8	67.8	106	2896	19.9	18.3	102	6314	21.5	40.0	110	1502	19.7	9.5	101
	QUINTILE 2	17259	11711	22.7	67.9	106	3004	20.6	17.4	97	7130	24.3	41.3	114	1577	20.7	9.1	97
	QUINTILE 3	13545	8824	17.1	65.1	102	2426	16.6	17.9	99	4834	16.4	35.7	98	1564	20.5	11.5	123
	QUINTILE 4	15133	9474	18.4	62.6	98	2698	18.5	17.8	99	5252	17.9	34.7	96	1524	20.0	10.1	107
	QUINTILE 5	19250	10883	21.1	56.5	89	3559	24.4	18.5	103	5860	19.9	30.4	84	1464	19.2	7.6	81
NEWSPAPERS	QUINTILE 1	12413	8466	16.4	68.2	107	2177	14.9	17.5	97	4882	16.6	39.3	108	1407	18.4	11.3	120
	QUINTILE 2	24116	15607	30.2	64.7	102	3855	26.4	16.0	89	9414	32.0	39.0	108	2337	30.6	9.7	103
	QUINTILE 3	11261	7418	14.4	65.9	103	2307	15.8	20.5	114	4025	13.7	35.7	98	1086	14.2	9.6	102
	QUINTILE 4	20255	12917	25.0	63.8	100	3673	25.2	18.1	101	7299	24.8	36.0	99	1945	25.5	9.6	102
	QUINTILE 5	12940	7197	13.9	55.6	87	2570	17.6	19.9	110	3771	12.8	29.1	80	855	11.2	6.6	70
OUTDOOR	QUINTILE 1	14852	9638	18.7	64.9	102	2429	16.7	16.4	91	5520	18.8	37.2	102	1688	22.1	11.4	121
	QUINTILE 2	15725	9957	19.3	63.3	99	2814	19.3	17.9	99	5734	19.5	36.5	100	1409	18.5	9.0	95
	QUINTILE 3	16330	10378	20.1	63.6	100	3033	20.8	18.6	103	5931	20.2	36.3	100	1414	18.5	8.7	92
	QUINTILE 4	16744	10708	20.8	64.0	100	2999	20.6	17.9	99	5865	20.0	35.0	97	1844	24.2	11.0	117
	QUINTILE 5	17334	10924	21.2	63.0	99	3307	22.7	19.1	106	6341	21.6	36.6	101	1276	16.7	7.4	78
RADIO-DRIVE TIME	QUINTILE 1	15911	10845	21.0	68.2	107	3369	23.1	21.2	118	6011	20.5	37.8	104	1465	19.2	9.2	98
	QUINTILE 2	14837	9573	18.6	64.5	101	2457	16.8	16.6	92	5606	19.1	37.8	104	1510	19.8	10.2	108
	QUINTILE 3	15339	9997	19.4	65.2	102	2806	19.2	18.3	102	5819	19.8	37.9	105	1372	18.0	8.9	95
	QUINTILE 4	16723	10561	20.5	63.2	99	3249	22.3	19.4	108	5810	19.8	34.7	96	1502	19.7	9.0	95
	QUINTILE 5	18176	10628	20.6	58.5	92	2702	18.5	14.9	83	6144	20.9	33.8	93	1782	23.4	9.8	104
RADIO-MID-DAY	TERCILE 1	21020	13730	26.6	65.3	103	3846	26.4	18.3	102	8166	27.8	38.8	107	1719	22.5	8.2	87
	TERCILE 2	21610	14348	27.8	66.4	104	4343	29.8	20.1	112	7992	27.2	37.0	102	2013	26.4	9.3	99
	TERCILE 3	38355	23525	45.6	61.3	96	6393	43.8	16.7	93	13233	45.0	34.5	95	3899	51.1	10.2	108
RADIO-TOTAL	QUINTILE 1	15988	10777	20.9	67.4	106	3390	23.2	21.2	118	6004	20.4	37.6	103	1382	18.1	8.6	92
	QUINTILE 2	15626	10031	19.4	64.2	101	2936	20.1	18.8	104	5960	20.3	38.1	105	1136	14.9	7.3	77
	QUINTILE 3	16723	10845	21.0	64.9	102	2780	19.1	16.6	92	6174	21.0	36.9	102	1891	24.8	11.3	120
	QUINTILE 4	16342	10282	19.9	62.9	99	2879	19.7	17.6	98	5790	19.7	35.4	98	1613	21.1	9.9	105
	QUINTILE 5	16306	9669	18.7	59.3	93	2597	17.8	15.9	88	5462	18.6	33.5	92	1609	21.1	9.9	105
TV-PRIME TIME	QUINTILE 1	15953	9825	19.0	61.6	97	2624	18.0	16.4	91	6054	20.6	37.9	105	1147	15.0	7.2	76
	QUINTILE 2	16137	10637	20.6	65.9	103	2907	19.9	18.0	100	6038	20.5	37.4	103	1692	22.2	10.5	111
	QUINTILE 3	16420	11073	21.5	67.4	106	2966	20.3	18.1	100	6304	21.4	38.4	106	1803	23.6	11.0	117
	QUINTILE 4	16687	10838	21.0	64.9	102	3329	22.8	19.9	111	5879	20.0	35.2	97	1630	21.4	9.8	104
	QUINTILE 5	15789	9231	17.9	58.5	92	2757	18.9	17.5	97	5116	17.4	32.4	89	1358	17.8	8.6	91
TV-DAYTIME	TERCILE 1	27736	17745	34.4	64.0	100	5475	37.5	19.7	110	9877	33.6	35.6	98	2393	31.4	8.6	92
	TERCILE 2	26489	16776	32.5	63.3	99	4652	31.9	17.6	98	9678	32.9	36.5	101	2446	32.1	9.2	98
	TERCILE 3	26761	17083	33.1	63.8	100	4456	30.6	16.7	92	9836	33.5	36.8	101	2791	36.6	10.4	111
TV-TOTAL	QUINTILE 1	16345	10032	19.4	61.4	96	2941	20.2	18.0	100	5930	20.2	36.3	100	1162	15.2	7.1	75
	QUINTILE 2	16447	10901	21.1	66.3	104	3008	20.6	18.3	102	6278	21.4	38.2	105	1616	21.2	9.8	104
	QUINTILE 3	15980	10255	19.9	64.2	101	2862	19.6	17.9	99	5524	18.8	34.6	95	1869	24.5	11.7	124
	QUINTILE 4	15887	10685	20.7	67.3	106	3103	21.3	19.5	108	6102	20.8	38.4	106	1480	19.4	9.3	99
	QUINTILE 5	16326	9731	18.9	59.6	94	2669	18.3	16.3	91	5558	18.9	34.0	94	1504	19.7	9.2	98
MAGAZINES-NEWSPAPERS: DUAL		20721	14046	27.2	67.8	106	3400	23.3	16.4	91	8533	29.0	41.2	113	2113	27.7	10.2	108
MAGAZINE IMPERATIVE		19186	12800	24.8	66.7	105	3863	26.5	20.1	112	7223	24.6	37.6	104	1714	22.5	8.9	95
NEWSPAPER IMPERATIVE		21899	14011	27.2	64.0	100	3928	26.9	17.9	100	7788	26.5	35.6	98	2295	30.1	10.5	111
MAGAZINES-OUTDOOR: DUAL		15451	10466	20.3	67.7	106	2492	17.1	16.1	90	6490	22.1	42.0	116	1484	19.4	9.6	102
MAGAZINE IMPERATIVE		25953	17247	33.4	66.5	104	4796	32.9	18.5	103	10034	34.1	38.7	107	2418	31.7	9.3	99
OUTDOOR IMPERATIVE		24400	14797	28.7	60.6	95	4377	30.0	17.9	100	8014	27.3	32.8	91	2407	31.5	9.9	105
MAGAZINES-RADIO: DUAL		18049	12025	23.3	66.6	105	3356	23.0	18.6	103	7138	24.3	39.5	109	1531	20.1	8.5	90
MAGAZINE IMPERATIVE		23571	15927	30.9	67.6	106	3996	27.4	17.0	94	9336	31.8	39.6	109	2595	34.0	11.0	117
RADIO IMPERATIVE		23278	14659	28.4	63.0	99	4620	31.7	19.8	110	7975	27.1	34.3	94	2065	27.1	8.9	94
MAGAZINES-TELEVISION: DUAL		15459	10557	20.5	68.3	107	2667	18.3	17.3	96	6323	21.5	40.9	113	1567	20.5	10.1	108
MAGAZINE IMPERATIVE		25829	17155	33.2	66.4	104	4682	32.1	18.1	101	9900	33.7	38.3	106	2573	33.7	10.0	106
TELEVISION IMPERATIVE		26039	15720	30.5	60.4	95	4684	32.1	18.0	100	8744	29.8	33.6	93	2292	30.0	8.8	93
NEWSPAPERS-OUTDOOR: DUAL		16605	10991	21.3	66.2	104	2754	18.9	16.6	92	6380	21.7	38.4	106	1857	24.3	11.2	119
NEWSPAPER IMPERATIVE		26834	17618	34.1	65.7	103	4697	32.2	17.5	97	10422	35.5	38.8	107	2499	32.7	9.3	99
OUTDOOR IMPERATIVE		23346	14361	27.8	61.5	97	4302	29.5	18.4	102	8035	27.3	34.4	95	2025	26.5	8.7	92
NEWSPAPERS-RADIO: DUAL		17133	11417	22.1	66.6	105	3133	21.5	18.3	102	6754	23.0	39.4	109	1530	20.0	8.9	95
NEWSPAPER IMPERATIVE		25892	16949	32.8	65.5	103	4150	28.5	16.0	89	9860	33.5	38.1	105	2939	38.5	11.4	120
RADIO IMPERATIVE		23167	14740	28.6	63.6	100	4764	32.7	20.6	114	8169	27.8	35.3	97	1807	23.7	7.8	83
NEWSPAPERS-TELEVISION: DUAL		17159	11346	22.0	66.1	104	2883	19.8	16.8	93	6883	23.4	40.1	111	1580	20.7	9.2	98
NEWSPAPER IMPERATIVE		26214	17100	33.1	65.2	102	4532	31.1	17.3	96	9798	33.3	37.4	103	2770	36.3	10.6	112
TELEVISION IMPERATIVE		23412	14402	27.9	61.5	97	4652	31.9	19.9	110	7678	26.1	32.8	90	2072	27.2	8.9	94
OUTDOOR-RADIO: DUAL		15303	10152	19.7	66.3	104	2956	20.3	19.3	107	5850	19.9	38.2	105	1347	17.7	8.8	93
OUTDOOR IMPERATIVE		24901	15410	29.9	61.9	97	4029	27.6	16.2	90	8680	29.5	34.9	96	2701	35.4	10.8	115
RADIO IMPERATIVE		26492	17360	33.6	65.5	103	5179	35.5	19.5	109	9910	33.7	37.4	103	2271	29.8	8.6	91
OUTDOOR-TELEVISION: DUAL		14794	9617	18.6	65.0	102	2573	17.6	17.4	97	5680	19.3	38.4	106	1365	17.9	9.2	98
OUTDOOR IMPERATIVE		25437	16309	31.6	64.1	101	4458	30.6	17.5	97	9190	31.3	36.1	100	2661	34.9	10.5	111
TELEVISION IMPERATIVE		27877	17836	34.6	64.0	100	5262	36.1	18.9	105	9965	33.9	35.7	98	2609	34.2	9.4	99
RADIO-TELEVISION: DUAL		15996	10543	20.4	65.9	103	3270	22.4	20.4	114	5863	19.9	36.7	101	1410	18.5	8.8	94
RADIO IMPERATIVE		25478	16597	32.2	65.1	102	4735	32.5	18.6	103	9535	32.4	37.4	103	2328	30.5	9.1	97
TELEVISION IMPERATIVE		26573	16605	32.2	62.5	98	4177	28.6	15.7	87	9681	32.9	36.4	100	2748	36.0	10.3	110

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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DRY PANCAKE MIXES: USAGE IN LAST 7 DAYS
(FEMALE HOMEMAKERS)

0506
P-19

	TOTAL U.S. '000	ALL USERS A '000	B % DOWN	C % ACROSS	D INDX	TWO OR MORE A '000	B % DOWN	C % ACROSS	D INDX	ONE OR LESS A '000	B % DOWN	C % ACROSS	D INDX	NONE A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	51604	100.0	63.7	100	14583	100.0	18.0	100	29391	100.0	36.3	100	7631	100.0	9.4	100
ATLANTIC MONTHLY	415	*263	0.5	63.4	99	**88	0.6	21.2	118	**137	0.5	33.0	91	**37	0.5	8.9	95
BARRON'S	453	*337	0.7	74.4	117	**47	0.3	10.4	58	*220	0.7	48.6	134	**70	0.9	15.5	164
BETTER HOMES & GARDENS	16256	11408	22.1	70.2	110	3150	21.6	19.4	108	6629	22.6	40.8	112	1629	21.3	10.0	106
BON APPETIT	2535	1593	3.1	62.8	99	288	2.0	11.4	63	1033	3.5	40.7	112	272	3.6	10.7	114
BUSINESS WEEK	1278	728	1.4	57.0	89	*199	1.4	15.6	86	421	1.4	32.9	91	*109	1.4	8.5	91
CAR AND DRIVER	378	*236	0.5	62.4	98	**76	0.5	20.1	112	**137	0.5	36.2	100	**23	0.3	6.1	65
CBS MAGAZINE NETWORK (GROSS)	1498	1021	2.0	68.2	107	396	2.7	26.4	147	522	1.8	34.8	96	**104	1.4	6.9	74
CHANGING TIMES	1505	980	1.9	65.1	102	*166	1.1	11.0	61	710	2.4	47.2	130	*103	1.3	6.8	73
COLONIAL HOMES	1231	886	1.7	72.0	113	*198	1.4	16.1	89	559	1.9	45.4	125	*129	1.7	10.5	111
CONDE NAST MAG. PKG. (GROSS)	14146	9464	18.3	66.9	105	2453	16.8	17.3	96	5300	18.0	37.5	103	1711	22.4	12.1	128
CONSUMERS DIGEST	1323	935	1.8	70.7	111	*215	1.5	16.3	90	579	2.0	43.8	121	*141	1.8	10.7	113
COSMOPOLITAN	7102	4603	8.9	64.8	102	1281	8.8	18.0	100	2530	8.6	35.6	98	792	10.4	11.2	118
COUNTRY LIVING	2481	1827	3.5	73.6	116	509	3.5	20.5	114	1109	3.8	44.7	123	*209	2.7	8.4	89
CUISINE	1472	944	1.8	64.1	101	*192	1.3	13.0	72	639	2.2	43.4	120	*113	1.5	7.7	81
CYCLE WORLD	425	*310	0.6	72.9	114	**114	0.8	26.8	149	**174	0.6	40.9	113	**22	0.3	5.2	55
DCI:CREATIVE IDEAS FOR LIV	2510	1825	3.5	72.7	114	517	3.5	20.6	114	1111	3.8	44.3	122	*197	2.6	7.8	83
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	4603	8.9	68.8	108	1139	7.8	17.0	94	2827	9.6	42.2	116	638	8.4	9.5	101
DISCOVER	894	551	1.1	61.6	97	*187	1.3	20.9	116	305	1.0	34.1	94	**59	0.8	6.6	70
EBONY	3507	2366	4.6	67.5	106	1115	7.6	31.8	177	987	3.4	28.1	78	264	3.5	7.5	80
ESQUIRE	1083	709	1.4	65.5	103	*253	1.7	23.4	130	392	1.3	36.2	100	**65	0.9	6.0	64
ESSENCE	1830	1290	2.5	70.5	111	603	4.1	33.0	183	532	1.8	29.1	80	*156	2.0	8.5	90
FAMILY CIRCLE	15930	11057	21.4	69.4	109	2982	20.4	18.7	104	6430	21.9	40.4	111	1646	21.6	10.3	110
THE FAMILY HANDYMAN	1126	749	1.5	66.5	104	*154	1.1	13.7	76	472	1.6	41.9	116	*123	1.6	10.9	116
FAMILY WEEKLY	11468	7792	15.1	67.9	107	2000	13.7	17.4	97	4590	15.6	40.0	110	1201	15.7	10.5	111
FIELD & STREAM	2234	1498	2.9	67.1	105	428	2.9	19.2	106	942	3.2	42.2	116	*128	1.7	5.7	61
FOOD & WINE	579	386	0.7	66.7	105	**81	0.6	14.0	78	*237	0.8	40.9	113	**69	0.9	11.9	126
FORBES	728	409	0.8	56.2	88	**99	0.7	13.6	76	*240	0.8	33.0	91	**71	0.9	9.8	104
FORTUNE	906	594	1.2	65.6	103	**87	0.6	9.6	53	420	1.4	46.4	128	**87	1.1	9.6	102
GENTLEMEN'S QUARTERLY	791	535	1.0	67.6	106	*230	1.6	29.1	161	*200	0.7	25.3	70	**105	1.4	13.3	141
GLAMOUR	5265	3756	7.3	71.3	112	919	6.3	17.5	97	2165	7.4	41.1	113	672	8.8	12.8	135
GOLF DIGEST	636	487	0.9	76.6	120	**111	0.8	17.5	97	324	1.1	50.9	140	**52	0.7	8.2	87
GOLF DIGEST/TENNIS (GROSS)	1186	819	1.6	69.1	108	*206	1.4	17.4	96	502	1.7	42.3	117	**110	1.4	9.3	98
GOLF MAGAZINE	441	371	0.7	84.1	132	**38	0.3	8.6	48	*296	1.0	67.1	185	**37	0.5	8.4	89
GOLF MAGAZINE/SKI (GROSS)	922	655	1.3	71.0	111	**112	0.8	12.1	67	479	1.6	52.0	143	**63	0.8	6.8	73
GOOD HOUSEKEEPING	16487	11389	22.1	69.1	108	2687	18.4	16.3	91	7062	24.0	42.8	118	1641	21.5	10.0	106
HARPER'S BAZAAR	2423	1606	3.1	66.3	104	397	2.7	16.4	91	959	3.3	39.6	109	*249	3.3	10.3	109
HEALTH	1994	1420	2.8	71.2	112	338	2.3	17.0	94	917	3.1	46.0	127	*164	2.1	8.2	87
HEARST MAG CORP. BUY (GROSS)	44101	30194	58.5	68.5	107	7631	52.3	17.3	96	18220	62.0	41.3	114	4343	56.9	9.8	105
HEARST MAN POWER (GROSS)	1993	1436	2.8	72.1	113	399	2.7	20.0	111	915	3.1	45.9	127	*122	1.6	6.1	65
HEARST WOMAN POWER (GROSS)	31274	21167	41.0	67.7	106	5274	36.2	16.9	94	12694	43.2	40.6	112	3199	41.9	10.2	109
HOUSE BEAUTIFUL	3623	2555	5.0	70.5	111	699	4.8	19.3	107	1566	5.3	43.2	119	290	3.8	8.0	85
INC.	283	*200	0.4	70.7	111	**51	0.3	18.0	100	**131	0.4	46.3	128	**18	0.2	6.4	68
JET	2928	1940	3.8	66.3	104	953	6.5	32.5	181	784	2.7	26.8	74	203	2.7	6.9	74
LADIES' HOME JOURNAL	11918	8199	15.9	68.8	108	2143	14.7	18.0	100	4790	16.3	40.2	111	1266	16.6	10.6	113
LHJ FAMILY GRP COMBO(GROSS)	16764	11632	22.5	69.4	109	2999	20.6	17.9	99	6928	23.6	41.3	114	1704	22.3	10.2	108
LIFE	4254	2986	5.8	70.2	110	775	5.3	18.2	101	1749	6.0	41.1	113	462	6.1	10.9	115
L.A. TIMES HOME MAGAZINE	1145	651	1.3	56.9	89	**145	1.0	12.7	70	459	1.6	40.1	110	**46	0.6	4.0	43
MADEMOISELLE	2884	2022	3.9	70.1	110	633	4.3	21.9	122	1040	3.5	36.1	99	349	4.6	12.1	128
MC CALL'S	13460	9253	17.9	68.7	108	2528	17.3	18.8	104	5595	19.0	41.6	115	1130	14.8	8.4	89
MC CALL'S/MRK MOTHER (GROSS)	14606	10121	19.6	69.3	109	2820	19.3	19.3	107	6073	20.7	41.6	115	1228	16.1	8.4	89
MECHANIX ILLUSTRATED	772	569	1.1	73.7	116	**127	0.9	16.5	91	427	1.5	55.3	152	**15	0.2	1.9	21
METROPOLITAN HOME	967	589	1.1	60.9	96	*170	1.2	17.6	98	301	1.0	31.1	86	**117	1.5	12.1	128
MONEY	1588	972	1.9	61.2	96	*190	1.3	12.0	66	619	2.1	39.0	107	*163	2.1	10.3	109
MOTHER EARTH NEWS	1002	728	1.4	72.7	114	*122	0.8	12.2	68	549	1.9	54.8	151	**57	0.7	5.7	60
MS.	825	520	1.0	63.0	99	*113	0.8	13.7	76	339	1.2	41.1	113	**68	0.9	8.2	87
NATIONAL ENQUIRER	10336	7008	13.6	67.8	106	2298	15.8	22.2	123	3811	13.0	36.9	102	900	11.8	8.7	92
NATIONAL GEOGRAPHIC	9597	6277	12.2	65.4	103	1504	10.3	15.7	87	3672	12.5	38.3	105	1102	14.4	11.5	122
NATIONAL SUNDAY MAGAZINE PKG	49558	32877	63.7	66.3	104	8623	59.1	17.4	97	19051	64.8	38.4	106	5204	68.2	10.5	111
NATURAL HISTORY	573	380	0.7	66.3	104	**48	0.3	8.4	47	*240	0.8	41.9	115	**92	1.2	16.1	170
NEW WOMAN	1699	1081	2.1	63.6	100	*290	2.0	17.1	95	644	2.2	37.9	104	*147	1.9	8.7	92
NEW YORK INCLUDING CUE	443	249	0.5	56.2	88	**82	0.6	18.5	103	*132	0.4	29.8	82	**35	0.5	7.9	84
THE NEW YORKER	1270	805	1.6	63.4	99	*154	1.1	12.1	67	499	1.7	39.3	108	*151	2.0	11.9	126
NEWSWEEK	6277	4131	8.0	65.8	103	966	6.6	15.4	85	2410	8.2	38.4	106	754	9.9	12.0	127
THE N.Y. TIMES DAILY EDITION	1205	708	1.4	58.8	92	*163	1.1	13.5	75	383	1.3	31.8	88	*163	2.1	13.5	144
THE N.Y. TIMES MAGAZINE	2081	1186	2.3	57.0	89	258	1.8	12.4	69	695	2.4	33.4	92	232	3.0	11.1	118
OMNI	788	470	0.9	59.6	94	*152	1.0	19.3	107	286	1.0	36.3	100	**31	0.4	3.9	42
ON CABLE	1158	773	1.5	66.8	105	*278	1.9	24.0	133	326	1.1	28.2	78	**169	2.2	14.6	155
1001 HOME IDEAS	2852	2013	3.9	70.6	111	518	3.6	18.2	101	1221	4.2	42.8	118	274	3.6	9.6	102
ORGANIC GARDENING	1658	1149	2.2	69.3	109	292	2.0	17.6	98	666	2.3	40.2	111	*191	2.5	11.5	122
OUTDOOR LIFE	896	683	1.3	76.2	120	*213	1.5	23.8	132	405	1.4	45.2	125	**65	0.9	7.3	77
PARADE MAGAZINE	24275	16369	31.7	67.4	106	4575	31.4	18.8	105	9110	31.0	37.5	103	2684	35.2	11.1	117

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DRY PANCAKE MIXES: USAGE IN LAST 7 DAYS
(FEMALE HOMEMAKERS)

0507
P-19

	TOTAL U.S.	ALL USERS A	B % DOWN	C % ACROSS	D INDX	TWO OR MORE A	B % DOWN	C % ACROSS	D INDX	ONE OR LESS A	B % DOWN	C % ACROSS	D INDX	NONE A	B % DOWN	C % ACROSS	D INDX
	'000	'000				'000				'000				'000			
TOTAL FEMALE HOMEMAKERS	80986	51604	100.0	63.7	100	14583	100.0	18.0	100	29391	100.0	36.3	100	7631	100.0	9.4	100
PARENTS	3845	2818	5.5	73.3	115	873	6.0	22.7	126	1652	5.6	43.0	118	293	3.8	7.6	81
PENTHOUSE	831	586	1.1	70.5	111	*210	1.4	25.3	140	298	1.0	35.9	99	**78	1.0	9.4	100
PEOPLE	11645	7624	14.8	65.5	103	2109	14.5	18.1	101	4478	15.2	38.5	106	1037	13.6	8.9	95
PLAYBOY	2006	1222	2.4	60.9	96	371	2.5	18.5	103	670	2.3	33.4	92	*182	2.4	9.1	96
POPULAR HOT RODDING	297	*250	0.5	84.2	132	**87	0.6	29.3	163	*144	0.5	48.5	134	**18	0.2	6.1	64
POPULAR MECHANICS	1018	725	1.4	71.2	112	**186	1.3	18.3	101	488	1.7	47.9	132	**52	0.7	5.1	54
POPULAR SCIENCE	878	549	1.1	62.5	98	*187	1.3	21.3	118	298	1.0	33.9	94	**64	0.8	7.3	77
PREVENTION	3913	2563	5.0	65.5	103	501	3.4	12.8	71	1603	5.5	41.0	113	460	6.0	11.8	125
PSYCHOLOGY TODAY	1710	1156	2.2	67.6	106	285	2.0	16.7	93	752	2.6	44.0	121	*118	1.5	6.9	73
READER'S DIGEST	22204	15186	29.4	68.4	107	3880	26.6	17.5	97	8912	30.3	40.1	111	2393	31.4	10.8	114
REDBOOK	7684	5174	10.0	67.3	106	1306	9.0	17.0	94	3102	10.6	40.4	111	766	10.0	10.0	106
ROAD & TRACK	410	*299	0.6	72.9	114	**61	0.4	14.9	83	*185	0.6	45.1	124	**53	0.7	12.9	137
ROLLING STONE	969	677	1.3	69.9	110	*176	1.2	18.2	101	430	1.5	44.4	122	**70	0.9	7.2	77
RUNNER'S WORLD	298	*188	0.4	63.1	99	**73	0.5	24.5	136	**96	0.3	32.2	89	**19	0.2	6.4	68
SATURDAY EVENING POST	1169	777	1.5	66.5	104	*140	1.0	12.0	67	564	1.9	48.2	133	**73	1.0	6.2	66
SCIENCE 84	587	379	0.7	64.6	101	**154	1.1	26.2	146	*189	0.6	32.2	89	**37	0.5	6.3	67
SCIENCE DIGEST	482	368	0.7	76.3	120	**113	0.8	23.4	130	*210	0.7	43.6	120	**45	0.6	9.3	99
SCIENTIFIC AMERICAN	594	320	0.6	53.9	85	**63	0.4	10.6	59	*222	0.8	37.4	103	**36	0.5	6.1	64
SELF	2089	1317	2.6	63.0	99	309	2.1	14.8	82	810	2.8	38.8	107	*198	2.6	9.5	101
SEVENTEEN	2411	1664	3.2	69.0	108	506	3.5	21.0	117	861	2.9	35.7	98	296	3.9	12.3	130
SKI	480	284	0.6	59.2	93	**74	0.5	15.4	86	*183	0.6	38.1	105	**27	0.4	5.6	60
SMITHSONIAN	2760	1805	3.5	65.4	103	379	2.6	13.7	76	1125	3.8	40.8	112	301	3.9	10.9	116
SOAP OPERA DIGEST	3013	2177	4.2	72.3	113	849	5.8	28.2	156	1012	3.4	33.6	93	316	4.1	10.5	111
SOUTHERN LIVING	4184	2778	5.4	66.4	104	622	4.3	14.9	83	1716	5.8	41.0	113	441	5.8	10.5	112
SPORT	559	328	0.6	58.7	92	**88	0.6	15.7	87	*192	0.7	34.3	95	**47	0.6	8.4	89
THE SPORTING NEWS	436	*309	0.6	70.9	111	**105	0.7	24.1	134	**168	0.6	38.5	106	**37	0.5	8.5	90
SPORTS AFIELD	493	343	0.7	69.6	109	**101	0.7	20.5	114	*217	0.7	44.0	121	**26	0.3	5.3	56
SPORTS ILLUSTRATED	2758	1946	3.8	70.6	111	583	4.0	21.1	117	1114	3.8	40.4	111	250	3.3	9.1	96
STAR	7456	5165	10.0	69.3	109	1607	11.0	21.6	120	2899	9.9	38.9	107	659	8.6	8.8	94
SUNDAY	24936	16259	31.5	65.2	102	4337	29.7	17.4	97	9371	31.9	37.6	104	2552	33.4	10.2	109
SUNSET	2124	1384	2.7	65.2	102	**170	1.2	8.0	44	985	3.4	46.4	128	*230	3.0	10.8	115
TV GUIDE	21661	14466	28.0	66.8	105	4188	28.7	19.3	107	8410	28.6	38.8	107	1868	24.5	8.6	92
TENNIS	550	332	0.6	60.4	95	**96	0.7	17.5	97	*179	0.6	32.5	90	**58	0.8	10.5	112
TIME	8880	5818	11.3	65.5	103	1565	10.7	17.6	98	3317	11.3	37.4	103	935	12.3	10.5	112
TOWN & COUNTRY	917	609	1.2	66.4	104	*142	1.0	15.5	86	326	1.1	35.6	98	*142	1.9	15.5	164
TRAVEL & LEISURE	972	563	1.1	57.9	91	**103	0.7	10.6	59	368	1.3	37.9	104	**92	1.2	9.5	100
TRUE STORY	3356	2267	4.4	67.6	106	790	5.4	23.5	131	1158	3.9	34.5	95	319	4.2	9.5	101
U.S.NEWS & WORLD REPORT	3410	2303	4.5	67.5	106	637	4.4	18.7	104	1338	4.6	39.2	108	328	4.3	9.6	102
USA TODAY	1759	1233	2.4	70.1	110	347	2.4	19.7	110	678	2.3	38.5	106	*208	2.7	11.8	125
US	1873	1252	2.4	66.8	105	289	2.0	15.4	86	742	2.5	39.6	109	*222	2.9	11.9	126
VOGUE	3909	2369	4.6	60.6	95	591	4.1	15.1	84	1286	4.4	32.9	91	493	6.5	12.6	134
WALL STREET JOURNAL	1886	1211	2.3	64.2	101	*280	1.9	14.8	82	708	2.4	37.5	103	*223	2.9	11.8	125
WEIGHT WATCHERS	2120	1442	2.8	68.0	107	453	3.1	21.4	119	820	2.8	38.7	107	*169	2.2	8.0	85
WOMAN'S DAY	14172	9973	19.3	70.4	110	2744	18.8	19.4	108	5824	19.8	41.1	113	1405	18.4	9.9	105
WORKING MOTHER	1146	868	1.7	75.7	119	*292	2.0	25.5	142	478	1.6	41.7	115	*98	1.3	8.6	91
WORKING WOMAN	1322	863	1.7	65.3	102	203	1.4	15.4	85	528	1.8	39.9	110	*131	1.7	9.9	105
WORLD TENNIS	*163	**113	0.2	69.3	109	**54	0.4	33.1	184	**50	0.2	30.7	85	**9	0.1	5.5	59
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1655	3.2	65.4	103	523	3.6	20.7	115	944	3.2	37.3	103	*188	2.5	7.4	79
BLAIR INSERTS	43657	28638	55.5	65.6	103	7630	52.3	17.5	97	16439	55.9	37.7	104	4568	59.9	10.5	111
DAILY NEWSPAPERS																	
READ ANY	51633	33728	65.4	65.3	103	8826	60.5	17.1	95	19838	67.5	38.4	106	5064	66.4	9.8	104
READ ONE	43463	28173	54.6	64.8	102	7556	51.8	17.4	97	16528	56.2	38.0	105	4089	53.6	9.4	100
READ TWO OR MORE	8170	5555	10.8	68.0	107	1270	8.7	15.5	86	3310	11.3	40.5	112	974	12.8	11.9	127
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	34730	67.3	65.9	103	9239	63.4	17.5	97	20050	68.2	38.1	105	5441	71.3	10.3	110
READ ONE	46126	30209	58.5	65.5	103	8111	55.6	17.6	98	17326	59.0	37.6	104	4771	62.5	10.3	110
READ TWO OR MORE	6552	4522	8.8	69.0	108	1128	7.7	17.2	96	2724	9.3	41.6	115	670	8.8	10.2	109
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.00				26.52				28.50				28.82			
30 DAY REACH	71455	45320	87.8	63.4	100	12649	86.7	17.7	98	25740	87.6	36.0	99	6931	90.8	9.7	103
50 SHWG - 30 DAY AV FREQ	14.56	14.73				13.97				15.04				14.98			
30 DAY REACH	67742	43172	83.7	63.7	100	12043	82.6	17.8	99	24446	83.2	36.1	99	6684	87.6	9.9	105
25 SHWG - 30 DAY AV FREQ	7.94	8.02				7.61				8.22				8.04			
30 DAY REACH	62117	39680	76.9	63.9	100	11050	75.8	17.8	99	22418	76.3	36.1	99	6213	81.4	10.0	106
CABLE TV: HOME WIRED	32077	21786	42.2	67.9	107	5659	38.8	17.6	98	12774	43.5	39.8	110	3352	43.9	10.4	111
HOME NOT WIRED	48909	29818	57.8	61.0	96	8923	61.2	18.2	101	16617	56.5	34.0	94	4278	56.1	8.7	93
HAVE PAY CABLE	15935	11504	22.3	72.2	113	3071	21.1	19.3	107	6779	23.1	42.5	117	1654	21.7	10.4	110

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DRY PANCAKE MIXES: USAGE IN LAST 7 DAYS
(FEMALE HOMEMAKERS)

0508
P-19

		TOTAL U.S.	ALL USERS A	B % DOWN	C ACROSS %	D INDX	TWO OR MORE A	B % DOWN	C ACROSS %	D INDX	ONE OR LESS A	B % DOWN	C ACROSS %	D INDX	NONE A	B % DOWN	C ACROSS %	D INDX
		'000	'000				'000				'000				'000			
TOTAL FEMALE HOMEMAKERS		80986	51604	100.0	63.7	100	14583	100.0	18.0	100	29391	100.0	36.3	100	7631	100.0	9.4	100
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM		43921	29055	56.3	66.2	104	8078	55.4	18.4	102	16569	56.4	37.7	104	4407	57.8	10.0	106
10:00 AM - 3:00 PM		30659	20194	39.1	65.9	103	5763	39.5	18.8	104	11786	40.1	38.4	106	2646	34.7	8.6	92
3:00 PM - 7:00 PM		31045	20454	39.6	65.9	103	5828	40.0	18.8	104	11746	40.0	37.8	104	2880	37.7	9.3	98
7:00 PM - MIDNIGHT		15767	10040	19.5	63.7	100	3035	20.8	19.2	107	5735	19.5	36.4	100	1270	16.6	8.1	85
MIDNIGHT - 6:00 AM		9120	6135	11.9	67.3	106	1865	12.8	20.4	114	3369	11.5	36.9	102	900	11.8	9.9	105
6:00 AM - MIDNIGHT		58527	38311	74.2	65.5	103	10893	74.7	18.6	103	21803	74.2	37.3	103	5616	73.6	9.6	102
ENTIRE DAY		59311	38708	75.2	65.4	103	11032	75.6	18.6	103	22062	75.1	37.2	102	5695	74.6	9.6	102
AVG DAILY M-F CUME: 6AM-MDNT																		
FORMATS: ADULT CONTEMPORARY		16172	10992	21.3	68.0	107	2950	20.2	18.2	101	6311	21.5	39.0	108	1731	22.7	10.7	114
ALL NEWS		2256	1465	2.8	64.9	102	413	2.8	18.3	102	877	3.0	38.9	107	*174	2.3	7.7	82
AOR/PROGRESSIVE		3874	2633	5.1	68.0	107	643	4.4	16.6	92	1644	5.6	42.4	117	345	4.5	8.9	95
BEAUTIFUL MUSIC		5660	3567	6.9	63.0	99	886	6.1	15.7	87	2193	7.5	38.7	107	488	6.4	8.6	92
BLACK		2204	1441	2.8	65.4	103	651	4.5	29.5	164	634	2.2	28.8	79	*157	2.1	7.1	76
CLASSICAL		1418	778	1.5	54.9	86	*189	1.3	13.3	74	455	1.5	32.1	88	**134	1.8	9.4	100
CHR/ROCK		9538	6197	12.0	65.0	102	1506	10.3	15.8	88	3730	12.7	39.1	108	960	12.6	10.1	107
COUNTRY		12648	8463	16.4	66.9	105	2706	18.6	21.4	119	4515	15.4	35.7	98	1242	16.3	9.8	104
GOLDEN OLDIES		1191	686	1.3	57.6	90	*273	1.9	22.9	127	355	1.2	29.8	82	**59	0.8	5.0	53
MOR/NOSTALGIA		4757	3069	5.9	64.5	101	673	4.6	14.1	79	1907	6.5	40.1	110	490	6.4	10.3	109
NEWS/TALK		3863	2291	4.4	59.3	93	527	3.6	13.6	76	1425	4.8	36.9	102	339	4.4	8.8	93
RELIGIOUS		3084	1744	3.4	56.5	89	497	3.4	16.1	89	1021	3.5	33.1	91	226	3.0	7.3	78
SOFT ROCK		521	359	0.7	68.9	108	**143	1.0	27.4	152	*185	0.6	35.5	98	**32	0.4	6.1	65
URBAN CONTEMPORARY		1585	1040	2.0	65.6	103	509	3.5	32.1	178	434	1.5	27.4	75	**97	1.3	6.1	65
WIRED NETWORKS:																		
ABC CONTEMPORARY		3261	2172	4.2	66.6	105	758	5.2	23.2	129	1062	3.6	32.6	90	353	4.6	10.8	115
ABC DIRECTION		2316	1495	2.9	64.6	101	474	3.3	20.5	114	858	2.9	37.0	102	*163	2.1	7.0	75
ABC ENTERTAINMENT		4834	3219	6.2	66.6	105	776	5.3	16.1	89	2034	6.9	42.1	116	408	5.3	8.4	90
ABC FM		2202	1482	2.9	67.3	106	535	3.7	24.3	135	753	2.6	34.2	94	*194	2.5	8.8	94
ABC INFORMATION		5425	3551	6.9	65.5	103	981	6.7	18.1	100	1912	6.5	35.2	97	658	8.6	12.1	129
ABC ROCK		1677	1135	2.2	67.7	106	364	2.5	21.7	121	667	2.3	39.8	110	**104	1.4	6.2	66
CBS		4430	2943	5.7	66.4	104	710	4.9	16.0	89	1781	6.1	40.2	111	452	5.9	10.2	108
MUTUAL		4992	3308	6.4	66.3	104	1047	7.2	21.0	116	1898	6.5	38.0	105	363	4.8	7.3	77
NBC		4679	3248	6.3	69.4	109	694	4.8	14.8	82	2062	7.0	44.1	121	493	6.5	10.5	112
RADIORADIO		1994	1367	2.6	68.6	108	345	2.4	17.3	96	813	2.8	40.8	112	*208	2.7	10.4	111
RKO ONE		2298	1431	2.8	62.3	98	454	3.1	19.8	110	843	2.9	36.7	101	*133	1.7	5.8	61
RKO TWO		3311	2046	4.0	61.8	97	567	3.9	17.1	95	1183	4.0	35.7	98	296	3.9	8.9	95
THE SOURCE		2114	1431	2.8	67.7	106	388	2.7	18.4	102	889	3.0	42.1	116	*153	2.0	7.2	77
NON-WIRED : BLAIR		8654	5952	11.5	68.8	108	1797	12.3	20.8	115	3255	11.1	37.6	104	900	11.8	10.4	110
INTERNET		12025	7747	15.0	64.4	101	2252	15.4	18.7	104	4366	14.9	36.3	100	1129	14.8	9.4	100
KATZ RADIO GROUP		15359	10145	19.7	66.1	104	2424	16.6	15.8	88	6226	21.2	40.5	112	1496	19.6	9.7	103
SUPERNET		10628	6768	13.1	63.7	100	1838	12.6	17.3	96	3984	13.6	37.5	103	945	12.4	8.9	94
TELEVISION AVG. HALF HOUR																		
MKDAY 7:00 AM - 9:00 AM		8659	5316	10.3	61.4	96	1445	9.9	16.7	93	3124	10.6	36.1	99	746	9.8	8.6	91
MKDAY 9:00 AM - 1:00 PM		12163	7668	14.9	63.0	99	2402	16.5	19.7	110	4258	14.5	35.0	96	1008	13.2	8.3	88
MKDAY 1:00 PM - 4:30 PM		16150	10298	20.0	63.8	100	3335	22.9	20.7	115	5543	18.9	34.3	95	1421	18.6	8.8	93
MKDAY 4:30 PM - 7:30 PM		22463	14125	27.4	62.9	99	4020	27.6	17.9	99	8069	27.5	35.9	99	2036	26.7	9.1	96
MKDAY 7:30 PM - 8:00 PM		31795	20304	39.3	63.9	100	5462	37.5	17.2	95	12000	40.8	37.7	104	2842	37.2	8.9	95
MKDAY 11:00 PM - 11:30 PM		23977	15755	30.5	65.7	103	4440	30.4	18.5	103	9024	30.7	37.6	104	2291	30.0	9.6	101
MKDAY 11:30 PM - 1:00 AM		7703	5256	10.2	68.2	107	1634	11.2	21.2	118	2872	9.8	37.3	103	750	9.8	9.7	103
M-SAT 8-11 PM+SUN 7-11 PM		33800	21731	42.1	64.3	101	5951	40.8	17.6	98	12640	43.0	37.4	103	3141	41.2	9.3	99
MKDY DAYTIME NTWK 7AM-4:30PM																		
ALL MY CHILDREN	A	6530	4280	8.3	65.5	103	1409	9.7	21.6	120	2315	7.9	35.4	98	557	7.3	8.5	90
ANOTHER WORLD	N	4620	2961	5.7	64.1	101	1012	6.9	21.9	122	1563	5.3	33.8	93	385	5.0	8.3	88
AS THE WORLD TURNS	C	5614	3472	6.7	61.8	97	1166	8.0	20.8	115	1804	6.1	32.1	89	501	6.6	8.9	95
CAPITOL	C	3396	2162	4.2	63.7	100	744	5.1	21.9	122	1095	3.7	32.2	89	323	4.2	9.5	101
CBS MORN. NEWS 1	C	1446	793	1.5	54.8	86	221	1.5	15.3	85	488	1.7	33.7	93	84	1.1	5.8	62
CBS MORN. NEWS 2	C	1207	647	1.3	53.6	84	142	1.0	11.8	65	448	1.5	37.1	102	*57	0.7	4.7	50
DAYS OF OUR LIVES	N	5877	3860	7.5	65.7	103	1161	8.0	19.8	110	2160	7.3	36.8	101	539	7.1	9.2	97
FACTS OF LIFE - DAYTIME	N	2290	1413	2.7	61.7	97	491	3.4	21.4	119	792	2.7	34.6	95	130	1.7	5.7	60
FAMILY FEUD	A	3023	1833	3.6	60.6	95	584	4.0	19.3	107	932	3.2	30.8	85	318	4.2	10.5	112
GENERAL HOSPITAL	A	6097	3842	7.4	63.0	99	1201	8.2	19.7	109	2144	7.3	35.2	97	498	6.5	8.2	87
GOOD MORNING, AMERICA-730	A	3515	2096	4.1	59.6	94	543	3.7	15.4	86	1299	4.4	37.0	102	255	3.3	7.3	77
GOOD MORNING, AMERICA-830	A	2818	1852	3.6	65.7	103	471	3.2	16.7	93	1167	4.0	41.4	114	214	2.8	7.6	81
GUIDING LIGHT	C	5339	3450	6.7	64.6	101	1177	8.1	22.0	122	1767	6.0	33.1	91	506	6.6	9.5	101
ONE LIFE TO LIVE	A	4478	2936	5.7	65.6	103	925	6.3	20.7	115	1616	5.5	36.1	99	395	5.2	8.8	94
PRESS YOUR LUCK	C	2244	1508	2.9	67.2	105	410	2.8	18.3	101	870	3.0	38.8	107	227	3.0	10.1	107
PRICE IS RIGHT 1	C	4348	2847	5.5	65.5	103	823	5.6	18.9	105	1594	5.4	36.7	101	430	5.6	9.9	105
PRICE IS RIGHT 2	C	5014	3332	6.5	66.5	104	960	6.6	19.1	106	1855	6.3	37.0	102	518	6.8	10.3	110
RYAN'S HOPE	A	3150	2107	4.1	66.9	105	767	5.3	24.3	135	1064	3.6	33.8	93	276	3.6	8.8	93
SALE OF THE CENTURY	N	2695	1755	3.4	65.1	102	618	4.2	22.9	127	988	3.4	36.7	101	148	1.9	5.5	58
SEARCH FOR TOMORROW	N	2319	1424	2.8	61.4	96	391	2.7	16.9	94	743	2.5	32.0	88	291	3.8	12.5	133
TODAY SHOW 1	N	2693	1671	3.2	62.0	97	532	3.6	19.8	110	864	2.9	32.1	88	275	3.6	10.2	108
TODAY SHOW 2	N	2498	1503	2.9	60.2	94	404	2.8	16.2	90	821	2.8	32.9	91	279	3.7	11.2	119
$25,000 PYRAMID	C	2753	1747	3.4	63.5	100	566	3.9	20.6	114	935	3.2	34.0	94	246	3.2	8.9	95
WHEEL OF FORTUNE	N	4388	2795	5.4	63.7	100	910	6.2	20.7	115	1542	5.2	35.1	97	342	4.5	7.8	83
YOUNG AND THE RESTLESS	C	5695	3614	7.0	63.5	100	1206	8.3	21.2	118	1967	6.7	34.5	95	441	5.8	7.7	82
WEEKEND DAYTIME NTWK PRE 6PM																		
ABC WIDE WORLD-SPORTS SAT	A	1760	1095	2.1	62.2	98	270	1.9	15.3	85	660	2.2	37.5	103	165	2.2	9.4	99
NBA PLAYOFF GAME -1	C	1136	729	1.4	64.2	101	191	1.3	16.8	93	433	1.5	38.1	105	*104	1.4	9.2	97
NBC MAJOR LEAGUE PRE-GAME	N	953	576	1.1	60.4	95	*147	1.0	15.4	86	373	1.3	39.1	108	**56	0.7	5.9	62
SPORTSWORLD - SUN	N	1233	786	1.5	63.7	100	224	1.5	18.2	101	481	1.6	39.0	107	*80	1.0	6.5	69
SUNDAY MORNING	C	1611	926	1.8	57.5	90	207	1.4	12.8	71	595	2.0	36.9	102	*123	1.6	7.6	81

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DRY PANCAKE MIXES: USAGE IN LAST 7 DAYS
(FEMALE HOMEMAKERS)

0509
P-19

		TOTAL U.S. '000	ALL USERS A '000	B % DOWN	C % ACROSS	D INDX	TWO OR MORE A '000	B % DOWN	C % ACROSS	D INDX	ONE OR LESS A '000	B % DOWN	C % ACROSS	D INDX	NONE A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	51604	100.0	63.7	100	14583	100.0	18.0	100	29391	100.0	36.3	100	7631	100.0	9.4	100
MKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	16294	31.6	62.5	98	4342	29.8	16.7	93	9478	32.2	36.4	100	2474	32.4	9.5	101
NETWORK AFFILIATES - LATE		20261	13192	25.6	65.1	102	3647	25.0	18.0	100	7631	26.0	37.7	104	1914	25.1	9.4	100
INDEPENDENTS - LATE		2076	1294	2.5	62.3	98	270	1.9	13.0	72	826	2.8	39.8	110	198	2.6	9.5	101
TV EVENING NTHK 6 PM - 2 AM																		
A TEAM	N	10453	6742	13.1	64.5	101	2212	15.2	21.2	118	3624	12.3	34.7	96	906	11.9	8.7	92
ABC MONDAY NIGHT MOVIE	A	6412	4124	8.0	64.3	101	1037	7.1	16.2	90	2431	8.3	37.9	104	656	8.6	10.2	109
ABC SUNDAY NIGHT MOVIE	A	12407	8068	15.6	65.0	102	2164	14.8	17.4	97	4765	16.2	38.4	106	1139	14.9	9.2	97
ABC WORLD NEWS TONIGHT	A	6176	3984	7.7	64.5	101	1101	7.5	17.8	99	2337	8.0	37.8	104	547	7.2	8.9	94
AFTERMASH	C	5863	3811	7.4	65.0	102	1170	8.0	20.0	111	2180	7.4	37.2	102	461	6.0	7.9	83
ALICE	C	9594	6196	12.0	64.6	101	1697	11.6	17.7	98	3666	12.5	38.2	105	832	10.9	8.7	92
AMERICAN PARADE	C	6622	4087	7.9	61.7	97	1092	7.5	16.5	92	2497	8.5	37.7	104	497	6.5	7.5	80
BENSON	A	10886	6818	13.2	62.6	98	1617	11.1	14.9	82	4220	14.4	38.8	107	981	12.9	9.0	96
BLUE THUNDER	A	5036	3312	6.4	65.8	103	789	5.4	15.7	87	2023	6.9	40.2	111	499	6.5	9.9	105
CAGNEY & LACEY	C	9965	6552	12.7	65.8	103	1656	11.4	16.6	92	3755	12.8	37.7	104	1141	15.0	11.5	122
CBS EVENING NEWS-DEAN	C	3491	2210	4.3	63.3	99	484	3.3	13.9	77	1438	4.9	41.2	114	288	3.8	8.2	88
CBS EVENING NEWS-RATHER	C	7123	4420	8.6	62.1	97	1167	8.0	16.4	91	2515	8.6	35.3	97	738	9.7	10.4	110
CBS SAT. NEWS-SCHIEFFER	C	3621	2102	4.1	58.1	91	504	3.5	13.9	77	1213	4.1	33.5	92	385	5.0	10.6	113
CBS SATURDAY NIGHT MOVIE	C	5436	3600	7.0	66.2	104	1007	6.9	18.5	103	2031	6.9	37.4	103	561	7.4	10.3	110
CBS WEDNESDAY NIGHT MOVIE	C	6100	3749	7.3	61.5	96	1154	7.9	18.9	105	2074	7.1	34.0	94	522	6.8	8.6	91
CHEERS	N	8889	5994	11.6	67.4	106	1799	12.3	20.2	112	3383	11.5	38.1	105	812	10.6	9.1	97
DALLAS	C	22109	14135	27.4	63.9	100	3974	27.3	18.0	100	8058	27.4	36.4	100	2102	27.5	9.5	101
DIFF'RENT STROKES	N	6940	4418	8.6	63.7	100	1345	9.2	19.4	108	2538	8.6	36.6	101	534	7.0	7.7	82
DOUBLE TROUBLE	N	7223	4921	9.5	68.1	107	1439	9.9	19.9	111	2918	9.9	40.4	111	565	7.4	7.8	83
DUCK FACTORY	N	5595	3714	7.2	66.4	104	1143	7.8	20.4	113	2119	7.2	37.9	104	452	5.9	8.1	86
DUKES OF HAZZARD	C	5768	3657	7.1	63.4	100	1100	7.5	19.1	106	2001	6.8	34.7	96	556	7.3	9.6	102
DYNASTY	A	20053	12849	24.9	64.1	101	3727	25.6	18.6	103	7183	24.4	35.8	99	1938	25.4	9.7	103
FACTS OF LIFE	N	8087	5367	10.4	66.4	104	1624	11.1	20.1	112	3149	10.7	38.9	107	594	7.8	7.3	78
FALCON CREST	C	20046	13093	25.4	65.3	103	3560	24.4	17.8	99	7678	26.1	38.3	106	1856	24.3	9.3	98
FALL GUY	A	9084	5768	11.2	63.5	100	1769	12.1	19.5	108	3099	10.5	34.1	94	900	11.8	9.9	105
FAMILY TIES	N	7964	5486	10.6	68.9	108	1815	12.4	22.8	127	3026	10.3	38.0	105	646	8.5	8.1	86
FANTASY ISLAND	A	7687	4713	9.1	61.3	96	1371	9.4	17.8	99	2769	9.4	36.0	99	573	7.5	7.5	79
FOULUPS,BLEEPS & BLUNDERS	A	8861	5709	11.1	64.4	101	1455	10.0	16.4	91	3393	11.5	38.3	106	862	11.3	9.7	103
FOUR SEASONS	C	5095	3328	6.4	65.3	103	1012	6.9	19.9	110	1992	6.8	39.1	108	324	4.2	6.4	67
GIMME A BREAK	N	8838	5740	11.1	64.9	102	1929	13.2	21.8	121	3223	11.0	36.5	100	589	7.7	6.7	71
HART TO HART	A	8978	5551	10.8	61.8	97	1540	10.6	17.2	95	3130	10.6	34.9	96	881	11.5	9.8	104
HILL STREET BLUES	N	8590	5825	11.3	67.8	106	1760	12.1	20.5	114	3066	10.4	35.7	98	998	13.1	11.6	123
HOTEL	A	14085	9089	17.6	64.5	101	2431	16.7	17.3	96	5313	18.1	37.7	104	1345	17.6	9.5	101
JEFFERSONS	C	9360	5971	11.6	63.8	100	1664	11.4	17.8	99	3498	11.9	37.4	103	808	10.6	8.6	92
JENNIFER SLEPT HERE	N	5841	3724	7.2	63.8	100	1162	8.0	19.9	110	2040	6.9	34.9	96	523	6.9	9.0	95
KATE & ALLIE	C	9206	6053	11.7	65.8	103	1533	10.5	16.7	92	3664	12.5	39.8	110	856	11.2	9.3	99
KNIGHT RIDER	N	7076	4666	9.0	65.9	103	1340	9.2	18.9	105	2723	9.3	38.5	106	603	7.9	8.5	90
LOVE BOAT	A	12219	7403	14.3	60.6	95	2112	14.5	17.3	96	4174	14.2	34.2	94	1117	14.6	9.1	97
MAGNUM PI	C	11199	7131	13.8	63.7	100	1971	13.5	17.6	98	4055	13.8	36.2	100	1106	14.5	9.9	105
MAMA'S FAMILY	N	6057	3895	7.5	64.3	101	1144	7.8	18.9	105	2290	7.8	37.8	104	461	6.0	7.6	81
MASTER, THE	N	3598	2365	4.6	65.7	103	784	5.4	21.8	121	1234	4.2	34.3	95	347	4.5	9.6	102
MATT HOUSTON	A	6344	4201	8.1	66.2	104	1255	8.6	19.8	110	2407	8.2	37.9	105	539	7.1	8.5	90
NBC MONDAY NIGHT MOVIE	N	11994	7847	15.2	65.4	103	2407	16.5	20.1	111	4435	15.1	37.0	102	1006	13.2	8.4	89
NBC NIGHTLY NEWS	N	5132	3266	6.3	63.6	100	912	6.3	17.8	99	1852	6.3	36.1	99	502	6.6	9.8	104
NBC NIGHTLY NEWS-SAT	N	3375	2047	4.0	60.7	95	578	4.0	17.1	95	1193	4.1	35.3	97	276	3.6	8.2	87
NBC NIGHTLY NEWS-SUN	N	3130	2000	3.9	63.9	100	524	3.6	16.7	93	1173	4.0	37.5	103	303	4.0	9.7	103
NBC SUNDAY NIGHT MOVIE	N	8284	5340	10.3	64.5	101	1511	10.4	18.2	101	2956	10.1	35.7	98	872	11.4	10.5	112
NEWHART	C	9240	6154	11.9	66.6	105	1422	9.8	15.4	85	3781	12.9	40.9	113	952	12.5	10.3	109
ONE DAY AT A TIME	C	7288	4525	8.8	62.1	97	1364	9.4	18.7	104	2456	8.4	33.7	93	706	9.3	9.7	103
PEOPLE ARE FUNNY	N	4855	3064	5.9	63.1	99	858	5.9	17.7	98	1800	6.1	37.1	102	406	5.3	8.4	89
REAL PEOPLE	N	8869	5864	11.4	66.1	104	1479	10.1	16.7	93	3702	12.6	41.7	115	682	8.9	7.7	82
REMINGTON STEELE	N	7743	5015	9.7	64.8	102	1495	10.3	19.3	107	2778	9.5	35.9	99	742	9.7	9.6	102
RIPLEY'S BELIEVE IT - NOT	A	5345	3607	7.0	67.5	106	1006	6.9	18.8	105	2124	7.2	39.7	109	478	6.3	8.9	95
RIPTIDE	N	6988	4671	9.1	66.8	105	1481	10.2	21.2	118	2511	8.5	35.9	99	679	8.9	9.7	103
SCARECROW & MRS. KING	C	10002	6127	11.9	61.3	96	1652	11.3	16.5	92	3575	12.2	35.7	98	900	11.8	9.0	95
SIMON & SIMON	C	10638	7152	13.9	67.2	106	1996	13.7	18.8	104	4018	13.7	37.8	104	1138	14.9	10.7	114
60 MINUTES	C	13293	8446	16.4	63.5	100	2027	13.9	15.2	85	5102	17.4	38.4	106	1317	17.3	9.9	105
ST. ELSEWHERE	N	7017	4993	9.7	71.2	112	1400	9.6	20.0	111	2874	9.8	41.0	113	719	9.4	10.2	109
THREE'S COMPANY	A	10917	7128	13.8	65.3	102	2015	13.8	18.5	103	4213	14.3	38.6	106	900	11.8	8.2	87
T.J. HOOKER	A	9204	5637	10.9	61.2	96	1485	10.2	16.1	90	3186	10.8	34.6	95	965	12.6	10.5	111
TONIGHT SHOW	N	2372	1557	3.0	65.6	103	417	2.9	17.6	98	853	2.9	36.0	99	287	3.8	12.1	128
TRAPPER JOHN, M.D.	C	9846	6054	11.7	61.5	96	1708	11.7	17.3	96	3349	11.4	34.0	94	997	13.1	10.1	107
TV BLOOPERS & PRAC. JOKES	N	9105	5770	11.2	63.4	99	1454	10.0	16.0	89	3467	11.8	38.1	105	849	11.1	9.3	99
20/20	A	9387	5851	11.3	62.3	98	1377	9.4	14.7	81	3705	12.6	39.5	109	768	10.1	8.2	87
WEBSTER	A	11067	6832	13.2	61.7	97	1734	11.9	15.7	87	4142	14.1	37.4	103	956	12.5	8.6	92
WORLD NEWS - SUN	A	3062	1862	3.6	60.8	95	438	3.0	14.3	79	1090	3.7	35.6	98	334	4.4	10.9	116
YELLOW ROSE	N	4978	3251	6.3	65.3	102	1039	7.1	20.9	116	1803	6.1	36.2	100	409	5.4	8.2	87
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	6121	11.9	68.9	108	1328	9.1	15.0	83	3899	13.3	43.9	121	894	11.7	10.1	107
BASKETBALL - COLLEGE GAMES		4080	2906	5.6	71.2	112	663	4.5	16.3	90	1777	6.0	43.6	120	466	6.1	11.4	121
BASKETBALL - PRO GAMES		3607	2631	5.1	72.9	114	812	5.6	22.5	125	1499	5.1	41.6	115	*320	4.2	8.9	94
BOWLING		3883	2907	5.6	74.9	117	836	5.7	21.5	120	1704	5.8	43.9	121	*367	4.8	9.5	100
BOXING		3928	2936	5.7	74.7	117	892	6.1	22.7	126	1509	5.1	38.4	106	*536	7.0	13.6	145
FOOTBALL - COLLEGE GAMES		6366	4576	8.9	71.9	113	960	6.6	15.1	84	2775	9.4	43.6	120	841	11.0	13.2	140
FOOTBALL - PRO GAMES		11300	8255	16.0	73.1	115	2006	13.8	17.8	99	4987	17.0	44.1	122	1263	16.6	11.2	119
GOLF		3378	2440	4.7	72.2	113	*440	3.0	13.0	72	1598	5.4	47.3	130	*402	5.3	11.9	126
POST-SEASON COLL. FOOTBALL		4906	3630	7.0	74.0	116	980	6.7	20.0	111	1947	6.6	39.7	109	703	9.2	14.3	152
POST-SEASON PRO FOOTBALL		6120	4631	9.0	75.7	119	1340	9.2	21.9	122	2534	8.6	41.4	114	757	9.9	12.4	131
TENNIS		3033	1866	3.6	61.5	97	*451	3.1	14.9	83	999	3.4	32.9	91	*415	5.4	13.7	145
WRESTLING - PROFESSIONAL		3344	2384	4.6	71.3	112	926	6.3	27.7	154	1053	3.6	31.5	87	*405	5.3	12.1	129

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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DRY PANCAKE MIXES: BRANDS
(FEMALE HOMEMAKERS)

0510
P-19

	TOTAL U.S. '000	AUNT JEMIMA A '000	AUNT JEMIMA B % DOWN	AUNT JEMIMA C % ACROSS	AUNT JEMIMA D INDX	BISQUICK A '000	BISQUICK B % DOWN	BISQUICK C % ACROSS	BISQUICK D INDX	LOG CABIN A '000	LOG CABIN B % DOWN	LOG CABIN C % ACROSS	LOG CABIN D INDX	HUNGRY JACK PILLSBURY A '000	HUNGRY JACK PILLSBURY B % DOWN	HUNGRY JACK PILLSBURY C % ACROSS	HUNGRY JACK PILLSBURY D INDX
TOTAL FEMALE HOMEMAKERS	80986	30545	100.0	37.7	100	20994	100.0	25.9	100	2838	100.0	3.5	100	12860	100.0	15.9	100
18 - 24	9282	3122	10.2	33.6	89	2482	11.8	26.7	103	*361	12.7	3.9	111	1295	10.1	14.0	88
25 - 34	19072	7356	24.1	38.6	102	5322	25.4	27.9	108	769	27.1	4.0	115	3010	23.4	15.8	99
35 - 44	14591	6309	20.7	43.2	115	4039	19.2	27.7	107	606	21.4	4.2	119	2717	21.1	18.6	117
45 - 54	11345	4917	16.1	43.3	115	2582	12.3	22.8	88	*396	14.0	3.5	100	1928	15.0	17.0	107
55 - 64	11635	4477	14.7	38.5	102	3043	14.5	26.2	101	*315	11.1	2.7	77	1701	13.2	14.6	92
65 OR OLDER	15061	4364	14.3	29.0	77	3526	16.8	23.4	90	390	13.7	2.6	74	2209	17.2	14.7	92
18 - 34	28354	10478	34.3	37.0	98	7804	37.2	27.5	106	1131	39.9	4.0	114	4305	33.5	15.2	96
18 - 49	48339	19190	62.8	39.7	105	13171	62.7	27.2	105	1960	69.1	4.1	116	7990	62.1	16.5	104
25 - 54	45008	18582	60.8	41.3	109	11943	56.9	26.5	102	1771	62.4	3.9	112	7655	59.5	17.0	107
35 - 49	19985	8711	28.5	43.6	116	5367	25.6	26.9	104	829	29.2	4.1	118	3685	28.7	18.4	116
50 OR OLDER	32647	11356	37.2	34.8	92	7824	37.3	24.0	92	878	30.9	2.7	77	4870	37.9	14.9	94
GRADUATED COLLEGE	11155	3552	11.6	31.8	84	3049	14.5	27.3	105	**216	7.6	1.9	55	1513	11.8	13.6	85
ATTENDED COLLEGE	13682	5016	16.4	36.7	97	4256	20.3	31.1	120	*342	12.1	2.5	71	2160	16.8	15.8	99
GRADUATED HIGH SCHOOL	33880	13976	45.8	41.3	109	9242	44.0	27.3	105	1330	46.9	3.9	112	5887	45.8	17.4	109
DID NOT GRADUATE HIGH SCHOOL	22270	8001	26.2	35.9	95	4448	21.2	20.0	77	951	33.5	4.3	122	3301	25.7	14.8	93
EMPLOYED	40306	15984	52.3	39.7	105	10583	50.4	26.3	101	1313	46.3	3.3	93	6203	48.2	15.4	97
EMPLOYED FULL-TIME	32850	12940	42.4	39.4	104	8360	39.8	25.4	98	1055	37.2	3.2	92	5143	40.0	15.7	99
EMPLOYED PART-TIME	7456	3045	10.0	40.8	108	2223	10.6	29.8	115	**258	9.1	3.5	99	1060	8.2	14.2	90
NOT EMPLOYED	40680	14561	47.7	35.8	95	10411	49.6	25.6	99	1525	53.7	3.7	107	6657	51.8	16.4	103
PROFESSIONAL/MANAGER	10392	3638	11.9	35.0	93	2811	13.4	27.0	104	**168	5.9	1.6	46	1269	9.9	12.2	77
TECH/CLERICAL/SALES	17574	7260	23.8	41.3	110	4903	23.4	27.9	108	537	18.9	3.1	87	2963	23.0	16.9	106
PRECISION/CRAFT	985	*389	1.3	39.5	105	*265	1.3	26.9	104	**39	1.4	4.0	113	**185	1.4	18.8	118
OTHER EMPLOYED	11354	4697	15.4	41.4	110	2605	12.4	22.9	89	*569	20.0	5.0	143	1786	13.9	15.7	99
SINGLE	9863	2973	9.7	30.1	80	2359	11.2	23.9	92	*267	9.4	2.7	77	1123	8.7	11.4	72
MARRIED	51375	20695	67.8	40.3	107	13908	66.2	27.1	104	1876	66.1	3.7	104	9169	71.3	17.8	112
DIVORCED/SEPARATED/WIDOWED	19748	6878	22.5	34.8	92	4728	22.5	23.9	92	696	24.5	3.5	101	2569	20.0	13.0	82
PARENTS	32590	14315	46.9	43.9	116	9527	45.4	29.2	113	1596	56.2	4.9	140	6081	47.3	18.7	118
WHITE	70416	26183	85.7	37.2	99	19264	91.8	27.4	106	2154	75.9	3.1	87	10884	84.6	15.5	97
BLACK	8778	3717	12.2	42.3	112	1352	6.4	15.4	59	541	19.1	6.2	176	1735	13.5	19.8	124
OTHER	1791	*645	2.1	36.0	95	**378	1.8	21.1	81	**143	5.0	8.0	228	**242	1.9	13.5	85
NORTHEAST-CENSUS	17786	7677	25.1	43.2	114	4542	21.6	25.5	99	543	19.1	3.1	87	2387	18.6	13.4	85
NORTH CENTRAL	20741	8748	28.6	42.2	112	6402	30.5	30.9	119	766	27.0	3.7	105	4496	35.0	21.7	137
SOUTH	27775	10394	34.0	37.4	99	5084	24.2	18.3	71	1200	42.3	4.3	123	4684	36.4	16.9	106
WEST	14683	3726	12.2	25.4	67	4967	23.7	33.8	130	*329	11.6	2.2	64	1294	10.1	8.8	55
NORTHEAST-MKTG.	17961	7273	23.8	40.5	107	4350	20.7	24.2	93	602	21.2	3.4	96	2527	19.7	14.1	89
EAST CENTRAL	11885	5243	17.2	44.1	117	3291	15.7	27.7	107	497	17.5	4.2	119	2241	17.4	18.9	119
WEST CENTRAL	14090	5536	18.1	39.3	104	4675	22.3	33.2	128	*480	16.9	3.4	97	2981	23.2	21.2	133
SOUTH	24081	9216	30.2	38.3	101	4326	20.6	18.0	69	972	34.2	4.0	115	4064	31.6	16.9	106
PACIFIC	12969	3276	10.7	25.3	67	4351	20.7	33.5	129	**287	10.1	2.2	63	1048	8.1	8.1	51
COUNTY SIZE A	32439	12150	39.8	37.5	99	8350	39.8	25.7	99	932	32.8	2.9	82	4577	35.6	14.1	89
COUNTY SIZE B	24915	9855	32.3	39.6	105	6342	30.2	25.5	98	863	30.4	3.5	99	4070	31.6	16.3	103
COUNTY SIZE C	12930	4450	14.6	34.4	91	3574	17.0	27.6	107	*517	18.2	4.0	114	2180	17.0	16.9	106
COUNTY SIZE D	10703	4090	13.4	38.2	101	2728	13.0	25.5	98	*526	18.5	4.9	140	2033	15.8	19.0	120
METRO CENTRAL CITY	24518	8960	29.3	36.5	97	5802	27.6	23.7	91	741	26.1	3.0	86	3832	29.8	15.6	98
METRO SUBURBAN	35919	14041	46.0	39.1	104	10037	47.8	27.9	108	1193	42.0	3.3	95	5408	42.1	15.1	95
NON METRO	20549	7544	24.7	36.7	97	5155	24.6	25.1	97	904	31.9	4.4	126	3621	28.2	17.6	111
TOP 5 ADI'S	18341	7112	23.3	38.8	103	4668	22.2	25.5	98	*503	17.7	2.7	78	2417	18.8	13.2	83
TOP 10 ADI'S	25378	9504	31.1	37.4	99	6291	30.0	24.8	96	746	26.3	2.9	84	3496	27.2	13.8	87
TOP 20 ADI'S	36488	13187	43.2	36.1	96	9763	46.5	26.8	103	1090	38.4	3.0	85	5242	40.8	14.4	90
HSHLD INC. $50,000 OR MORE	6612	2752	9.0	41.6	110	2133	10.2	32.3	124	**221	7.8	3.3	95	1130	8.8	17.1	108
$40,000 OR MORE	12659	5043	16.5	39.8	106	3987	19.0	31.5	121	*357	12.6	2.8	80	2101	16.3	16.6	105
$30,000 OR MORE	24698	9883	32.4	40.0	106	7376	35.1	29.9	115	694	24.5	2.8	80	4291	33.4	17.4	109
$25,000 OR MORE	32077	12837	42.0	40.0	106	9421	44.9	29.4	113	920	32.4	2.9	82	5660	44.0	17.6	111
$20,000 - $24,999	9144	3391	11.1	37.1	98	2235	10.6	24.4	94	*362	12.8	4.0	113	1357	10.6	14.8	93
$15,000 - $19,999	8728	3075	10.1	35.2	93	2284	10.9	26.2	101	*317	11.2	3.6	104	1287	10.0	14.7	93
$10,000 - $14,999	12562	4932	16.3	39.7	105	3218	15.3	25.6	99	*489	17.2	3.9	111	2230	17.3	17.8	112
UNDER $10,000	18475	6260	20.5	33.9	90	3836	18.3	20.8	80	750	26.4	4.1	116	2327	18.1	12.6	79
HOUSEHOLD OF 1 PERSON	11987	2965	9.7	24.7	66	2543	12.1	21.2	82	290	10.2	2.4	69	1099	8.5	9.2	58
2 PEOPLE	26577	9237	30.2	34.8	92	6598	31.4	24.8	96	802	28.3	3.0	86	3823	29.7	14.4	91
3 OR 4 PEOPLE	30617	12961	42.4	42.3	112	8710	41.5	28.4	110	1121	39.5	3.7	104	5325	41.4	17.4	110
5 OR MORE PEOPLE	11804	5383	17.6	45.6	121	3143	15.0	26.6	103	*625	22.0	5.3	151	2613	20.3	22.1	139
NO CHILD IN HSHLD	46165	15286	50.0	33.1	88	10974	52.3	23.8	92	1164	41.0	2.5	72	6429	50.0	13.9	88
CHILD(REN) UNDER 2 YRS	5325	2088	6.8	39.2	104	1351	6.4	25.4	98	**200	7.0	3.8	107	919	7.1	17.3	109
2 - 5 YEARS	14221	5597	18.3	39.4	104	4048	19.3	28.5	110	*542	19.1	3.8	109	2399	18.7	16.9	106
6 - 11 YEARS	15117	6462	21.2	42.7	113	4484	21.4	29.7	114	695	24.5	4.6	131	2695	21.0	17.8	112
12 - 17 YEARS	16611	7796	25.5	46.9	124	4812	22.9	29.0	112	902	31.8	5.4	155	3279	25.5	19.7	124
RESIDENCE OWNED	55884	21699	71.0	38.8	103	15127	72.1	27.1	104	1816	64.0	3.2	93	9760	75.9	17.5	110
VALUE: $50,000 OR MORE	31744	12257	40.1	38.6	102	9191	43.8	29.0	112	854	30.1	2.7	77	5143	40.0	16.2	102
VALUE: UNDER $50,000	24140	9443	30.9	39.1	104	5936	28.3	24.6	95	962	33.9	4.0	114	4617	35.9	19.1	120

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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DRY PANCAKE MIXES: BRANDS
(FEMALE HOMEMAKERS)

0511
P-19

		TOTAL U.S. '000	AUNT JEMIMA A '000	AUNT JEMIMA B % DOWN	AUNT JEMIMA C % ACROSS	AUNT JEMIMA D INDX	BISQUICK A '000	BISQUICK B % DOWN	BISQUICK C % ACROSS	BISQUICK D INDX	LOG CABIN A '000	LOG CABIN B % DOWN	LOG CABIN C % ACROSS	LOG CABIN D INDX	HUNGRY JACK PILLSBURY A '000	HUNGRY JACK PILLSBURY B % DOWN	HUNGRY JACK PILLSBURY C % ACROSS	HUNGRY JACK PILLSBURY D INDX
TOTAL FEMALE HOMEMAKERS		80986	30545	100.0	37.7	100	20994	100.0	25.9	100	2838	100.0	3.5	100	12860	100.0	15.9	100
MAGAZINES	QUINTILE 1	15799	6378	20.9	40.4	107	5082	24.2	32.2	124	693	24.4	4.4	125	2879	22.4	18.2	115
	QUINTILE 2	17259	6898	22.6	40.0	106	4823	23.0	27.9	108	576	20.3	3.3	95	2687	20.9	15.6	98
	QUINTILE 3	13545	5118	16.8	37.8	100	3399	16.2	25.1	97	*568	20.0	4.2	120	2119	16.5	15.6	99
	QUINTILE 4	15133	5541	18.1	36.6	97	3767	17.9	24.9	96	*375	13.2	2.5	71	2576	20.0	17.0	107
	QUINTILE 5	19250	6610	21.6	34.3	91	3923	18.7	20.4	79	625	22.0	3.2	93	2600	20.2	13.5	85
NEWSPAPERS	QUINTILE 1	12413	5227	17.1	42.1	112	3590	17.1	28.9	112	*402	14.2	3.2	92	2064	16.0	16.6	105
	QUINTILE 2	24116	9077	29.7	37.6	100	6398	30.5	26.5	102	662	23.3	2.7	78	4253	33.1	17.6	111
	QUINTILE 3	11261	4314	14.1	38.3	102	2958	14.1	26.3	101	*522	18.4	4.6	132	1790	13.9	15.9	100
	QUINTILE 4	20255	7718	25.3	38.1	101	5328	25.4	26.3	101	661	23.3	3.3	93	2955	23.0	14.6	92
	QUINTILE 5	12940	4210	13.8	32.5	86	2720	13.0	21.0	81	591	20.8	4.6	130	1799	14.0	13.9	88
OUTDOOR	QUINTILE 1	14852	5659	18.5	38.1	101	4430	21.1	29.8	115	*475	16.7	3.2	91	2440	19.0	16.4	103
	QUINTILE 2	15725	6184	20.2	39.3	104	3974	18.9	25.3	97	519	18.3	3.3	94	2293	17.8	14.6	92
	QUINTILE 3	16330	6340	20.8	38.8	103	4110	19.6	25.2	97	657	23.2	4.0	115	2920	22.7	17.9	113
	QUINTILE 4	16744	6201	20.3	37.0	98	4343	20.7	25.9	100	527	18.6	3.1	90	2577	20.0	15.4	97
	QUINTILE 5	17334	6161	20.2	35.5	94	4137	19.7	23.9	92	660	23.3	3.8	109	2632	20.5	15.2	96
RADIO-DRIVE TIME	QUINTILE 1	15911	6831	22.4	42.9	114	4524	21.5	28.4	110	601	21.2	3.8	108	2608	20.3	16.4	103
	QUINTILE 2	14837	5819	19.1	39.2	104	3807	18.1	25.7	99	*541	19.1	3.6	104	2413	18.8	16.3	102
	QUINTILE 3	15339	5854	19.2	38.2	101	4120	19.6	26.9	104	642	22.6	4.2	119	2514	19.5	16.4	103
	QUINTILE 4	16723	6072	19.9	36.3	96	4235	20.2	25.3	98	492	17.3	2.9	84	2760	21.5	16.5	104
	QUINTILE 5	18176	5970	19.5	32.8	87	4309	20.5	23.7	91	562	19.8	3.1	88	2566	20.0	14.1	89
RADIO-MID-DAY	TERCILE 1	21020	8544	28.0	40.6	108	5386	25.7	25.6	99	602	21.2	2.9	82	3455	26.9	16.4	104
	TERCILE 2	21610	8360	27.4	38.7	103	6161	29.3	28.5	110	933	32.9	4.3	123	3781	29.4	17.5	110
	TERCILE 3	38355	13641	44.7	35.6	94	9448	45.0	24.6	95	1302	45.9	3.4	97	5625	43.7	14.7	92
RADIO-TOTAL	QUINTILE 1	15988	6813	22.3	42.6	113	4405	21.0	27.6	106	626	22.1	3.9	112	2435	18.9	15.2	96
	QUINTILE 2	15626	6260	20.5	40.1	106	3855	18.4	24.7	95	*457	16.1	2.9	83	2787	21.7	17.8	112
	QUINTILE 3	16723	6175	20.2	36.9	98	4490	21.4	26.8	104	644	22.7	3.9	110	2796	21.7	16.7	105
	QUINTILE 4	16342	5692	18.6	34.8	92	4454	21.2	27.3	105	702	24.7	4.3	123	2482	19.3	15.2	96
	QUINTILE 5	16306	5607	18.4	34.4	91	3792	18.1	23.3	90	*409	14.4	2.5	72	2361	18.4	14.5	91
TV-PRIME TIME	QUINTILE 1	15953	5809	19.0	36.4	97	3949	18.8	24.8	95	581	20.5	3.6	104	2543	19.8	15.9	100
	QUINTILE 2	16137	6260	20.5	38.8	103	4022	19.2	24.9	96	778	27.4	4.8	138	2446	19.0	15.2	95
	QUINTILE 3	16420	6858	22.5	41.8	111	4468	21.3	27.2	105	604	21.3	3.7	105	2929	22.8	17.8	112
	QUINTILE 4	16687	6194	20.3	37.1	98	4771	22.7	28.6	110	*407	14.3	2.4	70	2788	21.7	16.7	105
	QUINTILE 5	15789	5424	17.8	34.4	91	3784	18.0	24.0	92	467	16.5	3.0	84	2155	16.8	13.6	86
TV-DAYTIME	TERCILE 1	27736	10415	34.1	37.6	100	7102	33.8	25.6	99	1134	40.0	4.1	117	5247	40.8	18.9	119
	TERCILE 2	26489	10321	33.8	39.0	103	6838	32.6	25.8	100	965	34.0	3.6	104	3823	29.7	14.4	91
	TERCILE 3	26761	9810	32.1	36.7	97	7055	33.6	26.4	102	739	26.0	2.8	79	3791	29.5	14.2	89
TV-TOTAL	QUINTILE 1	16345	5784	18.9	35.4	94	3846	18.3	23.5	91	715	25.2	4.4	125	2791	21.7	17.1	108
	QUINTILE 2	16447	6649	21.8	40.4	107	4311	20.5	26.2	101	697	24.6	4.2	121	2984	23.2	18.1	114
	QUINTILE 3	15980	6120	20.0	38.3	102	4279	20.4	26.8	103	508	17.9	3.2	91	2491	19.4	15.6	98
	QUINTILE 4	15887	6301	20.6	39.7	105	4416	21.0	27.8	107	530	18.7	3.3	95	2464	19.2	15.5	98
	QUINTILE 5	16326	5692	18.6	34.9	92	4143	19.7	25.4	98	*388	13.7	2.4	68	2130	16.6	13.0	82
MAGAZINES-NEWSPAPERS: DUAL		20721	8251	27.0	39.8	106	6176	29.4	29.8	115	740	26.1	3.6	102	3607	28.0	17.4	110
MAGAZINE IMPERATIVE		19186	7598	24.9	39.6	105	5489	26.1	28.6	110	936	33.0	4.9	139	2979	23.2	15.5	98
NEWSPAPER IMPERATIVE		21899	8442	27.6	38.5	102	5302	25.3	24.2	93	599	21.1	2.7	78	3717	28.9	17.0	107
MAGAZINES-OUTDOOR: DUAL		15451	6135	20.1	39.7	105	4562	21.7	29.5	114	578	20.4	3.7	107	2765	21.5	17.9	113
MAGAZINE IMPERATIVE		25953	10109	33.1	39.0	103	7170	34.2	27.6	107	1001	35.3	3.9	110	4065	31.6	15.7	99
OUTDOOR IMPERATIVE		24400	9076	29.7	37.2	99	5885	28.0	24.1	93	713	25.1	2.9	83	3716	28.9	15.2	96
MAGAZINES-RADIO: DUAL		18049	7305	23.9	40.5	107	5175	24.6	28.7	111	573	20.2	3.2	91	2769	21.5	15.3	97
MAGAZINE IMPERATIVE		23571	8991	29.4	38.1	101	6999	33.3	29.7	115	959	33.8	4.1	116	4101	31.9	17.4	110
RADIO IMPERATIVE		23278	9144	29.9	39.3	104	5396	25.7	23.2	89	790	27.8	3.4	97	3905	30.4	16.8	106
MAGAZINES-TELEVISION: DUAL		15459	6183	20.2	40.0	106	4412	21.0	28.5	110	745	26.3	4.8	138	2897	22.5	18.7	118
MAGAZINE IMPERATIVE		25829	10169	33.3	39.4	104	7562	36.0	29.3	113	779	27.4	3.0	86	3949	30.7	15.3	96
TELEVISION IMPERATIVE		26039	9341	30.6	35.9	95	5780	27.5	22.2	86	884	31.1	3.4	97	4210	32.7	16.2	102
NEWSPAPERS-OUTDOOR: DUAL		16605	6613	21.7	39.8	106	4658	22.2	28.1	108	524	18.5	3.2	90	2715	21.1	16.4	103
NEWSPAPER IMPERATIVE		26834	10241	33.5	38.2	101	7149	34.1	26.6	103	884	31.1	3.3	94	4725	36.7	17.6	111
OUTDOOR IMPERATIVE		23346	8736	28.6	37.4	99	5983	28.5	25.6	99	881	31.0	3.8	108	3444	26.8	14.8	93
NEWSPAPERS-RADIO: DUAL		17133	6972	22.8	40.7	108	4761	22.7	27.8	107	572	20.2	3.3	95	3017	23.5	17.6	111
NEWSPAPER IMPERATIVE		25892	9662	31.6	37.3	99	7002	33.4	27.0	104	840	29.6	3.2	93	4381	34.1	16.9	107
RADIO IMPERATIVE		23167	9016	29.5	38.9	103	5772	27.5	24.9	96	982	34.6	4.2	121	3620	28.1	15.6	98
NEWSPAPERS-TELEVISION: DUAL		17159	6708	22.0	39.1	104	4653	22.2	27.1	105	627	22.1	3.7	104	3076	23.9	17.9	113
NEWSPAPER IMPERATIVE		26214	10133	33.2	38.7	102	7147	34.0	27.3	105	627	22.1	2.4	68	4192	32.6	16.0	101
TELEVISION IMPERATIVE		23412	8571	28.1	36.6	97	5511	26.3	23.5	91	1080	38.1	4.6	132	3797	29.5	16.2	102
OUTDOOR-RADIO: DUAL		15303	6445	21.1	42.1	112	4090	19.5	26.7	103	627	22.1	4.1	117	2513	19.5	16.4	103
OUTDOOR IMPERATIVE		24901	8785	28.8	35.3	94	6633	31.6	26.6	103	782	27.6	3.1	90	3900	30.3	15.7	99
RADIO IMPERATIVE		26492	10461	34.2	39.5	105	6867	32.7	25.9	100	940	33.1	3.5	101	4425	34.4	16.7	105
OUTDOOR-TELEVISION: DUAL		14794	5679	18.6	38.4	102	4064	19.4	27.5	106	541	19.1	3.7	104	2616	20.3	17.7	111
OUTDOOR IMPERATIVE		25437	10012	32.8	39.4	104	6989	33.3	27.5	106	719	25.3	2.8	81	3828	29.8	15.0	95
TELEVISION IMPERATIVE		27877	10468	34.3	37.6	100	6868	32.7	24.6	95	1183	41.7	4.2	121	4765	37.1	17.1	108
RADIO-TELEVISION: DUAL		15996	6666	21.8	41.7	110	3945	18.8	24.7	95	590	20.8	3.7	105	2970	23.1	18.6	117
RADIO IMPERATIVE		25478	10084	33.0	39.6	105	7059	33.6	27.7	107	787	27.7	3.1	88	3725	29.0	14.6	92
TELEVISION IMPERATIVE		26573	9242	30.3	34.8	92	6836	32.6	25.7	99	1202	42.4	4.5	129	4360	33.9	16.4	103

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DRY PANCAKE MIXES: BRANDS
(FEMALE HOMEMAKERS)

0513
P-19

	TOTAL U.S. '000	AUNT JEMIMA A '000	AUNT JEMIMA B % DOWN	AUNT JEMIMA C % ACROSS	AUNT JEMIMA D INDX	BISQUICK A '000	BISQUICK B % DOWN	BISQUICK C % ACROSS	BISQUICK D INDX	LOG CABIN A '000	LOG CABIN B % DOWN	LOG CABIN C % ACROSS	LOG CABIN D INDX	HUNGRY JACK PILLSBURY A '000	HUNGRY JACK PILLSBURY B % DOWN	HUNGRY JACK PILLSBURY C % ACROSS	HUNGRY JACK PILLSBURY D INDX
TOTAL FEMALE HOMEMAKERS	80986	30545	100.0	37.7	100	20994	100.0	25.9	100	2838	100.0	3.5	100	12860	100.0	15.9	100
ATLANTIC MONTHLY	415	**153	0.5	36.9	98	**113	0.5	27.2	105	**0	0.0	0.0	0	**31	0.2	7.5	47
BARRON'S	453	**144	0.5	31.8	84	**165	0.8	36.4	141	**50	1.8	11.0	315	**82	0.6	18.1	114
BETTER HOMES & GARDENS	16256	6533	21.4	40.2	107	5161	24.6	31.7	122	677	23.9	4.2	119	3034	23.6	18.7	118
BON APPETIT	2535	795	2.6	31.4	83	740	3.5	29.2	113	**66	2.3	2.6	74	236	1.8	9.3	59
BUSINESS WEEK	1278	441	1.4	34.5	91	369	1.8	28.9	111	**56	2.0	4.4	125	*205	1.6	16.0	101
CAR AND DRIVER	378	*154	0.5	40.7	108	**93	0.4	24.6	95	**7	0.2	1.9	53	**46	0.4	12.2	77
CBS MAGAZINE NETWORK (GROSS)	1498	664	2.2	44.3	118	495	2.4	33.0	127	**63	2.2	4.2	120	*333	2.6	22.2	140
CHANGING TIMES	1505	551	1.8	36.6	97	433	2.1	28.8	111	**80	2.8	5.3	152	*266	2.1	17.7	111
COLONIAL HOMES	1231	466	1.5	37.9	100	443	2.1	36.0	139	**42	1.5	3.4	97	234	1.8	19.0	120
CONDE NAST MAG. PKG. (GROSS)	14146	6143	20.1	43.4	115	4248	20.2	30.0	116	658	23.2	4.7	133	2461	19.1	17.4	110
CONSUMERS DIGEST	1323	643	2.1	48.6	129	326	1.6	24.6	95	**39	1.4	2.9	84	*272	2.1	20.6	129
COSMOPOLITAN	7102	2872	9.4	40.4	107	1925	9.2	27.1	105	*248	8.7	3.5	100	1147	8.9	16.2	102
COUNTRY LIVING	2481	1035	3.4	41.7	111	817	3.9	32.9	127	**56	2.0	2.3	64	418	3.3	16.8	106
CUISINE	1472	490	1.6	33.3	88	485	2.3	32.9	127	**39	1.4	2.6	76	*189	1.5	12.8	81
CYCLE WORLD	425	*210	0.7	49.4	131	*169	0.8	39.8	153	**24	0.8	5.6	161	**90	0.7	21.2	133
DCI:CREATIVE IDEAS FOR LIV	2510	1229	4.0	49.0	130	744	3.5	29.6	114	**72	2.5	2.9	82	479	3.7	19.1	120
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	2940	9.6	43.9	116	1759	8.4	26.3	101	*173	6.1	2.6	74	1329	10.3	19.9	125
DISCOVER	894	378	1.2	42.3	112	281	1.3	31.4	121	**55	1.9	6.2	176	*150	1.2	16.8	106
EBONY	3507	1655	5.4	47.2	125	604	2.9	17.2	66	201	7.1	5.7	164	834	6.5	23.8	150
ESQUIRE	1083	505	1.7	46.6	124	265	1.3	24.5	94	**90	3.2	8.3	237	*181	1.4	16.7	105
ESSENCE	1830	964	3.2	52.7	140	348	1.7	19.0	73	**86	3.0	4.7	134	468	3.6	25.6	161
FAMILY CIRCLE	15930	6285	20.6	39.5	105	5061	24.1	31.8	123	582	20.5	3.7	104	2961	23.0	18.6	117
THE FAMILY HANDYMAN	1126	494	1.6	43.9	116	434	2.1	38.5	149	**57	2.0	5.1	144	276	2.1	24.5	154
FAMILY WEEKLY	11468	4439	14.5	38.7	103	3376	16.1	29.4	114	380	13.4	3.3	95	1668	13.0	14.5	92
FIELD & STREAM	2234	932	3.1	41.7	111	725	3.5	32.5	125	**99	3.5	4.4	126	550	4.3	24.6	155
FOOD & WINE	579	*207	0.7	35.8	95	*204	1.0	35.2	136	**15	0.5	2.6	74	**132	1.0	22.8	144
FORBES	728	*192	0.6	26.4	70	*218	1.0	29.9	116	**58	2.0	8.0	227	**84	0.7	11.5	73
FORTUNE	906	390	1.3	43.0	114	*299	1.4	33.0	127	**60	2.1	6.6	189	*175	1.4	19.3	122
GENTLEMEN'S QUARTERLY	791	335	1.1	42.4	112	*302	1.4	38.2	147	**47	1.7	5.9	170	**146	1.1	18.5	116
GLAMOUR	5265	2313	7.6	43.9	116	1612	7.7	30.6	118	*299	10.5	5.7	162	1003	7.8	19.1	120
GOLF DIGEST	636	*279	0.9	43.9	116	*195	0.9	30.7	118	**9	0.3	1.4	40	**108	0.8	17.0	107
GOLF DIGEST/TENNIS (GROSS)	1186	504	1.7	42.5	113	362	1.7	30.5	118	**26	0.9	2.2	63	*179	1.4	15.1	95
GOLF MAGAZINE	441	*188	0.6	42.6	113	**156	0.7	35.4	136	**8	0.3	1.8	52	**75	0.6	17.0	107
GOLF MAGAZINE/SKI (GROSS)	922	382	1.3	41.4	110	*250	1.2	27.1	105	**31	1.1	3.4	96	**112	0.9	12.1	76
GOOD HOUSEKEEPING	16487	6603	21.6	40.0	106	5177	24.7	31.4	121	567	20.0	3.4	98	2876	22.4	17.4	110
HARPER'S BAZAAR	2423	1119	3.7	46.2	122	724	3.4	29.9	115	**153	5.4	6.3	180	440	3.4	18.2	114
HEALTH	1994	857	2.8	43.0	114	638	3.0	32.0	123	**125	4.4	6.3	179	416	3.2	20.9	131
HEARST MAG CORP. BUY (GROSS)	44101	17947	58.8	40.7	108	13741	65.5	31.2	120	1711	60.3	3.9	111	7647	59.5	17.3	109
HEARST MAN POWER (GROSS)	1093	840	2.8	42.1	112	731	3.5	36.7	141	**120	4.2	6.0	172	420	3.3	21.1	133
HEARST WOMAN POWER (GROSS)	31274	12570	41.2	40.2	107	9479	45.2	30.3	117	1145	40.3	3.7	104	5320	41.4	17.0	107
HOUSE BEAUTIFUL	3623	1480	4.8	40.9	108	1190	5.7	32.8	127	*175	6.2	4.8	138	556	4.3	15.3	97
INC.	283	**104	0.3	36.7	97	**91	0.4	32.2	124	**36	1.3	12.7	363	**99	0.8	35.0	220
JET	2928	1417	4.6	48.4	128	483	2.3	16.5	64	*175	6.2	6.0	171	697	5.4	23.8	150
LADIES' HOME JOURNAL	11918	4696	15.4	39.4	104	3452	16.4	29.0	112	483	17.0	4.1	116	2326	18.1	19.5	123
LHJ FAMILY GRP COMBO(GROSS)	16764	6680	21.9	39.8	106	5090	24.2	30.4	117	782	27.6	4.7	133	3217	25.0	19.2	121
LIFE	4254	1903	6.2	44.7	119	1102	5.2	25.9	100	*192	6.8	4.5	129	815	6.3	19.2	121
L.A. TIMES HOME MAGAZINE	1145	*273	0.9	23.8	63	414	2.0	36.2	139	**56	2.0	4.9	140	**103	0.8	9.0	57
MADEMOISELLE	2884	1277	4.2	44.3	117	932	4.4	32.3	125	*158	5.6	5.5	156	462	3.6	16.0	101
MC CALL'S	13460	5392	17.7	40.1	106	4407	21.0	32.7	126	480	16.9	3.6	102	2441	19.0	18.1	114
MC CALL'S/WRK MOTHER (GROSS)	14606	6027	19.7	41.3	109	4762	22.7	32.6	126	589	20.8	4.0	115	2756	21.4	18.9	119
MECHANIX ILLUSTRATED	772	331	1.1	42.9	114	*303	1.4	39.2	151	**66	2.3	8.5	244	*243	1.9	31.5	198
METROPOLITAN HOME	967	444	1.5	45.9	122	238	1.1	24.6	95	**34	1.2	3.5	100	*168	1.3	17.4	109
MONEY	1588	536	1.8	33.8	89	509	2.4	32.1	124	**67	2.4	4.2	120	*277	2.2	17.4	110
MOTHER EARTH NEWS	1002	297	1.0	29.6	79	342	1.6	34.1	132	**35	1.2	3.5	100	*147	1.1	14.7	92
MS.	825	317	1.0	38.4	102	*186	0.9	22.5	87	**7	0.2	0.8	24	*117	0.9	14.2	89
NATIONAL ENQUIRER	10336	4474	14.6	43.3	115	2782	13.3	26.9	104	525	18.5	5.1	145	2027	15.8	19.6	124
NATIONAL GEOGRAPHIC	9597	3181	10.4	33.1	88	3036	14.5	31.6	122	286	10.1	3.0	85	1545	12.0	16.1	101
NATIONAL SUNDAY MAGAZINE PKG	49558	19378	63.4	39.1	104	13673	65.1	27.6	106	1588	56.0	3.2	91	8292	64.5	16.7	105
NATURAL HISTORY	573	*250	0.8	43.6	116	*153	0.7	26.7	103	**12	0.4	2.1	60	**63	0.5	11.0	69
NEW WOMAN	1699	727	2.4	42.8	113	423	2.0	24.9	96	**45	1.6	2.6	76	350	2.7	20.6	130
NEW YORK INCLUDING CUE	443	*191	0.6	43.1	114	**92	0.4	20.8	80	**5	0.2	1.1	32	**45	0.3	10.2	64
THE NEW YORKER	1270	453	1.5	35.7	95	350	1.7	27.6	106	**40	1.4	3.1	90	*109	0.8	8.6	54
NEWSWEEK	6277	2461	8.1	39.2	104	2019	9.6	32.2	124	*224	7.9	3.6	102	1007	7.8	16.0	101
THE N.Y. TIMES DAILY EDITION	1205	531	1.7	44.1	117	270	1.3	22.4	86	**7	0.2	0.6	17	**112	0.9	9.3	59
THE N.Y. TIMES MAGAZINE	2081	833	2.7	40.0	106	481	2.3	23.1	89	**7	0.2	0.3	10	*187	1.5	9.0	57
OMNI	788	301	1.0	38.2	101	249	1.2	31.6	122	**42	1.5	5.3	152	**131	1.0	16.6	105
ON CABLE	1158	477	1.6	41.2	109	251	1.2	21.7	84	**7	0.2	0.6	17	*264	2.1	22.8	144
1001 HOME IDEAS	2852	1127	3.7	39.5	105	1001	4.8	35.1	135	*175	6.2	6.1	175	476	3.7	16.7	105
ORGANIC GARDENING	1658	607	2.0	36.6	97	509	2.4	30.7	118	**78	2.7	4.7	134	277	2.2	16.7	105
OUTDOOR LIFE	896	370	1.2	41.3	109	311	1.5	34.7	134	**48	1.7	5.4	153	*196	1.5	21.9	138
PARADE MAGAZINE	24275	9637	31.6	39.7	105	6642	31.6	27.4	106	751	26.5	3.1	88	4183	32.5	17.2	109

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DRY PANCAKE MIXES: BRANDS
(FEMALE HOMEMAKERS)

0513
P-19

	TOTAL U.S. '000	AUNT JEMIMA A '000	AUNT JEMIMA B % DOWN	AUNT JEMIMA C % ACROSS	AUNT JEMIMA D INDX	BISQUICK A '000	BISQUICK B % DOWN	BISQUICK C % ACROSS	BISQUICK D INDX	LOG CABIN A '000	LOG CABIN B % DOWN	LOG CABIN C % ACROSS	LOG CABIN D INDX	HUNGRY JACK PILLSBURY A '000	HUNGRY JACK PILLSBURY B % DOWN	HUNGRY JACK PILLSBURY C % ACROSS	HUNGRY JACK PILLSBURY D INDX
TOTAL FEMALE HOMEMAKERS	80986	30545	100.0	37.7	100	20994	100.0	25.9	100	2838	100.0	3.5	100	12860	100.0	15.9	100
PARENTS	3845	1699	5.6	44.2	117	1290	6.1	33.6	129	*171	6.0	4.4	127	664	5.2	17.3	109
PENTHOUSE	831	355	1.2	42.7	113	309	1.5	37.2	143	**31	1.1	3.7	106	*132	1.0	15.9	100
PEOPLE	11645	4407	14.4	37.8	100	3326	15.8	28.6	110	457	16.1	3.9	112	1845	14.3	15.8	100
PLAYBOY	2006	796	2.6	39.7	105	491	2.3	24.5	94	**35	1.2	1.7	50	288	2.2	14.4	90
POPULAR HOT RODDING	297	*153	0.5	51.5	137	*142	0.7	47.8	184	**31	1.1	10.4	298	**64	0.5	21.5	136
POPULAR MECHANICS	1018	400	1.3	39.3	104	*359	1.7	35.3	136	**67	2.4	6.6	188	*235	1.8	23.1	145
POPULAR SCIENCE	878	370	1.2	42.1	112	*211	1.0	24.0	93	**45	1.6	5.1	146	*131	1.0	14.9	94
PREVENTION	3913	1395	4.6	35.7	95	1229	5.9	31.4	121	**134	4.7	3.4	98	774	6.0	19.8	125
PSYCHOLOGY TODAY	1710	638	2.1	37.3	99	602	2.9	35.2	136	**68	2.4	4.0	113	322	2.5	18.8	119
READER'S DIGEST	22204	8629	28.3	38.9	103	7025	33.5	31.6	122	778	27.4	3.5	100	4008	31.2	18.1	114
REDBOOK	7684	3095	10.1	40.3	107	2377	11.3	30.9	119	331	11.7	4.3	123	1297	10.1	16.9	106
ROAD & TRACK	410	*185	0.6	45.1	120	*172	0.8	42.0	162	**19	0.7	4.6	132	**69	0.5	16.8	106
ROLLING STONE	969	427	1.4	44.1	117	321	1.5	33.1	128	**69	2.4	7.1	203	*151	1.2	15.6	98
RUNNER'S WORLD	298	*122	0.4	40.9	109	**114	0.5	38.3	148	**27	1.0	9.1	259	**82	0.6	27.5	173
SATURDAY EVENING POST	1169	446	1.5	38.2	101	413	2.0	35.3	136	**37	1.3	3.2	90	*196	1.5	16.8	106
SCIENCE 84	587	*177	0.6	30.2	80	*196	0.9	33.4	129	**22	0.8	3.7	107	**61	0.5	10.4	65
SCIENCE DIGEST	482	*234	0.8	48.5	129	*186	0.9	38.6	149	**32	1.1	6.6	189	**80	0.6	16.6	105
SCIENTIFIC AMERICAN	594	*179	0.6	30.1	80	**155	0.7	26.1	101	**18	0.6	3.0	86	**51	0.4	8.6	54
SELF	2089	942	3.1	45.1	120	667	3.2	31.9	123	**46	1.6	2.2	63	318	2.5	15.2	96
SEVENTEEN	2411	1049	3.4	43.5	115	783	3.7	32.5	125	**105	3.7	4.4	124	336	2.6	13.9	88
SKI	480	*195	0.6	40.6	108	*94	0.4	19.6	76	**24	0.8	5.0	143	**36	0.3	7.5	47
SMITHSONIAN	2760	860	2.8	31.2	83	841	4.0	30.5	118	**62	2.2	2.2	64	323	2.5	11.7	74
SOAP OPERA DIGEST	3013	1501	4.9	49.8	132	857	4.1	28.4	110	*185	6.5	6.1	175	654	5.1	21.7	137
SOUTHERN LIVING	4184	1711	5.6	40.9	108	1015	4.8	24.3	94	*101	3.6	2.4	69	850	6.6	20.3	128
SPORT	559	*229	0.7	41.0	109	*136	0.6	24.3	94	**10	0.4	1.8	51	*139	1.1	24.9	157
THE SPORTING NEWS	436	*202	0.7	46.3	123	**157	0.7	36.0	139	**0	0.0	0.0	0	**131	1.0	30.0	189
SPORTS AFIELD	493	*207	0.7	42.0	111	*186	0.9	37.7	146	**21	0.7	4.3	122	*106	0.8	21.5	135
SPORTS ILLUSTRATED	2758	1299	4.3	47.1	125	856	4.1	31.0	120	**98	3.5	3.6	101	537	4.2	19.5	123
STAR	7456	3220	10.5	43.2	115	2009	9.6	26.9	104	334	11.8	4.5	128	1359	10.6	18.2	115
SUNDAY	24936	9759	31.9	39.1	104	6696	31.9	26.9	104	899	31.7	3.6	103	4294	33.4	17.2	108
SUNSET	2124	515	1.7	24.2	64	804	3.8	37.9	146	**65	2.3	3.1	87	*173	1.3	8.1	51
TV GUIDE	21661	8925	29.2	41.2	109	5926	28.2	27.4	106	925	32.6	4.3	122	3607	28.0	16.7	105
TENNIS	550	*225	0.7	40.9	108	*167	0.8	30.4	117	**17	0.6	3.1	88	**71	0.6	12.9	81
TIME	8880	3400	11.1	38.3	102	2588	12.3	29.1	112	291	10.3	3.3	94	1442	11.2	16.2	102
TOWN & COUNTRY	917	379	1.2	41.3	110	327	1.6	35.7	138	**11	0.4	1.2	34	*220	1.7	24.0	151
TRAVEL & LEISURE	972	338	1.1	34.8	92	239	1.1	24.6	95	**29	1.0	3.0	85	*162	1.3	16.7	105
TRUE STORY	3356	1494	4.9	44.5	118	823	3.9	24.5	95	*274	9.7	8.2	233	737	5.7	22.0	138
U.S.NEWS & WORLD REPORT	3410	1261	4.1	37.0	98	1107	5.3	32.5	125	**76	2.7	2.2	64	669	5.2	19.6	124
USA TODAY	1759	822	2.7	46.7	124	674	3.2	38.3	148	**29	1.0	1.6	47	240	1.9	13.6	86
US	1873	861	2.8	46.0	122	546	2.6	29.2	112	**44	1.6	2.3	67	348	2.7	18.6	117
VOGUE	3909	1610	5.3	41.2	109	1037	4.9	26.5	102	*155	5.5	4.0	113	678	5.3	17.3	109
WALL STREET JOURNAL	1886	786	2.6	41.7	110	413	2.0	21.9	84	**68	2.4	3.6	103	315	2.4	16.7	105
WEIGHT WATCHERS	2120	808	2.6	38.1	101	623	3.0	29.4	113	*140	4.9	6.6	188	495	3.8	23.3	147
WOMAN'S DAY	14172	5699	18.7	40.2	107	4790	22.8	33.8	130	568	20.0	4.0	114	2373	18.5	16.7	105
WORKING MOTHER	1146	635	2.1	55.4	147	355	1.7	31.0	119	**109	3.8	9.5	271	315	2.4	27.5	173
WORKING WOMAN	1322	559	1.8	42.3	112	390	1.9	29.5	114	**68	2.4	5.1	147	261	2.0	19.7	124
WORLD TENNIS	*163	**57	0.2	35.0	93	**59	0.3	36.2	140	**6	0.2	3.7	105	**20	0.2	12.3	77
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1068	3.5	42.2	112	716	3.4	28.3	109	**67	2.4	2.6	76	453	3.5	17.9	113
BLAIR INSERTS	43657	17024	55.7	39.0	103	11788	56.1	27.0	104	1420	50.0	3.3	93	7411	57.6	17.0	107
DAILY NEWSPAPERS																	
READ ANY	51633	20091	65.8	38.9	103	13778	65.6	26.7	103	1678	59.1	3.2	93	8724	67.8	16.9	106
READ ONE	43463	16558	54.2	38.1	101	11536	54.9	26.5	102	1421	50.1	3.3	93	7435	57.8	17.1	108
READ TWO OR MORE	8170	3533	11.6	43.2	115	2242	10.7	27.4	106	*257	9.1	3.1	90	1290	10.0	15.8	99
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	20473	67.0	38.9	103	14364	68.4	27.3	105	1686	59.4	3.2	91	8768	68.2	16.6	105
READ ONE	46126	17743	58.1	38.5	102	12241	58.3	26.5	102	1500	52.9	3.3	93	7802	60.7	16.9	107
READ TWO OR MORE	6552	2730	8.9	41.7	110	2123	10.1	32.4	125	*186	6.6	2.8	81	966	7.5	14.7	93
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.57				30.49				27.07				28.50			
30 DAY REACH	71455	26961	88.3	37.7	100	18357	87.4	25.7	99	2488	87.7	3.5	99	11304	87.9	15.8	100
50 SHWG - 30 DAY AV FREQ	14.56	14.47				15.81				14.09				14.87			
30 DAY REACH	67742	25720	84.2	38.0	101	17757	84.6	26.2	101	2396	84.4	3.5	101	10842	84.3	16.0	101
25 SHWG - 30 DAY AV FREQ	7.94	7.81				8.55				7.78				8.07			
30 DAY REACH	62117	23846	78.1	38.4	102	16443	78.3	26.5	102	2158	76.0	3.5	99	9999	77.8	16.1	101
CABLE TV: HOME WIRED	32077	13404	43.9	41.8	111	9198	43.8	28.7	111	1044	36.8	3.3	93	5620	43.7	17.5	110
HOME NOT WIRED	48909	17142	56.1	35.0	93	11797	56.2	24.1	93	1794	63.2	3.7	105	7240	56.3	14.8	93
HAVE PAY CABLE	15435	7283	23.8	45.7	121	5007	23.8	31.4	121	*509	17.9	3.2	91	3116	24.2	19.6	123

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DRY PANCAKE MIXES: BRANDS
(FEMALE HOMEMAKERS)

0514
P-19

	TOTAL U.S. '000	AUNT JEMIMA A '000	AUNT JEMIMA B % DOWN	AUNT JEMIMA C % ACROSS %	AUNT JEMIMA D INDX	BISQUICK A '000	BISQUICK B % DOWN	BISQUICK C % ACROSS %	BISQUICK D INDX	LOG CABIN A '000	LOG CABIN B % DOWN	LOG CABIN C % ACROSS %	LOG CABIN D INDX	HUNGRY JACK PILLSBURY A '000	HUNGRY JACK PILLSBURY B % DOWN	HUNGRY JACK PILLSBURY C % ACROSS %	HUNGRY JACK PILLSBURY D INDX
TOTAL FEMALE HOMEMAKERS	80986	30545	100.0	37.7	100	20994	100.0	25.9	100	2838	100.0	3.5	100	12860	100.0	15.9	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	17519	57.4	39.9	106	12104	57.7	27.6	106	1563	55.1	3.6	102	7001	54.4	15.9	100
10:00 AM - 3:00 PM	30659	12196	39.9	39.8	105	8189	39.0	26.7	103	1095	38.6	3.6	102	5136	39.9	16.8	105
3:00 PM - 7:00 PM	31045	12346	40.4	39.8	105	8801	41.9	28.3	109	1064	37.5	3.4	98	5064	39.4	16.3	103
7:00 PM - MIDNIGHT	15767	5932	19.4	37.6	100	4146	19.7	26.3	101	557	19.6	3.5	101	2504	19.5	15.9	100
MIDNIGHT - 6:00 AM	9120	3806	12.5	41.7	111	2309	11.0	25.3	98	301	10.6	3.3	94	1489	11.6	16.3	103
6:00 AM - MIDNIGHT	58527	22976	75.2	39.3	104	15670	74.6	26.8	103	2120	74.7	3.6	103	9527	74.1	16.3	103
ENTIRE DAY	59311	23287	76.2	39.3	104	15821	75.4	26.7	103	2148	75.7	3.6	103	9660	75.1	16.3	103
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	6559	21.5	40.6	108	4911	23.4	30.4	117	637	22.4	3.9	112	2750	21.4	17.0	107
ALL NEWS	1256	852	2.8	37.8	100	605	2.9	26.8	103	**79	2.8	3.5	100	*316	2.5	14.0	88
AOR/PROGRESSIVE	3874	1477	4.8	38.1	101	1217	5.8	31.4	121	*138	4.9	3.6	102	591	4.6	15.3	96
BEAUTIFUL MUSIC	5660	1985	6.5	35.1	93	1557	7.4	27.5	106	**122	4.3	2.2	62	831	6.5	14.7	92
BLACK	2204	998	3.3	45.3	120	459	2.2	20.8	80	*154	5.4	7.0	199	386	3.0	17.5	110
CLASSICAL	1418	398	1.3	28.1	74	414	2.0	29.2	113	**10	0.4	0.7	20	*157	1.2	11.1	70
CHR/ROCK	9538	3734	12.2	39.1	104	2703	12.9	28.3	109	398	14.0	4.2	119	1592	12.4	16.7	105
COUNTRY	12648	5143	16.8	40.7	108	3078	14.7	24.3	94	401	14.1	3.2	90	2424	18.8	19.2	121
GOLDEN OLDIES	1191	441	1.4	37.0	98	*299	1.4	25.1	97	**46	1.6	3.9	110	**131	1.0	11.0	69
MOR/NOSTALGIA	4757	1844	6.0	38.8	103	1134	5.4	23.8	92	*158	5.6	3.3	95	710	5.5	14.9	94
NEWS/TALK	3863	1458	4.8	37.7	100	933	4.4	24.2	93	**79	2.8	2.0	58	373	2.9	9.7	61
RELIGIOUS	3084	1021	3.3	33.1	88	585	2.8	19.0	73	*154	5.4	5.0	142	533	4.1	17.3	109
SOFT ROCK	521	*244	0.8	46.8	124	*201	1.0	38.6	149	**66	2.3	12.7	361	**107	0.8	20.5	129
URBAN CONTEMPORARY	1585	751	2.5	47.4	126	264	1.3	16.7	64	**92	3.2	5.8	166	399	3.1	25.2	159
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	1371	4.5	42.0	111	888	4.2	27.2	105	*222	7.8	6.8	194	569	4.4	17.4	110
ABC DIRECTION	2316	821	2.7	35.4	94	655	3.1	28.3	109	*136	4.8	5.9	168	393	3.1	17.0	107
ABC ENTERTAINMENT	4834	2016	6.6	41.7	111	1177	5.6	24.3	94	*193	6.8	4.0	114	1025	8.0	21.2	134
ABC FM	2202	981	3.2	44.6	118	475	2.3	21.6	83	**106	3.7	4.8	137	456	3.5	20.7	130
ABC INFORMATION	5425	2098	6.9	38.7	103	1455	6.9	26.8	103	*119	4.2	2.2	63	827	6.4	15.2	96
ABC ROCK	1677	769	2.5	45.9	122	638	3.0	38.0	147	**94	3.3	5.6	160	359	2.8	21.4	135
CBS	4430	1668	5.5	37.7	100	1397	6.7	31.5	122	**120	4.2	2.7	77	691	5.4	15.6	98
MUTUAL	4992	2128	7.0	42.6	113	1422	6.8	28.5	110	*167	5.9	3.3	95	870	6.8	17.4	110
NBC	4679	2152	7.0	46.0	122	1356	6.5	29.0	112	*181	6.4	3.9	110	808	6.3	17.3	109
RADIORADIO	1994	830	2.7	41.6	110	579	2.8	29.0	112	**76	2.7	3.8	109	326	2.5	16.3	103
RKO ONE	2298	835	2.7	36.3	96	504	2.4	21.9	85	**58	2.0	2.5	72	371	2.9	16.1	102
RKO TWO	3311	1229	4.0	37.1	98	881	4.2	26.6	103	*140	4.9	4.2	121	604	4.7	18.2	115
THE SOURCE	2114	833	2.7	39.4	104	662	3.2	31.3	121	**73	2.6	3.5	99	347	2.7	16.4	103
NON-WIRED : BLAIR	8654	3666	12.0	42.4	112	2418	11.5	27.9	108	*256	9.0	3.0	84	1476	11.5	17.1	107
INTERNET	12025	4616	15.1	38.4	102	3179	15.1	26.4	102	545	19.2	4.5	129	2189	17.0	18.2	115
KATZ RADIO GROUP	15359	5942	19.5	38.7	103	4256	20.3	27.7	107	385	13.6	2.5	72	2284	17.8	14.9	94
SUPERNET	10628	4126	13.5	38.8	103	2905	13.8	27.3	105	321	11.3	3.0	86	1610	12.5	15.1	95
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	3055	10.0	35.3	94	2068	9.9	23.9	92	394	13.9	4.6	130	1316	10.2	15.2	96
MKDAY 9:00 AM - 1:00 PM	12163	4497	14.7	37.0	98	3060	14.6	25.2	97	518	18.3	4.3	122	2155	16.8	17.7	112
MKDAY 1:00 PM - 4:30 PM	16150	6159	20.2	38.1	101	3976	18.9	24.6	95	660	23.3	4.1	117	2927	22.8	18.1	114
MKDAY 4:30 PM - 7:30 PM	22463	8316	27.2	37.0	98	5681	27.1	25.3	98	851	30.0	3.8	108	3690	28.7	16.4	103
MKDAY 7:30 PM - 8:00 PM	31795	11949	39.1	37.6	100	8151	38.8	25.6	99	1189	41.9	3.7	107	5191	40.4	16.3	103
MKDAY 11:00 PM - 11:30 PM	23977	9429	30.9	39.3	104	6156	29.3	25.7	99	1053	37.1	4.4	125	4334	33.7	18.1	114
MKDAY 11:30 PM - 1:00 AM	7703	3197	10.5	41.5	110	2030	9.7	26.4	102	366	12.9	4.8	136	1483	11.5	19.3	121
M-SAT 8-11 PM+SUN 7-11 PM	33800	12922	42.3	38.2	101	8713	41.5	25.8	99	1283	45.2	3.8	108	5445	42.3	16.1	101
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	2632	8.6	40.3	107	1792	8.5	27.4	106	293	10.3	4.5	128	1116	8.7	17.1	107
ANOTHER WORLD N	4620	1683	5.5	36.4	97	1055	5.0	22.8	88	190	6.7	4.1	117	968	7.5	21.0	132
AS THE WORLD TURNS C	5614	2114	6.9	37.7	100	1277	6.1	22.7	88	219	7.7	3.9	111	982	7.6	17.5	110
CAPITOL C	3396	1323	4.3	39.0	103	773	3.7	22.8	88	146	5.1	4.3	123	626	4.9	18.4	116
CBS MORN. NEWS 1 C	1446	423	1.4	29.3	78	314	1.5	21.7	84	**37	1.3	2.6	73	178	1.4	12.3	78
CBS MORN. NEWS 2 C	1207	369	1.2	30.6	81	281	1.3	23.3	90	**45	1.6	3.7	106	154	1.2	12.8	80
DAYS OF OUR LIVES N	5877	2178	7.1	37.1	98	1462	7.0	24.9	96	240	8.5	4.1	117	1087	8.5	18.5	116
FACTS OF LIFE - DAYTIME N	2290	803	2.6	35.1	93	457	2.2	20.0	77	*68	2.4	3.0	85	447	3.5	19.5	123
FAMILY FEUD A	3023	1147	3.8	37.9	101	704	3.4	23.3	90	92	3.2	3.0	87	459	3.6	15.2	96
GENERAL HOSPITAL A	6097	2403	7.9	39.4	104	1563	7.4	25.6	99	213	7.5	3.5	100	1101	8.6	18.1	114
GOOD MORNING, AMERICA-730 A	3515	1298	4.2	36.9	98	803	3.8	22.8	88	163	5.7	4.6	132	540	4.2	15.4	97
GOOD MORNING, AMERICA-830 A	2818	1035	3.4	36.7	97	815	3.9	28.9	112	*108	3.8	3.8	109	487	3.8	17.3	109
GUIDING LIGHT C	5339	2127	7.0	39.8	106	1271	6.1	23.8	92	229	8.1	4.3	122	967	7.5	18.1	114
ONE LIFE TO LIVE A	4478	1833	6.0	40.9	109	1221	5.8	27.3	105	146	5.1	3.3	93	837	6.5	18.7	118
PRESS YOUR LUCK C	2244	908	3.0	40.5	107	649	3.1	28.9	112	*118	4.2	5.3	150	433	3.4	19.3	122
PRICE IS RIGHT 1 C	4348	1861	6.1	42.8	113	1143	5.4	26.3	101	225	7.9	5.2	148	874	6.8	20.1	127
PRICE IS RIGHT 2 C	5014	2166	7.1	43.2	115	1274	6.1	25.4	98	250	8.8	5.0	142	1018	7.9	20.3	128
RYAN'S HOPE A	3150	1333	4.4	42.3	112	838	4.0	26.6	103	128	4.5	4.1	116	526	4.1	16.7	105
SALE OF THE CENTURY N	2695	910	3.0	33.8	90	634	3.0	23.5	91	**63	2.2	2.3	67	508	4.0	18.8	119
SEARCH FOR TOMORROW N	2319	858	2.8	37.0	98	547	2.6	23.6	91	**53	1.9	2.3	65	482	3.7	20.8	131
TODAY SHOW 1 N	2693	917	3.0	34.1	90	649	3.1	24.1	93	*139	4.9	5.2	147	333	2.6	12.4	78
TODAY SHOW 2 N	2498	815	2.7	32.6	87	631	3.0	25.3	97	*80	2.8	3.2	91	351	2.7	14.1	88
$25,000 PYRAMID C	2753	1049	3.4	38.1	101	736	3.5	26.7	103	*134	4.7	4.9	139	542	4.2	19.7	124
WHEEL OF FORTUNE N	4388	1630	5.3	37.1	98	1002	4.8	22.8	88	184	6.5	4.2	120	811	6.3	18.5	116
YOUNG AND THE RESTLESS C	5695	2198	7.2	38.6	102	1331	6.3	23.4	90	298	10.5	5.2	149	1130	8.8	19.8	125
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	630	2.1	35.8	95	431	2.1	24.5	94	*56	2.0	3.2	91	284	2.2	16.1	102
NBA PLAYOFF GAME -1 C	1136	402	1.3	35.4	94	225	1.1	19.8	76	**50	1.8	4.4	126	176	1.4	15.5	98
NBC MAJOR LEAGUE PRE-GAME N	953	*288	0.9	30.2	80	*190	0.9	19.9	77	**30	1.1	3.1	90	**155	1.2	16.3	102
SPORTSWORLD - SUN N	1233	411	1.3	33.3	88	258	1.2	20.9	81	**91	3.2	7.4	211	243	1.9	19.7	124
SUNDAY MORNING C	1611	512	1.7	31.8	84	360	1.7	22.3	86	**20	0.7	1.2	35	237	1.8	14.7	93

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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DRY PANCAKE MIXES: BRANDS
(FEMALE HOMEMAKERS)

0515
P-19

		TOTAL U.S. '000	AUNT JEMIMA A '000	AUNT JEMIMA B % DOWN	AUNT JEMIMA C % ACROSS	AUNT JEMIMA D INDX	BISQUICK A '000	BISQUICK B % DOWN	BISQUICK C % ACROSS	BISQUICK D INDX	LOG CABIN A '000	LOG CABIN B % DOWN	LOG CABIN C % ACROSS	LOG CABIN D INDX	HUNGRY JACK PILLSBURY A '000	HUNGRY JACK PILLSBURY B % DOWN	HUNGRY JACK PILLSBURY C % ACROSS	HUNGRY JACK PILLSBURY D INDX
TOTAL FEMALE HOMEMAKERS		80986	30545	100.0	37.7	100	20994	100.0	25.9	100	2838	100.0	3.5	100	12860	100.0	15.9	100
MKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	9588	31.4	36.8	98	6465	30.8	24.8	96	940	33.1	3.6	103	4220	32.8	16.2	102
NETWORK AFFILIATES - LATE		20261	7852	25.7	38.8	103	5232	24.9	25.8	100	864	30.4	4.3	122	3550	27.6	17.5	110
INDEPENDENTS - LATE		2076	761	2.5	36.7	97	538	2.6	25.9	100	*48	1.7	2.3	66	271	2.1	13.1	82
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	4089	13.4	39.1	104	2466	11.7	23.6	91	495	17.4	4.7	135	1819	14.1	17.4	110
ABC MONDAY NIGHT MOVIE	A	6412	2529	8.3	39.4	105	1729	8.2	27.0	104	*199	7.0	3.1	89	1002	7.8	15.6	98
ABC SUNDAY NIGHT MOVIE	A	12407	4795	15.7	38.6	102	3199	15.2	25.8	99	468	16.5	3.8	108	2006	15.6	16.2	102
ABC WORLD NEWS TONIGHT	A	6176	2348	7.7	38.0	101	1651	7.9	26.7	103	219	7.7	3.5	101	813	6.3	13.2	83
AFTERMASH	C	5863	2141	7.0	36.5	97	1714	8.2	29.2	113	*251	8.8	4.3	122	911	7.1	15.5	98
ALICE	C	9594	3691	12.1	38.5	102	2555	12.2	26.6	103	402	14.2	4.2	120	1529	11.9	15.9	100
AMERICAN PARADE	C	6622	2349	7.7	35.5	94	1777	8.5	26.8	104	229	8.1	3.5	99	1111	8.6	16.8	106
BENSON	A	10886	4039	13.2	37.1	98	2716	12.9	24.9	96	350	12.3	3.2	92	1612	12.5	14.8	93
BLUE THUNDER	A	5036	1956	6.4	38.8	103	1339	6.4	26.6	103	*188	6.6	3.7	107	801	6.2	15.9	100
CAGNEY & LACEY	C	9965	3770	12.3	37.8	100	2673	12.7	26.8	103	357	12.6	3.6	102	1694	13.2	17.0	107
CBS EVENING NEWS-DEAN	C	3491	1307	4.3	37.4	99	866	4.1	24.8	96	*134	4.7	3.8	110	489	3.8	14.0	88
CBS EVENING NEWS-RATHER	C	7123	2631	8.6	36.9	98	1834	8.7	25.7	99	238	8.4	3.3	95	1169	9.1	16.4	103
CBS SAT. NEWS-SCHIEFFER	C	3621	1217	4.0	33.6	89	1001	4.8	27.6	107	112	3.9	3.1	88	419	3.3	11.6	73
CBS SATURDAY NIGHT MOVIE	C	5436	2115	6.9	38.9	103	1394	6.6	25.6	99	235	8.3	4.3	123	867	6.7	15.9	100
CBS WEDNESDAY NIGHT MOVIE	C	6100	2130	7.0	34.9	93	1610	7.7	26.4	102	287	10.1	4.7	134	936	7.3	15.3	97
CHEERS	N	8889	3464	11.3	39.0	103	2483	11.8	27.9	108	411	14.5	4.6	132	1475	11.5	16.6	104
DALLAS	C	22109	8817	28.9	39.9	106	5400	25.7	24.4	94	909	32.0	4.1	117	3843	29.9	17.4	109
DIFF'RENT STROKES	N	6940	2727	8.9	39.3	104	1828	8.7	26.3	102	343	12.1	4.9	141	1194	9.3	17.2	108
DOUBLE TROUBLE	N	7223	2987	9.8	41.4	110	1870	8.9	25.9	100	437	15.4	6.1	173	1263	9.8	17.5	110
DUCK FACTORY	N	5595	2158	7.1	38.6	102	1446	6.9	25.8	100	261	9.2	4.7	133	1001	7.8	17.9	113
DUKES OF HAZZARD	C	5768	2300	7.5	39.9	106	1404	6.7	24.3	94	*227	8.0	3.9	112	974	7.6	16.9	106
DYNASTY	A	20053	7505	24.6	37.4	99	4945	23.6	24.7	95	679	23.9	3.4	97	3196	24.9	15.9	100
FACTS OF LIFE	N	8087	3360	11.0	41.5	110	1973	9.4	24.4	94	378	13.3	4.7	133	1343	10.4	16.6	105
FALCON CREST	C	20046	7959	26.1	39.7	105	4973	23.7	24.8	96	707	24.9	3.5	101	3415	26.6	17.0	107
FALL GUY	A	9084	3500	11.5	38.5	102	2173	10.4	23.9	92	385	13.6	4.2	121	1537	12.0	16.9	107
FAMILY TIES	N	7964	3392	11.1	42.6	113	2088	9.9	26.2	101	363	12.8	4.6	130	1543	12.0	19.4	122
FANTASY ISLAND	A	7687	2913	9.5	37.9	100	1892	9.0	24.6	95	230	8.1	3.0	85	1134	8.8	14.8	93
FOULUPS, BLEEPS & BLUNDERS	A	8861	3430	11.2	38.7	103	2325	11.1	26.2	101	327	11.5	3.7	105	1305	10.1	14.7	93
FOUR SEASONS	C	5095	1936	6.3	38.0	101	1332	6.3	26.1	101	**177	6.2	3.5	99	872	6.8	17.1	108
GIMME A BREAK	N	8838	3560	11.7	40.3	107	2014	9.6	22.8	88	408	14.4	4.6	132	1715	13.3	19.4	122
HART TO HART	A	8978	3225	10.6	35.9	95	2290	10.9	25.5	98	328	11.6	3.7	104	1553	12.1	17.3	109
HILL STREET BLUES	N	8590	3491	11.4	40.6	108	2302	11.0	26.8	103	435	15.3	5.1	145	1512	11.8	17.6	111
HOTEL	A	14085	5294	17.3	37.6	100	3654	17.4	25.9	100	511	18.0	3.6	104	2273	17.7	16.1	102
JEFFERSONS	C	9360	3500	11.5	37.4	99	2450	11.7	26.2	101	394	13.9	4.2	120	1493	11.6	16.0	100
JENNIFER SLEPT HERE	N	5841	2235	7.3	38.3	101	1552	7.4	26.6	102	*300	10.6	5.1	147	952	7.4	16.3	103
KATE & ALLIE	C	9206	3521	11.5	38.2	101	2512	12.0	27.3	105	364	12.8	4.0	113	1495	11.6	16.2	102
KNIGHT RIDER	N	7076	2820	9.2	39.9	106	1740	8.3	24.6	95	296	10.4	4.2	119	1213	9.4	17.1	108
LOVE BOAT	A	12219	4367	14.3	35.7	95	2879	13.7	23.6	91	453	16.0	3.7	106	1803	14.0	14.8	93
MAGNUM PI	C	11199	3905	12.8	34.9	92	2775	13.2	24.8	96	541	19.1	4.8	138	1982	15.4	17.7	111
MAMA'S FAMILY	N	6057	2297	7.5	37.9	101	1639	7.8	27.1	104	201	7.1	3.3	95	999	7.8	16.5	104
MASTER, THE	N	3598	1397	4.6	38.8	103	1002	4.8	27.8	107	*119	4.2	3.3	94	666	5.2	18.5	117
MATT HOUSTON	A	6344	2505	8.2	39.5	105	1773	8.4	27.9	108	275	9.7	4.3	124	1061	8.3	16.7	105
NBC MONDAY NIGHT MOVIE	N	11994	4521	14.8	37.7	100	3087	14.7	25.7	99	522	18.4	4.4	124	1924	15.0	16.0	101
NBC NIGHTLY NEWS	N	5132	1689	5.5	32.9	87	1255	6.0	24.5	94	178	6.3	3.5	99	903	7.0	17.6	111
NBC NIGHTLY NEWS-SAT	N	3375	1139	3.7	33.7	89	833	4.0	24.7	95	**153	5.4	4.5	129	441	3.4	13.1	82
NBC NIGHTLY NEWS-SUN	N	3130	1014	3.3	32.4	86	811	3.9	25.9	100	**115	4.1	3.7	105	559	4.3	17.9	112
NBC SUNDAY NIGHT MOVIE	N	8284	3408	11.2	41.1	109	1992	9.5	24.0	93	*245	8.6	3.0	84	1376	10.7	16.6	105
NEWHART	C	9240	3578	11.7	38.7	103	2550	12.1	27.6	106	339	11.9	3.7	105	1545	12.0	16.7	105
ONE DAY AT A TIME	C	7288	2677	8.8	36.7	97	1848	8.8	25.4	98	269	9.5	3.7	105	1132	8.8	15.5	98
PEOPLE ARE FUNNY	N	4855	1829	6.0	37.7	100	1354	6.4	27.9	108	*180	6.3	3.7	106	741	5.8	15.3	96
REAL PEOPLE	N	8869	3524	11.5	39.7	105	2129	10.1	24.0	93	368	13.0	4.1	118	1603	12.5	18.1	114
REMINGTON STEELE	N	7743	2975	9.7	38.4	102	1890	9.0	24.4	94	265	9.3	3.4	98	1281	10.0	16.5	104
RIPLEY'S BELIEVE IT - NOT	A	5345	2112	6.9	39.5	105	1596	7.6	29.9	115	*164	5.8	3.1	88	914	7.1	17.1	108
RIPTIDE	N	6988	2654	8.7	38.0	101	1917	9.1	27.4	106	315	11.1	4.5	129	1317	10.2	18.8	119
SCARECROW & MRS. KING	C	10002	3550	11.6	35.5	94	2525	12.0	25.2	97	335	11.8	3.3	96	1699	13.2	17.0	107
SIMON & SIMON	C	10638	4090	13.4	38.4	102	2660	12.7	25.0	96	558	19.7	5.2	150	1859	14.5	17.5	110
60 MINUTES	C	13293	4710	15.4	35.4	94	3543	16.9	26.7	103	445	15.7	3.3	96	2029	15.8	15.3	96
ST. ELSEWHERE	N	7017	3016	9.9	43.0	114	1840	8.8	26.2	101	441	15.5	6.3	179	1451	11.3	20.7	130
THREE'S COMPANY	A	10917	4314	14.1	39.5	105	2728	13.0	25.0	96	361	12.7	3.3	94	1663	12.9	15.2	96
T.J. HOOKER	A	9204	3267	10.7	35.5	94	2181	10.4	23.7	91	284	10.0	3.1	88	1458	11.3	15.8	100
TONIGHT SHOW	N	2372	861	2.8	36.3	96	651	3.1	27.4	106	87	3.1	3.7	105	430	3.3	18.1	114
TRAPPER JOHN, M.D.	C	9846	3608	11.8	36.6	97	2461	11.7	25.0	96	294	10.4	3.0	85	1461	11.4	14.8	93
TV BLOOPERS & PRAC. JOKES	N	9105	3382	11.1	37.1	98	2510	12.0	27.6	106	313	11.0	3.4	98	1385	10.8	15.2	96
20/20	A	9387	3247	10.6	34.6	92	2594	12.4	27.6	107	249	8.8	2.7	76	1451	11.3	15.5	97
WEBSTER	A	11067	4173	13.7	37.7	100	2698	12.9	24.4	94	364	12.8	3.3	94	1657	12.9	15.0	94
WORLD NEWS - SUN	A	3062	1090	3.6	35.6	94	714	3.4	23.3	90	**110	3.9	3.6	103	448	3.5	14.6	92
YELLOW ROSE	N	4978	1808	5.9	36.3	96	1203	5.7	24.2	93	*226	8.0	4.5	130	969	7.5	19.5	123
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	3590	11.8	40.4	107	2842	13.5	32.0	123	*222	7.8	2.5	71	1721	13.4	19.4	122
BASKETBALL - COLLEGE GAMES		4080	1872	6.1	45.9	122	1266	6.0	31.0	120	**172	6.1	4.2	120	912	7.1	22.4	141
BASKETBALL - PRO GAMES		3607	1626	5.3	45.1	120	1312	6.2	36.4	140	**140	4.9	3.9	111	727	5.7	20.2	127
BOWLING		3883	1819	6.0	46.8	124	1313	6.3	33.8	130	**225	7.9	5.8	165	862	6.7	22.2	140
BOXING		3928	1693	5.5	43.1	114	1268	6.0	32.3	125	**155	5.5	3.9	113	823	6.4	21.0	132
FOOTBALL - COLLEGE GAMES		6366	2824	9.2	44.4	118	2257	10.8	35.5	137	**219	7.7	3.4	98	1339	10.4	21.0	132
FOOTBALL - PRO GAMES		11300	4610	15.1	40.8	108	4124	19.6	36.5	141	*351	12.4	3.1	89	2375	18.5	21.0	132
GOLF		3378	1459	4.8	43.2	115	1252	6.0	37.1	143	**71	2.5	2.1	60	*607	4.7	18.0	113
POST-SEASON COLL. FOOTBALL		4906	2220	7.3	45.3	120	1638	7.8	33.4	129	**108	3.8	2.2	63	1016	7.9	20.7	130
POST-SEASON PRO FOOTBALL		6120	2561	8.4	41.8	111	2270	10.8	37.1	143	**178	6.3	2.9	83	1468	11.4	24.0	151
TENNIS		3033	1034	3.4	34.1	90	887	4.2	29.2	113	**99	3.5	3.3	93	*485	3.8	16.0	101
WRESTLING - PROFESSIONAL		3344	1568	5.1	46.9	124	810	3.9	24.2	93	*290	10.2	8.7	247	837	6.5	25.0	158

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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DRY PANCAKE MIXES: BRANDS
(FEMALE HOMEMAKERS)

0516
P-19

	TOTAL U.S. '000	KRUSTEAZ A '000	KRUSTEAZ B % DOWN	KRUSTEAZ C % ACROSS	KRUSTEAZ D INDX	MRS. BUTTERWORTH'S A '000	MRS. BUTTERWORTH'S B % DOWN	MRS. BUTTERWORTH'S C % ACROSS	MRS. BUTTERWORTH'S D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	3093	100.0	3.8	100	3669	100.0	4.5	100								
18 - 24	9282	**280	9.1	3.0	79	*506	13.8	5.5	120								
25 - 34	19072	1004	32.5	5.3	138	1019	27.8	5.3	118								
35 - 44	14591	655	21.2	4.5	118	*485	13.2	3.3	73								
45 - 54	11345	*316	10.2	2.8	73	*530	14.4	4.7	103								
55 - 64	11635	*348	11.3	3.0	78	*460	12.5	4.0	87								
65 OR OLDER	15061	489	15.8	3.2	85	669	18.2	4.4	98								
18 - 34	28354	1285	41.5	4.5	119	1525	41.6	5.4	119								
18 - 49	48339	2130	68.9	4.4	115	2239	61.0	4.6	102								
25 - 54	45008	1976	63.9	4.4	115	2033	55.4	4.5	100								
35 - 49	19985	845	27.3	4.2	111	714	19.5	3.6	79								
50 OR OLDER	32647	964	31.2	3.0	77	1429	38.9	4.4	97								
GRADUATED COLLEGE	11155	*678	21.9	6.1	159	**183	5.0	1.6	36								
ATTENDED COLLEGE	13682	946	30.6	6.9	181	*385	10.5	2.8	62								
GRADUATED HIGH SCHOOL	33880	1022	33.0	3.0	79	1916	52.2	5.7	125								
DID NOT GRADUATE HIGH SCHOOL	22270	*447	14.5	2.0	53	1184	32.3	5.3	117								
EMPLOYED	40306	1557	50.3	3.9	101	1544	42.1	3.8	85								
EMPLOYED FULL-TIME	32850	1337	43.2	4.1	107	1326	36.1	4.0	89								
EMPLOYED PART-TIME	7456	**219	7.1	2.9	77	**218	5.9	2.9	65								
NOT EMPLOYED	40680	1537	49.7	3.8	99	2125	57.9	5.2	115								
PROFESSIONAL/MANAGER	10392	*444	14.4	4.3	112	**201	5.5	1.9	43								
TECH/CLERICAL/SALES	17574	787	25.4	4.5	117	805	21.9	4.6	101								
PRECISION/CRAFT	985	**19	0.6	1.9	51	**33	0.9	3.4	74								
OTHER EMPLOYED	11354	*306	9.9	2.7	71	*505	13.8	4.4	98								
SINGLE	9863	*354	11.4	3.6	94	*360	9.8	3.7	81								
MARRIED	51375	2006	64.9	3.9	102	2369	64.6	4.6	102								
DIVORCED/SEPARATED/WIDOWED	19748	734	23.7	3.7	97	940	25.6	4.8	105								
PARENTS	32590	1673	54.1	5.1	134	1677	45.7	5.1	114								
WHITE	70416	2795	90.4	4.0	104	3075	83.8	4.4	96								
BLACK	8778	*179	5.8	2.0	53	558	15.2	6.4	140								
OTHER	1791	**119	3.8	6.6	174	**35	1.0	2.0	43								
NORTHEAST-CENSUS	17786	**97	3.1	0.5	14	*517	14.1	2.9	64								
NORTH CENTRAL	20741	*275	8.9	1.3	35	1534	41.8	7.4	163								
SOUTH	27775	480	15.5	1.7	45	1221	33.3	4.4	97								
WEST	14683	2242	72.5	15.3	400	*397	10.8	2.7	60								
NORTHEAST-MKTG.	17961	413	13.4	2.3	60	*420	11.4	2.3	52								
EAST CENTRAL	11885	**61	2.0	0.5	13	1130	30.8	9.5	210								
WEST CENTRAL	14090	446	14.4	3.2	83	748	20.4	5.3	117								
SOUTH	24081	**164	5.3	0.7	18	1021	27.8	4.2	94								
PACIFIC	12969	2009	65.0	15.5	406	*350	9.5	2.7	60								
COUNTY SIZE A	32439	1055	34.1	3.3	85	1298	35.4	4.0	88								
COUNTY SIZE B	24915	922	29.8	3.7	97	1107	30.2	4.4	98								
COUNTY SIZE C	12930	840	27.2	6.5	170	590	16.1	4.6	101								
COUNTY SIZE D	10703	*277	9.0	2.6	68	674	18.4	6.3	139								
METRO CENTRAL CITY	24518	985	31.8	4.0	105	897	24.4	3.7	81								
METRO SUBURBAN	35919	1426	46.1	4.0	104	1565	42.7	4.4	96								
NON METRO	20549	682	22.0	3.3	87	1207	32.9	5.9	130								
TOP 5 ADI'S	18341	648	21.0	3.5	93	*469	12.8	2.6	56								
TOP 10 ADI'S	25378	905	29.3	3.6	93	727	19.8	2.9	63								
TOP 20 ADI'S	36488	1419	45.9	3.9	102	1483	40.4	4.1	90								
HSHLD INC. $50,000 OR MORE	6612	**367	11.9	5.6	145	**174	4.7	2.6	58								
$40,000 OR MORE	12659	*651	21.0	5.1	135	*331	9.0	2.6	58								
$30,000 OR MORE	24698	1214	39.2	4.9	129	724	19.7	2.9	65								
$25,000 OR MORE	32077	1566	50.6	4.9	128	1103	30.1	3.4	76								
$20,000 - $24,999	9144	*318	10.3	3.5	91	*419	11.4	4.6	101								
$15,000 - $19,999	8728	**236	7.6	2.7	71	*472	12.9	5.4	119								
$10,000 - $14,999	12562	*458	14.8	3.6	95	724	19.7	5.8	127								
UNDER $10,000	18475	515	16.7	2.8	73	950	25.9	5.1	114								
HOUSEHOLD OF 1 PERSON	11987	379	12.3	3.2	83	290	7.9	2.4	53								
2 PEOPLE	26577	892	28.8	3.4	88	1325	36.1	5.0	110								
3 OR 4 PEOPLE	30617	1324	42.8	4.3	113	1452	39.6	4.7	105								
5 OR MORE PEOPLE	11804	*498	16.1	4.2	110	*601	16.4	5.1	112								
NO CHILD IN HSHLD	46165	1367	44.2	3.0	78	1880	51.2	4.1	90								
CHILD(REN) UNDER 2 YRS	5325	**177	5.7	3.3	87	*367	10.0	6.9	152								
2 - 5 YEARS	14221	*746	24.1	5.2	137	868	23.7	6.1	135								
6 - 11 YEARS	15117	778	25.2	5.1	135	836	22.8	5.5	122								
12 - 17 YEARS	16611	835	27.0	5.0	132	597	16.3	3.6	79								
RESIDENCE OWNED	55884	2166	70.0	3.9	101	2420	66.0	4.3	96								
VALUE: $50,000 OR MORE	31744	1809	58.5	5.7	149	1038	28.3	3.3	72								
VALUE: UNDER $50,000	24140	*357	11.5	1.5	39	1382	37.7	5.7	126								

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DRY PANCAKE MIXES: BRANDS
(FEMALE HOMEMAKERS)

0517
P-19

		TOTAL U.S. '000	KRUSTEAZ A '000	KRUSTEAZ B % DOWN	KRUSTEAZ C % ACROSS	KRUSTEAZ D INDX	MRS. BUTTERWORTH'S A '000	MRS. BUTTERWORTH'S B % DOWN	MRS. BUTTERWORTH'S C % ACROSS	MRS. BUTTERWORTH'S D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	3093	100.0	3.8	100	3669	100.0	4.5	100								
MAGAZINES	QUINTILE 1	15799	812	26.3	5.1	135	707	19.3	4.5	99								
	QUINTILE 2	17259	829	26.8	4.8	126	746	20.3	4.3	95								
	QUINTILE 3	13545	*498	16.1	3.7	96	*460	12.5	3.4	75								
	QUINTILE 4	15133	*404	13.1	2.7	70	755	20.6	5.0	110								
	QUINTILE 5	19250	551	17.8	2.9	75	1000	27.3	5.2	115								
NEWSPAPERS	QUINTILE 1	12413	*331	10.7	2.7	70	482	13.1	3.9	86								
	QUINTILE 2	24116	1004	32.5	4.2	109	994	27.1	4.1	91								
	QUINTILE 3	11261	625	20.2	5.6	145	665	18.1	5.9	130								
	QUINTILE 4	20255	740	23.9	3.7	96	835	22.8	4.1	91								
	QUINTILE 5	12940	*393	12.7	3.0	80	*692	18.9	5.3	118								
OUTDOOR	QUINTILE 1	14852	*583	18.8	3.9	103	672	18.3	4.5	100								
	QUINTILE 2	15725	695	22.5	4.4	116	794	21.6	5.0	111								
	QUINTILE 3	16330	532	17.2	3.3	85	605	16.5	3.7	82								
	QUINTILE 4	16744	621	20.1	3.7	97	749	20.4	4.5	99								
	QUINTILE 5	17334	663	21.4	3.8	100	849	23.1	4.9	108								
RADIO-DRIVE TIME	QUINTILE 1	15911	699	22.6	4.4	115	683	18.6	4.3	95								
	QUINTILE 2	14837	*538	17.4	3.6	95	797	21.7	5.4	119								
	QUINTILE 3	15319	723	23.4	4.7	123	745	20.3	4.9	107								
	QUINTILE 4	16723	554	17.9	3.3	87	808	22.0	4.8	107								
	QUINTILE 5	18176	579	18.7	3.2	83	636	17.3	3.5	77								
RADIO-MID-DAY	TERCILE 1	21020	836	27.0	4.0	104	948	25.8	4.5	100								
	TERCILE 2	21610	719	23.2	3.3	87	1135	30.9	5.3	116								
	TERCILE 3	38355	1539	49.8	4.0	105	1586	43.2	4.1	91								
RADIO-TOTAL	QUINTILE 1	15988	612	19.8	3.8	100	816	22.2	5.1	113								
	QUINTILE 2	15626	532	17.2	3.4	89	675	18.4	4.3	95								
	QUINTILE 3	16723	865	28.0	5.2	135	828	22.6	5.0	109								
	QUINTILE 4	16342	564	18.2	3.5	90	822	22.4	5.0	111								
	QUINTILE 5	16306	521	16.8	3.2	84	528	14.4	3.2	71								
TV-PRIME TIME	QUINTILE 1	15953	*427	13.8	2.7	70	853	23.2	5.3	118								
	QUINTILE 2	16137	693	22.4	4.3	112	751	20.5	4.7	103								
	QUINTILE 3	16420	616	19.9	3.8	98	843	23.0	5.1	113								
	QUINTILE 4	16687	660	21.3	4.0	104	653	17.8	3.9	86								
	QUINTILE 5	15789	697	22.5	4.4	116	568	15.5	3.6	79								
TV-DAYTIME	TERCILE 1	27736	807	26.1	2.9	76	1621	44.2	5.8	129								
	TERCILE 2	28489	1048	33.9	4.0	104	1168	31.8	4.4	97								
	TERCILE 3	26761	1238	40.0	4.6	121	879	24.0	3.3	73								
TV-TOTAL	QUINTILE 1	16345	513	16.6	3.1	82	943	25.7	5.8	127								
	QUINTILE 2	16447	*499	16.1	3.0	79	831	22.6	5.1	112								
	QUINTILE 3	15980	672	21.7	4.2	110	677	18.5	4.2	94								
	QUINTILE 4	15887	731	23.6	4.6	120	666	18.2	4.2	93								
	QUINTILE 5	16326	680	22.0	4.2	109	552	15.0	3.4	75								
MAGAZINES-NEWSPAPERS: DUAL		20721	970	31.4	4.7	123	903	24.6	4.4	96								
MAGAZINE IMPERATIVE		19186	956	30.9	5.0	130	835	22.8	4.4	96								
NEWSPAPER IMPERATIVE		21899	618	20.0	2.8	74	991	27.0	4.5	100								
MAGAZINES-OUTDOOR: DUAL		15451	765	24.7	5.0	130	629	17.1	4.1	90								
MAGAZINE IMPERATIVE		25953	1128	36.5	4.3	114	1031	28.1	4.0	88								
OUTDOOR IMPERATIVE		24400	778	25.2	3.2	83	1183	32.2	4.8	107								
MAGAZINES-RADIO: DUAL		18049	859	27.8	4.8	125	735	20.0	4.1	90								
MAGAZINE IMPERATIVE		23571	1114	36.0	4.7	124	969	26.4	4.1	91								
RADIO IMPERATIVE		23278	714	23.1	3.1	80	1251	34.1	5.4	119								
MAGAZINES-TELEVISION: DUAL		15459	564	18.2	3.6	96	618	16.8	4.0	88								
MAGAZINE IMPERATIVE		25829	1390	44.9	5.4	141	1086	29.6	4.2	93								
TELEVISION IMPERATIVE		26039	732	23.7	2.8	74	1451	39.5	5.6	123								
NEWSPAPERS-OUTDOOR: DUAL		16605	634	20.5	3.8	100	811	22.1	4.9	108								
NEWSPAPER IMPERATIVE		26834	1018	32.9	3.8	99	1035	28.2	3.9	85								
OUTDOOR IMPERATIVE		23346	959	31.0	4.1	108	1060	28.9	4.5	100								
NEWSPAPERS-RADIO: DUAL		17133	609	19.7	3.6	93	684	18.6	4.0	88								
NEWSPAPER IMPERATIVE		25892	1077	34.8	4.2	109	1184	32.3	4.6	101								
RADIO IMPERATIVE		23167	1017	32.9	4.4	115	1254	34.2	5.4	119								
NEWSPAPERS-TELEVISION: DUAL		17159	*537	17.4	3.1	82	817	22.3	4.8	105								
NEWSPAPER IMPERATIVE		26214	1225	39.6	4.7	122	1021	27.8	3.9	86								
TELEVISION IMPERATIVE		23412	789	25.5	3.4	88	1316	35.9	5.6	124								
OUTDOOR-RADIO: DUAL		15303	640	20.7	4.2	110	743	20.3	4.9	107								
OUTDOOR IMPERATIVE		24901	965	31.2	3.9	101	1066	29.1	4.3	94								
RADIO IMPERATIVE		26491	984	31.8	3.7	97	1261	34.4	4.8	105								
OUTDOOR-TELEVISION: DUAL		14794	600	19.4	4.1	106	847	23.1	5.7	126								
OUTDOOR IMPERATIVE		25437	974	31.5	3.8	100	989	27.0	3.9	86								
TELEVISION IMPERATIVE		27877	865	28.0	3.1	81	1344	36.6	4.8	106								
RADIO-TELEVISION: DUAL		15996	*526	17.0	3.3	86	861	23.5	5.4	119								
RADIO IMPERATIVE		25478	1176	38.0	4.6	121	1016	27.7	4.0	88								
TELEVISION IMPERATIVE		24573	969	31.3	3.6	95	1359	37.0	5.1	113								

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DRY PANCAKE MIXES: BRANDS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	KRUSTEAZ A '000	KRUSTEAZ B % DOWN	KRUSTEAZ C % ACROSS	KRUSTEAZ D INDX	MRS. BUTTERWORTH'S A '000	MRS. BUTTERWORTH'S B % DOWN	MRS. BUTTERWORTH'S C % ACROSS	MRS. BUTTERWORTH'S D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	3093	100.0	3.8	100	3669	100.0	4.5	100								
ATLANTIC MONTHLY	415	**0	0.0	0.0	0	**13	0.4	3.1	69								
BARRON'S	453	**72	2.3	15.9	416	**5	0.1	1.1	24								
BETTER HOMES & GARDENS	16256	840	27.2	5.2	135	777	21.2	4.8	106								
BON APPETIT	2535	*246	8.0	9.7	254	**84	2.3	3.3	73								
BUSINESS WEEK	1278	**61	2.0	4.8	125	**42	1.1	3.3	73								
CAR AND DRIVER	378	**3	0.1	0.8	21	**1	0.0	0.3	6								
CBS MAGAZINE NETWORK (GROSS)	1498	**67	2.2	4.5	117	**58	1.6	3.9	85								
CHANGING TIMES	1505	**31	1.0	2.1	54	**64	1.7	4.3	94								
COLONIAL HOMES	1231	**40	1.3	3.2	85	**55	1.5	4.5	99								
CONDE NAST MAG. PKG. (GROSS)	14146	491	15.9	3.5	91	707	19.3	5.0	110								
CONSUMERS DIGEST	1323	**39	1.3	2.9	77	**70	1.9	5.3	117								
COSMOPOLITAN	7102	242	7.8	3.4	89	406	11.1	5.7	126								
COUNTRY LIVING	2481	**67	2.2	2.7	71	*153	4.2	6.2	136								
CUISINE	1472	**111	3.6	7.5	197	**23	0.6	1.6	34								
CYCLE WORLD	425	**9	0.3	2.1	55	**26	0.7	6.1	135								
DCI:CREATIVE IDEAS FOR LIV	2510	**120	3.9	4.8	125	*157	4.3	6.3	138								
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	*184	5.9	2.7	72	*246	6.7	3.7	81								
DISCOVER	894	**21	0.7	2.3	62	**65	1.8	7.3	160								
EBONY	3507	**62	2.0	1.8	46	311	8.5	8.9	196								
ESQUIRE	1083	**69	2.2	6.4	167	**106	2.9	9.8	216								
ESSENCE	1830	**22	0.7	1.2	31	*126	3.4	6.9	152								
FAMILY CIRCLE	15930	771	24.9	4.8	127	737	20.1	4.6	102								
THE FAMILY HANDYMAN	1126	**37	1.2	3.3	86	**54	1.5	4.8	106								
FAMILY WEEKLY	11468	725	23.4	6.3	166	504	13.7	4.4	97								
FIELD & STREAM	2234	**77	2.5	3.4	90	**144	3.9	6.4	142								
FOOD & WINE	579	**14	0.5	2.4	63	**44	1.2	7.6	168								
FORBES	728	**63	2.0	8.7	227	**32	0.9	4.4	97								
FORTUNE	906	**52	1.7	5.7	150	**16	0.4	1.8	39								
GENTLEMEN'S QUARTERLY	791	**50	1.6	6.3	166	**68	1.9	8.6	190								
GLAMOUR	5265	*249	8.1	4.7	124	258	7.0	4.9	108								
GOLF DIGEST	636	**52	1.7	8.2	214	**49	1.3	7.7	170								
GOLF DIGEST/TENNIS (GROSS)	1186	**65	2.1	5.5	144	**66	1.8	5.6	123								
GOLF MAGAZINE	441	**54	1.7	12.2	321	**33	0.9	7.5	165								
GOLF MAGAZINE/SKI (GROSS)	922	**62	2.0	6.7	176	**44	1.2	4.8	105								
GOOD HOUSEKEEPING	16487	699	22.6	4.2	111	676	18.4	4.1	91								
HARPER'S BAZAAR	2423	**131	4.2	5.4	142	*104	2.8	4.3	95								
HEALTH	1994	**83	2.7	4.2	109	**107	2.9	5.4	118								
HEARST MAG CORP. BUY (GROSS)	44101	1763	57.0	4.0	105	2131	58.1	4.8	107								
HEARST MAN POWER (GROSS)	1993	**160	5.2	8.0	210	*159	4.3	8.0	176								
HEARST WOMAN POWER (GROSS)	31274	1233	39.9	3.9	103	1464	39.9	4.7	103								
HOUSE BEAUTIFUL	3623	**130	4.2	3.6	94	*158	4.3	4.4	96								
INC.	283	**32	1.0	11.3	296	**13	0.4	4.6	101								
JET	2928	**71	2.3	2.4	63	252	6.9	8.6	190								
LADIES' HOME JOURNAL	11918	537	17.4	4.5	118	698	19.0	5.9	129								
LHJ FAMILY GRP COMBO(GROSS)	16764	737	23.8	4.4	115	983	26.8	5.9	129								
LIFE	4254	*223	7.2	5.2	137	235	6.4	5.5	122								
L.A. TIMES HOME MAGAZINE	1145	**120	3.9	10.5	274	**46	1.3	4.0	89								
MADEMOISELLE	2884	**87	2.8	3.0	79	*155	4.2	5.4	119								
MC CALL'S	13460	549	17.7	4.1	107	676	18.4	5.0	111								
MC CALL'S/WRK MOTHER (GROSS)	14606	619	20.0	4.2	111	792	21.6	5.4	120								
MECHANIX ILLUSTRATED	772	**26	0.8	3.4	88	**48	1.3	6.2	137								
METROPOLITAN HOME	967	**6	0.2	0.6	16	**38	1.0	3.9	87								
MONEY	1588	**80	2.6	5.0	132	**66	1.8	4.2	92								
MOTHER EARTH NEWS	1002	**120	3.9	12.0	314	**10	0.3	1.0	22								
MS.	825	**62	2.0	7.5	197	**37	1.0	4.5	99								
NATIONAL ENQUIRER	10336	268	8.7	2.6	68	614	16.7	5.9	131								
NATIONAL GEOGRAPHIC	9597	741	24.0	7.7	202	275	7.5	2.9	63								
NATIONAL SUNDAY MAGAZINE PKG	49558	2166	70.0	4.4	114	2139	58.3	4.3	95								
NATURAL HISTORY	573	**38	1.2	6.6	174	**13	0.4	2.3	50								
NEW WOMAN	1699	**50	1.6	2.9	77	*141	3.8	8.3	183								
NEW YORK INCLUDING CUE	443	**4	0.1	0.9	24	**20	0.5	4.5	100								
THE NEW YORKER	1270	**47	1.5	3.7	97	**52	1.4	4.1	90								
NEWSWEEK	6277	351	11.3	5.6	146	*154	4.2	2.5	54								
THE N.Y. TIMES DAILY EDITION	1205	**3	0.1	0.2	7	**6	0.2	0.5	11								
THE N.Y. TIMES MAGAZINE	2081	**14	0.5	0.7	18	**3	0.1	0.1	3								
OMNI	788	**35	1.1	4.4	116	**35	1.0	4.4	98								
ON CABLE	1158	**42	1.4	3.6	95	**90	2.5	7.8	172								
1001 HOME IDEAS	2852	**118	3.8	4.1	108	*177	4.8	6.2	137								
ORGANIC GARDENING	1658	**149	4.8	9.0	235	**68	1.9	4.1	91								
OUTDOOR LIFE	896	**29	0.9	3.2	85	**117	3.2	13.1	288								
PARADE MAGAZINE	24275	1114	36.0	4.6	120	992	27.0	4.1	90								

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DRY PANCAKE MIXES: BRANDS
(FEMALE HOMEMAKERS)

0519
P-19

	TOTAL U.S. '000	KRUSTEAZ A '000	KRUSTEAZ B % DOWN	KRUSTEAZ C % ACROSS	KRUSTEAZ D INDX	MRS. BUTTERWORTH'S A '000	MRS. BUTTERWORTH'S B % DOWN	MRS. BUTTERWORTH'S C % ACROSS	MRS. BUTTERWORTH'S D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	3093	100.0	3.8	100	3669	100.0	4.5	100								
PARENTS	3845	**130	4.2	3.4	89	*229	6.2	6.0	131								
PENTHOUSE	831	**20	0.6	2.4	63	**47	1.3	5.7	125								
PEOPLE	11645	552	17.8	4.7	124	502	13.7	4.3	95								
PLAYBOY	2006	**85	2.7	4.2	111	**67	1.8	3.3	74								
POPULAR HOT RODDING	297	**6	0.2	2.0	53	**49	1.3	16.5	364								
POPULAR MECHANICS	1018	**111	3.6	10.9	285	**42	1.1	4.1	91								
POPULAR SCIENCE	878	**16	0.5	1.8	48	**37	1.0	4.2	93								
PREVENTION	3913	*184	5.9	4.7	123	*133	3.6	3.4	75								
PSYCHOLOGY TODAY	1710	**67	2.2	3.9	103	**73	2.0	4.3	94								
READER'S DIGEST	22204	1080	34.9	4.9	127	1067	29.1	4.8	106								
REDBOOK	7684	*292	9.4	3.8	100	382	10.4	5.0	110								
ROAD & TRACK	410	**42	1.4	10.2	268	**17	0.5	4.1	92								
ROLLING STONE	969	**66	2.1	6.8	178	**45	1.2	4.6	103								
RUNNER'S WORLD	298	**10	0.3	3.4	88	**19	0.5	6.4	141								
SATURDAY EVENING POST	1169	**22	0.7	1.9	49	**51	1.4	4.4	96								
SCIENCE 84	587	**55	1.8	9.4	245	**17	0.5	2.9	64								
SCIENCE DIGEST	482	**39	1.3	8.1	212	**57	1.6	11.8	261								
SCIENTIFIC AMERICAN	594	**28	0.9	4.7	123	**29	0.8	4.9	108								
SELF	2089	**37	1.2	1.8	46	*136	3.7	6.5	144								
SEVENTEEN	2411	**107	3.5	4.4	116	*88	2.4	3.6	81								
SKI	480	**8	0.3	1.7	44	**10	0.3	2.1	46								
SMITHSONIAN	2760	*250	8.1	9.1	237	**68	1.9	2.5	54								
SOAP OPERA DIGEST	3013	**109	3.5	3.6	95	*224	6.1	7.4	164								
SOUTHERN LIVING	4184	**64	2.1	1.5	40	**89	2.4	2.1	47								
SPORT	559	**10	0.3	1.8	47	**33	0.9	5.9	130								
THE SPORTING NEWS	436	**0	0.0	0.0	0	**4	0.1	0.9	20								
SPORTS AFIELD	493	**10	0.3	2.0	53	**60	1.6	12.2	269								
SPORTS ILLUSTRATED	2758	**107	3.5	3.9	102	*114	3.1	4.1	91								
STAR	7456	*109	3.5	1.5	38	440	12.0	5.9	130								
SUNDAY	24936	1038	33.6	4.2	109	1240	33.8	5.0	110								
SUNSET	2124	430	13.9	20.2	530	**54	1.5	2.5	56								
TV GUIDE	21661	826	26.7	3.8	100	960	26.2	4.4	98								
TENNIS	550	**13	0.4	2.4	62	**17	0.5	3.1	68								
TIME	8880	358	11.6	4.0	106	262	7.1	3.0	65								
TOWN & COUNTRY	917	**3	0.1	0.3	9	**36	1.0	3.9	87								
TRAVEL & LEISURE	972	**16	0.5	1.6	43	**27	0.7	2.8	61								
TRUE STORY	3356	**109	3.5	3.2	85	*180	4.9	5.4	118								
U.S.NEWS & WORLD REPORT	3410	*136	4.4	4.0	104	*93	2.5	2.7	60								
USA TODAY	1759	**63	2.0	3.6	94	**39	1.1	2.2	49								
US	1873	**53	1.7	2.8	74	*129	3.5	6.9	152								
VOGUE	3909	*118	3.8	3.0	79	*158	4.3	4.0	89								
WALL STREET JOURNAL	1886	**81	2.6	4.3	112	**42	1.1	2.2	49								
WEIGHT WATCHERS	2120	**116	3.8	5.5	143	*116	3.2	5.5	121								
WOMAN'S DAY	14172	659	21.3	4.7	122	609	16.6	4.3	95								
WORKING MOTHER	1146	**70	2.3	6.1	160	**116	3.2	10.1	223								
WORKING WOMAN	1322	**92	3.0	7.0	182	**85	2.3	6.4	142								
WORLD TENNIS	*163	**9	0.3	5.5	145	**8	0.2	4.9	108								
ZIFF-DAVIS MAG NETWK (GROSS)	2532	**74	2.4	2.9	77	**72	2.0	2.8	63								
BLAIR INSERTS	43657	1703	55.1	3.9	102	1925	52.5	4.4	97								
DAILY NEWSPAPERS																	
READ ANY	51633	1969	63.7	3.8	100	2148	58.5	4.2	92								
READ ONE	43463	1769	57.2	4.1	107	1840	50.1	4.2	93								
READ TWO OR MORE	8170	*200	6.5	2.4	64	308	8.4	3.8	83								
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	2136	69.1	4.1	106	2389	65.1	4.5	100								
READ ONE	46126	1968	63.6	4.3	112	2160	58.9	4.7	103								
READ TWO OR MORE	6552	*167	5.4	2.5	67	*229	6.2	3.5	77								
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.06				29.40											
30 DAY REACH	71455	2817	91.1	3.9	103	3230	88.0	4.5	100								
50 SHWG - 30 DAY AV FREQ	14.56	14.54				15.68											
30 DAY REACH	67742	2639	85.3	3.9	102	3039	82.8	4.5	99								
25 SHWG - 30 DAY AV FREQ	7.94	7.97				8.70											
30 DAY REACH	62117	2402	77.7	3.9	101	2734	74.5	4.4	97								
CABLE TV: HOME WIRED	32077	1287	41.6	4.0	105	1487	40.5	4.6	102								
HOME NOT WIRED	48909	1806	58.4	3.7	97	2182	59.5	4.5	98								
HAVE PAY CABLE	15935	754	24.4	4.7	124	728	19.8	4.6	101								

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(FEMALE HOMEMAKERS)

0520
P-19

	TOTAL U.S. '000	KRUSTEAZ A '000	KRUSTEAZ B % DOWN	KRUSTEAZ C % ACROSS	KRUSTEAZ D INDX	MRS. BUTTERWORTH'S A '000	MRS. BUTTERWORTH'S B % DOWN	MRS. BUTTERWORTH'S C % ACROSS	MRS. BUTTERWORTH'S D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	3093	100.0	3.8	100	3669	100.0	4.5	100								
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	1823	58.9	4.2	109	1947	53.1	4.4	98								
10:00 AM - 3:00 PM	30659	1107	35.8	3.6	95	1521	41.5	5.0	110								
3:00 PM - 7:00 PM	31045	1310	42.4	4.2	110	1481	40.4	4.8	105								
7:00 PM - MIDNIGHT	15767	660	21.3	4.2	110	797	21.7	5.1	112								
MIDNIGHT - 6:00 AM	9120	306	9.9	3.4	88	459	12.5	5.0	111								
6:00 AM - MIDNIGHT	58527	2311	74.7	3.9	103	2796	76.2	4.8	105								
ENTIRE DAY	59311	2328	75.3	3.9	103	2835	77.3	4.8	106								
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	736	23.8	4.6	119	855	23.3	5.3	117								
ALL NEWS	2256	*153	4.9	6.8	178	**68	1.9	3.0	67								
AOR/PROGRESSIVE	3874	*221	7.1	5.7	149	*194	5.3	5.0	111								
BEAUTIFUL MUSIC	5660	*211	6.8	3.7	98	*275	7.5	4.9	107								
BLACK	2204	**36	1.2	1.6	43	*146	4.0	6.6	146								
CLASSICAL	1418	**49	1.6	3.5	90	**20	0.5	1.4	31								
CHR/ROCK	9538	251	8.1	2.6	69	282	7.7	3.0	65								
COUNTRY	12648	482	15.6	3.8	100	645	17.6	5.1	113								
GOLDEN OLDIES	1191	**41	1.3	3.4	90	**32	0.9	2.7	59								
MOR/NOSTALGIA	4757	**209	6.8	4.4	115	*268	7.3	5.6	124								
NEWS/TALK	3863	*216	7.0	5.6	146	**100	2.7	2.6	57								
RELIGIOUS	3084	**113	3.7	3.7	96	*159	4.3	5.2	114								
SOFT ROCK	521	**6	0.2	1.2	30	**14	0.4	2.7	59								
URBAN CONTEMPORARY	1585	**55	1.8	3.5	91	**126	3.4	7.9	175								
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	**75	2.4	2.3	60	*198	5.4	6.1	134								
ABC DIRECTION	2316	**122	3.9	5.3	138	*92	2.5	4.0	88								
ABC ENTERTAINMENT	4834	*206	6.7	4.3	112	*250	6.8	5.2	114								
ABC FM	2202	**24	0.8	1.1	29	*132	3.6	6.0	132								
ABC INFORMATION	5425	267	8.6	4.9	129	*229	6.2	4.2	93								
ABC ROCK	1677	**71	2.3	4.2	111	**96	2.6	5.7	126								
CBS	4430	301	9.7	6.8	178	*220	6.0	5.0	110								
MUTUAL	4992	**79	2.6	1.6	41	266	7.2	5.3	118								
NBC	4679	**166	5.4	3.5	93	268	7.3	5.7	126								
RADIORADIO	1994	**64	2.1	3.2	84	**97	2.6	4.9	107								
RKO ONE	2298	**89	2.9	3.9	101	**53	1.4	2.3	51								
RKO TWO	3311	**41	1.3	1.2	32	*146	4.0	4.4	97								
THE SOURCE	2114	**46	1.5	2.2	57	**71	1.9	3.4	74								
NON-WIRED : BLAIR	8654	405	13.1	4.7	123	281	7.7	3.2	72								
INTERNET	12025	581	18.8	4.8	127	572	15.6	4.8	105								
KATZ RADIO GROUP	15359	660	21.3	4.3	113	619	16.9	4.0	89								
SUPERNET	10628	488	15.8	4.6	120	533	14.5	5.0	111								
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	383	12.4	4.4	116	463	12.6	5.3	118								
MKDAY 9:00 AM - 1:00 PM	12163	437	14.1	3.6	94	708	19.3	5.8	128								
MKDAY 1:00 PM - 4:30 PM	16150	441	14.3	2.7	71	996	27.1	6.2	136								
MKDAY 4:30 PM - 7:30 PM	22463	829	26.8	3.7	97	1143	31.2	5.1	112								
MKDAY 7:30 PM - 8:00 PM	31795	1081	34.9	3.4	89	1533	41.8	4.8	106								
MKDAY 11:00 PM - 11:30 PM	23977	705	22.8	2.9	77	1255	34.2	5.2	116								
MKDAY 11:30 PM - 1:00 AM	7703	227	7.3	2.9	77	469	12.8	6.1	134								
M-SAT 8-11 PM+SUN 7-11 PM	33800	1206	39.0	3.6	93	1641	44.7	4.9	107								
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	214	6.9	3.3	86	380	10.4	5.8	128								
ANOTHER WORLD N	4620	**58	1.9	1.3	33	269	7.3	5.8	129								
AS THE WORLD TURNS C	5614	152	4.9	2.7	71	288	7.8	5.1	113								
CAPITOL C	3396	*69	2.2	2.0	53	170	4.6	5.0	110								
CBS MORN. NEWS 1 C	1446	**24	0.8	1.7	43	*75	2.0	5.2	114								
CBS MORN. NEWS 2 C	1207	**40	1.3	3.3	87	**25	0.7	2.1	46								
DAYS OF OUR LIVES N	5877	180	5.8	3.1	80	340	9.3	5.8	128								
FACTS OF LIFE - DAYTIME N	2290	*77	2.5	3.4	88	136	3.7	5.9	131								
FAMILY FEUD A	3023	*125	4.0	4.1	108	160	4.4	5.3	117								
GENERAL HOSPITAL A	6097	146	4.7	2.4	63	399	10.9	6.5	144								
GOOD MORNING, AMERICA-730 A	3515	147	4.8	4.2	110	152	4.1	4.3	95								
GOOD MORNING, AMERICA-830 A	2818	106	3.4	3.8	98	142	3.9	5.0	111								
GUIDING LIGHT C	5339	148	4.8	2.8	73	365	9.9	6.8	151								
ONE LIFE TO LIVE A	4478	126	4.1	2.8	74	321	8.7	7.2	158								
PRESS YOUR LUCK C	2244	*56	1.8	2.5	65	*108	2.9	4.8	106								
PRICE IS RIGHT 1 C	4348	*59	1.9	1.4	36	215	5.9	4.9	109								
PRICE IS RIGHT 2 C	5014	*72	2.3	1.4	38	311	8.5	6.2	137								
RYAN'S HOPE A	3150	*48	1.6	1.5	40	183	5.0	5.8	128								
SALE OF THE CENTURY N	2695	*100	3.2	3.7	97	200	5.5	7.4	164								
SEARCH FOR TOMORROW N	2319	**18	0.6	0.8	20	**147	4.0	6.3	140								
TODAY SHOW 1 N	2693	*109	3.5	4.0	106	130	3.5	4.8	107								
TODAY SHOW 2 N	2498	*59	1.9	2.4	62	116	3.2	4.6	103								
$25,000 PYRAMID C	2753	*57	1.8	2.1	54	*180	4.9	6.5	144								
WHEEL OF FORTUNE N	4388	152	4.9	3.5	91	279	7.6	6.4	140								
YOUNG AND THE RESTLESS C	5695	95	3.1	1.7	44	316	8.6	5.5	122								
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	*78	2.5	4.4	116	*97	2.6	5.5	122								
NBA PLAYOFF GAME -1 C	1136	**18	0.6	1.6	41	**80	2.2	7.0	155								
NBC MAJOR LEAGUE PRE-GAME N	953	**39	1.3	4.1	107	**18	0.5	1.9	42								
SPORTSWORLD - SUN N	1233	**22	0.7	1.8	47	**74	2.0	6.0	132								
SUNDAY MORNING C	1611	**95	3.1	5.9	154	**71	1.9	4.4	97								

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DRY PANCAKE MIXES: BRANDS
(FEMALE HOMEMAKERS)

0521
P-19

		TOTAL U.S. '000	KRUSTEAZ A '000	KRUSTEAZ B % DOWN	KRUSTEAZ C % ACROSS	KRUSTEAZ D INDX	MRS. BUTTERWORTH'S A '000	MRS. BUTTERWORTH'S B % DOWN	MRS. BUTTERWORTH'S C % ACROSS	MRS. BUTTERWORTH'S D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	3093	100.0	3.8	100	3669	100.0	4.5	100								
MKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	815	26.3	3.1	82	1246	34.0	4.8	106								
NETWORK AFFILIATES - LATE		20261	619	20.0	3.1	80	1031	28.1	5.1	112								
INDEPENDENTS - LATE		2076	98	3.2	4.7	124	*32	0.9	1.5	34								
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	299	9.7	2.9	75	615	16.8	5.9	130								
ABC MONDAY NIGHT MOVIE	A	6412	216	7.0	3.4	88	262	7.1	4.1	90								
ABC SUNDAY NIGHT MOVIE	A	12407	516	16.7	4.2	109	542	14.8	4.4	96								
ABC WORLD NEWS TONIGHT	A	6176	175	5.7	2.8	74	306	8.3	5.0	109								
AFTERMASH	C	5863	**169	5.5	2.9	75	*337	9.2	5.7	127								
ALICE	C	9594	274	8.9	2.9	75	515	14.0	5.4	118								
AMERICAN PARADE	C	6622	286	9.2	4.3	113	231	6.3	3.5	77								
BENSON	A	10886	490	15.8	4.5	118	530	14.4	4.9	107								
BLUE THUNDER	A	5036	*250	8.1	5.0	130	266	7.2	5.3	117								
CAGNEY & LACEY	C	9965	344	11.1	3.5	90	531	14.5	5.3	118								
CBS EVENING NEWS-DEAN	C	3491	*183	5.9	5.2	137	**115	3.1	3.3	73								
CBS EVENING NEWS-RATHER	C	7123	303	9.8	4.3	111	359	9.8	5.0	111								
CBS SAT. NEWS-SCHIEFFER	C	3621	122	3.9	3.4	88	153	4.2	4.2	93								
CBS SATURDAY NIGHT MOVIE	C	5436	223	7.2	4.1	107	305	8.3	5.6	124								
CBS WEDNESDAY NIGHT MOVIE	C	6100	219	7.1	3.6	94	222	6.1	3.6	80								
CHEERS	N	8889	417	13.5	4.7	123	388	10.6	4.4	96								
DALLAS	C	22109	653	21.1	3.0	77	1240	33.8	5.6	124								
DIFF'RENT STROKES	N	6940	*228	7.4	3.3	86	267	7.3	3.8	85								
DOUBLE TROUBLE	N	7223	290	9.4	4.0	105	404	11.0	5.6	123								
DUCK FACTORY	N	5595	*254	8.2	4.5	119	*235	6.4	4.2	93								
DUKES OF HAZZARD	C	5768	*126	4.1	2.2	57	429	11.7	7.4	164								
DYNASTY	A	20053	747	24.2	3.7	98	1010	27.5	5.0	111								
FACTS OF LIFE	N	8087	284	9.2	3.5	92	413	11.3	5.1	113								
FALCON CREST	C	20046	544	17.6	2.7	71	1074	29.3	5.4	118								
FALL GUY	A	9084	327	10.6	3.6	94	499	13.6	5.5	121								
FAMILY TIES	N	7964	*258	8.3	3.2	85	465	12.7	5.8	129								
FANTASY ISLAND	A	7687	248	8.0	3.2	84	374	10.2	4.9	107								
FOULUPS,BLEEPS & BLUNDERS	A	8861	*245	7.9	2.8	72	407	11.1	4.6	101								
FOUR SEASONS	C	5095	*179	5.8	3.5	92	*232	6.3	4.6	101								
GIMME A BREAK	N	8838	*235	7.6	2.7	70	529	14.4	6.0	132								
HART TO HART	A	8978	273	8.8	3.0	80	459	12.5	5.1	113								
HILL STREET BLUES	N	8590	354	11.4	4.1	108	420	11.4	4.9	108								
HOTEL	A	14085	403	13.0	2.9	75	682	18.6	4.8	107								
JEFFERSONS	C	9360	303	9.8	3.2	85	539	14.7	5.8	127								
JENNIFER SLEPT HERE	N	5841	*200	6.5	3.4	90	*213	5.8	3.6	80								
KATE & ALLIE	C	9206	336	10.9	3.6	96	347	9.5	3.8	83								
KNIGHT RIDER	N	7076	373	12.1	5.3	138	342	9.3	4.8	107								
LOVE BOAT	A	12219	501	16.2	4.1	107	552	15.0	4.5	100								
MAGNUM PI	C	11199	456	14.7	4.1	107	626	17.1	5.6	123								
MAMA'S FAMILY	N	6057	*243	7.9	4.0	105	264	7.2	4.4	96								
MASTER, THE	N	3598	*170	5.5	4.7	124	*158	4.3	4.4	97								
MATT HOUSTON	A	6344	261	8.4	4.1	108	326	8.9	5.1	113								
NBC MONDAY NIGHT MOVIE	N	11994	382	12.4	3.2	83	648	17.7	5.4	119								
NBC NIGHTLY NEWS	N	5132	196	6.3	3.8	100	237	6.5	4.6	102								
NBC NIGHTLY NEWS-SAT	N	3375	*93	3.0	2.8	72	**157	4.3	4.7	103								
NBC NIGHTLY NEWS-SUN	N	3130	**101	3.3	3.2	84	**157	4.3	5.0	111								
NBC SUNDAY NIGHT MOVIE	N	8284	**157	5.1	1.9	50	409	11.1	4.9	109								
NEWHART	C	9240	372	12.0	4.0	105	450	12.3	4.9	107								
ONE DAY AT A TIME	C	7288	*270	8.7	3.7	97	281	7.7	3.9	85								
PEOPLE ARE FUNNY	N	4855	*215	7.0	4.4	116	*198	5.4	4.1	90								
REAL PEOPLE	N	8869	256	8.3	2.9	76	446	12.2	5.0	111								
REMINGTON STEELE	N	7743	280	9.1	3.6	95	370	10.1	4.8	105								
RIPLEY'S BELIEVE IT - NOT	A	5345	*295	9.5	5.5	145	265	7.2	5.0	109								
RIPTIDE	N	6988	341	11.0	4.9	128	420	11.4	6.0	133								
SCARECROW & MRS. KING	C	10002	372	12.0	3.7	97	569	15.5	5.7	126								
SIMON & SIMON	C	10638	258	8.3	2.4	64	611	16.7	5.7	127								
60 MINUTES	C	13293	605	19.6	4.6	119	511	13.9	3.8	85								
ST. ELSEWHERE	N	7017	*251	8.1	3.6	94	431	11.7	6.1	136								
THREE'S COMPANY	A	10917	386	12.5	3.5	93	515	14.0	4.7	104								
T.J. HOOKER	A	9204	366	11.8	4.0	104	465	12.7	5.1	112								
TONIGHT SHOW	N	2372	*52	1.7	2.2	57	133	3.6	5.6	124								
TRAPPER JOHN, M.D.	C	9846	*194	6.3	2.0	52	533	14.5	5.4	119								
TV BLOOPERS & PRAC. JOKES	N	9105	352	11.4	3.9	101	417	11.4	4.6	101								
20/20	A	9387	328	10.6	3.5	91	398	10.8	4.2	94								
WEBSTER	A	11067	467	15.1	4.2	110	494	13.5	4.5	99								
WORLD NEWS - SUN	A	3062	*145	4.7	4.7	124	**97	2.6	3.2	70								
YELLOW ROSE	N	4978	*167	5.4	3.4	88	233	6.4	4.7	103								
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	*376	12.2	4.2	111	*402	11.0	4.5	100								
BASKETBALL - COLLEGE GAMES		4080	**154	5.0	3.8	99	*225	6.1	5.5	122								
BASKETBALL - PRO GAMES		3607	**234	7.6	6.5	170	**190	5.2	5.3	116								
BOWLING		3883	**107	3.5	2.8	72	*203	5.5	5.2	115								
BOXING		3928	**100	3.2	2.5	67	**183	5.0	4.7	103								
FOOTBALL - COLLEGE GAMES		6366	**203	6.6	3.2	83	*337	9.2	5.3	117								
FOOTBALL - PRO GAMES		11300	*497	16.1	4.4	115	*479	13.1	4.2	94								
GOLF		3378	**212	6.9	6.3	164	**172	4.7	5.1	112								
POST-SEASON COLL. FOOTBALL		4906	**125	4.0	2.5	67	**280	7.6	5.7	126								
POST-SEASON PRO FOOTBALL		6120	**273	8.8	4.5	117	*457	12.5	7.5	165								
TENNIS		3033	**149	4.8	4.9	129	**135	3.7	4.5	98								
WRESTLING - PROFESSIONAL		3344	**57	1.8	1.7	45	*215	5.9	6.4	142								

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PEANUT BUTTER

BASE = FEMALE HOMEMAKERS (80986)

		'000	%	UNWEIGHTED
1A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE IT?	YES	70816	87.4	8024
	NO	10170	12.6	1411

	ALL		SOLE		PRIMARY		SECONDARY		
	'000	%	'000	%	'000	%	'000	%	UNWEIGHTED
IF YES									
1B. WHAT TYPES ARE USED BY YOUR HOUSEHOLD?									
CREAMY	55532	68.6	38723	47.8	12757	15.8	4052	5.0	6217
CRUNCHY	30983	38.3	14175	17.5	9468	11.7	7340	9.1	3428
DO NOT KNOW	1109	1.4							141
1C. WHICH BRANDS ARE USED BY YOUR HOUSEHOLD?									
BAMA	2030	2.5	452	.6	1112	1.4	465	.6	223
JIF	29802	36.8	11088	13.7	13723	16.9	5104	6.3	3301
KROGER	2394	3.0	620	.8	1077	1.3	705	.9	292
PETER PAN	21054	26.0	6712	8.3	9526	11.8	4853	6.0	2292
PLANTERS	3531	4.4	831	1.0	1777	2.2	968	1.2	404
SKIPPY	31122	38.4	12781	15.8	12838	15.9	5691	7.0	3516
SMUCKERS	2519	3.1	604	.7	985	1.2	930	1.1	301
SUPERMAN	5357	6.6	502	.6	2291	2.8	2571	3.2	585
OTHER BRANDS	16390	20.2	8259	10.2	4571	5.6	3616	4.5	1814
DO NOT KNOW	369	.5							54

		'000	%	UNWEIGHTED
1D. ABOUT HOW MANY JARS OF ANY SIZE WERE USED BY YOUR ENTIRE HOUSEHOLD IN THE LAST 30 DAYS?				
SIX OR MORE	H	1418	1.8	145
FIVE	H	859	1.1	90
FOUR	H	1828	2.3	200
THREE	H	4200	5.2	446
TWO	H	14257	17.6	1489
ONE	M	22356	27.6	2451
LESS THAN ONE	L	23252	28.7	2860
NONE	L	2648	3.3	343

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PEANUT BUTTER: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0524
P-19

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS TWO OR MORE A '000	HEAVY USERS TWO OR MORE B % DOWN	HEAVY USERS TWO OR MORE C % ACROSS	HEAVY USERS TWO OR MORE D INDX	MEDIUM USERS ONE A '000	MEDIUM USERS ONE B % DOWN	MEDIUM USERS ONE C % ACROSS	MEDIUM USERS ONE D INDX	LIGHT USERS LESS THAN ONE A '000	LIGHT USERS LESS THAN ONE B % DOWN	LIGHT USERS LESS THAN ONE C % ACROSS	LIGHT USERS LESS THAN ONE D INDX
TOTAL FEMALE HOMEMAKERS	80986	70816	100.0	87.4	100	22561	100.0	27.9	100	22356	100.0	27.6	100	25899	100.0	32.0	100
18 - 24	9282	7930	11.2	85.4	98	2244	9.9	24.2	87	2644	11.8	28.5	103	3042	11.7	32.8	102
25 - 34	19072	17124	24.2	89.8	103	6045	26.8	31.7	114	5398	24.1	28.3	103	5682	21.9	29.8	93
35 - 44	14591	13321	18.8	91.3	104	5764	25.5	39.5	142	4156	18.6	28.5	103	3400	13.1	23.3	73
45 - 54	11345	10125	14.3	89.2	102	3458	15.3	30.5	109	3211	14.4	28.3	103	3457	13.3	30.5	95
55 - 64	11635	10270	14.5	88.3	101	2706	12.0	23.3	83	2740	12.3	23.5	85	4824	18.6	41.5	130
65 OR OLDER	15061	12047	17.0	80.0	91	2344	10.4	15.6	56	4207	18.8	27.9	101	5496	21.2	36.5	114
18 - 34	28354	25054	35.4	88.4	101	8289	36.7	29.2	105	8042	36.0	28.4	103	8723	33.7	30.8	96
18 - 49	48339	43262	61.1	89.5	102	15653	69.4	32.4	116	13961	62.4	28.9	105	13648	52.7	28.2	88
25 - 54	45008	40570	57.3	90.1	103	15267	67.7	33.9	122	12765	57.1	28.4	103	12539	48.4	27.9	87
35 - 49	19985	18208	25.7	91.1	104	7364	32.6	36.8	132	5920	26.5	29.6	107	4925	19.0	24.6	77
50 OR OLDER	32647	27554	38.9	84.4	97	6908	30.6	21.2	76	8394	37.5	25.7	93	12251	47.3	37.5	117
GRADUATED COLLEGE	11155	9808	13.8	87.9	101	2974	13.2	26.7	96	2855	12.8	25.6	93	3979	15.4	35.7	112
ATTENDED COLLEGE	13682	12147	17.2	88.8	102	3774	16.7	27.6	99	3726	16.7	27.2	99	4648	17.9	34.0	106
GRADUATED HIGH SCHOOL	33880	30126	42.5	88.9	102	9622	42.6	28.4	102	9577	42.8	28.3	102	10927	42.2	32.3	101
DID NOT GRADUATE HIGH SCHOOL	22270	18734	26.5	84.1	96	6191	27.4	27.8	100	6198	27.7	27.8	101	6346	24.5	28.5	89
EMPLOYED	40306	35851	50.6	88.9	102	11701	51.9	29.0	104	10838	48.5	26.9	97	13312	51.4	33.0	103
EMPLOYED FULL-TIME	32850	29160	41.2	88.8	102	9411	41.7	28.6	103	8493	38.0	25.9	94	11256	43.5	34.3	107
EMPLOYED PART-TIME	7456	6692	9.4	89.8	103	2290	10.2	30.7	110	2345	10.5	31.5	114	2057	7.9	27.6	86
NOT EMPLOYED	40680	34964	49.4	85.9	98	10859	48.1	26.7	96	11518	51.5	28.3	103	12587	48.6	30.9	97
PROFESSIONAL/MANAGER	10392	9245	13.1	89.0	102	2599	11.5	25.0	90	2846	12.7	27.4	99	3800	14.7	36.6	114
TECH/CLERICAL/SALES	17574	15687	22.2	89.3	102	4963	22.0	28.2	101	4890	21.9	27.8	101	5834	22.5	33.2	104
PRECISION/CRAFT	985	863	1.2	87.6	100	**235	1.0	23.9	86	**284	1.3	28.8	104	*344	1.3	34.9	109
OTHER EMPLOYED	11354	10057	14.2	88.6	101	3905	17.3	34.4	123	2818	12.6	24.8	90	3334	12.9	29.4	92
SINGLE	9863	7998	11.3	81.1	93	2173	9.6	22.0	79	2304	10.3	23.4	85	3521	13.6	35.7	112
MARRIED	51375	46501	65.7	90.5	104	15901	70.5	31.0	111	15267	68.3	29.7	108	15332	59.2	29.8	93
DIVORCED/SEPARATED/WIDOWED	19748	16317	23.0	82.6	94	4487	19.9	22.7	82	4785	21.4	24.2	88	7046	27.2	35.7	112
PARENTS	32590	29930	42.3	91.8	105	12932	57.3	39.7	142	10158	45.4	31.2	113	6840	26.4	21.0	66
WHITE	70416	61936	87.5	88.0	101	19221	85.2	27.3	98	19687	88.1	28.0	101	23028	88.9	32.7	102
BLACK	8778	7479	10.6	85.2	97	2925	13.0	33.3	120	2250	10.1	25.6	93	2305	8.9	26.3	82
OTHER	1791	1400	2.0	78.2	89	**414	1.8	23.1	83	**420	1.9	23.5	85	*566	2.2	31.6	99
NORTHEAST-CENSUS	17786	15183	21.4	85.4	98	5266	23.3	29.6	106	4926	22.0	27.7	100	4992	19.3	28.1	88
NORTH CENTRAL	20741	18859	26.6	90.9	104	6420	28.5	31.0	111	5979	26.7	28.8	104	6459	24.9	31.1	97
SOUTH	27775	24129	34.1	86.9	99	7587	33.6	27.3	98	7886	35.3	28.4	103	8657	33.4	31.2	97
WEST	14683	12645	17.9	86.1	98	3288	14.6	22.4	80	3565	15.9	24.3	88	5791	22.4	39.4	123
NORTHEAST-MKTG.	17961	15118	21.3	84.2	96	5231	23.2	29.1	105	5003	22.4	27.9	101	4884	18.9	27.2	85
EAST CENTRAL	11885	10682	15.1	89.9	103	3798	16.8	32.0	115	3426	15.3	28.8	104	3458	13.4	29.1	91
WEST CENTRAL	14090	12890	18.2	91.5	105	4135	18.3	29.3	105	4084	18.3	29.0	105	4671	18.0	33.2	104
SOUTH	24081	21116	29.8	87.7	100	6571	29.1	27.3	98	6777	30.3	28.1	102	7768	30.0	32.3	101
PACIFIC	12969	11010	15.5	84.9	97	2826	12.5	21.8	78	3065	13.7	23.6	86	5119	19.8	39.5	123
COUNTY SIZE A	32439	27326	38.6	84.2	96	8745	38.8	27.0	97	8434	37.7	26.0	94	10147	39.2	31.3	98
COUNTY SIZE B	24915	22153	31.3	88.9	102	7255	32.2	29.1	105	6699	30.0	26.9	97	8199	31.7	32.9	103
COUNTY SIZE C	12930	11563	16.3	89.4	102	3626	16.1	28.0	101	3832	17.1	29.6	107	4105	15.9	31.7	99
COUNTY SIZE D	10703	9773	13.8	91.3	104	2935	13.0	27.4	98	3390	15.2	31.7	115	3448	13.3	32.2	101
METRO CENTRAL CITY	24518	20516	29.0	83.7	96	6539	29.0	26.7	96	6414	28.7	26.2	95	7562	29.2	30.8	96
METRO SUBURBAN	35919	31832	45.0	88.6	101	10116	44.8	28.2	101	9762	43.7	27.2	98	11954	46.2	33.3	104
NON METRO	20549	18469	26.1	89.9	103	5905	26.2	28.7	103	6180	27.6	30.1	109	6383	24.6	31.1	97
TOP 5 ADI'S	18341	15234	21.5	83.1	95	4710	20.9	25.7	92	4840	21.6	26.4	96	5684	21.9	31.0	97
TOP 10 ADI'S	25378	21331	30.1	84.1	96	6567	29.1	25.9	93	6828	30.5	26.9	97	7936	30.6	31.3	98
TOP 20 ADI'S	36488	30960	43.7	84.8	97	9532	42.2	26.1	94	9524	42.6	26.1	95	11904	46.0	32.6	102
HSHLD INC. $50,000 OR MORE	6612	5991	8.5	90.6	104	1828	8.1	27.6	99	1929	8.6	29.2	106	2234	8.6	33.8	106
$40,000 OR MORE	12659	11425	16.1	90.3	103	3717	16.5	29.4	105	3595	16.1	28.4	103	4113	15.9	32.5	102
$30,000 OR MORE	24698	22486	31.8	91.0	104	7345	32.6	29.7	107	7126	31.9	28.9	105	8014	30.9	32.4	101
$25,000 OR MORE	32077	29242	41.3	91.2	104	9852	43.7	30.7	110	9332	41.7	29.1	105	10058	38.8	31.4	98
$20,000 - $24,999	9144	8209	11.6	89.8	103	2526	11.2	27.6	99	2375	10.6	26.0	94	3308	12.8	36.2	113
$15,000 - $19,999	8728	7506	10.6	86.0	98	2351	10.4	26.9	97	2298	10.3	26.3	95	2857	11.0	32.7	102
$10,000 - $14,999	12562	10705	15.1	85.2	97	3016	13.4	24.0	86	3709	16.6	29.5	107	3980	15.4	31.7	99
UNDER $10,000	18475	15154	21.4	82.0	94	4816	21.3	26.1	94	4642	20.8	25.1	91	5696	22.0	30.8	96
HOUSEHOLD OF 1 PERSON	11987	8995	12.7	75.0	86	1362	6.0	11.4	41	2231	10.0	18.6	67	5402	20.9	45.1	141
2 PEOPLE	26577	22911	32.4	86.2	99	4787	21.2	18.0	65	7329	32.8	27.6	100	10796	41.7	40.6	127
3 OR 4 PEOPLE	30617	28022	39.6	91.5	105	10456	46.3	34.2	123	9447	42.3	30.9	112	8119	31.3	26.5	83
5 OR MORE PEOPLE	11804	10888	15.4	92.2	105	5956	26.4	50.5	181	3349	15.0	28.4	103	1583	6.1	13.4	42
NO CHILD IN HSHLD	46165	38870	54.9	84.2	96	8757	38.8	19.0	68	11604	51.9	25.1	91	18508	71.5	40.1	125
CHILD(REN) UNDER 2 YRS	5325	4828	6.8	90.7	104	1779	7.9	33.4	120	1709	7.6	32.1	116	1340	5.2	25.2	79
2 - 5 YEARS	14221	12941	18.3	91.0	104	5715	25.3	40.2	144	4101	18.3	28.8	104	3125	12.1	22.0	69
6 - 11 YEARS	15117	13924	19.7	92.1	105	6619	29.3	43.8	157	4491	20.1	29.7	108	2814	10.9	18.6	58
12 - 17 YEARS	16611	15383	21.7	92.6	106	7249	32.1	43.6	157	5175	23.1	31.2	113	2959	11.4	17.8	56
RESIDENCE OWNED	55884	50215	70.9	89.9	103	15895	70.5	28.4	102	16154	72.3	28.9	105	18166	70.1	32.5	102
VALUE: $50,000 OR MORE	31744	28403	40.1	89.5	102	8827	39.1	27.8	100	9283	41.5	29.2	106	10294	39.7	32.4	101
VALUE: UNDER $50,000	24140	21812	30.8	90.4	103	7068	31.3	29.3	105	6871	30.7	28.5	103	7872	30.4	32.6	102

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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PEANUT BUTTER: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0525
P-19

		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS TWO OR MORE A '000	HEAVY USERS TWO OR MORE B % DOWN	HEAVY USERS TWO OR MORE C % ACROSS	HEAVY USERS TWO OR MORE D INDX	MEDIUM USERS ONE A '000	MEDIUM USERS ONE B % DOWN	MEDIUM USERS ONE C % ACROSS	MEDIUM USERS ONE D INDX	LIGHT USERS LESS THAN ONE A '000	LIGHT USERS LESS THAN ONE B % DOWN	LIGHT USERS LESS THAN ONE C % ACROSS	LIGHT USERS LESS THAN ONE D INDX
TOTAL FEMALE HOMEMAKERS		80986	70816	100.0	87.4	100	22561	100.0	27.9	100	22356	100.0	27.6	100	25899	100.0	32.0	100
MAGAZINES	QUINTILE 1	15799	14239	20.1	90.1	103	4977	22.1	31.5	113	4279	19.1	27.1	98	4983	19.2	31.5	99
	QUINTILE 2	17259	15297	21.6	88.6	101	5058	22.4	29.3	105	4876	21.8	28.3	102	5364	20.7	31.1	97
	QUINTILE 3	13545	11990	16.9	88.5	101	4138	18.3	30.6	110	3648	16.3	26.9	98	4205	16.2	31.0	97
	QUINTILE 4	15133	13246	18.7	87.5	100	3684	16.3	24.3	87	4376	19.6	28.9	105	5186	20.0	34.3	107
	QUINTILE 5	19250	16043	22.7	83.3	95	4704	20.9	24.4	88	5177	23.2	26.9	97	6162	23.8	32.0	100
NEWSPAPERS	QUINTILE 1	12413	10960	15.5	88.3	101	3725	16.5	30.0	108	3187	14.3	25.7	93	4049	15.6	32.6	102
	QUINTILE 2	24116	21423	30.3	88.8	102	6767	30.0	28.1	101	7121	31.9	29.5	107	7534	29.1	31.2	98
	QUINTILE 3	11261	9918	14.0	88.1	101	3510	15.6	31.2	112	3054	13.7	27.1	98	3355	13.0	29.8	93
	QUINTILE 4	20255	17748	25.1	87.6	100	5210	23.1	25.7	92	5626	25.2	27.8	101	6912	26.7	34.1	107
	QUINTILE 5	12940	10767	15.2	83.2	95	3349	14.8	25.9	93	3368	15.1	26.0	94	4050	15.6	31.3	98
OUTDOOR	QUINTILE 1	14852	12863	18.2	86.6	99	3977	17.6	26.8	96	4341	19.4	29.2	106	4545	17.5	30.6	96
	QUINTILE 2	15725	13847	19.6	88.1	101	4199	18.6	26.7	96	4572	20.5	29.1	105	5077	19.6	32.3	101
	QUINTILE 3	16330	14239	20.1	87.2	100	4687	20.8	28.7	103	4146	18.5	25.4	92	5405	20.9	33.1	103
	QUINTILE 4	16744	14936	21.1	89.2	102	5093	22.6	30.4	109	4646	20.8	27.7	101	5197	20.1	31.0	97
	QUINTILE 5	17334	14931	21.1	86.1	99	4605	20.4	26.6	95	4651	20.8	26.8	97	5675	21.9	32.7	102
RADIO-DRIVE TIME	QUINTILE 1	15911	14065	19.9	88.4	101	4806	21.3	30.2	108	4250	19.0	26.7	97	5009	19.3	31.5	98
	QUINTILE 2	14837	13282	18.8	89.5	102	4297	19.0	29.0	104	4188	18.7	28.2	102	4796	18.5	32.3	101
	QUINTILE 3	15339	13573	19.2	88.5	101	4159	18.4	27.1	97	4505	20.2	29.4	106	4909	19.0	32.0	100
	QUINTILE 4	16723	14614	20.6	87.4	100	4973	22.0	29.7	107	4596	20.6	27.5	100	5045	19.5	30.2	94
	QUINTILE 5	18176	15283	21.6	84.1	96	4326	19.2	23.8	85	4816	21.5	26.5	96	6141	23.7	33.8	106
RADIO-MID-DAY	TERCILE 1	21020	18825	26.6	89.6	102	6310	28.0	30.0	108	5774	25.8	27.5	100	6741	26.0	32.1	100
	TERCILE 2	21610	18924	26.7	87.6	100	6049	26.8	28.0	100	6326	28.3	29.3	106	6549	25.3	30.3	95
	TERCILE 3	38355	33067	46.7	86.2	99	10202	45.2	26.6	95	10256	45.9	26.7	97	12609	48.7	32.9	103
RADIO-TOTAL	QUINTILE 1	15988	14027	19.8	87.7	100	4693	20.8	29.4	105	4438	19.9	27.8	101	4896	18.9	30.6	96
	QUINTILE 2	15626	13939	19.7	89.2	102	4883	21.6	31.2	112	4225	18.9	27.0	98	4831	18.7	30.9	97
	QUINTILE 3	16723	14993	21.2	89.7	103	4589	20.3	27.4	99	4994	22.3	29.9	108	5410	20.9	32.4	101
	QUINTILE 4	16342	14264	20.1	87.3	100	4372	19.4	26.8	96	4429	19.8	27.1	98	5463	21.1	33.4	105
	QUINTILE 5	16306	13594	19.2	83.4	95	4025	17.8	24.7	89	4270	19.1	26.2	95	5299	20.5	32.5	102
TV-PRIME TIME	QUINTILE 1	15953	13819	19.5	86.6	99	4098	18.2	25.7	92	4337	19.4	27.2	98	5385	20.8	33.8	106
	QUINTILE 2	16137	14285	20.2	88.5	101	4866	21.6	30.2	108	4361	19.5	27.0	98	5058	19.5	31.3	98
	QUINTILE 3	16420	14300	20.2	87.1	100	4555	20.2	27.7	100	4697	21.0	28.6	104	5048	19.5	30.7	96
	QUINTILE 4	16687	14597	20.6	87.5	100	4353	19.3	26.1	94	5027	22.5	30.1	109	5218	20.1	31.3	98
	QUINTILE 5	15789	13815	19.5	87.5	100	4690	20.8	29.7	107	3934	17.6	24.9	90	5191	20.0	32.9	103
TV-DAYTIME	TERCILE 1	27736	23933	33.8	86.3	99	7875	34.9	28.4	102	7872	35.2	28.4	103	8187	31.6	29.5	92
	TERCILE 2	26489	23177	32.7	87.5	100	7590	33.6	28.7	103	7268	32.5	27.4	99	8319	32.1	31.4	98
	TERCILE 3	26761	23705	33.5	88.6	101	7095	31.4	26.5	95	7216	32.3	27.0	98	9394	36.3	35.1	110
TV-TOTAL	QUINTILE 1	16345	13817	19.5	84.5	97	4333	19.2	26.5	95	4486	20.1	27.4	99	4998	19.3	30.6	96
	QUINTILE 2	16447	14554	20.6	88.5	101	4681	20.7	28.5	102	4614	20.6	28.1	102	5259	20.3	32.0	100
	QUINTILE 3	15980	13918	19.7	87.1	100	4204	18.6	26.3	94	4704	21.0	29.4	107	5010	19.3	31.4	98
	QUINTILE 4	15887	14053	19.8	88.5	101	4707	20.9	29.6	106	4134	18.5	26.0	94	5212	20.1	32.8	103
	QUINTILE 5	16326	14475	20.4	88.7	101	4636	20.5	28.4	102	4418	19.8	27.1	98	5421	20.9	33.2	104
MAGAZINES-NEWSPAPERS: DUAL		20721	18545	26.2	89.5	102	6535	29.0	31.5	113	5541	24.8	26.7	97	6469	25.0	31.2	98
MAGAZINE IMPERATIVE		19186	17035	24.1	88.8	102	5659	25.1	29.5	106	5223	23.4	27.2	99	6153	23.8	32.1	100
NEWSPAPER IMPERATIVE		21899	19126	27.0	87.3	100	5908	26.2	27.0	97	6249	28.0	28.5	103	6969	26.9	31.8	100
MAGAZINES-OUTDOOR: DUAL		15451	13795	19.5	89.3	102	4561	20.2	29.5	106	4439	19.9	28.7	104	4795	18.5	31.0	97
MAGAZINE IMPERATIVE		25953	23096	32.6	89.0	102	8133	36.0	31.3	112	6765	30.3	26.1	94	8199	31.7	31.6	99
OUTDOOR IMPERATIVE		24400	20782	29.3	85.2	97	5962	26.4	24.4	88	6876	30.8	28.2	102	7945	30.7	32.6	102
MAGAZINES-RADIO: DUAL		18049	16101	22.7	89.2	102	5888	26.1	32.6	117	4998	22.4	27.7	100	5216	20.1	28.9	90
MAGAZINE IMPERATIVE		23571	20943	29.6	88.9	102	6671	29.6	28.3	102	6508	29.1	27.6	100	7764	30.0	32.9	103
RADIO IMPERATIVE		23278	20488	28.9	88.0	101	6234	27.6	26.8	96	6691	29.9	28.7	104	7563	29.2	32.5	102
MAGAZINES-TELEVISION: DUAL		15459	13741	19.4	88.9	102	4612	20.4	29.8	107	4260	19.1	27.6	100	4870	18.8	31.5	99
MAGAZINE IMPERATIVE		25829	23090	32.6	89.4	102	7895	35.0	30.6	110	7172	32.1	27.8	101	8023	31.0	31.1	97
TELEVISION IMPERATIVE		26039	22046	31.1	84.7	97	6431	28.5	24.7	89	7338	32.8	28.2	102	8278	32.0	31.8	99
NEWSPAPERS-OUTDOOR: DUAL		16605	14781	20.9	89.0	102	5111	22.7	30.8	110	4750	21.2	28.6	104	4921	19.0	29.6	93
NEWSPAPER IMPERATIVE		26834	23763	33.6	88.6	101	7839	34.7	29.2	105	7291	32.6	27.2	98	8632	33.3	32.2	101
OUTDOOR IMPERATIVE		23346	20057	28.3	85.9	98	5803	25.7	24.9	89	6454	28.9	27.6	100	7800	30.1	33.4	104
NEWSPAPERS-RADIO: DUAL		17133	15512	21.9	90.5	104	5424	24.0	31.7	114	4776	21.4	27.9	101	5311	20.5	31.0	97
NEWSPAPER IMPERATIVE		25892	22650	32.0	87.5	100	6979	30.9	27.0	97	7373	33.0	28.5	103	8298	32.0	32.0	100
RADIO IMPERATIVE		23167	20256	28.6	87.4	100	6486	28.7	28.0	100	6424	28.7	27.7	100	7347	28.4	31.7	99
NEWSPAPERS-TELEVISION: DUAL		17159	14965	21.1	87.2	100	4751	21.1	27.7	99	5107	22.8	29.8	108	5110	19.7	29.8	93
NEWSPAPER IMPERATIVE		26214	23330	32.9	89.0	102	7665	34.0	29.2	105	7184	32.1	27.4	99	8481	32.7	32.4	101
TELEVISION IMPERATIVE		23412	20024	28.3	85.5	98	6196	27.5	26.5	95	6363	28.5	27.2	98	7465	28.8	31.9	100
OUTDOOR-RADIO: DUAL		15303	13581	19.2	88.7	101	4223	18.7	27.6	99	4469	20.0	29.2	106	4889	18.9	31.9	100
OUTDOOR IMPERATIVE		24901	21480	30.3	86.3	99	6498	28.8	26.1	94	6916	30.9	27.8	101	8067	31.1	32.4	101
RADIO IMPERATIVE		26492	23540	33.2	88.9	102	8221	36.4	31.0	111	7123	31.9	26.9	97	8196	31.6	30.9	97
OUTDOOR-TELEVISION: DUAL		14794	12825	18.1	86.7	99	3780	16.8	25.6	92	4387	19.6	29.7	107	4658	18.0	31.5	98
OUTDOOR IMPERATIVE		25437	22393	31.6	88.1	101	7161	31.7	28.2	101	7062	31.6	27.8	101	8175	31.6	32.1	100
TELEVISION IMPERATIVE		27877	24213	34.2	86.9	99	7702	34.1	27.6	99	7567	33.8	27.1	98	8944	34.5	32.1	100
RADIO-TELEVISION: DUAL		15996	14069	19.9	88.0	101	4700	20.8	29.4	105	4581	20.5	28.6	104	4788	18.5	29.9	94
RADIO IMPERATIVE		25478	22677	32.0	89.0	102	7462	33.1	29.3	105	7024	31.4	27.6	100	8191	31.6	32.1	101
TELEVISION IMPERATIVE		26573	22839	32.3	85.9	98	6747	29.9	25.4	91	7378	33.0	27.8	101	8714	33.6	32.8	103

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PEANUT BUTTER: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0526
P-19

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS TWO OR MORE A '000	HEAVY USERS TWO OR MORE B % DOWN	HEAVY USERS TWO OR MORE C % ACROSS	HEAVY USERS TWO OR MORE D INDX	MEDIUM USERS ONE A '000	MEDIUM USERS ONE B % DOWN	MEDIUM USERS ONE C % ACROSS	MEDIUM USERS ONE D INDX	LIGHT USERS LESS THAN ONE A '000	LIGHT USERS LESS THAN ONE B % DOWN	LIGHT USERS LESS THAN ONE C % ACROSS	LIGHT USERS LESS THAN ONE D INDX
TOTAL FEMALE HOMEMAKERS	80986	70816	100.0	87.4	100	22561	100.0	27.9	100	22356	100.0	27.6	100	25899	100.0	32.0	100
ATLANTIC MONTHLY	415	380	0.5	91.6	105	**132	0.6	31.8	114	**73	0.3	17.6	64	*174	0.7	41.9	131
BARRON'S	453	388	0.5	85.7	98	**94	0.4	20.8	74	**172	0.8	38.0	138	**121	0.5	26.7	84
BETTER HOMES & GARDENS	16256	14717	20.8	90.5	104	5043	22.4	31.0	111	4742	21.2	29.2	106	4932	19.0	30.3	95
BON APPETIT	2535	2193	3.1	86.5	99	619	2.7	24.4	88	606	2.7	23.9	87	968	3.7	38.2	119
BUSINESS WEEK	1278	1083	1.5	84.7	97	411	1.8	32.2	115	377	1.7	29.5	107	295	1.1	23.1	72
CAR AND DRIVER	378	336	0.5	88.9	102	**39	0.2	10.3	37	**119	0.5	31.5	114	*178	0.7	47.1	147
CBS MAGAZINE NETWORK (GROSS)	1498	1369	1.9	91.4	105	512	2.3	34.2	123	444	2.0	29.6	107	413	1.6	27.6	86
CHANGING TIMES	1505	1272	1.8	84.5	97	296	1.3	19.7	71	335	1.5	22.3	81	641	2.5	42.6	133
COLONIAL HOMES	1231	1061	1.5	86.2	99	366	1.6	29.7	107	340	1.5	27.6	100	356	1.4	28.9	90
CONDE NAST MAG. PKG. (GROSS)	14146	12189	17.2	86.2	99	4350	19.3	30.8	110	3504	15.7	24.8	90	4335	16.7	30.6	96
CONSUMERS DIGEST	1323	1218	1.7	92.1	105	335	1.5	25.3	91	455	2.0	34.4	125	428	1.7	32.4	101
COSMOPOLITAN	7102	6198	8.8	87.3	100	2036	9.0	28.7	103	2069	9.3	29.1	106	2093	8.1	29.5	92
COUNTRY LIVING	2481	2250	3.2	90.7	104	852	3.8	34.3	123	672	3.0	27.1	98	727	2.8	29.3	92
CUISINE	1472	1310	1.8	89.0	102	436	1.9	29.6	106	341	1.5	23.2	84	533	2.1	36.2	113
CYCLE WORLD	425	406	0.6	95.5	109	**137	0.6	32.2	116	**176	0.8	41.4	150	**93	0.4	21.9	68
DCI:CREATIVE IDEAS FOR LIV	2510	2334	3.3	93.0	106	853	3.8	34.0	122	706	3.2	28.1	102	775	3.0	30.9	97
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	6065	8.6	90.6	104	1834	8.1	27.4	98	1891	8.5	28.2	102	2340	9.0	35.0	109
DISCOVER	894	820	1.2	91.7	105	289	1.3	32.3	116	*240	1.1	26.8	97	291	1.1	32.6	102
EBONY	3507	2940	4.2	83.8	96	1113	4.9	31.7	114	1015	4.5	28.9	105	812	3.1	23.2	72
ESQUIRE	1083	922	1.3	85.1	97	438	1.9	40.4	145	*228	1.0	21.1	76	257	1.0	23.7	74
ESSENCE	1830	1574	2.2	86.0	98	595	2.6	32.5	117	538	2.4	29.4	106	441	1.7	24.1	75
FAMILY CIRCLE	15930	14365	20.3	90.2	103	4866	21.6	30.5	110	4382	19.6	27.5	100	5117	19.8	32.1	100
THE FAMILY HANDYMAN	1126	1018	1.4	90.4	103	370	1.6	32.9	118	300	1.3	26.6	97	348	1.3	30.9	97
FAMILY WEEKLY	11468	10268	14.5	89.5	102	3150	14.0	27.5	99	3171	14.2	27.7	100	3947	15.2	34.4	108
FIELD & STREAM	2234	2084	2.9	93.3	107	762	3.4	34.1	122	689	3.1	30.8	112	633	2.4	28.3	89
FOOD & WINE	579	525	0.7	90.7	104	*168	0.7	29.0	104	*168	0.8	29.0	105	*189	0.7	32.6	102
FORBES	728	636	0.9	87.4	100	*161	0.7	22.1	79	*237	1.1	32.6	118	*238	0.9	32.7	102
FORTUNE	906	809	1.1	89.3	102	*250	1.1	27.6	99	*289	1.3	31.9	116	270	1.0	29.8	93
GENTLEMEN'S QUARTERLY	791	606	0.9	76.6	88	*209	0.9	26.4	95	*185	0.8	23.4	85	*212	0.8	26.8	84
GLAMOUR	5265	4673	6.6	88.8	102	1695	7.5	32.2	116	1323	5.9	25.1	91	1655	6.4	31.4	98
GOLF DIGEST	636	602	0.9	94.7	108	*205	0.9	32.2	116	*161	0.7	25.3	92	*235	0.9	36.9	116
GOLF DIGEST/TENNIS (GROSS)	1186	1044	1.5	88.0	101	402	1.8	33.9	122	*264	1.2	22.3	81	378	1.5	31.9	100
GOLF MAGAZINE	441	412	0.6	93.4	107	**83	0.4	18.8	68	**137	0.6	31.1	113	*192	0.7	43.5	136
GOLF MAGAZINE/SKI (GROSS)	922	864	1.2	93.7	107	*205	0.9	22.2	80	*309	1.4	33.5	121	350	1.4	38.0	119
GOOD HOUSEKEEPING	16487	14974	21.1	90.8	104	5042	22.3	30.6	110	4797	21.5	29.1	105	5135	19.8	31.1	97
HARPER'S BAZAAR	2423	1962	2.8	81.0	93	635	2.8	26.2	94	571	2.6	23.6	85	756	2.9	31.2	98
HEALTH	1994	1812	2.6	90.9	104	673	3.0	33.8	121	446	2.0	22.4	81	694	2.7	34.8	109
HEARST MAG CORP. BUY (GROSS)	44101	39442	55.7	89.4	102	13516	59.9	30.6	110	12393	55.4	28.1	102	13533	52.3	30.7	96
HEARST MAN POWER (GROSS)	1993	1875	2.6	94.1	108	835	3.7	41.9	150	520	2.3	26.1	95	521	2.0	26.1	82
HEARST WOMAN POWER (GROSS)	31274	28238	39.9	90.3	103	9560	42.4	30.6	110	9004	40.3	28.8	104	9674	37.4	30.9	97
HOUSE BEAUTIFUL	3623	3156	4.5	87.1	100	1043	4.6	28.8	103	1016	4.5	28.0	102	1098	4.2	30.3	95
INC.	283	*251	0.4	88.7	101	**64	0.3	22.6	81	**81	0.4	28.6	104	**107	0.4	37.8	118
JET	2928	2454	3.5	83.8	96	1065	4.7	36.4	131	742	3.3	25.3	92	648	2.5	22.1	69
LADIES' HOME JOURNAL	11918	10823	15.3	90.8	104	3961	17.6	33.2	119	3220	14.4	27.0	98	3641	14.1	30.6	96
LHJ FAMILY GRP COMBO(GROSS)	16764	15279	21.6	91.1	104	5585	24.8	33.3	120	4469	20.0	26.7	97	5226	20.2	31.2	97
LIFE	4254	3746	5.3	88.1	101	1353	6.0	31.8	114	1113	5.0	26.2	95	1280	4.9	30.1	94
L.A. TIMES HOME MAGAZINE	1145	882	1.2	77.0	88	*214	0.9	18.7	67	*194	0.9	16.9	61	474	1.8	41.4	129
MADEMOISELLE	2884	2490	3.5	86.3	99	938	4.2	32.5	117	738	3.3	25.6	93	814	3.1	28.2	88
MC CALL'S	13460	12110	17.1	90.0	103	4202	18.6	31.2	112	3911	17.5	29.1	105	3997	15.4	29.7	93
MC CALL'S/WRK MOTHER (GROSS)	14606	13195	18.6	90.3	103	4634	20.5	31.7	114	4225	18.9	28.9	105	4336	16.7	29.7	93
MECHANIX ILLUSTRATED	772	701	1.0	90.8	104	*198	0.9	25.6	92	*249	1.1	32.3	117	*254	1.0	32.9	103
METROPOLITAN HOME	967	780	1.1	80.7	92	250	1.1	25.9	93	*176	0.8	18.2	66	354	1.4	36.6	114
MONEY	1588	1298	1.8	81.7	93	346	1.5	21.8	78	386	1.7	24.3	88	566	2.2	35.6	111
MOTHER EARTH NEWS	1002	876	1.2	87.4	100	338	1.5	33.7	121	212	0.9	21.2	77	326	1.3	32.5	102
MS.	825	746	1.1	90.4	103	265	1.2	32.1	115	*229	1.0	27.8	101	253	1.0	30.7	96
NATIONAL ENQUIRER	10336	9232	13.0	89.3	102	3432	15.2	33.2	119	3107	13.9	30.1	109	2694	10.4	26.1	82
NATIONAL GEOGRAPHIC	9597	8549	12.1	89.1	102	2821	12.5	29.4	106	2539	11.4	26.5	96	3189	12.3	33.2	104
NATIONAL SUNDAY MAGAZINE PKG	49558	43925	62.0	88.6	101	14179	62.8	28.6	103	14071	62.9	28.4	103	15675	60.5	31.6	99
NATURAL HISTORY	573	477	0.7	83.2	95	*122	0.5	21.3	76	*184	0.8	32.1	116	*171	0.7	29.8	93
NEW WOMAN	1699	1517	2.1	89.3	102	430	1.9	25.3	91	455	2.0	26.8	97	632	2.4	37.2	116
NEW YORK INCLUDING CUE	443	376	0.5	84.9	97	*110	0.5	24.8	89	**117	0.5	26.4	96	*148	0.6	33.4	104
THE NEW YORKER	1270	1083	1.5	85.3	98	308	1.4	24.3	87	399	1.8	31.4	114	375	1.4	29.5	92
NEWSWEEK	6277	5509	7.8	87.8	100	1778	7.9	28.3	102	1779	8.0	28.3	103	1952	7.5	31.1	97
THE N.Y. TIMES DAILY EDITION	1205	1025	1.4	85.1	97	348	1.5	28.9	104	274	1.2	22.7	82	404	1.6	33.5	105
THE N.Y. TIMES MAGAZINE	2081	1751	2.5	84.1	96	559	2.5	26.9	96	440	2.0	21.1	77	753	2.9	36.2	113
OMNI	788	687	1.0	87.2	100	*223	1.0	28.3	102	*189	0.8	24.0	87	275	1.1	34.9	109
ON CABLE	1158	1092	1.5	94.3	108	450	2.0	38.9	139	*313	1.4	27.0	98	330	1.3	28.5	89
1001 HOME IDEAS	2852	2644	3.7	92.7	106	951	4.2	33.3	120	803	3.6	28.2	102	890	3.4	31.2	98
ORGANIC GARDENING	1658	1517	2.1	91.5	105	560	2.5	33.8	121	462	2.1	27.9	101	495	1.9	29.9	93
OUTDOOR LIFE	896	832	1.2	92.9	106	284	1.3	31.7	114	*305	1.4	34.0	123	*243	0.9	27.1	85
PARADE MAGAZINE	24275	21383	30.2	88.1	101	7151	31.7	29.5	106	7083	31.7	29.2	106	7149	27.6	29.5	92

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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PEANUT BUTTER: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0527
P-19

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS TWO OR MORE A '000	HEAVY USERS TWO OR MORE B % DOWN	HEAVY USERS TWO OR MORE C % ACROSS	HEAVY USERS TWO OR MORE D INDX	MEDIUM USERS ONE A '000	MEDIUM USERS ONE B % DOWN	MEDIUM USERS ONE C % ACROSS	MEDIUM USERS ONE D INDX	LIGHT USERS LESS THAN ONE A '000	LIGHT USERS LESS THAN ONE B % DOWN	LIGHT USERS LESS THAN ONE C % ACROSS	LIGHT USERS LESS THAN ONE D INDX
TOTAL FEMALE HOMEMAKERS	80986	70816	100.0	87.4	100	22561	100.0	27.9	100	22356	100.0	27.6	100	25899	100.0	32.0	100
PARENTS	3845	3580	5.1	93.1	106	1356	6.0	35.3	127	1311	5.9	34.1	124	913	3.5	23.7	74
PENTHOUSE	831	733	1.0	88.2	101	*211	0.9	25.4	91	*264	1.2	31.8	115	*258	1.0	31.0	97
PEOPLE	11645	10384	14.7	89.2	102	3506	15.5	30.1	108	3376	15.1	29.0	105	3503	13.5	30.1	94
PLAYBOY	2006	1738	2.5	86.6	99	651	2.9	32.5	116	450	2.0	22.4	81	637	2.5	31.8	99
POPULAR HOT RODDING	297	*273	0.4	91.9	105	*138	0.6	46.5	167	**68	0.3	22.9	83	**67	0.3	22.6	71
POPULAR MECHANICS	1018	989	1.4	97.2	111	454	2.0	44.6	160	*249	1.1	24.5	89	*287	1.1	28.2	88
POPULAR SCIENCE	878	824	1.2	93.8	107	*295	1.3	33.6	121	*303	1.4	34.5	125	*226	0.9	25.7	80
PREVENTION	3913	3452	4.9	88.2	101	1279	5.7	32.7	117	856	3.8	21.9	79	1317	5.1	33.7	105
PSYCHOLOGY TODAY	1710	1562	2.2	91.3	104	567	2.5	33.2	119	402	1.8	23.5	85	593	2.3	34.7	108
READER'S DIGEST	22204	19837	28.0	89.3	102	6316	28.0	28.4	102	6186	27.7	27.9	101	7335	28.3	33.0	103
REDBOOK	7684	7066	10.0	92.0	105	2482	11.0	32.3	116	2139	9.6	27.8	101	2446	9.4	31.8	100
ROAD & TRACK	410	373	0.5	91.0	104	**71	0.3	17.3	62	**135	0.6	32.9	119	**167	0.6	40.7	127
ROLLING STONE	969	851	1.2	87.8	100	308	1.4	31.8	114	257	1.1	26.5	96	285	1.1	29.4	92
RUNNER'S WORLD	298	275	0.4	92.3	106	**85	0.4	28.5	102	**104	0.5	34.9	126	**86	0.3	28.9	90
SATURDAY EVENING POST	1169	1026	1.4	87.8	100	352	1.6	30.1	108	284	1.3	24.3	88	390	1.5	33.4	104
SCIENCE 84	587	525	0.7	89.4	102	*255	1.1	43.4	156	**92	0.4	15.7	57	*179	0.7	30.5	95
SCIENCE DIGEST	482	450	0.6	93.4	107	*214	0.9	44.4	159	*117	0.5	24.3	88	*119	0.5	24.7	77
SCIENTIFIC AMERICAN	594	441	0.6	74.2	85	*105	0.5	17.7	63	**154	0.7	25.9	94	*182	0.7	30.6	96
SELF	2089	1793	2.5	85.8	98	621	2.8	29.7	107	572	2.6	27.4	99	600	2.3	28.7	90
SEVENTEEN	2411	2048	2.9	84.9	97	724	3.2	30.0	108	794	3.6	32.9	119	530	2.0	22.0	69
SKI	480	452	0.6	94.2	108	*122	0.5	25.4	91	*172	0.8	35.8	130	*157	0.6	32.7	102
SMITHSONIAN	2760	2345	3.3	85.0	97	619	2.7	22.4	81	654	2.9	23.7	86	1072	4.1	38.8	121
SOAP OPERA DIGEST	3013	2696	3.8	89.5	102	1253	5.6	41.6	149	825	3.7	27.4	99	619	2.4	20.5	64
SOUTHERN LIVING	4184	3732	5.3	89.2	102	981	4.3	23.4	84	1185	5.3	28.3	103	1565	6.0	37.4	117
SPORT	559	481	0.7	86.0	98	*184	0.8	32.9	118	*194	0.9	34.7	126	**103	0.4	18.4	58
THE SPORTING NEWS	436	408	0.6	93.6	107	**156	0.7	35.8	128	**168	0.8	38.5	140	**84	0.3	19.3	60
SPORTS AFIELD	493	435	0.6	88.2	101	*167	0.7	33.9	122	*155	0.7	31.4	114	*114	0.4	23.1	72
SPORTS ILLUSTRATED	2758	2440	3.4	88.5	101	842	3.7	30.5	110	752	3.4	27.3	99	847	3.3	30.7	96
STAR	7456	6691	9.4	89.7	103	2507	11.1	33.6	121	2212	9.9	29.7	107	1972	7.6	26.4	83
SUNDAY	24936	21972	31.0	88.1	101	7286	32.3	29.2	105	7049	31.5	28.3	102	7638	29.5	30.6	96
SUNSET	2124	1897	2.7	89.3	102	448	2.0	21.1	76	380	1.7	17.9	65	1069	4.1	50.3	157
TV GUIDE	21661	19132	27.0	88.3	101	6456	28.6	29.8	107	6314	28.2	29.1	106	6362	24.6	29.4	92
TENNIS	550	443	0.6	80.5	92	*196	0.9	35.6	128	**103	0.5	18.7	68	*143	0.6	26.0	81
TIME	8880	7718	10.9	86.9	99	2732	12.1	30.8	110	2168	9.7	24.4	88	2818	10.9	31.7	99
TOWN & COUNTRY	917	761	1.1	83.0	95	*193	0.9	21.0	76	*193	0.9	21.0	76	375	1.4	40.9	128
TRAVEL & LEISURE	972	846	1.2	87.0	100	*239	1.1	24.6	88	*215	1.0	22.1	80	392	1.5	40.3	126
TRUE STORY	3356	3082	4.4	91.8	105	1265	5.6	37.7	135	1007	4.5	30.0	109	810	3.1	24.1	75
U.S.NEWS & WORLD REPORT	3410	3004	4.2	88.1	101	831	3.7	24.4	87	1106	4.9	32.4	117	1067	4.1	31.3	98
USA TODAY	1759	1558	2.2	88.6	101	531	2.4	30.2	108	510	2.3	29.0	105	517	2.0	29.4	92
US	1873	1747	2.5	93.3	107	598	2.7	31.9	115	495	2.2	26.4	96	654	2.5	34.9	109
VOGUE	3909	3233	4.6	82.7	95	1095	4.9	28.0	101	871	3.9	22.3	81	1266	4.9	32.4	101
WALL STREET JOURNAL	1886	1656	2.3	87.8	100	479	2.1	25.4	91	510	2.3	27.0	98	667	2.6	35.4	111
WEIGHT WATCHERS	2120	1867	2.6	88.1	101	820	3.6	38.7	139	493	2.2	23.3	84	554	2.1	26.1	82
WOMAN'S DAY	14172	12946	18.3	91.3	104	4525	20.1	31.9	115	3892	17.4	27.5	99	4529	17.5	32.0	100
WORKING MOTHER	1146	1085	1.5	94.7	108	432	1.9	37.7	135	314	1.4	27.4	99	339	1.3	29.6	93
WORKING WOMAN	1322	1185	1.7	89.6	103	431	1.9	32.6	117	324	1.4	24.5	89	430	1.7	32.5	102
WORLD TENNIS	*163	*148	0.2	90.8	104	**69	0.3	42.3	152	**41	0.2	25.2	91	**38	0.1	23.3	73
ZIFF-DAVIS MAG NETWK (GROSS)	2532	2300	3.2	90.8	104	753	3.3	29.7	107	667	3.0	26.3	95	880	3.4	34.8	109
BLAIR INSERTS	43657	38632	54.6	88.5	101	12574	55.7	28.8	103	12282	54.9	28.1	102	13776	53.2	31.6	99
DAILY NEWSPAPERS																	
READ ANY	51633	45579	64.4	88.3	101	14760	65.4	28.6	103	14497	64.8	28.1	102	16322	63.0	31.6	99
READ ONE	43463	38344	54.1	88.2	101	12337	54.7	28.4	102	12440	55.6	28.6	104	13567	52.4	31.2	98
READ TWO OR MORE	8170	7235	10.2	88.6	101	2423	10.7	29.7	106	2057	9.2	25.2	91	2755	10.6	33.7	105
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	46599	65.8	88.5	101	15039	66.7	28.5	102	14877	66.5	28.2	102	16684	64.4	31.7	99
READ ONE	46126	40813	57.6	88.5	101	13131	58.2	28.5	102	13133	58.7	28.5	103	14549	56.2	31.5	99
READ TWO OR MORE	6552	5786	8.2	88.3	101	1908	8.5	29.1	105	1744	7.8	26.6	96	2135	8.2	32.6	102
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.46				26.74				28.34				27.31			
30 DAY REACH	71455	62533	88.3	87.5	100	19906	88.2	27.9	100	19755	88.4	27.6	100	22873	88.3	32.0	100
50 SHWG - 30 DAY AV FREQ	14.56	14.49				14.03				14.93				14.52			
30 DAY REACH	67742	59363	83.8	87.6	100	18997	84.2	28.0	101	18797	84.1	27.7	101	21570	83.3	31.8	100
25 SHWG - 30 DAY AV FREQ	7.94	7.89				7.64				8.10				7.91			
30 DAY REACH	62117	54502	77.0	87.7	100	17415	77.2	28.0	101	17272	77.3	27.8	101	19814	76.5	31.9	100
CABLE TV: HOME WIRED	32077	28843	40.7	89.9	103	8995	39.9	28.0	101	9550	42.7	29.8	108	10298	39.8	32.1	100
HOME NOT WIRED	48909	41973	59.3	85.8	98	13565	60.1	27.7	100	12806	57.3	26.2	95	15602	60.2	31.9	100
HAVE PAY CABLE	15935	14592	20.6	91.6	105	5143	22.8	32.3	116	4826	21.6	30.3	110	4623	17.9	29.0	91

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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PEANUT BUTTER: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0528
P-19

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS TWO OR MORE A '000	HEAVY USERS TWO OR MORE B % DOWN	HEAVY USERS TWO OR MORE C % ACROSS	HEAVY USERS TWO OR MORE D INDX	MEDIUM USERS ONE A '000	MEDIUM USERS ONE B % DOWN	MEDIUM USERS ONE C % ACROSS	MEDIUM USERS ONE D INDX	LIGHT USERS LESS THAN ONE A '000	LIGHT USERS LESS THAN ONE B % DOWN	LIGHT USERS LESS THAN ONE C % ACROSS	LIGHT USERS LESS THAN ONE D INDX
TOTAL FEMALE HOMEMAKERS	80986	70816	100.0	87.4	100	22561	100.0	27.9	100	22356	100.0	27.6	100	25899	100.0	32.0	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	39041	55.1	88.9	102	12558	55.7	28.6	103	12353	55.3	28.1	102	14130	54.6	32.2	101
10:00 AM - 3:00 PM	30659	27227	38.4	88.8	102	8851	39.2	28.9	104	8797	39.3	28.7	104	9580	37.0	31.2	98
3:00 PM - 7:00 PM	31045	27478	38.8	88.5	101	9113	40.4	29.4	105	8503	38.0	27.4	99	9862	38.1	31.8	99
7:00 PM - MIDNIGHT	15767	13711	19.4	87.0	99	4473	19.8	28.4	102	4232	18.9	26.8	97	5006	19.3	31.7	99
MIDNIGHT - 6:00 AM	9120	8195	11.6	89.9	103	2800	12.4	30.7	110	2472	11.1	27.1	98	2924	11.3	32.1	100
6:00 AM - MIDNIGHT	58527	51864	73.2	88.6	101	16750	74.2	28.6	103	16531	73.9	28.2	102	18582	71.7	31.7	99
ENTIRE DAY	59311	52571	74.2	88.6	101	17029	75.5	28.7	103	16689	74.7	28.1	102	18854	72.8	31.8	99
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	14483	20.5	89.6	102	4560	20.2	28.2	101	4860	21.7	30.1	109	5063	19.5	31.3	98
ALL NEWS	2256	1862	2.6	82.5	94	522	2.3	23.1	83	555	2.5	24.6	89	786	3.0	34.8	109
AOR/PROGRESSIVE	3874	3416	4.8	88.2	101	1095	4.9	28.3	101	1096	4.9	28.3	102	1225	4.7	31.6	99
BEAUTIFUL MUSIC	5660	4958	7.0	87.6	100	1620	7.2	28.6	103	1398	6.3	24.7	89	1940	7.5	34.3	107
BLACK	2204	1878	2.7	85.2	97	755	3.3	34.3	123	556	2.5	25.2	91	567	2.2	25.7	80
CLASSICAL	1418	1194	1.7	84.2	96	390	1.7	27.5	99	350	1.6	24.7	89	454	1.8	32.0	100
CHR/ROCK	9538	8538	12.1	89.5	102	2733	12.1	28.7	103	2747	12.3	28.8	104	3058	11.8	32.1	100
COUNTRY	12648	11461	16.2	90.6	104	3735	16.6	29.5	106	3942	17.6	31.2	113	3784	14.6	29.9	94
GOLDEN OLDIES	1191	1020	1.4	85.6	98	325	1.4	27.3	98	*336	1.5	28.2	102	359	1.4	30.1	94
MOR/NOSTALGIA	4757	4177	5.9	87.8	100	1258	5.6	26.4	95	1336	6.0	28.1	102	1583	6.1	33.3	104
NEWS/TALK	3863	3259	4.6	84.4	96	949	4.2	24.6	88	939	4.2	24.3	88	1371	5.3	35.5	111
RELIGIOUS	3084	2680	3.8	86.9	99	710	3.1	23.0	83	766	3.4	24.8	90	1204	4.6	39.0	122
SOFT ROCK	521	432	0.6	82.9	95	*201	0.9	38.6	138	**103	0.5	19.8	72	*128	0.5	24.6	77
URBAN CONTEMPORARY	1585	1311	1.9	82.7	95	615	2.7	38.8	139	414	1.9	26.1	95	282	1.1	17.8	56
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	2835	4.0	86.9	99	1043	4.6	32.0	115	947	4.2	29.0	105	845	3.3	25.9	81
ABC DIRECTION	2316	2001	2.8	86.4	99	665	2.9	28.7	103	676	3.0	29.2	106	660	2.5	28.5	89
ABC ENTERTAINMENT	4834	4341	6.1	89.8	103	1348	6.0	27.9	100	1525	6.8	31.5	114	1469	5.7	30.4	95
ABC FM	2202	1932	2.7	87.7	100	688	3.0	31.2	112	643	2.9	29.2	106	601	2.3	27.3	85
ABC INFORMATION	5425	4724	6.7	87.1	100	1446	6.4	26.7	96	1570	7.0	28.9	105	1707	6.6	31.5	98
ABC ROCK	1677	1548	2.2	92.3	106	642	2.8	38.3	137	467	2.1	27.8	101	438	1.7	26.1	82
CBS	4430	3936	5.6	88.8	102	1017	4.5	23.0	82	1181	5.3	26.7	97	1738	6.7	39.2	123
MUTUAL	4992	4459	6.3	89.3	102	1597	7.1	32.0	115	1472	6.6	29.5	107	1390	5.4	27.8	87
NBC	4679	4252	6.0	90.9	104	1332	5.9	28.5	102	1480	6.6	31.6	115	1440	5.6	30.8	96
RADIORADIO	1994	1759	2.5	88.2	101	668	3.0	33.5	120	578	2.6	29.0	105	513	2.0	25.7	80
RKO ONE	2298	1943	2.7	84.6	97	555	2.5	24.2	87	663	3.0	28.9	105	725	2.8	31.5	99
RKO TWO	3311	2865	4.0	86.5	99	1047	4.6	31.6	114	897	4.0	27.1	98	922	3.6	27.8	87
THE SOURCE	2114	1807	2.6	85.5	98	618	2.7	29.2	105	658	2.9	31.1	113	532	2.1	25.2	79
NON-WIRED : BLAIR	8654	7676	10.8	88.7	101	2718	12.0	31.4	113	2458	11.0	28.4	103	2500	9.7	28.9	90
INTERNET	12025	10548	14.9	87.7	100	3485	15.4	29.0	104	3372	15.1	28.0	102	3692	14.3	30.7	96
KATZ RADIO GROUP	15359	13566	19.2	88.3	101	4248	18.8	27.7	99	4315	19.3	28.1	102	5002	19.3	32.6	102
SUPERNET	10628	9435	13.3	88.8	102	2859	12.7	26.9	97	2992	13.4	28.2	102	3584	13.8	33.7	105
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	7389	10.4	85.3	98	2280	10.1	26.3	95	2149	9.6	24.8	90	2960	11.4	34.2	107
MKDAY 9:00 AM - 1:00 PM	12163	10439	14.7	85.8	98	3533	15.7	29.0	104	3267	14.6	26.9	97	3640	14.1	29.9	94
MKDAY 1:00 PM - 4:30 PM	16150	14004	19.8	86.7	99	4772	21.2	29.5	106	4543	20.3	28.1	102	4690	18.1	29.0	91
MKDAY 4:30 PM - 7:30 PM	22463	19233	27.2	85.6	98	5890	26.1	26.2	94	6043	27.0	26.9	97	7300	28.2	32.5	102
MKDAY 7:30 PM - 8:00 PM	31795	27409	38.7	86.2	99	8272	36.7	26.0	93	8717	39.0	27.4	99	10420	40.2	32.8	102
MKDAY 11:00 PM - 11:30 PM	23977	21001	29.7	87.6	100	6755	29.9	28.2	101	6706	30.0	28.0	101	7540	29.1	31.4	98
MKDAY 11:30 PM - 1:00 AM	7703	6728	9.5	87.3	100	2372	10.5	30.8	111	2185	9.8	28.4	103	2172	8.4	28.2	88
M-SAT 8-11 PM+SUN 7-11 PM	33800	29549	41.7	87.4	100	9296	41.2	27.5	99	9365	41.9	27.7	100	10888	42.0	32.2	101
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	5747	8.1	87.9	101	2165	9.6	33.1	119	1754	7.8	26.8	97	1828	7.1	28.0	87
ANOTHER WORLD N	4620	4011	5.7	86.8	99	1391	6.2	30.1	108	1352	6.0	29.3	106	1268	4.9	27.4	86
AS THE WORLD TURNS C	5614	4880	6.9	86.9	99	1648	7.3	29.4	105	1508	6.7	26.9	97	1724	6.7	30.7	96
CAPITOL C	3396	2948	4.2	86.8	99	1074	4.8	31.6	114	894	4.0	26.3	95	980	3.8	28.9	90
CBS MORN. NEWS 1 C	1446	1161	1.6	80.3	92	341	1.5	23.6	85	345	1.5	23.9	86	475	1.8	32.8	103
CBS MORN. NEWS 2 C	1207	917	1.3	76.0	87	225	1.0	18.6	67	254	1.1	21.0	76	438	1.7	36.3	113
DAYS OF OUR LIVES N	5877	5070	7.2	86.3	99	1640	7.3	27.9	100	1817	8.1	30.9	112	1613	6.2	27.4	86
FACTS OF LIFE - DAYTIME N	2290	2003	2.8	87.5	100	742	3.3	32.4	116	628	2.8	27.4	99	634	2.4	27.7	87
FAMILY FEUD A	3023	2568	3.6	84.9	97	929	4.1	30.7	110	763	3.4	25.2	91	876	3.4	29.0	91
GENERAL HOSPITAL A	6097	5246	7.4	86.0	98	2004	8.9	32.9	118	1615	7.2	26.5	96	1628	6.3	26.7	83
GOOD MORNING, AMERICA-730 A	3515	3161	4.5	89.9	103	964	4.3	27.4	98	906	4.1	25.8	93	1291	5.0	36.7	115
GOOD MORNING, AMERICA-830 A	2818	2567	3.6	91.1	104	827	3.7	29.3	105	782	3.5	27.8	101	958	3.7	34.0	106
GUIDING LIGHT C	5339	4616	6.5	86.5	99	1525	6.8	28.6	103	1380	6.2	25.8	94	1711	6.6	32.0	100
ONE LIFE TO LIVE A	4478	3876	5.5	86.6	99	1354	6.0	30.2	109	1320	5.9	29.5	107	1201	4.6	26.8	84
PRESS YOUR LUCK C	2244	1931	2.7	86.1	98	649	2.9	28.9	104	570	2.5	25.4	92	711	2.7	31.7	99
PRICE IS RIGHT 1 C	4348	3674	5.2	84.5	97	1072	4.8	24.7	89	1227	5.5	28.2	102	1375	5.3	31.6	99
PRICE IS RIGHT 2 C	5014	4276	6.0	85.3	98	1323	5.9	26.4	95	1415	6.3	28.2	102	1538	5.9	30.7	96
RYAN'S HOPE A	3150	2731	3.9	86.7	99	1097	4.9	34.8	125	776	3.5	24.6	89	858	3.3	27.2	85
SALE OF THE CENTURY N	2695	2327	3.3	86.3	99	801	3.6	29.7	107	741	3.3	27.5	100	785	3.0	29.1	91
SEARCH FOR TOMORROW N	2319	2002	2.8	86.3	99	626	2.8	27.0	97	651	2.9	28.1	102	724	2.8	31.2	98
TODAY SHOW 1 N	2693	2213	3.1	82.2	94	676	3.0	25.1	90	580	2.6	21.5	78	957	3.7	35.5	111
TODAY SHOW 2 N	2498	2103	3.0	84.2	96	585	2.6	23.4	84	646	2.9	25.9	94	872	3.4	34.9	109
$25,000 PYRAMID C	2753	2318	3.3	84.2	96	719	3.2	26.1	94	752	3.4	27.3	99	847	3.3	30.8	96
WHEEL OF FORTUNE N	4388	3833	5.4	87.4	100	1246	5.5	28.4	102	1228	5.5	28.0	101	1359	5.2	31.0	97
YOUNG AND THE RESTLESS C	5695	4956	7.0	87.0	100	1588	7.0	27.9	100	1602	7.2	28.1	102	1767	6.8	31.0	97
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	1457	2.1	82.8	95	483	2.1	27.4	99	439	2.0	24.9	90	535	2.1	30.4	95
NBA PLAYOFF GAME -1 C	1136	1019	1.4	89.7	103	313	1.4	27.6	99	331	1.5	29.1	106	375	1.4	33.0	103
NBC MAJOR LEAGUE PRE-GAME N	953	838	1.2	87.9	101	*227	1.0	23.8	86	*266	1.2	27.9	101	345	1.3	36.2	113
SPORTSWORLD - SUN N	1233	1114	1.6	90.3	103	316	1.4	25.6	92	372	1.7	30.2	109	426	1.6	34.5	108
SUNDAY MORNING C	1611	1230	1.7	76.4	87	275	1.2	17.1	61	408	1.8	25.3	92	548	2.1	34.0	106

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(FEMALE HOMEMAKERS)

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		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS TWO OR MORE A '000	HEAVY USERS TWO OR MORE B % DOWN	HEAVY USERS TWO OR MORE C % ACROSS	HEAVY USERS TWO OR MORE D INDX	MEDIUM USERS ONE A '000	MEDIUM USERS ONE B % DOWN	MEDIUM USERS ONE C % ACROSS	MEDIUM USERS ONE D INDX	LIGHT USERS LESS THAN ONE A '000	LIGHT USERS LESS THAN ONE B % DOWN	LIGHT USERS LESS THAN ONE C % ACROSS	LIGHT USERS LESS THAN ONE D INDX
TOTAL FEMALE HOMEMAKERS		80986	70816	100.0	87.4	100	22561	100.0	27.9	100	22356	100.0	27.6	100	25899	100.0	32.0	100
HKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	22380	31.6	85.9	98	6452	28.6	24.8	89	7138	31.9	27.4	99	8790	33.9	33.7	105
NETWORK AFFILIATES - LATE		20261	17769	25.1	87.7	100	5606	24.8	27.7	99	5729	25.6	28.3	102	6434	24.8	31.8	99
INDEPENDENTS - LATE		2076	1758	2.5	84.7	97	479	2.1	23.1	83	491	2.2	23.7	86	788	3.0	38.0	119
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	9291	13.1	88.9	102	3460	15.3	33.1	119	2882	12.9	27.6	100	2950	11.4	28.2	88
ABC MONDAY NIGHT MOVIE	A	6412	5755	8.1	89.8	103	1936	8.6	30.2	108	1741	7.8	27.2	98	2078	8.0	32.4	101
ABC SUNDAY NIGHT MOVIE	A	12407	10807	15.3	87.1	100	3356	14.9	27.0	97	3251	14.5	26.2	95	4200	16.2	33.9	106
ABC WORLD NEWS TONIGHT	A	6176	5364	7.6	86.9	99	1622	7.2	26.3	94	1508	6.7	24.4	88	2234	8.6	36.2	113
AFTERMASH	C	5863	5059	7.1	86.3	99	1502	6.7	25.6	92	1499	6.7	25.6	93	2058	7.9	35.1	110
ALICE	C	9594	8445	11.9	88.0	101	2669	11.8	27.8	100	2700	12.1	28.1	102	3075	11.9	32.1	100
AMERICAN PARADE	C	6622	5706	8.1	86.2	99	1627	7.2	24.6	88	1833	8.2	27.7	100	2246	8.7	33.9	106
BENSON	A	10886	9284	13.1	85.3	98	2590	11.5	23.8	85	3178	14.2	29.2	106	3516	13.6	32.3	101
BLUE THUNDER	A	5036	4461	6.3	88.6	101	1327	5.9	26.4	95	1439	6.4	28.6	104	1695	6.5	33.7	105
CAGNEY & LACEY	C	9965	9015	12.7	90.5	103	2683	11.9	26.9	97	3088	13.8	31.0	112	3244	12.5	32.6	102
CBS EVENING NEWS-DEAN	C	3491	2913	4.1	83.4	95	872	3.9	25.0	90	909	4.1	26.0	94	1133	4.4	32.5	101
CBS EVENING NEWS-RATHER	C	7123	6120	8.6	85.9	98	1725	7.6	24.2	87	2044	9.1	28.7	104	2352	9.1	33.0	103
CBS SAT. NEWS-SCHIEFFER	C	3621	3032	4.3	83.7	96	858	3.8	23.7	85	829	3.7	22.9	83	1346	5.2	37.2	116
CBS SATURDAY NIGHT MOVIE	C	5436	4821	6.8	88.7	101	1538	6.8	28.3	102	1504	6.7	27.7	100	1779	6.9	32.7	102
CBS WEDNESDAY NIGHT MOVIE	C	6100	5297	7.5	86.8	99	1642	7.3	26.9	97	1606	7.2	26.3	95	2049	7.9	33.6	105
CHEERS	N	8889	7798	11.0	87.7	100	2532	11.2	28.5	102	2633	11.8	29.6	107	2633	10.2	29.6	93
DALLAS	C	22109	19407	27.4	87.8	100	5838	25.9	26.4	95	6122	27.4	27.7	100	7446	28.8	33.7	105
DIFF'RENT STROKES	N	6940	6043	8.5	87.1	100	2001	8.9	28.8	103	1953	8.7	28.1	102	2089	8.1	30.1	94
DOUBLE TROUBLE	N	7223	6375	9.0	88.3	101	2165	9.6	30.0	108	2235	10.0	30.9	112	1976	7.6	27.4	86
DUCK FACTORY	N	5595	4920	6.9	87.9	101	1669	7.4	29.8	107	1650	7.4	29.5	107	1600	6.2	28.6	89
DUKES OF HAZZARD	C	5768	5090	7.2	88.2	101	1690	7.5	29.3	105	1608	7.2	27.9	101	1792	6.9	31.1	97
DYNASTY	A	20053	17417	24.6	86.9	99	5952	26.4	29.7	107	5264	23.5	26.3	95	6201	23.9	30.9	97
FACTS OF LIFE	N	8087	7149	10.1	88.4	101	2414	10.7	29.9	107	2474	11.1	30.6	111	2260	8.7	27.9	87
FALCON CREST	C	20046	17655	24.9	88.1	101	5249	23.3	26.2	94	5713	25.6	28.5	103	6693	25.8	33.4	104
FALL GUY	A	9084	8069	11.4	88.8	102	2646	11.7	29.1	105	2494	11.2	27.5	99	2929	11.3	32.2	101
FAMILY TIES	N	7964	7054	10.0	88.6	101	2339	10.4	29.4	105	2482	11.1	31.2	113	2234	8.6	28.1	88
FANTASY ISLAND	A	7687	6481	9.2	84.3	96	2114	9.4	27.5	99	1895	8.5	24.7	89	2473	9.5	32.2	101
FOULUPS,BLEEPS & BLUNDERS	A	8861	7748	10.9	87.4	100	2164	9.6	24.4	88	2591	11.6	29.2	106	2993	11.6	33.8	106
FOUR SEASONS	C	5095	4519	6.4	88.7	101	1374	6.1	27.0	97	1391	6.2	27.3	99	1755	6.8	34.4	108
GIMME A BREAK	N	8838	7716	10.9	87.3	100	2426	10.8	27.4	99	2844	12.7	32.2	117	2446	9.4	27.7	87
HART TO HART	A	8978	7813	11.0	87.0	100	2208	9.8	24.6	88	2717	12.2	30.3	110	2888	11.2	32.2	101
HILL STREET BLUES	N	8590	7600	10.7	88.5	101	2454	10.9	28.6	103	2555	11.4	29.7	108	2591	10.0	30.2	94
HOTEL	A	14085	12413	17.5	88.1	101	3968	17.6	28.2	101	4081	18.3	29.0	105	4363	16.8	31.0	97
JEFFERSONS	C	9360	8216	11.6	87.8	100	2522	11.2	26.9	97	2811	12.6	30.0	109	2883	11.1	30.8	96
JENNIFER SLEPT HERE	N	5841	5114	7.2	87.6	100	1778	7.9	30.4	109	1701	7.6	29.1	105	1635	6.3	28.0	88
KATE & ALLIE	C	9206	8057	11.4	87.5	100	2410	10.7	26.2	94	2628	11.8	28.5	103	3019	11.7	32.8	103
KNIGHT RIDER	N	7076	6424	9.1	90.8	104	2226	9.9	31.5	113	1935	8.7	27.3	99	2263	8.7	32.0	100
LOVE BOAT	A	12219	10419	14.7	85.3	98	3355	14.9	27.5	99	3200	14.3	26.2	95	3864	14.9	31.6	99
MAGNUM PI	C	11199	9815	13.9	87.6	100	3237	14.3	28.9	104	2971	13.3	26.5	96	3608	13.9	32.2	101
MAMA'S FAMILY	N	6057	5336	7.5	88.1	101	1646	7.3	27.2	98	1652	7.4	27.3	99	2039	7.9	33.7	105
MASTER, THE	N	3598	3138	4.4	87.2	100	1148	5.1	31.9	115	964	4.3	26.8	97	1026	4.0	28.5	89
MATT HOUSTON	A	6344	5532	7.8	87.2	100	1762	7.8	27.8	100	1760	7.9	27.7	100	2010	7.8	31.7	99
NBC MONDAY NIGHT MOVIE	N	11994	10622	15.0	88.6	101	3630	16.1	30.3	109	3344	15.0	27.9	101	3649	14.1	30.4	95
NBC NIGHTLY NEWS	N	5132	4354	6.1	84.8	97	1339	5.9	26.1	94	1308	5.9	25.5	92	1707	6.6	33.3	104
NBC NIGHTLY NEWS-SAT	N	3375	2877	4.1	85.2	97	847	3.8	25.1	90	925	4.1	27.4	99	1105	4.3	32.7	102
NBC NIGHTLY NEWS-SUN	N	3130	2624	3.7	83.8	96	754	3.3	24.1	86	849	3.8	27.1	98	1021	3.9	32.6	102
NBC SUNDAY NIGHT MOVIE	N	8284	7418	10.5	89.5	102	2667	11.8	32.2	116	2313	10.3	27.9	101	2438	9.4	29.4	92
NEWHART	C	9240	8187	11.6	88.6	101	2402	10.6	26.0	93	2729	12.2	29.5	107	3056	11.8	33.1	103
ONE DAY AT A TIME	C	7288	6314	8.9	86.6	99	1941	8.6	26.6	96	2170	9.7	29.8	108	2203	8.5	30.2	95
PEOPLE ARE FUNNY	N	4855	4323	6.1	89.0	102	1291	5.7	26.6	95	1403	6.3	28.9	105	1629	6.3	33.6	105
REAL PEOPLE	N	8869	7728	10.9	87.1	100	2376	10.5	26.8	96	2679	12.0	30.2	109	2673	10.3	30.1	94
REMINGTON STEELE	N	7743	6732	9.5	86.9	99	2368	10.5	30.6	110	1958	8.8	25.3	92	2406	9.3	31.1	97
RIPLEY'S BELIEVE IT - NOT	A	5345	4767	6.7	89.2	102	1546	6.9	28.9	104	1285	5.7	24.0	87	1936	7.5	36.2	113
RIPTIDE	N	6988	6299	8.9	90.1	103	2234	9.9	32.0	115	1888	8.4	27.0	98	2177	8.4	31.2	97
SCARECROW & MRS. KING	C	10002	8524	12.0	85.2	97	2705	12.0	27.0	97	2489	11.1	24.9	90	3330	12.9	33.3	104
SIMON & SIMON	C	10638	9505	13.4	89.3	102	3025	13.4	28.4	102	2888	12.9	27.1	98	3593	13.9	33.8	106
60 MINUTES	C	13293	11392	16.1	85.7	98	3244	14.4	24.4	88	3657	16.4	27.5	100	4491	17.3	33.8	106
ST. ELSEWHERE	N	7017	6210	8.8	88.5	101	2159	9.6	30.8	110	1984	8.9	28.3	102	2067	8.0	29.5	92
THREE'S COMPANY	A	10917	9659	13.6	88.5	101	2881	12.8	26.4	95	3162	14.1	29.0	105	3616	14.0	33.1	104
T.J. HOOKER	A	9204	7858	11.1	85.4	98	2214	9.8	24.1	86	2399	10.7	26.1	94	3244	12.5	35.2	110
TONIGHT SHOW	N	2372	2025	2.9	85.4	98	597	2.6	25.2	90	695	3.1	29.3	106	734	2.8	30.9	97
TRAPPER JOHN, M.D.	C	9846	8526	12.0	86.6	99	2541	11.3	25.8	93	2994	13.4	30.4	110	2991	11.5	30.4	95
TV BLOOPERS & PRAC. JOKES	N	9105	8074	11.4	88.7	101	2456	10.9	27.0	97	2660	11.9	29.2	106	2958	11.4	32.5	102
20/20	A	9387	8346	11.8	88.9	102	2371	10.5	25.3	91	2830	12.7	30.1	109	3145	12.1	33.5	105
WEBSTER	A	11067	9476	13.4	85.6	98	2673	11.8	24.2	87	3261	14.6	29.5	107	3542	13.7	32.0	100
WORLD NEWS - SUN	A	3062	2711	3.8	88.5	101	842	3.7	27.5	99	774	3.5	25.3	92	1095	4.2	35.8	112
YELLOW ROSE	N	4978	4444	6.3	89.3	102	1337	5.9	26.9	96	1336	6.0	26.8	97	1771	6.8	35.6	111
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	8276	11.7	93.2	107	2728	12.1	30.7	110	2564	11.5	28.9	105	2984	11.5	33.6	105
BASKETBALL - COLLEGE GAMES		4080	3712	5.2	91.0	104	1129	5.0	27.7	99	1263	5.6	31.0	112	1319	5.1	32.3	101
BASKETBALL - PRO GAMES		3607	3262	4.6	90.4	103	958	4.2	26.6	95	1114	5.0	30.9	112	1190	4.6	33.0	103
BOWLING		3883	3626	5.1	93.4	107	1186	5.3	30.5	110	1085	4.9	27.9	101	1355	5.2	34.9	109
BOXING		3928	3683	5.2	93.8	107	1335	5.9	34.0	122	1135	5.1	28.9	105	1214	4.7	30.9	97
FOOTBALL - COLLEGE GAMES		6366	5851	8.3	91.9	105	1842	8.2	28.9	104	1987	8.9	31.2	113	2022	7.8	31.8	99
FOOTBALL - PRO GAMES		11300	10617	15.0	94.0	107	3270	14.5	28.9	104	3437	15.4	30.4	110	3911	15.1	34.6	108
GOLF		3378	3171	4.5	93.9	107	919	4.1	27.2	98	879	3.9	26.0	94	1373	5.3	40.6	127
POST-SEASON COLL. FOOTBALL		4906	4556	6.4	92.9	106	1474	6.5	30.0	108	1565	7.0	31.9	116	1517	5.9	30.9	97
POST-SEASON PRO FOOTBALL		6120	5638	8.0	92.1	105	1763	7.8	28.8	103	1512	6.8	24.7	89	2363	9.1	38.6	121
TENNIS		3033	2698	3.8	89.0	102	994	4.4	32.8	118	688	3.1	22.7	82	1017	3.9	33.5	105
WRESTLING - PROFESSIONAL		3344	3205	4.5	95.8	110	1405	6.2	42.0	151	1121	5.0	33.5	121	678	2.6	20.3	63

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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PEANUT BUTTER - TYPES
(FEMALE HOMEMAKERS)

0530
P-19

	TOTAL U.S. '000	CREAMY A '000	CREAMY B % DOWN	CREAMY C % ACROSS	CREAMY D INDX	CRUNCHY A '000	CRUNCHY B % DOWN	CRUNCHY C % ACROSS	CRUNCHY D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	55532	100.0	68.6	100	30983	100.0	38.3	100								
18 - 24	9282	6005	10.8	64.7	94	4238	13.7	45.7	119								
25 - 34	19072	13393	24.1	70.2	102	8539	27.6	44.8	117								
35 - 44	14591	10675	19.2	73.2	107	6342	20.5	43.5	114								
45 - 54	11345	8058	14.5	71.0	104	4172	13.5	36.8	96								
55 - 64	11635	8297	14.9	71.3	104	3730	12.0	32.1	84								
65 OR OLDER	15061	9103	16.4	60.4	88	3964	12.8	26.3	69								
18 - 34	28354	19398	34.9	68.4	100	12776	41.2	45.1	118								
18 - 49	48339	34101	61.4	70.5	103	21172	68.3	43.8	114								
25 - 54	45008	32126	57.9	71.4	104	19052	61.5	42.3	111								
35 - 49	19985	14703	26.5	73.6	107	8396	27.1	42.0	110								
50 OR OLDER	32647	21431	38.6	65.6	96	9811	31.7	30.1	79								
GRADUATED COLLEGE	11155	7123	12.8	63.9	93	5632	18.2	50.5	132								
ATTENDED COLLEGE	13682	9184	16.5	67.1	98	6244	20.2	45.6	119								
GRADUATED HIGH SCHOOL	33880	23906	43.0	70.6	103	13265	42.8	39.2	102								
DID NOT GRADUATE HIGH SCHOOL	22270	15320	27.6	68.8	100	5843	18.9	26.2	69								
EMPLOYED	40306	27731	49.9	68.8	100	17487	56.4	43.4	113								
EMPLOYED FULL-TIME	32850	22397	40.3	68.2	99	14141	45.6	43.0	113								
EMPLOYED PART-TIME	7456	5334	9.6	71.5	104	3346	10.8	44.9	117								
NOT EMPLOYED	40680	27801	50.1	68.3	100	13496	43.6	33.2	87								
PROFESSIONAL/MANAGER	10392	6915	12.5	66.5	97	4867	15.7	46.8	122								
TECH/CLERICAL/SALES	17574	12038	21.7	68.5	100	8168	26.4	46.5	121								
PRECISION/CRAFT	985	716	1.3	72.7	106	*329	1.1	33.4	87								
OTHER EMPLOYED	11354	8062	14.5	71.0	104	4123	13.3	36.3	95								
SINGLE	9863	5822	10.5	59.0	86	3821	12.3	38.7	101								
MARRIED	51375	37296	67.2	72.6	106	21134	68.2	41.1	108								
DIVORCED/SEPARATED/WIDOWED	19748	12414	22.4	62.9	92	6029	19.5	30.5	80								
PARENTS	32590	24621	44.3	75.5	110	14241	46.0	43.7	114								
WHITE	70416	48330	87.0	68.6	100	27918	90.1	39.6	104								
BLACK	8778	6223	11.2	70.9	103	2219	7.2	25.3	66								
OTHER	1791	979	1.8	54.7	80	*846	2.7	47.2	123								
NORTHEAST-CENSUS	17786	12736	22.9	71.6	104	5613	18.1	31.6	82								
NORTH CENTRAL	20741	14939	26.9	72.0	105	8823	28.5	42.5	111								
SOUTH	27775	19379	34.9	69.8	102	9685	31.3	34.9	91								
WEST	14683	8479	15.3	57.7	84	6862	22.1	46.7	122								
NORTHEAST-MKTG.	17961	12477	22.5	69.5	101	5719	18.5	31.8	83								
EAST CENTRAL	11885	8757	15.8	73.7	107	4380	14.1	36.9	96								
WEST CENTRAL	14090	10033	18.1	71.2	104	6373	20.6	45.2	118								
SOUTH	24081	17033	30.7	70.7	103	8463	27.3	35.1	92								
PACIFIC	12969	7232	13.0	55.8	81	6048	19.5	46.6	122								
COUNTY SIZE A	32439	20739	37.3	63.9	93	12211	39.4	37.6	98								
COUNTY SIZE B	24915	17890	32.2	71.8	105	9566	30.9	38.4	100								
COUNTY SIZE C	12930	9077	16.3	70.2	102	4972	16.0	38.5	101								
COUNTY SIZE D	10703	7826	14.1	73.1	107	4235	13.7	39.6	103								
METRO CENTRAL CITY	24518	15798	28.4	64.4	94	8982	29.0	36.6	96								
METRO SUBURBAN	35919	24904	44.8	69.3	101	14270	46.1	39.7	104								
NON METRO	20549	14830	26.7	72.2	105	7731	25.0	37.6	98								
TOP 5 ADI'S	18341	11449	20.6	62.4	91	6571	21.2	35.8	94								
TOP 10 ADI'S	25378	16124	29.0	63.5	93	9251	29.9	36.5	95								
TOP 20 ADI'S	36488	23706	42.7	65.0	95	13613	43.9	37.3	98								
HSHLD INC. $50,000 OR MORE	6612	4667	8.4	70.6	103	3210	10.4	48.5	127								
$40,000 OR MORE	12659	8992	16.2	71.0	104	5978	19.3	47.2	123								
$30,000 OR MORE	24698	17421	31.4	70.5	103	11309	36.5	45.8	120								
$25,000 OR MORE	32077	22744	41.0	70.9	103	14432	46.6	45.0	118								
$20,000 - $24,999	9144	6355	11.4	69.5	101	3909	12.6	42.7	112								
$15,000 - $19,999	8728	5830	10.5	66.8	97	3416	11.0	39.1	102								
$10,000 - $14,999	12562	8559	15.4	68.1	99	4142	13.4	33.0	86								
UNDER $10,000	18475	12044	21.7	65.2	95	5085	16.4	27.5	72								
HOUSEHOLD OF 1 PERSON	11987	6241	11.2	52.1	76	3500	11.3	29.2	76								
2 PEOPLE	26577	17350	31.2	65.3	95	9691	31.3	36.5	95								
3 OR 4 PEOPLE	30617	23014	41.4	75.2	110	12513	40.4	40.9	107								
5 OR MORE PEOPLE	11804	8928	16.1	75.6	110	5279	17.0	44.7	117								
NO CHILD IN HSHLD	46165	29174	52.5	63.2	92	16020	51.7	34.7	91								
CHILD(REN) UNDER 2 YRS	5325	3915	7.0	73.5	107	2434	7.9	45.7	119								
2 - 5 YEARS	14221	10687	19.2	75.1	110	6041	19.5	42.5	111								
6 - 11 YEARS	15117	11510	20.7	76.1	111	6244	20.2	41.3	108								
12 - 17 YEARS	16611	12695	22.9	76.4	111	7362	23.8	44.3	116								
RESIDENCE OWNED	55884	39628	71.4	70.9	103	22417	72.4	40.1	105								
VALUE: $50,000 OR MORE	31744	21990	39.6	69.3	101	13673	44.1	43.1	113								
VALUE: UNDER $50,000	24140	17638	31.8	73.1	107	8744	28.2	36.2	95								

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PEANUT BUTTER - TYPES
(FEMALE HOMEMAKERS)

0531
P-19

		TOTAL U.S. '000	CREAMY A '000	CREAMY B % DOWN	CREAMY C % ACROSS	CREAMY D INDX	CRUNCHY A '000	CRUNCHY B % DOWN	CRUNCHY C % ACROSS	CRUNCHY D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	55532	100.0	68.6	100	30983	100.0	38.3	100								
MAGAZINES	QUINTILE 1	15799	11294	20.3	71.5	104	6992	22.6	44.3	116								
	QUINTILE 2	17259	11652	21.0	67.5	98	7390	23.9	42.8	112								
	QUINTILE 3	13545	9410	16.9	69.5	101	5161	16.7	38.1	100								
	QUINTILE 4	15133	10345	18.6	68.4	100	5481	17.7	36.2	95								
	QUINTILE 5	19250	12831	23.1	66.7	97	5959	19.2	31.0	81								
NEWSPAPERS	QUINTILE 1	12413	8769	15.8	70.6	103	4813	15.5	38.8	101								
	QUINTILE 2	24116	16774	30.2	69.6	101	9766	31.5	40.5	106								
	QUINTILE 3	11261	7834	14.1	69.6	101	4353	14.0	38.7	101								
	QUINTILE 4	20255	13763	24.8	67.9	99	7707	24.9	38.0	99								
	QUINTILE 5	12940	8392	15.1	64.9	95	4345	14.0	33.6	88								
OUTDOOR	QUINTILE 1	14852	10018	18.0	67.5	98	5988	19.3	40.3	105								
	QUINTILE 2	15725	10825	19.5	68.8	100	6262	20.2	39.8	104								
	QUINTILE 3	16330	11209	20.2	68.6	100	6482	20.9	39.7	104								
	QUINTILE 4	16744	11638	21.0	69.5	101	6416	20.7	38.3	100								
	QUINTILE 5	17334	11842	21.3	68.3	100	5835	18.8	33.7	88								
RADIO-DRIVE TIME	QUINTILE 1	15911	10895	19.6	68.5	100	6595	21.3	41.4	108								
	QUINTILE 2	14837	10460	18.8	70.5	103	6166	19.9	41.6	109								
	QUINTILE 3	15339	10305	18.6	67.2	98	6212	20.0	40.5	106								
	QUINTILE 4	16723	11633	20.9	69.6	101	6164	19.9	36.9	96								
	QUINTILE 5	18176	12239	22.0	67.3	98	5847	18.9	32.2	84								
RADIO-MID-DAY	TERCILE 1	21020	14571	26.2	69.3	101	8668	28.0	41.2	108								
	TERCILE 2	21610	14962	26.9	69.2	101	8463	27.3	39.2	102								
	TERCILE 3	38355	25999	46.8	67.8	99	13852	44.7	36.1	94								
RADIO-TOTAL	QUINTILE 1	15988	10834	19.5	67.8	99	6466	20.9	40.4	106								
	QUINTILE 2	15626	10922	19.7	69.9	102	6404	20.7	41.0	107								
	QUINTILE 3	16723	11834	21.3	70.8	103	7021	22.7	42.0	110								
	QUINTILE 4	16342	11118	20.0	68.0	99	5955	19.2	36.4	95								
	QUINTILE 5	16306	10824	19.5	66.4	97	5138	16.6	31.5	82								
TV-PRIME TIME	QUINTILE 1	15953	11025	19.9	69.1	101	5573	18.0	34.9	91								
	QUINTILE 2	16137	11505	20.7	71.3	104	5862	18.9	36.3	95								
	QUINTILE 3	16420	11361	20.5	69.2	101	6590	21.3	40.1	105								
	QUINTILE 4	16687	11190	20.2	67.1	98	6738	21.7	40.4	106								
	QUINTILE 5	15789	10451	18.8	66.2	97	6220	20.1	39.4	103								
TV-DAYTIME	TERCILE 1	27736	19066	34.3	68.7	100	9672	31.2	34.9	91								
	TERCILE 2	26489	18559	33.4	70.1	102	10434	33.7	39.4	103								
	TERCILE 3	26761	17906	32.2	66.9	98	10877	35.1	40.6	106								
TV-TOTAL	QUINTILE 1	16345	11040	19.9	67.5	99	5498	17.7	33.6	88								
	QUINTILE 2	16447	11747	21.2	71.4	104	5632	18.2	34.2	90								
	QUINTILE 3	15980	11024	19.9	69.0	101	6302	20.3	39.4	103								
	QUINTILE 4	15887	10751	19.4	67.7	99	6788	21.9	42.7	112								
	QUINTILE 5	16326	10970	19.8	67.2	98	6763	21.8	41.4	108								
MAGAZINES-NEWSPAPERS: DUAL		20721	14581	26.3	70.4	103	8833	28.5	42.6	111								
MAGAZINE IMPERATIVE		19186	13271	23.9	69.2	101	8013	25.9	41.8	109								
NEWSPAPER IMPERATIVE		21899	15186	27.3	69.3	101	7870	25.4	35.9	94								
MAGAZINES-OUTDOOR: DUAL		15451	10813	19.5	70.0	102	6852	22.1	44.3	116								
MAGAZINE IMPERATIVE		25953	17959	32.3	69.2	101	10657	34.4	41.1	107								
OUTDOOR IMPERATIVE		24400	16225	29.2	66.5	97	8776	28.3	36.0	94								
MAGAZINES-RADIO: DUAL		18049	12449	22.4	69.0	101	7773	25.1	43.1	113								
MAGAZINE IMPERATIVE		23571	16362	29.5	69.4	101	9793	31.6	41.5	109								
RADIO IMPERATIVE		23278	16175	29.1	69.5	101	8803	28.4	37.8	99								
MAGAZINES-TELEVISION: DUAL		15459	10696	19.3	69.2	101	5998	19.4	38.8	101								
MAGAZINE IMPERATIVE		25829	17750	32.0	68.7	100	11819	38.1	45.8	120								
TELEVISION IMPERATIVE		26039	17806	32.1	68.4	100	8352	27.0	32.1	84								
NEWSPAPERS-OUTDOOR: DUAL		18605	11617	20.9	70.0	102	6935	22.4	41.8	109								
NEWSPAPER IMPERATIVE		26834	18797	33.8	70.0	102	10194	32.9	38.0	99								
OUTDOOR IMPERATIVE		23346	15659	28.2	67.1	98	8999	29.0	38.5	101								
NEWSPAPERS-RADIO: DUAL		17133	12184	21.9	71.1	104	7244	23.4	42.3	111								
NEWSPAPER IMPERATIVE		25892	17890	32.2	69.1	101	9917	32.0	38.3	100								
RADIO IMPERATIVE		23167	15651	28.2	67.6	99	9280	30.0	40.1	105								
NEWSPAPERS-TELEVISION: DUAL		17159	12052	21.7	70.2	102	6102	19.7	35.6	93								
NEWSPAPER IMPERATIVE		26214	18104	32.6	69.1	101	11222	36.2	42.8	112								
TELEVISION IMPERATIVE		23412	15852	28.5	67.7	99	7897	25.5	33.7	88								
OUTDOOR-RADIO: DUAL		15303	10742	19.3	70.2	102	6478	20.9	42.3	111								
OUTDOOR IMPERATIVE		24901	16844	30.3	67.6	99	9448	30.5	37.9	99								
RADIO IMPERATIVE		26492	18347	33.0	69.3	101	10555	34.1	39.8	104								
OUTDOOR-TELEVISION: DUAL		14794	10250	18.5	69.3	101	5602	18.1	37.9	99								
OUTDOOR IMPERATIVE		25437	17127	30.8	67.3	98	10940	35.3	43.0	112								
TELEVISION IMPERATIVE		27877	19431	35.0	69.7	102	9300	30.0	33.4	87								
RADIO-TELEVISION: DUAL		15996	11252	20.3	70.3	103	5794	18.7	36.2	95								
RADIO IMPERATIVE		25478	17385	31.3	68.2	100	11423	36.9	44.8	117								
TELEVISION IMPERATIVE		26573	18307	33.0	68.9	100	9107	29.4	34.3	90								

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PEANUT BUTTER - TYPES
(FEMALE HOMEMAKERS)

0532
P-19

	TOTAL U.S. '000	CREAMY A '000	CREAMY B % DOWN	CREAMY C % ACROSS	CREAMY D INDX	CRUNCHY A '000	CRUNCHY B % DOWN	CRUNCHY C % ACROSS	CRUNCHY D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	55532	100.0	68.6	100	30983	100.0	38.3	100								
ATLANTIC MONTHLY	415	234	0.4	56.4	82	*217	0.7	52.3	137								
BARRON'S	453	341	0.6	75.3	110	*193	0.6	42.6	111								
BETTER HOMES & GARDENS	16256	11446	20.6	70.4	103	7269	23.5	44.7	117								
BON APPETIT	2535	1611	2.9	63.6	93	1293	4.2	51.0	133								
BUSINESS WEEK	1278	860	1.5	67.3	98	536	1.7	41.9	110								
CAR AND DRIVER	378	*289	0.5	76.5	111	*121	0.4	32.0	84								
CBS MAGAZINE NETWORK (GROSS)	1498	1101	2.0	73.5	107	718	2.3	47.9	125								
CHANGING TIMES	1505	920	1.7	61.1	89	619	2.0	41.1	108								
COLONIAL HOMES	1231	878	1.6	71.3	104	550	1.8	44.7	117								
CONDE NAST MAG. PKG. (GROSS)	14146	9661	17.4	68.3	100	5876	19.0	41.5	109								
CONSUMERS DIGEST	1323	827	1.5	62.5	91	599	1.9	45.3	118								
COSMOPOLITAN	7102	4967	8.9	69.9	102	2859	9.2	40.3	105								
COUNTRY LIVING	2481	1654	3.0	66.7	97	1192	3.8	48.0	126								
CUISINE	1472	1022	1.8	69.4	101	572	1.8	38.9	102								
CYCLE WORLD	425	343	0.6	80.7	118	**200	0.6	47.1	123								
DCI:CREATIVE IDEAS FOR LIV	2510	1874	3.4	74.7	109	1143	3.7	45.5	119								
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	4786	8.6	71.5	104	3007	9.7	44.9	117								
DISCOVER	894	626	1.1	70.0	102	462	1.5	51.7	135								
EBONY	3507	2452	4.4	69.9	102	905	2.9	25.8	67								
ESQUIRE	1083	713	1.3	65.8	96	326	1.1	30.1	79								
ESSENCE	1830	1367	2.5	74.7	109	413	1.3	22.6	59								
FAMILY CIRCLE	15930	11381	20.5	71.4	104	6744	21.8	42.3	111								
THE FAMILY HANDYMAN	1126	799	1.4	71.0	103	514	1.7	45.6	119								
FAMILY WEEKLY	11468	8089	14.6	70.5	103	4460	14.4	38.9	102								
FIELD & STREAM	2234	1696	3.1	75.9	111	1023	3.3	45.8	120								
FOOD & WINE	579	395	0.7	68.2	99	264	0.9	45.6	119								
FORBES	728	518	0.9	71.2	104	357	1.2	49.0	128								
FORTUNE	906	611	1.1	67.4	98	426	1.4	47.0	123								
GENTLEMEN'S QUARTERLY	791	515	0.9	65.1	95	299	1.0	37.8	99								
GLAMOUR	5265	3661	6.6	69.5	101	2201	7.1	41.8	109								
GOLF DIGEST	636	456	0.8	71.7	105	332	1.1	52.2	136								
GOLF DIGEST/TENNIS (GROSS)	1186	838	1.5	70.7	103	511	1.6	43.1	113								
GOLF MAGAZINE	441	323	0.6	73.2	107	*176	0.6	39.9	104								
GOLF MAGAZINE/SKI (GROSS)	922	666	1.2	72.2	105	407	1.3	44.1	115								
GOOD HOUSEKEEPING	16487	11766	21.2	71.4	104	7068	22.8	42.9	112								
HARPER'S BAZAAR	2423	1554	2.8	64.1	94	963	3.1	39.7	104								
HEALTH	1994	1430	2.6	71.7	105	797	2.6	40.0	104								
HEARST MAG CORP. BUY (GROSS)	44101	31081	56.0	70.5	103	18870	60.9	42.8	112								
HEARST MAN POWER (GROSS)	1993	1458	2.6	73.2	107	1007	3.3	50.5	132								
HEARST WOMAN POWER (GROSS)	31274	22343	40.2	71.4	104	13333	43.0	42.6	111								
HOUSE BEAUTIFUL	3623	2510	4.5	69.3	101	1412	4.6	39.0	102								
INC.	283	*211	0.4	74.6	109	*167	0.5	59.0	154								
JET	2928	2034	3.7	69.5	101	725	2.3	24.8	65								
LADIES' HOME JOURNAL	11918	8488	15.3	71.2	104	5116	16.5	42.9	112								
LHJ FAMILY GRP COMBO(GROSS)	16764	11989	21.6	71.5	104	7106	22.9	42.4	111								
LIFE	4254	2947	5.3	69.3	101	1877	6.1	44.1	115								
L.A. TIMES HOME MAGAZINE	1145	507	0.9	44.3	65	575	1.9	50.2	131								
MADEMOISELLE	2884	1924	3.5	66.7	97	1350	4.4	46.8	122								
MC CALL'S	13460	9511	17.1	70.7	103	5847	18.9	43.4	114								
MC CALL'S/WRK MOTHER (GROSS)	14606	10427	18.8	71.4	104	6458	20.8	44.2	116								
MECHANIX ILLUSTRATED	772	597	1.1	77.3	113	319	1.0	41.3	108								
METROPOLITAN HOME	967	629	1.1	65.0	95	337	1.1	34.9	91								
MONEY	1588	1064	1.9	67.0	98	675	2.2	42.5	111								
MOTHER EARTH NEWS	1002	652	1.2	65.1	95	524	1.7	52.3	137								
MS.	825	545	1.0	66.1	96	394	1.3	47.8	125								
NATIONAL ENQUIRER	10336	7439	13.4	72.0	105	3617	11.7	35.0	91								
NATIONAL GEOGRAPHIC	9597	6449	11.6	67.2	98	4390	14.2	45.7	120								
NATIONAL SUNDAY MAGAZINE PKG	49558	34394	61.9	69.4	101	19891	64.2	40.1	105								
NATURAL HISTORY	573	360	0.6	62.8	92	325	1.0	56.7	148								
NEW WOMAN	1699	1172	2.1	69.0	101	758	2.4	44.6	117								
NEW YORK INCLUDING CUE	443	283	0.5	63.9	93	*150	0.5	33.9	89								
THE NEW YORKER	1270	865	1.6	68.1	99	558	1.8	43.9	115								
NEWSWEEK	6277	4110	7.4	65.5	95	3004	9.7	47.9	125								
THE N.Y. TIMES DAILY EDITION	1205	834	1.5	69.2	101	330	1.1	27.4	72								
THE N.Y. TIMES MAGAZINE	2081	1411	2.5	67.8	99	748	2.4	35.9	94								
OMNI	788	555	1.0	70.4	103	324	1.0	41.1	107								
ON CABLE	1158	928	1.7	80.1	117	461	1.5	39.8	104								
1001 HOME IDEAS	2852	2072	3.7	72.7	106	1192	3.8	41.8	109								
ORGANIC GARDENING	1658	1126	2.0	67.9	99	883	2.8	53.3	139								
OUTDOOR LIFE	896	695	1.3	77.6	113	341	1.1	38.1	99								
PARADE MAGAZINE	24275	16909	30.4	69.7	102	9299	30.0	38.3	100								

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PEANUT BUTTER - TYPES
(FEMALE HOMEMAKERS)

0533
P-19

	TOTAL U.S. '000	CREAMY A '000	CREAMY B % DOWN	CREAMY C % ACROSS	CREAMY D INDX	CRUNCHY A '000	CRUNCHY B % DOWN	CRUNCHY C % ACROSS	CRUNCHY D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	55532	100.0	68.6	100	30983	100.0	38.3	100								
PARENTS	3845	2844	5.1	74.0	108	1774	5.7	46.1	121								
PENTHOUSE	831	608	1.1	73.2	107	337	1.1	40.6	106								
PEOPLE	11645	7809	14.1	67.1	98	5046	16.3	43.3	113								
PLAYBOY	2006	1302	2.3	64.9	95	826	2.7	41.2	108								
POPULAR HOT RODDING	297	*209	0.4	70.4	103	*158	0.5	53.2	139								
POPULAR MECHANICS	1018	739	1.3	72.6	106	573	1.8	56.3	147								
POPULAR SCIENCE	878	644	1.2	73.3	107	407	1.3	46.4	121								
PREVENTION	3913	2580	4.6	65.9	96	1716	5.5	43.9	115								
PSYCHOLOGY TODAY	1710	1268	2.3	74.2	108	681	2.2	39.8	104								
READER'S DIGEST	22204	15272	27.5	68.8	100	9344	30.2	42.1	110								
REDBOOK	7684	5610	10.1	73.0	106	3405	11.0	44.3	116								
ROAD & TRACK	410	*266	0.5	64.9	95	*258	0.8	62.9	164								
ROLLING STONE	969	717	1.3	74.0	108	475	1.5	49.0	128								
RUNNER'S WORLD	298	*203	0.4	68.1	99	*134	0.4	45.0	118								
SATURDAY EVENING POST	1169	841	1.5	71.9	105	446	1.4	38.2	100								
SCIENCE 84	587	386	0.7	65.8	96	292	0.9	49.7	130								
SCIENCE DIGEST	482	335	0.6	69.5	101	234	0.8	48.5	127								
SCIENTIFIC AMERICAN	594	324	0.6	54.5	80	282	0.9	47.5	124								
SELF	2089	1491	2.7	71.4	104	906	2.9	43.4	113								
SEVENTEEN	2411	1683	3.0	69.8	102	989	3.2	41.0	107								
SKI	480	343	0.6	71.5	104	*231	0.7	48.1	126								
SMITHSONIAN	2760	1769	3.2	64.1	93	1332	4.3	48.3	126								
SOAP OPERA DIGEST	3013	2152	3.9	71.4	104	1089	3.5	36.1	94								
SOUTHERN LIVING	4184	2913	5.2	69.6	102	1865	6.0	44.6	117								
SPORT	559	404	0.7	72.3	105	*212	0.7	37.9	99								
THE SPORTING NEWS	436	*315	0.6	72.2	105	**225	0.7	51.6	135								
SPORTS AFIELD	493	384	0.7	77.9	114	*200	0.6	40.6	106								
SPORTS ILLUSTRATED	2758	1928	3.5	69.9	102	1222	3.9	44.3	116								
STAR	7456	5454	9.8	73.1	107	2240	7.2	30.0	79								
SUNDAY	24936	17321	31.2	69.5	101	10040	32.4	40.3	105								
SUNSET	2124	1154	2.1	54.3	79	1209	3.9	56.9	149								
TV GUIDE	21661	15340	27.6	70.8	103	7891	25.5	36.4	95								
TENNIS	550	382	0.7	69.5	101	*179	0.6	32.5	85								
TIME	8880	6058	10.9	68.2	99	3807	12.3	42.9	112								
TOWN & COUNTRY	917	593	1.1	64.7	94	330	1.1	36.0	94								
TRAVEL & LEISURE	972	655	1.2	67.4	98	367	1.2	37.8	99								
TRUE STORY	3356	2615	4.7	77.9	114	1216	3.9	36.2	95								
U.S.NEWS & WORLD REPORT	3410	2341	4.2	68.7	100	1442	4.7	42.3	111								
USA TODAY	1759	1183	2.1	67.3	98	810	2.6	46.0	120								
US	1873	1353	2.4	72.2	105	836	2.7	44.6	117								
VOGUE	3909	2585	4.7	66.1	96	1418	4.6	36.3	95								
WALL STREET JOURNAL	1886	1253	2.3	66.4	97	891	2.9	47.2	123								
WEIGHT WATCHERS	2120	1339	2.4	63.2	92	1033	3.3	48.7	127								
WOMAN'S DAY	14172	10319	18.6	72.8	106	6026	19.4	42.5	111								
WORKING MOTHER	1146	917	1.7	80.0	117	611	2.0	53.3	139								
WORKING WOMAN	1322	976	1.8	73.8	108	613	2.0	46.4	121								
WORLD TENNIS	*163	*134	0.2	82.2	120	**83	0.3	50.9	133								
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1822	3.3	72.0	105	1012	3.3	40.0	104								
BLAIR INSERTS	43657	30298	54.6	69.4	101	17583	56.8	40.3	105								
DAILY NEWSPAPERS																	
READ ANY	51633	35958	64.8	69.6	102	20060	64.7	38.9	102								
READ ONE	43463	30128	54.3	69.3	101	17076	55.1	39.3	103								
READ TWO OR MORE	8170	5830	10.5	71.4	104	2983	9.6	36.5	95								
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	36586	65.9	69.5	101	21070	68.0	40.0	105								
READ ONE	46126	32114	57.8	69.6	102	18306	59.1	39.7	104								
READ TWO OR MORE	6552	4472	8.1	68.3	100	2764	8.9	42.2	110								
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.45				28.59											
30 DAY REACH	71455	48962	88.2	68.5	100	27927	90.1	39.1	102								
50 SHWG - 30 DAY AV FREQ	14.56	14.51				15.01											
30 DAY REACH	67742	46393	83.5	68.5	100	26659	86.0	39.4	103								
25 SHWG - 30 DAY AV FREQ	7.94	7.92				8.12											
30 DAY REACH	62117	42526	76.6	68.5	100	24633	79.5	39.7	104								
CABLE TV: HOME WIRED	32077	23430	42.2	73.0	107	12721	41.1	39.7	104								
HOME NOT WIRED	48909	32102	57.8	65.6	96	18263	58.9	37.3	98								
HAVE PAY CABLE	15935	11902	21.4	74.7	109	6481	20.9	40.7	106								

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PEANUT BUTTER - TYPES
(FEMALE HOMEMAKERS)

0534
P-19

	TOTAL U.S. '000	CREAMY A '000	CREAMY B % DOWN	CREAMY C % ACROSS	CREAMY D INDX	CRUNCHY A '000	CRUNCHY B % DOWN	CRUNCHY C % ACROSS	CRUNCHY D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	55532	100.0	68.6	100	30983	100.0	38.3	100								
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	30578	55.1	69.6	102	17644	56.9	40.2	105								
10:00 AM - 3:00 PM	30659	21211	38.2	69.2	101	12465	40.2	40.7	106								
3:00 PM - 7:00 PM	31045	21388	38.5	68.9	100	13148	42.4	42.4	111								
7:00 PM - MIDNIGHT	15767	10712	19.3	67.9	99	6317	20.4	40.1	105								
MIDNIGHT - 6:00 AM	9120	6363	11.5	69.8	102	3812	12.3	41.8	109								
6:00 AM - MIDNIGHT	58527	40714	73.3	69.6	101	23432	75.6	40.0	105								
ENTIRE DAY	59311	41281	74.3	69.6	102	23713	76.5	40.0	105								
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	11468	20.7	70.9	103	7070	22.8	43.7	114								
ALL NEWS	2256	1336	2.4	59.2	86	836	2.7	37.1	97								
AOR/PROGRESSIVE	3874	2674	4.8	69.0	101	1671	5.4	43.1	113								
BEAUTIFUL MUSIC	5660	3912	7.0	69.1	101	2150	6.9	38.0	99								
BLACK	2204	1614	2.9	73.2	107	635	2.0	28.8	75								
CLASSICAL	1418	871	1.6	61.4	90	671	2.2	47.3	124								
CHR/ROCK	9538	6737	12.1	70.6	103	4155	13.4	43.6	114								
COUNTRY	12648	8889	16.0	70.3	102	4984	16.1	39.4	103								
GOLDEN OLDIES	1191	712	1.3	59.8	87	456	1.5	38.3	100								
MOR/NOSTALGIA	4757	3425	6.2	72.0	105	1836	5.9	38.6	101								
NEWS/TALK	3863	2518	4.5	65.2	95	1361	4.4	35.2	92								
RELIGIOUS	3084	2042	3.7	66.2	97	1140	3.7	37.0	97								
SOFT ROCK	521	351	0.6	67.4	98	*205	0.7	39.3	103								
URBAN CONTEMPORARY	1585	1095	2.0	69.1	101	436	1.4	27.5	72								
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	2314	4.2	71.0	103	1281	4.1	39.3	103								
ABC DIRECTION	2316	1610	2.9	69.5	101	800	2.6	34.5	90								
ABC ENTERTAINMENT	4834	3556	6.4	73.6	107	1796	5.8	37.2	97								
ABC FM	2202	1535	2.8	69.7	102	878	2.8	39.9	104								
ABC INFORMATION	5425	3573	6.4	65.9	96	2304	7.4	42.5	111								
ABC ROCK	1677	1194	2.2	71.2	104	834	2.7	49.7	130								
CBS	4430	3101	5.6	70.0	102	1778	5.7	40.1	105								
MUTUAL	4992	3584	6.5	71.8	105	1940	6.3	38.9	102								
NBC	4679	3481	6.3	74.4	108	1870	6.0	40.0	104								
RADIORADIO	1994	1390	2.5	69.7	102	709	2.3	35.6	93								
RKO ONE	2298	1443	2.6	62.8	92	972	3.1	42.3	111								
RKO TWO	3311	2332	4.2	70.4	103	1132	3.7	34.2	89								
THE SOURCE	2114	1487	2.7	70.3	103	791	2.6	37.4	98								
NON-WIRED : BLAIR	8654	5984	10.8	69.1	101	3591	11.6	41.5	108								
INTERNET	12025	8322	15.0	69.2	101	5070	16.4	42.2	110								
KATZ RADIO GROUP	15359	10697	19.3	69.6	102	6101	19.7	39.7	104								
SUPERNET	10628	7590	13.7	71.4	104	4162	13.4	39.2	102								
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	5738	10.3	66.3	97	3135	10.1	36.2	95								
WKDAY 9:00 AM - 1:00 PM	12163	8248	14.9	67.8	99	4243	13.7	34.9	91								
WKDAY 1:00 PM - 4:30 PM	16150	11280	20.3	69.8	102	5568	18.0	34.5	90								
WKDAY 4:30 PM - 7:30 PM	22463	15243	27.4	67.9	99	7754	25.0	34.5	90								
WKDAY 7:30 PM - 8:00 PM	31795	21823	39.3	68.6	100	11010	35.5	34.6	91								
WKDAY 11:00 PM - 11:30 PM	23977	16832	30.3	70.2	102	9176	29.6	38.3	100								
WKDAY 11:30 PM - 1:00 AM	7703	5368	9.7	69.7	102	3002	9.7	39.0	102								
M-SAT 8-11 PM+SUN 7-11 PM	33800	23490	42.3	69.5	101	12537	40.5	37.1	97								
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	4447	8.0	68.0	99	2408	7.8	36.8	96								
ANOTHER WORLD N	4620	3153	5.7	68.2	100	1562	5.0	33.8	88								
AS THE WORLD TURNS C	5614	4085	7.4	72.8	106	1953	6.3	34.8	91								
CAPITOL C	3396	2521	4.5	74.2	108	1090	3.5	32.1	84								
CBS MORN. NEWS 1 C	1446	884	1.6	61.1	89	482	1.6	33.3	87								
CBS MORN. NEWS 2 C	1207	718	1.3	59.5	87	377	1.2	31.2	82								
DAYS OF OUR LIVES N	5877	3883	7.0	66.1	96	2195	7.1	37.3	98								
FACTS OF LIFE - DAYTIME N	2290	1551	2.8	67.7	99	780	2.5	34.1	89								
FAMILY FEUD A	3023	1946	3.5	64.4	94	1089	3.5	36.0	94								
GENERAL HOSPITAL A	6097	4305	7.8	70.6	103	2126	6.9	34.9	91								
GOOD MORNING, AMERICA-730 A	3515	2480	4.5	70.6	103	1442	4.7	41.0	107								
GOOD MORNING, AMERICA-830 A	2818	2003	3.6	71.1	104	1109	3.6	39.4	103								
GUIDING LIGHT C	5339	3895	7.0	73.0	106	1573	5.1	29.5	77								
ONE LIFE TO LIVE A	4478	3141	5.7	70.1	102	1589	5.1	35.5	93								
PRESS YOUR LUCK C	2244	1559	2.8	69.5	101	755	2.4	33.6	88								
PRICE IS RIGHT 1 C	4348	3021	5.4	69.5	101	1386	4.5	31.9	83								
PRICE IS RIGHT 2 C	5014	3536	6.4	70.5	103	1545	5.0	30.8	81								
RYAN'S HOPE A	3150	2210	4.0	70.2	102	1012	3.3	32.1	84								
SALE OF THE CENTURY N	2695	1835	3.3	68.1	99	751	2.4	27.9	73								
SEARCH FOR TOMORROW N	2319	1641	3.0	70.8	103	735	2.4	31.7	83								
TODAY SHOW 1 N	2693	1674	3.0	62.2	91	899	2.9	33.4	87								
TODAY SHOW 2 N	2498	1639	3.0	65.6	96	801	2.6	32.1	84								
$25,000 PYRAMID C	2753	1892	3.4	68.7	100	856	2.8	31.1	81								
WHEEL OF FORTUNE N	4388	3031	5.5	69.1	101	1413	4.6	32.2	84								
YOUNG AND THE RESTLESS C	5695	4137	7.4	72.6	106	1907	6.2	33.5	88								
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	1160	2.1	65.9	96	582	1.9	33.1	86								
NBA PLAYOFF GAME -1 C	1136	864	1.6	76.1	111	376	1.2	33.1	87								
NBC MAJOR LEAGUE PRE-GAME N	953	633	1.1	66.4	97	322	1.0	33.8	88								
SPORTSWORLD - SUN N	1233	882	1.6	71.5	104	495	1.6	40.1	105								
SUNDAY MORNING C	1611	933	1.7	57.9	84	586	1.9	36.4	95								

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PEANUT BUTTER - TYPES
(FEMALE HOMEMAKERS)

0535
P-19

		TOTAL U.S. '000	CREAMY A '000	CREAMY B % DOWN	CREAMY C % ACROSS	CREAMY D INDX	CRUNCHY A '000	CRUNCHY B % DOWN	CRUNCHY C % ACROSS	CRUNCHY D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	55532	100.0	68.6	100	30983	100.0	38.3	100								
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	17797	32.0	68.3	100	8773	28.3	33.7	88								
NETWORK AFFILIATES - LATE		20261	14186	25.5	70.0	102	7710	24.9	38.1	99								
INDEPENDENTS - LATE		2076	1310	2.4	63.1	92	837	2.7	40.3	105								
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	7591	13.7	72.6	106	3729	12.0	35.7	93								
ABC MONDAY NIGHT MOVIE	A	6412	4667	8.4	72.8	106	2462	7.9	38.4	100								
ABC SUNDAY NIGHT MOVIE	A	12407	8333	15.0	67.2	98	4938	15.9	39.8	104								
ABC WORLD NEWS TONIGHT	A	6176	4376	7.9	70.9	103	2045	6.6	33.1	87								
AFTERMASH	C	5863	3927	7.1	67.0	98	2128	6.9	36.3	95								
ALICE	C	9594	6575	11.8	68.5	100	3517	11.4	36.7	96								
AMERICAN PARADE	C	6622	4707	8.5	71.1	104	2104	6.8	31.8	83								
BENSON	A	10886	7449	13.4	68.4	100	3879	12.5	35.6	93								
BLUE THUNDER	A	5036	3620	6.5	71.9	105	1844	6.0	36.6	96								
CAGNEY & LACEY	C	9965	7040	12.7	70.6	103	4159	13.4	41.7	109								
CBS EVENING NEWS-DEAN	C	3491	2271	4.1	65.1	95	1113	3.6	31.9	83								
CBS EVENING NEWS-RATHER	C	7123	4840	8.7	67.9	99	2519	8.1	35.4	92								
CBS SAT. NEWS-SCHIEFFER	C	3621	2354	4.2	65.0	95	1187	3.8	32.8	86								
CBS SATURDAY NIGHT MOVIE	C	5436	4047	7.3	74.4	109	2102	6.8	38.7	101								
CBS WEDNESDAY NIGHT MOVIE	C	6100	4261	7.7	69.9	102	2292	7.4	37.6	98								
CHEERS	N	8889	6176	11.1	69.5	101	3539	11.4	39.8	104								
DALLAS	C	22109	15324	27.6	69.3	101	8320	26.9	37.6	98								
DIFF'RENT STROKES	N	6940	4756	8.6	68.5	100	2441	7.9	35.2	92								
DOUBLE TROUBLE	N	7223	5090	9.2	70.5	103	2659	8.6	36.8	96								
DUCK FACTORY	N	5595	3959	7.1	70.8	103	2148	6.9	38.4	100								
DUKES OF HAZZARD	C	5768	4135	7.4	71.7	105	1957	6.3	33.9	89								
DYNASTY	A	20053	13683	24.6	68.2	100	7467	24.1	37.2	97								
FACTS OF LIFE	N	8087	5593	10.1	69.2	101	2959	9.6	36.6	96								
FALCON CREST	C	20046	14173	25.5	70.7	103	7245	23.4	36.1	94								
FALL GUY	A	9084	6656	12.0	73.3	107	3240	10.5	35.7	93								
FAMILY TIES	N	7964	5655	10.2	71.0	104	2924	9.4	36.7	96								
FANTASY ISLAND	A	7687	5154	9.3	67.0	98	2568	8.3	33.4	87								
FOULUPS,BLEEPS & BLUNDERS	A	8861	5961	10.7	67.3	98	3571	11.5	40.3	105								
FOUR SEASONS	C	5095	3364	6.1	66.0	96	1955	6.3	38.4	100								
GIMME A BREAK	N	8838	6082	11.0	68.8	100	2928	9.5	33.1	87								
HART TO HART	A	8978	6032	10.9	67.2	98	3570	11.5	39.8	104								
HILL STREET BLUES	N	8590	6004	10.8	69.9	102	3640	11.7	42.4	111								
HOTEL	A	14085	9730	17.5	69.1	101	5217	16.8	37.0	97								
JEFFERSONS	C	9360	6407	11.5	68.5	100	3280	10.6	35.0	92								
JENNIFER SLEPT HERE	N	5841	4092	7.4	70.1	102	2081	6.7	35.6	93								
KATE & ALLIE	C	9206	6301	11.3	68.4	100	3408	11.0	37.0	97								
KNIGHT RIDER	N	7076	4897	8.8	69.2	101	2855	9.2	40.3	105								
LOVE BOAT	A	12219	8240	14.8	67.4	98	4137	13.4	33.9	88								
MAGNUM PI	C	11199	7867	14.2	70.2	102	4107	13.3	36.7	96								
MAMA'S FAMILY	N	6057	4223	7.6	69.7	102	2038	6.6	33.6	88								
MASTER, THE	N	3598	2474	4.5	68.8	100	1297	4.2	36.0	94								
MATT HOUSTON	A	6344	4397	7.9	69.3	101	2505	8.1	39.5	103								
NBC MONDAY NIGHT MOVIE	N	11994	8557	15.4	71.3	104	4583	14.8	38.2	100								
NBC NIGHTLY NEWS	N	5132	3406	6.1	66.4	97	1707	5.5	33.3	87								
NBC NIGHTLY NEWS-SAT	N	3375	2384	4.3	70.6	103	1016	3.3	30.1	79								
NBC NIGHTLY NEWS-SUN	N	3130	2008	3.6	64.2	94	1140	3.7	36.4	95								
NBC SUNDAY NIGHT MOVIE	N	8284	6055	10.9	73.1	107	3228	10.4	39.0	102								
NEWHART	C	9240	6410	11.5	69.4	101	3610	11.7	39.1	102								
ONE DAY AT A TIME	C	7288	4823	8.7	66.2	97	3005	9.7	41.2	108								
PEOPLE ARE FUNNY	N	4855	3462	6.2	71.3	104	1713	5.5	35.3	92								
REAL PEOPLE	N	8869	6138	11.1	69.2	101	2991	9.7	33.7	88								
REMINGTON STEELE	N	7743	5497	9.9	71.0	104	2800	9.0	36.2	95								
RIPLEY'S BELIEVE IT - NOT	A	5345	3744	6.7	70.0	102	2141	6.9	40.1	105								
RIPTIDE	N	6988	4987	9.0	71.4	104	2697	8.7	38.6	101								
SCARECROW & MRS. KING	C	10002	6594	11.9	65.9	96	3694	11.9	36.9	97								
SIMON & SIMON	C	10638	7720	13.9	72.6	106	3607	11.6	33.9	89								
60 MINUTES	C	13293	9039	16.3	68.0	99	4460	14.4	33.6	88								
ST. ELSEWHERE	N	7017	4920	8.9	70.1	102	2794	9.0	39.8	104								
THREE'S COMPANY	A	10917	7534	13.6	69.0	101	4195	13.5	38.4	100								
T.J. HOOKER	A	9204	6327	11.4	68.7	100	3017	9.7	32.8	86								
TONIGHT SHOW	N	2372	1580	2.8	66.6	97	971	3.1	40.9	107								
TRAPPER JOHN, M.D.	C	9846	6717	12.1	68.2	99	3562	11.5	36.2	95								
TV BLOOPERS & PRAC. JOKES	N	9105	6352	11.4	69.8	102	3461	11.2	38.0	99								
20/20	A	9387	6622	11.9	70.5	103	3713	12.0	39.6	103								
WEBSTER	A	11067	7680	13.8	69.4	101	3939	12.7	35.6	93								
WORLD NEWS - SUN	A	3062	2170	3.9	70.9	103	1052	3.4	34.4	90								
YELLOW ROSE	N	4978	3619	6.5	72.7	106	1834	5.9	36.8	96								
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	6610	11.9	74.5	109	3686	11.9	41.5	109								
BASKETBALL - COLLEGE GAMES		4080	2998	5.4	73.5	107	1786	5.8	43.8	114								
BASKETBALL - PRO GAMES		3607	2546	4.6	70.6	103	1569	5.1	43.5	114								
BOWLING		3883	2726	4.9	70.2	102	1609	5.2	41.4	108								
BOXING		3928	3140	5.7	79.9	117	1491	4.8	38.0	99								
FOOTBALL - COLLEGE GAMES		6366	4570	8.2	71.8	105	2898	9.4	45.5	119								
FOOTBALL - PRO GAMES		11300	8423	15.2	74.5	109	5004	16.2	44.3	116								
GOLF		3378	2538	4.6	75.1	110	1238	4.0	36.6	96								
POST-SEASON COLL. FOOTBALL		4906	3479	6.3	70.9	103	2230	7.2	45.5	119								
POST-SEASON PRO FOOTBALL		6120	4488	8.1	73.3	107	2857	9.2	46.7	122								
TENNIS		3033	1923	3.5	63.4	92	1596	5.2	52.6	138								
WRESTLING - PROFESSIONAL		3344	2739	4.9	81.9	119	1253	4.0	37.5	98								

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PEANUT BUTTER: BRANDS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	ALL USERS A '000	B % DOWN	C % ACROSS	D INDX	JIF A '000	B % DOWN	C % ACROSS	D INDX	PETER PAN A '000	B % DOWN	C % ACROSS	D INDX	PLANTERS A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	70816	100.0	87.4	100	29802	100.0	36.8	100	21054	100.0	26.0	100	3531	100.0	4.4	100
18 - 24	9282	7930	11.2	85.4	98	3313	11.1	35.7	97	2232	10.6	24.0	92	*502	14.2	5.4	123
25 - 34	19072	17124	24.2	89.8	103	7545	25.3	39.6	108	5315	25.2	27.9	107	760	21.5	4.0	91
35 - 44	14591	13321	18.8	91.3	104	5859	19.7	40.2	109	3917	18.6	26.8	103	701	19.9	4.8	110
45 - 54	11345	10125	14.3	89.2	102	4217	14.2	37.2	101	2972	14.1	26.2	101	*541	15.3	4.8	109
55 - 64	11635	10270	14.5	88.3	101	3947	13.2	33.9	92	3430	16.3	29.5	113	*460	13.0	4.0	91
65 OR OLDER	15061	12047	17.0	80.0	91	4920	16.5	32.7	89	3190	15.2	21.2	81	568	16.1	3.8	86
18 - 34	28354	25054	35.4	88.4	101	10858	36.4	38.3	104	7546	35.8	26.6	102	1261	35.7	4.4	101
18 - 49	48339	43262	61.1	89.5	102	18947	63.6	39.2	107	12920	61.4	26.7	103	2179	61.7	4.5	103
25 - 54	45008	40570	57.3	90.1	103	17621	59.1	39.2	106	12204	58.0	27.1	104	2002	56.7	4.4	101
35 - 49	19985	18208	25.7	91.1	104	8090	27.1	40.5	110	5373	25.5	26.9	103	918	26.0	4.6	104
50 OR OLDER	32647	27554	38.9	84.4	97	10855	36.4	33.2	90	8135	38.6	24.9	96	1352	38.3	4.1	94
GRADUATED COLLEGE	11155	9808	13.8	87.9	101	3855	12.9	34.6	94	2715	12.9	24.3	94	*488	13.8	4.4	101
ATTENDED COLLEGE	13682	12147	17.2	88.8	102	5197	17.4	38.0	103	3626	17.2	26.5	102	557	15.8	4.1	94
GRADUATED HIGH SCHOOL	33880	30126	42.5	88.9	102	13141	44.1	38.8	105	9115	43.3	26.9	103	1642	46.5	4.8	110
DID NOT GRADUATE HIGH SCHOOL	22270	18734	26.5	84.1	96	7609	25.5	34.2	93	5598	26.6	25.1	97	844	23.9	3.8	86
EMPLOYED	40306	35851	50.6	88.9	102	15257	51.2	37.9	103	11400	54.1	28.3	109	1877	53.2	4.7	107
EMPLOYED FULL-TIME	32850	29160	41.2	88.8	102	12217	41.0	37.2	101	9162	43.5	27.9	107	1650	46.7	5.0	114
EMPLOYED PART-TIME	7456	6692	9.4	89.8	103	3040	10.2	40.8	111	2239	10.6	30.0	116	**228	6.5	3.1	71
NOT EMPLOYED	40680	34964	49.4	85.9	98	14545	48.8	35.8	97	9654	45.9	23.7	91	1654	46.8	4.1	93
PROFESSIONAL/MANAGER	10392	9245	13.1	89.0	102	3713	12.5	35.7	97	2609	12.4	25.1	97	*445	12.6	4.3	98
TECH/CLERICAL/SALES	17574	15687	22.2	89.3	102	7107	23.8	40.4	110	5200	24.7	29.6	114	836	23.7	4.8	108
PRECISION/CRAFT	985	863	1.2	87.6	100	*366	1.2	37.2	101	*318	1.5	32.3	124	**31	0.9	3.1	71
OTHER EMPLOYED	11354	10057	14.2	88.6	101	4070	13.7	35.8	97	3274	15.6	28.8	111	566	16.0	5.0	113
SINGLE	9863	7998	11.3	81.1	93	3180	10.7	32.2	88	2008	9.5	20.4	78	523	14.8	5.3	120
MARRIED	51375	46501	65.7	90.5	104	20179	67.7	39.3	107	14514	68.9	28.3	109	2067	58.5	4.0	91
DIVORCED/SEPARATED/WIDOWED	19748	16317	23.0	82.6	94	6443	21.6	32.6	89	4533	21.5	23.0	88	942	26.7	4.8	108
PARENTS	32590	29930	42.3	91.8	105	13603	45.6	41.7	113	9223	43.8	28.3	109	1449	41.0	4.4	100
WHITE	70416	61936	87.5	88.0	101	26565	89.1	37.7	103	18168	86.3	25.8	99	2908	82.4	4.1	94
BLACK	8778	7479	10.6	85.2	97	2745	9.2	31.3	85	2669	12.7	30.4	117	560	15.9	6.4	145
OTHER	1791	1400	2.0	78.2	89	**491	1.6	27.4	74	**218	1.0	12.2	47	**64	1.8	3.6	82
NORTHEAST-CENSUS	17786	15183	21.4	85.4	98	5256	17.6	29.6	80	4547	21.6	25.6	98	994	28.2	5.6	127
NORTH CENTRAL	20741	18859	26.6	90.9	104	9836	33.0	47.4	129	4651	22.1	22.4	86	711	20.1	3.4	78
SOUTH	27775	24129	34.1	86.9	99	10372	34.8	37.3	101	10222	48.6	36.8	142	1310	37.1	4.7	107
WEST	14683	12645	17.9	86.1	98	4338	14.6	29.5	80	1634	7.8	11.1	43	*517	14.6	3.5	80
NORTHEAST-MKTG.	17961	15118	21.3	84.2	96	4823	16.2	26.9	73	4469	21.2	24.9	96	1212	34.3	6.7	153
EAST CENTRAL	11885	10682	15.1	89.9	103	6207	20.8	52.2	142	3083	14.6	25.9	100	*408	11.6	3.4	78
WEST CENTRAL	14090	12890	18.2	91.5	105	5837	19.6	41.4	113	3056	14.5	21.7	83	*480	13.6	3.4	78
SOUTH	24081	21116	29.8	87.7	100	9227	31.0	38.3	104	9410	44.7	39.1	150	934	26.5	3.9	88
PACIFIC	12969	11010	15.5	84.9	97	3709	12.4	28.6	78	1036	4.9	8.0	31	*497	14.1	3.8	87
COUNTY SIZE A	32439	27326	38.6	84.2	96	9473	31.8	29.2	79	6763	32.1	20.8	80	1683	47.7	5.2	118
COUNTY SIZE B	24915	22153	31.3	88.9	102	10266	34.4	41.2	112	7532	35.8	30.2	116	865	24.5	3.5	79
COUNTY SIZE C	12930	11563	16.3	89.4	102	5271	17.7	40.8	111	3638	17.3	28.1	108	*460	13.0	3.6	81
COUNTY SIZE D	10703	9773	13.8	91.3	104	4792	16.1	44.8	122	3122	14.8	29.2	112	*523	14.8	4.9	111
METRO CENTRAL CITY	24518	20516	29.0	83.7	96	8106	27.2	33.1	90	6126	29.1	25.0	96	916	25.9	3.7	85
METRO SUBURBAN	35919	31832	45.0	88.6	101	13475	45.2	37.5	102	8681	41.2	24.2	93	1495	42.3	4.2	95
NON METRO	20549	18469	26.1	89.9	103	8221	27.6	40.0	109	6247	29.7	30.4	117	1120	31.7	5.5	124
TOP 5 ADI'S	18341	15234	21.5	83.1	95	4916	16.5	26.8	73	3058	14.5	16.7	64	973	27.6	5.3	120
TOP 10 ADI'S	25378	21331	30.1	84.1	96	6621	22.2	26.1	71	4864	23.1	19.2	74	1404	39.8	5.5	125
TOP 20 ADI'S	36488	30960	43.7	84.8	97	10811	36.3	29.6	81	7594	36.1	20.8	80	1952	55.3	5.3	120
HSHLD INC. $50,000 OR MORE	6612	5991	8.5	90.6	104	2489	8.4	37.6	102	1775	8.4	26.8	103	**318	9.0	4.8	110
$40,000 OR MORE	12659	11425	16.1	90.3	103	5089	17.1	40.2	109	3558	16.9	28.1	108	*552	15.6	4.4	100
$30,000 OR MORE	24698	22486	31.8	91.0	104	10002	33.6	40.5	110	6788	32.2	27.5	106	1018	28.8	4.1	93
$25,000 OR MORE	32077	29242	41.3	91.2	104	12891	43.3	40.2	109	8924	42.4	27.8	107	1349	38.2	4.2	96
$20,000 - $24,999	9144	8209	11.6	89.8	103	3379	11.3	37.0	100	2548	12.1	27.9	107	*622	17.6	6.8	155
$15,000 - $19,999	8728	7506	10.6	86.0	98	2912	9.8	33.4	91	2189	10.4	25.1	96	*332	9.4	3.8	86
$10,000 - $14,999	12562	10705	15.1	85.2	97	4672	15.7	37.2	101	3130	14.9	24.9	96	*479	13.6	3.8	87
UNDER $10,000	18475	15154	21.4	82.0	94	5948	20.0	32.2	87	4264	20.3	23.1	89	749	21.2	4.1	93
HOUSEHOLD OF 1 PERSON	11987	8995	12.7	75.0	86	3515	11.8	29.3	80	1994	9.5	16.6	64	462	13.1	3.9	88
2 PEOPLE	26577	22911	32.4	86.2	99	8849	29.7	33.3	90	6637	31.5	25.0	96	1203	34.1	4.5	103
3 OR 4 PEOPLE	30617	28022	39.6	91.5	105	12651	42.5	41.3	112	8876	42.2	29.0	112	1357	38.4	4.4	100
5 OR MORE PEOPLE	11804	10888	15.4	92.2	105	4787	16.1	40.6	110	3547	16.8	30.0	116	*510	14.4	4.3	98
NO CHILD IN HSHLD	46165	38870	54.9	84.2	96	15354	51.5	33.3	90	11127	52.8	24.1	93	1997	56.6	4.3	98
CHILD(REN) UNDER 2 YRS	5325	4828	6.8	90.7	104	2198	7.4	41.3	112	1453	6.9	27.3	105	**179	5.1	3.4	77
2 - 5 YEARS	14221	12941	18.3	91.0	104	5566	18.7	39.1	106	3764	17.9	26.5	102	574	16.3	4.0	92
6 - 11 YEARS	15117	13924	19.7	92.1	105	6198	20.8	41.0	111	4369	20.8	28.9	111	566	16.0	3.7	85
12 - 17 YEARS	16611	15383	21.7	92.6	106	6870	23.1	41.4	112	4930	23.4	29.7	114	799	22.6	4.8	110
RESIDENCE OWNED	55884	50215	70.9	89.9	103	22009	73.9	39.4	107	15469	73.5	27.7	106	2297	65.1	4.1	94
VALUE: $50,000 OR MORE	31744	28403	40.1	89.5	102	11907	40.0	37.5	102	7922	37.6	25.0	96	1414	40.0	4.5	103
VALUE: UNDER $50,000	24140	21812	30.8	90.4	103	10102	33.9	41.8	114	7547	35.8	31.3	120	883	25.0	3.7	84

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PEANUT BUTTER: BRANDS
(FEMALE HOMEMAKERS)

0537
P-19

		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	JIF A '000	JIF B % DOWN	JIF C % ACROSS	JIF D INDX	PETER PAN A '000	PETER PAN B % DOWN	PETER PAN C % ACROSS	PETER PAN D INDX	PLANTERS A '000	PLANTERS B % DOWN	PLANTERS C % ACROSS	PLANTERS D INDX
TOTAL FEMALE HOMEMAKERS		80986	70816	100.0	87.4	100	29803	100.0	36.8	100	21054	100.0	26.0	100	3531	100.0	4.4	100
MAGAZINES	QUINTILE 1	15799	14239	20.1	90.1	103	6592	22.1	41.7	113	4314	20.5	27.3	105	698	19.8	4.4	101
	QUINTILE 2	17259	15297	21.6	88.6	101	6627	22.2	38.4	104	4495	21.3	26.0	100	681	19.3	3.9	90
	QUINTILE 3	13545	11990	16.9	88.5	101	4716	15.8	34.8	95	3683	17.5	27.2	105	*598	16.9	4.4	101
	QUINTILE 4	15133	13246	18.7	87.5	100	5519	18.5	36.4	99	3927	18.7	25.9	100	756	21.4	5.0	115
	QUINTILE 5	19250	16043	22.7	83.3	95	6352	21.3	33.0	90	4636	22.0	24.1	93	799	22.6	4.2	95
NEWSPAPERS	QUINTILE 1	12413	10960	15.5	88.3	101	4563	15.3	36.8	100	3431	16.3	27.6	106	663	18.8	5.3	123
	QUINTILE 2	24116	21423	30.3	88.8	102	9149	30.7	37.9	103	6507	30.9	27.0	104	981	27.8	4.1	93
	QUINTILE 3	11261	9918	14.0	88.1	101	4366	14.7	38.8	105	3158	15.0	28.0	108	595	16.9	5.3	121
	QUINTILE 4	20255	17748	25.1	87.6	100	7472	25.1	36.9	100	5027	23.9	24.8	95	806	22.8	4.0	91
	QUINTILE 5	12940	10767	15.2	83.2	95	4252	14.3	32.9	89	2931	13.9	22.7	87	*486	13.8	3.8	86
OUTDOOR	QUINTILE 1	14852	12863	18.2	86.6	99	5133	17.2	34.6	94	3976	18.9	26.8	103	529	15.0	3.6	82
	QUINTILE 2	15725	13847	19.6	88.1	101	6335	21.3	40.3	109	4228	20.1	26.9	103	720	20.4	4.6	105
	QUINTILE 3	16330	14239	20.1	87.2	100	6055	20.3	37.1	101	4345	20.6	26.6	102	700	19.8	4.3	98
	QUINTILE 4	16744	14936	21.1	89.2	102	6064	20.3	36.2	98	4135	19.6	24.7	95	864	24.5	5.2	118
	QUINTILE 5	17334	14931	21.1	86.1	99	6215	20.9	35.9	97	4372	20.8	25.2	97	719	20.4	4.1	95
RADIO-DRIVE TIME	QUINTILE 1	15911	14065	19.9	88.4	101	6235	20.9	39.2	106	4210	20.0	26.5	102	818	23.2	5.1	118
	QUINTILE 2	14837	13282	18.8	89.5	102	5977	20.1	40.3	109	3753	17.8	25.3	97	558	15.8	3.8	86
	QUINTILE 3	15339	13573	19.2	88.5	101	5342	17.9	34.8	95	4216	20.0	27.5	106	575	16.3	3.7	86
	QUINTILE 4	16723	14614	20.6	87.4	100	6244	21.0	37.3	101	4358	20.7	26.1	100	844	23.9	5.0	116
	QUINTILE 5	18176	15283	21.6	84.1	96	6004	20.1	33.0	90	4518	21.5	24.9	96	736	20.8	4.0	93
RADIO-MID-DAY	TERCILE 1	21020	18825	26.6	89.6	102	8135	27.3	38.7	105	5388	25.6	25.6	99	918	26.0	4.4	100
	TERCILE 2	21610	18924	26.7	87.6	100	8253	27.7	38.2	104	5987	28.4	27.7	107	1008	28.5	4.7	107
	TERCILE 3	38355	33067	46.7	86.2	99	13413	45.0	35.0	95	9680	46.0	25.2	97	1606	45.5	4.2	96
RADIO-TOTAL	QUINTILE 1	15988	14027	19.8	87.7	100	6119	20.5	38.3	104	4217	20.0	26.4	101	747	21.2	4.7	107
	QUINTILE 2	15626	13939	19.7	89.2	102	6262	21.0	40.1	109	3688	17.5	23.6	91	759	21.5	4.9	111
	QUINTILE 3	16723	14993	21.2	89.7	103	6144	20.6	36.7	100	4718	22.4	28.2	109	624	17.7	3.7	86
	QUINTILE 4	16342	14264	20.1	87.3	100	5994	20.1	36.7	100	4384	20.8	26.8	103	633	17.9	3.9	89
	QUINTILE 5	16306	13594	19.2	83.4	95	5284	17.7	32.4	88	4047	19.2	24.8	95	768	21.8	4.7	108
TV-PRIME TIME	QUINTILE 1	15953	13819	19.5	86.6	99	6001	20.1	37.6	102	4346	20.6	27.2	105	556	15.7	3.5	80
	QUINTILE 2	16137	14285	20.2	88.5	101	5944	19.9	36.8	100	4130	19.6	25.6	98	919	26.0	5.7	131
	QUINTILE 3	16420	14300	20.2	87.1	100	6265	21.0	38.2	104	4417	21.0	26.9	103	526	14.9	3.2	73
	QUINTILE 4	16687	14597	20.6	87.5	100	5917	19.9	35.5	96	4439	21.1	26.6	102	710	20.1	4.3	98
	QUINTILE 5	15789	13815	19.5	87.5	100	5676	19.0	35.9	98	3723	17.7	23.6	91	821	23.3	5.2	119
TV-DAYTIME	TERCILE 1	27736	23933	33.8	86.3	99	10382	34.8	37.4	102	7475	35.5	27.0	104	1213	34.4	4.4	100
	TERCILE 2	26489	23177	32.7	87.5	100	9780	32.8	36.9	100	6672	31.7	25.2	97	1196	33.9	4.5	104
	TERCILE 3	26761	23705	33.5	88.6	101	9640	32.3	36.0	98	6907	32.8	25.8	99	1122	31.8	4.2	96
TV-TOTAL	QUINTILE 1	16345	13817	19.5	84.5	97	6159	20.7	37.7	102	4230	20.1	25.9	100	689	19.5	4.2	97
	QUINTILE 2	16447	14554	20.6	88.5	101	6440	21.6	39.2	106	4266	20.3	25.9	100	734	20.8	4.5	102
	QUINTILE 3	15980	13918	19.7	87.1	100	5788	19.4	36.2	98	4489	21.3	28.1	108	645	18.3	4.0	93
	QUINTILE 4	15887	14053	19.8	88.5	101	5464	18.3	34.4	93	4137	19.6	26.0	100	678	19.2	4.3	98
	QUINTILE 5	16326	14475	20.4	88.7	101	5951	20.0	36.5	99	3933	18.7	24.1	93	785	22.2	4.8	110
MAGAZINES-NEWSPAPERS: DUAL		20721	18545	26.2	89.5	102	8354	28.0	40.3	110	5753	27.3	27.8	107	899	25.5	4.3	100
MAGAZINE IMPERATIVE		19186	17035	24.1	88.8	102	7439	25.0	38.8	105	4767	22.6	24.8	96	691	19.6	3.6	83
NEWSPAPER IMPERATIVE		21899	19126	27.0	87.3	100	7617	25.6	34.8	95	5930	28.2	27.1	104	1114	31.5	5.1	117
MAGAZINES-OUTDOOR: DUAL		15451	13795	19.5	89.3	102	6433	21.6	41.6	113	4195	19.9	27.2	104	598	16.9	3.9	89
MAGAZINE IMPERATIVE		25953	23096	32.6	89.0	102	9627	32.3	37.1	101	6929	32.9	26.7	103	1082	30.6	4.2	96
OUTDOOR IMPERATIVE		24400	20782	29.3	85.2	97	8148	27.3	33.4	91	6296	29.9	25.8	99	981	27.8	4.0	92
MAGAZINES-RADIO: DUAL		18049	16101	22.7	89.2	102	7308	24.5	40.5	110	4660	22.1	25.8	99	683	19.3	3.8	87
MAGAZINE IMPERATIVE		23571	20943	29.6	88.9	102	8791	29.5	37.3	101	6524	31.0	27.7	106	1062	30.1	4.5	103
RADIO IMPERATIVE		23278	20488	28.9	88.0	101	8522	28.6	36.6	99	5964	28.3	25.6	99	1147	32.5	4.9	113
MAGAZINES-TELEVISION: DUAL		15459	13741	19.4	88.9	102	6181	20.7	40.0	109	4367	20.7	28.2	109	701	19.9	4.5	104
MAGAZINE IMPERATIVE		25829	23090	32.6	89.4	102	9937	33.3	38.5	105	6735	32.0	26.1	100	1060	30.0	4.1	94
TELEVISION IMPERATIVE		26039	22046	31.1	84.7	97	9277	31.1	35.6	97	6588	31.3	25.3	97	1105	31.3	4.2	97
NEWSPAPERS-OUTDOOR: DUAL		16605	14781	20.9	89.0	102	6503	21.8	39.2	106	4561	21.7	27.5	106	751	21.3	4.5	104
NEWSPAPER IMPERATIVE		26834	23763	33.6	88.6	101	9923	33.3	37.0	100	7293	34.6	27.2	105	1316	37.3	4.9	112
OUTDOOR IMPERATIVE		23346	20057	28.3	85.9	98	8508	28.5	36.4	99	6127	29.1	26.2	101	935	26.5	4.0	92
NEWSPAPERS-RADIO: DUAL		17133	15512	21.9	90.5	104	6997	23.5	40.8	111	4613	21.9	26.9	104	861	24.4	5.0	115
NEWSPAPER IMPERATIVE		25892	22650	32.0	87.5	100	9197	30.9	35.5	97	7174	34.1	27.7	107	1149	32.5	4.4	102
RADIO IMPERATIVE		23167	20256	28.6	87.4	100	8578	28.8	37.0	101	5689	27.0	24.6	94	1038	29.4	4.5	103
NEWSPAPERS-TELEVISION: DUAL		17159	14968	21.1	87.2	100	6786	22.8	39.5	107	4854	23.1	28.3	109	648	18.4	3.8	87
NEWSPAPER IMPERATIVE		26214	23330	32.9	89.0	102	9405	31.6	35.9	97	6913	32.8	26.4	101	1253	35.5	4.8	110
TELEVISION IMPERATIVE		23412	20024	28.3	85.5	98	8509	28.6	36.3	99	5756	27.3	24.6	95	1040	29.5	4.4	102
OUTDOOR-RADIO: DUAL		15303	13581	19.2	88.7	101	6050	20.3	39.5	107	4092	19.4	26.7	103	722	20.4	4.7	108
OUTDOOR IMPERATIVE		24901	21480	30.3	86.3	99	8889	29.8	35.7	97	6667	31.7	26.8	103	944	26.7	3.8	87
RADIO IMPERATIVE		26492	23540	33.2	88.9	102	10047	33.7	37.9	103	6538	31.1	24.7	95	1241	35.1	4.7	107
OUTDOOR-TELEVISION: DUAL		14794	12825	18.1	86.7	99	5735	19.2	38.8	105	4307	20.5	29.1	112	549	15.5	3.7	85
OUTDOOR IMPERATIVE		25437	22398	31.6	88.1	101	9274	31.1	36.5	99	6673	31.7	26.2	101	1155	32.7	4.5	104
TELEVISION IMPERATIVE		27877	24213	34.2	86.9	99	10367	34.8	37.2	101	6940	33.0	24.9	96	1301	36.8	4.7	107
RADIO-TELEVISION: DUAL		15996	14069	19.9	88.0	101	6145	20.6	38.4	104	4222	20.1	26.4	102	798	22.6	5.0	114
RADIO IMPERATIVE		25478	22677	32.0	89.0	102	9621	32.3	37.8	103	6554	31.1	25.7	99	1024	29.0	4.0	92
TELEVISION IMPERATIVE		26573	22839	32.3	85.9	98	9748	32.7	36.7	100	6996	33.2	26.3	101	1072	30.4	4.0	93

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PEANUT BUTTER: BRANDS
(FEMALE HOMEMAKERS)

0538
P-19

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	JIF A '000	JIF B % DOWN	JIF C % ACROSS	JIF D INDX	PETER PAN A '000	PETER PAN B % DOWN	PETER PAN C % ACROSS	PETER PAN D INDX	PLANTERS A '000	PLANTERS B % DOWN	PLANTERS C % ACROSS	PLANTERS D INDX
TOTAL FEMALE HOMEMAKERS	80986	70816	100.0	87.4	100	29802	100.0	36.8	100	21054	100.0	26.0	100	3531	100.0	4.4	100
ATLANTIC MONTHLY	415	380	0.5	91.6	105	*167	0.6	40.2	109	**91	0.4	21.9	84	**19	0.5	4.6	105
BARRON'S	453	388	0.5	85.7	98	**207	0.7	45.7	124	**93	0.4	20.5	79	**14	0.4	3.1	71
BETTER HOMES & GARDENS	16256	14717	20.8	90.5	104	6361	21.3	39.1	106	4526	21.5	27.8	107	674	19.1	4.1	95
BON APPETIT	2535	2193	3.1	86.5	99	888	3.0	35.0	95	540	2.6	21.3	82	*149	4.2	5.9	135
BUSINESS WEEK	1278	1083	1.5	84.7	97	448	1.5	35.1	95	292	1.4	22.8	88	**104	2.9	8.1	187
CAR AND DRIVER	378	336	0.5	88.9	102	**146	0.5	38.6	105	**146	0.7	38.6	149	**62	1.8	16.4	376
CBS MAGAZINE NETWORK (GROSS)	1498	1369	1.9	91.4	105	675	2.3	45.1	122	456	2.2	30.4	117	**96	2.7	6.4	147
CHANGING TIMES	1505	1272	1.8	84.5	97	493	1.7	32.8	89	365	1.7	24.3	93	**58	1.6	3.9	88
COLONIAL HOMES	1231	1061	1.5	86.2	99	432	1.4	35.1	95	328	1.6	26.6	102	**62	1.8	5.0	116
CONDE NAST MAG. PKG. (GROSS)	14146	12189	17.2	86.2	99	5291	17.8	37.4	102	3869	18.4	27.4	105	670	19.0	4.7	109
CONSUMERS DIGEST	1323	1218	1.7	92.1	105	482	1.6	36.4	99	381	1.8	28.8	111	**33	0.9	2.5	57
COSMOPOLITAN	7102	6198	8.8	87.3	100	2772	9.3	39.0	106	1889	9.0	26.6	102	388	11.0	5.5	125
COUNTRY LIVING	2481	2250	3.2	90.7	104	1004	3.4	40.5	110	715	3.4	28.8	111	*107	3.0	4.3	99
CUISINE	1472	1310	1.8	89.0	102	561	1.9	38.1	104	315	1.5	21.4	82	**98	2.8	6.7	153
CYCLE WORLD	425	406	0.6	95.5	109	**178	0.6	41.9	114	**111	0.5	26.1	100	**7	0.2	1.6	38
DCI:CREATIVE IDEAS FOR LIV	2510	2334	3.3	93.0	106	1062	3.6	42.3	115	936	4.4	37.3	143	**171	4.8	6.8	156
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	6065	8.6	90.6	104	2927	9.8	43.7	119	2638	12.5	39.4	152	328	9.3	4.9	112
DISCOVER	894	820	1.2	91.7	105	362	1.2	40.5	110	*222	1.1	24.8	96	**47	1.3	5.3	121
EBONY	3507	2940	4.2	83.8	96	1222	4.1	34.8	95	998	4.7	28.5	109	204	5.8	5.8	133
ESQUIRE	1083	922	1.3	85.1	97	375	1.3	34.6	94	298	1.4	27.5	106	**68	1.9	6.3	144
ESSENCE	1830	1574	2.2	86.0	98	646	2.2	35.3	96	652	3.1	35.6	137	**117	3.3	6.4	147
FAMILY CIRCLE	15930	14365	20.3	90.2	103	6236	20.9	39.1	106	4452	21.1	27.9	108	701	19.9	4.4	101
THE FAMILY HANDYMAN	1126	1018	1.4	90.4	103	453	1.5	40.2	109	333	1.6	29.6	114	**54	1.5	4.8	110
FAMILY WEEKLY	11468	10268	14.5	89.5	102	4755	16.0	41.5	113	3077	14.6	26.8	103	505	14.3	4.4	101
FIELD & STREAM	2234	2084	2.9	93.3	107	1044	3.5	46.7	127	657	3.1	29.4	113	**117	3.3	5.2	120
FOOD & WINE	579	525	0.7	90.7	104	*181	0.6	31.3	85	*156	0.7	26.9	104	**48	1.4	8.3	190
FORBES	728	636	0.9	87.4	100	*194	0.7	26.6	72	*153	0.7	21.0	81	**35	1.0	4.8	110
FORTUNE	906	809	1.1	89.3	102	342	1.1	37.7	103	*159	0.8	17.5	68	**24	0.7	2.6	61
GENTLEMEN'S QUARTERLY	791	606	0.9	76.6	88	281	0.9	35.5	97	*225	1.1	28.4	109	**79	2.2	10.0	229
GLAMOUR	5265	4673	6.6	88.8	102	2094	7.0	39.8	108	1480	7.0	28.1	108	221	6.3	4.2	96
GOLF DIGEST	636	602	0.9	94.7	108	296	1.0	46.5	126	*188	0.9	29.6	114	**1	0.0	0.2	4
GOLF DIGEST/TENNIS (GROSS)	1186	1044	1.5	88.0	101	484	1.6	40.8	111	356	1.7	30.0	115	**18	0.5	1.5	35
GOLF MAGAZINE	441	412	0.6	93.4	107	*183	0.6	41.5	113	**131	0.6	29.7	114	**0	0.0	0.0	0
GOLF MAGAZINE/SKI (GROSS)	922	864	1.2	93.7	107	310	1.0	33.6	91	*211	1.0	22.9	88	**3	0.1	0.3	7
GOOD HOUSEKEEPING	16487	14974	21.1	90.8	104	7049	23.7	42.8	116	4688	22.3	28.4	109	596	16.9	3.6	83
HARPER'S BAZAAR	2423	1962	2.8	81.0	93	910	3.1	37.6	102	603	2.9	24.9	96	**84	2.4	3.5	80
HEALTH	1994	1812	2.6	90.9	104	856	2.9	42.9	117	559	2.7	28.0	108	**33	0.9	1.7	38
HEARST MAG CORP. BUY (GROSS)	44101	39442	55.7	89.4	102	18279	61.3	41.4	113	12356	58.7	28.0	108	1780	50.4	4.0	93
HEARST MAN POWER (GROSS)	1993	1875	2.6	94.1	108	889	3.0	44.6	121	589	2.8	29.6	114	**125	3.5	6.3	144
HEARST WOMAN POWER (GROSS)	31274	28238	39.9	90.3	103	13319	44.7	42.6	116	8797	41.8	28.1	108	1244	35.2	4.0	91
HOUSE BEAUTIFUL	3623	3156	4.5	87.1	100	1402	4.7	38.7	105	1029	4.9	28.4	109	*114	3.2	3.1	72
INC.	283	*251	0.4	88.7	101	**109	0.4	38.5	105	**37	0.2	13.1	50	**1	0.0	0.4	8
JET	2928	2454	3.5	83.8	96	976	3.3	33.3	91	926	4.4	31.6	122	*189	5.4	6.5	148
LADIES' HOME JOURNAL	11918	10823	15.3	90.8	104	5280	17.7	44.3	120	3284	15.6	27.6	106	437	12.4	3.7	84
LHJ FAMILY GRP COMBO(GROSS)	16764	15279	21.6	91.1	104	7436	25.0	44.4	121	4628	22.0	27.6	106	611	17.3	3.6	84
LIFE	4254	3746	5.3	88.1	101	1499	5.0	35.2	96	1249	5.9	29.4	113	*187	5.3	4.4	101
L.A. TIMES HOME MAGAZINE	1145	882	1.2	77.0	88	257	0.9	22.4	61	**84	0.4	7.3	28	**43	1.2	3.8	86
MADEMOISELLE	2884	2490	3.5	86.3	99	1103	3.7	38.2	104	935	4.4	32.4	125	*130	3.7	4.5	103
MC CALL'S	13460	12110	17.1	90.0	103	5770	19.4	42.9	116	3841	18.2	28.5	110	523	14.8	3.9	89
MC CALL'S/WRK MOTHER (GROSS)	14606	13195	18.6	90.3	103	6274	21.1	43.0	117	4282	20.3	29.3	113	541	15.3	3.7	85
MECHANIX ILLUSTRATED	772	701	1.0	90.8	104	*272	0.9	35.2	96	*199	0.9	25.8	99	**37	1.0	4.8	110
METROPOLITAN HOME	967	780	1.1	80.7	92	326	1.1	33.7	92	*255	1.2	26.4	101	**61	1.7	6.3	145
MONEY	1588	1298	1.8	81.7	93	531	1.8	33.4	91	463	2.2	29.2	112	**60	1.7	3.8	87
MOTHER EARTH NEWS	1002	876	1.2	87.4	100	308	1.0	30.7	84	*202	1.0	20.2	78	**16	0.5	1.6	37
MS.	825	746	1.1	90.4	103	335	1.1	40.6	110	*191	0.9	23.2	89	**24	0.7	2.9	67
NATIONAL ENQUIRER	10336	9232	13.0	89.3	102	3999	13.4	38.7	105	2783	13.2	26.9	104	521	14.8	5.0	116
NATIONAL GEOGRAPHIC	9597	8549	12.1	89.1	102	3436	11.5	35.8	97	2376	11.3	24.8	95	553	15.7	5.8	132
NATIONAL SUNDAY MAGAZINE PKG	49558	43925	62.0	88.6	101	18572	62.3	37.5	102	13313	63.2	26.9	103	2193	62.1	4.4	101
NATURAL HISTORY	573	477	0.7	83.2	95	**126	0.4	22.0	60	**162	0.8	28.3	109	**14	0.4	2.4	56
NEW WOMAN	1699	1517	2.1	89.3	102	584	2.0	34.4	93	554	2.6	32.6	125	**95	2.7	5.6	128
NEW YORK INCLUDING CUE	443	376	0.5	84.9	97	**70	0.2	15.8	43	**68	0.3	15.3	59	**19	0.5	4.3	98
THE NEW YORKER	1270	1083	1.5	85.3	98	332	1.1	26.1	71	217	1.0	17.1	66	**47	1.3	3.7	85
NEWSWEEK	6277	5509	7.8	87.8	100	2264	7.6	36.1	98	1557	7.4	24.8	95	252	7.1	4.0	92
THE N.Y. TIMES DAILY EDITION	1205	1025	1.4	85.1	97	268	0.9	22.2	60	287	1.4	23.8	92	**84	2.4	7.0	160
THE N.Y. TIMES MAGAZINE	2081	1751	2.5	84.1	96	461	1.5	22.2	60	438	2.1	21.0	81	*172	4.9	8.3	190
OMNI	788	687	1.0	87.2	100	306	1.0	38.8	106	*167	0.8	21.2	82	**27	0.8	3.4	79
ON CABLE	1158	1092	1.5	94.3	108	450	1.5	38.9	106	318	1.5	27.5	106	**64	1.8	5.5	127
1001 HOME IDEAS	2852	2644	3.7	92.7	106	1299	4.4	45.5	124	785	3.7	27.5	106	**142	4.0	5.0	114
ORGANIC GARDENING	1658	1517	2.1	91.5	105	572	1.9	34.5	94	354	1.7	21.4	82	**51	1.4	3.1	71
OUTDOOR LIFE	896	832	1.2	92.9	106	397	1.3	44.3	120	271	1.3	30.2	116	**57	1.6	6.4	148
PARADE MAGAZINE	24275	21383	30.2	88.1	101	8750	29.4	36.0	98	6504	30.9	26.8	103	1094	31.0	4.5	103

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PEANUT BUTTER: BRANDS
(FEMALE HOMEMAKERS)

0539
P-19

	TOTAL U.S. '000	ALL USERS A '000	B % DOWN	C % ACROSS	D INDX	JIF A '000	B % DOWN	C % ACROSS	D INDX	PETER PAN A '000	B % DOWN	C % ACROSS	D INDX	PLANTERS A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	70816	100.0	87.4	100	29802	100.0	36.8	100	21054	100.0	26.0	100	3531	100.0	4.4	100
PARENTS	3845	3580	5.1	93.1	106	1650	5.5	42.9	117	1181	5.6	30.7	118	*140	4.0	3.6	84
PENTHOUSE	831	733	1.0	88.2	101	*302	1.0	36.3	99	*266	1.3	32.0	123	**27	0.8	3.2	75
PEOPLE	11645	10384	14.7	89.2	102	4241	14.2	36.4	99	2888	13.7	24.8	95	541	15.3	4.6	107
PLAYBOY	2006	1738	2.5	86.6	99	568	1.9	28.3	77	471	2.2	23.5	90	**73	2.1	3.6	83
POPULAR HOT RODDING	297	*273	0.4	91.9	105	**118	0.4	39.7	108	**100	0.5	33.7	130	**24	0.7	8.1	185
POPULAR MECHANICS	1018	989	1.4	97.2	111	507	1.7	49.8	135	*301	1.4	29.6	114	**76	2.2	7.5	171
POPULAR SCIENCE	878	824	1.2	93.8	107	330	1.1	37.6	102	*246	1.2	28.0	108	**82	2.3	9.3	214
PREVENTION	3913	3452	4.9	88.2	101	1361	4.6	34.8	95	990	4.7	25.3	97	**130	3.7	3.3	76
PSYCHOLOGY TODAY	1710	1562	2.2	91.3	104	677	2.3	39.6	108	558	2.7	32.6	126	**78	2.2	4.6	105
READER'S DIGEST	22204	19837	28.0	89.3	102	8639	29.0	38.9	106	6009	28.5	27.1	104	930	26.3	4.2	96
REDBOOK	7684	7066	10.0	92.0	105	3498	11.7	45.5	124	2220	10.5	28.9	111	261	7.4	3.4	78
ROAD & TRACK	410	373	0.5	91.0	104	*186	0.6	45.4	123	**156	0.7	38.0	146	**77	2.2	18.8	431
ROLLING STONE	969	851	1.2	87.8	100	336	1.1	34.7	94	270	1.3	27.9	107	**68	1.9	7.0	161
RUNNER'S WORLD	298	275	0.4	92.3	106	**115	0.4	38.6	105	**123	0.6	41.3	159	**0	0.0	0.0	0
SATURDAY EVENING POST	1169	1026	1.4	87.8	100	423	1.4	36.2	98	331	1.6	28.3	109	**56	1.6	4.8	110
SCIENCE 84	587	525	0.7	89.4	102	*244	0.8	41.6	113	*220	1.0	37.5	144	**13	0.4	2.2	51
SCIENCE DIGEST	482	450	0.6	93.4	107	*173	0.6	35.9	98	*153	0.7	31.7	122	**13	0.4	2.7	62
SCIENTIFIC AMERICAN	594	441	0.6	74.2	85	**96	0.3	16.2	44	*100	0.5	16.8	65	**20	0.6	3.4	77
SELF	2089	1793	2.5	85.8	98	733	2.5	35.1	95	483	2.3	23.1	89	*179	5.1	8.6	197
SEVENTEEN	2411	2048	2.9	84.9	97	875	2.9	36.3	99	736	3.5	30.5	117	**151	4.3	6.3	144
SKI	480	452	0.6	94.2	108	*127	0.4	26.5	72	**80	0.4	16.7	64	**3	0.1	0.6	14
SMITHSONIAN	2760	2345	3.3	85.0	97	890	3.0	32.2	88	617	2.9	22.4	86	*162	4.6	5.9	135
SOAP OPERA DIGEST	3013	2696	3.8	89.5	102	1200	4.0	39.8	108	982	4.7	32.6	125	*124	3.5	4.1	94
SOUTHERN LIVING	4184	3732	5.3	89.2	102	1865	6.3	44.6	121	1702	8.1	40.7	156	*157	4.4	3.8	86
SPORT	559	481	0.7	86.0	98	*193	0.6	34.5	94	*175	0.8	31.3	120	**12	0.3	2.1	49
THE SPORTING NEWS	436	408	0.6	93.6	107	**125	0.4	28.7	78	**119	0.6	27.3	105	**6	0.2	1.4	32
SPORTS AFIELD	493	435	0.6	88.2	101	*209	0.7	42.4	115	*136	0.6	27.6	106	**37	1.0	7.5	172
SPORTS ILLUSTRATED	2756	2440	3.4	88.5	101	1104	3.7	40.0	109	821	3.9	29.8	115	*110	3.1	4.0	91
STAR	7456	6691	9.4	89.7	103	2799	9.4	37.5	102	2076	9.9	27.8	107	392	11.1	5.3	121
SUNDAY	24936	21972	31.0	88.1	101	9060	30.4	36.3	99	6715	31.9	26.9	104	1271	36.0	5.1	117
SUNSET	2124	1897	2.7	89.3	102	518	1.7	24.4	66	*195	0.9	9.2	35	**47	1.3	2.2	51
TV GUIDE	21661	19132	27.0	88.3	101	8391	28.2	38.7	105	5743	27.3	26.5	102	832	23.6	3.8	88
TENNIS	550	443	0.6	80.5	92	*188	0.6	34.2	93	*168	0.8	30.5	117	**18	0.5	3.3	75
TIME	8880	7718	10.9	86.9	99	3212	10.8	36.2	98	2269	10.8	25.6	98	442	12.5	5.0	114
TOWN & COUNTRY	917	761	1.1	83.0	95	281	0.9	30.6	83	261	1.2	28.5	109	**36	1.0	3.9	90
TRAVEL & LEISURE	972	846	1.2	87.0	100	303	1.0	31.2	85	242	1.1	24.9	96	**48	1.4	4.9	113
TRUE STORY	3356	3082	4.4	91.8	105	1228	4.1	36.6	99	991	4.7	29.5	114	*156	4.4	4.6	107
U.S.NEWS & WORLD REPORT	3410	3004	4.2	88.1	101	1270	4.3	37.2	101	863	4.1	25.3	97	*156	4.4	4.6	105
USA TODAY	1759	1558	2.2	88.6	101	722	2.4	41.0	112	445	2.1	25.3	97	**69	2.0	3.9	90
US	1873	1747	2.5	93.3	107	819	2.7	43.7	119	476	2.3	25.4	98	**96	2.7	5.1	118
VOGUE	3909	3233	4.6	82.7	95	1361	4.6	34.8	95	972	4.6	24.9	96	*141	4.0	3.6	83
WALL STREET JOURNAL	1886	1656	2.3	87.8	100	430	1.4	22.8	62	428	2.0	22.7	87	**93	2.6	4.9	113
WEIGHT WATCHERS	2120	1867	2.6	88.1	101	822	2.8	38.8	105	559	2.7	26.4	101	**118	3.3	5.6	128
WOMAN'S DAY	14172	12946	18.3	91.3	104	5835	19.6	41.2	112	4215	20.0	29.7	114	621	17.6	4.4	101
WORKING MOTHER	1146	1085	1.5	94.7	108	505	1.7	44.1	120	442	2.1	38.6	148	**18	0.5	1.6	36
WORKING WOMAN	1322	1185	1.7	89.6	103	550	1.8	41.6	113	353	1.7	26.7	103	**46	1.3	3.5	80
WORLD TENNIS	*163	*148	0.2	90.8	104	**88	0.3	54.0	147	**43	0.2	26.4	101	**4	0.1	2.5	56
ZIFF-DAVIS MAG NETWK (GROSS)	2532	2300	3.2	90.8	104	933	3.1	36.8	100	679	3.2	26.8	103	**139	3.9	5.5	126
BLAIR INSERTS	43657	38632	54.6	88.5	101	16063	53.9	36.8	100	11691	55.5	26.8	103	1969	55.8	4.5	103
DAILY NEWSPAPERS																	
READ ANY	51633	45579	64.4	88.3	101	19675	66.0	38.1	104	13887	66.0	26.9	103	2339	66.2	4.5	104
READ ONE	43463	38344	54.1	88.2	101	16741	56.2	38.5	105	11518	54.7	26.5	102	1962	55.6	4.5	104
READ TWO OR MORE	8170	7235	10.2	88.6	101	2934	9.8	35.9	98	2369	11.3	29.0	112	377	10.7	4.6	106
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	46599	65.8	88.5	101	19629	65.9	37.3	101	14148	67.2	26.9	103	2402	68.0	4.6	105
READ ONE	46126	40813	57.6	88.5	101	17132	57.5	37.1	101	12339	58.6	26.8	103	2004	56.8	4.3	100
READ TWO OR MORE	6552	5786	8.2	88.3	101	2498	8.4	38.1	104	1809	8.6	27.6	106	398	11.3	6.1	139
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.46				27.65				28.57				24.94			
30 DAY REACH	71455	62533	88.3	87.5	100	26271	88.2	36.8	100	18602	88.4	26.0	100	3065	86.8	4.3	98
50 SHWG - 30 DAY AV FREQ	14.56	14.49				14.52				15.02				12.99			
30 DAY REACH	67742	59363	83.8	87.6	100	25058	84.1	37.0	101	17755	84.3	26.2	101	2937	83.2	4.3	99
25 SHWG - 30 DAY AV FREQ	7.94	7.89				7.88				8.16				6.99			
30 DAY REACH	62117	54502	77.0	87.7	100	23037	77.3	37.1	101	16345	77.6	26.3	101	2739	77.6	4.4	101
CABLE TV: HOME WIRED	32077	28843	40.7	89.9	103	13385	44.9	41.7	113	9333	44.3	29.1	112	1216	34.4	3.8	87
HOME NOT WIRED	48909	41973	59.3	85.8	98	16417	55.1	33.6	91	11721	55.7	24.0	92	2315	65.6	4.7	109
HAVE PAY CABLE	15935	14592	20.6	91.6	105	6901	23.2	43.3	118	4863	23.1	30.5	117	653	18.5	4.1	94

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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PEANUT BUTTER: BRANDS
(FEMALE HOMEMAKERS)

0540
P-19

	TOTAL U.S. '000	ALL USERS A '000	B % DOWN	C % ACROSS	D INDX	JIF A '000	B % DOWN	C % ACROSS	D INDX	PETER PAN A '000	B % DOWN	C % ACROSS	D INDX	PLANTERS A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	70816	100.0	87.4	100	29802	100.0	36.8	100	21054	100.0	26.0	100	3531	100.0	4.4	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	39041	55.1	88.9	102	16737	56.2	38.1	104	11713	55.6	26.7	103	1960	55.5	4.5	102
10:00 AM - 3:00 PM	30659	27227	38.4	88.8	102	11960	40.1	39.0	106	8155	38.7	26.6	102	1396	39.5	4.6	106
3:00 PM - 7:00 PM	31045	27478	38.8	88.5	101	12191	40.9	39.3	107	8137	38.6	26.2	101	1432	40.6	4.6	106
7:00 PM - MIDNIGHT	15767	13711	19.4	87.0	99	5975	20.0	37.9	103	3872	18.4	24.6	94	783	22.2	5.0	115
MIDNIGHT - 6:00 AM	9120	8195	11.6	89.9	103	3499	11.7	38.4	104	2548	12.1	27.9	107	504	14.3	5.5	127
6:00 AM - MIDNIGHT	58527	51864	73.2	88.6	101	22237	74.6	38.0	103	15370	73.0	26.3	101	2586	73.2	4.4	101
ENTIRE DAY	59311	52571	74.2	88.6	101	22583	75.8	38.1	103	15654	74.4	26.4	102	2617	74.1	4.4	101
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	14483	20.5	89.6	102	6547	22.0	40.5	110	4077	19.4	25.2	97	754	21.4	4.7	107
ALL NEWS	2256	1862	2.6	82.5	94	661	2.2	29.3	80	445	2.1	19.7	76	*162	4.6	7.2	164
AOR/PROGRESSIVE	3874	3416	4.8	88.2	101	1405	4.7	36.3	99	869	4.1	22.4	86	*216	6.1	5.6	128
BEAUTIFUL MUSIC	5660	4958	7.0	87.6	100	2054	6.9	36.3	99	1765	8.4	31.2	120	*210	5.9	3.7	84
BLACK	2204	1878	2.7	85.2	97	860	2.9	39.0	106	704	3.3	31.9	123	**93	2.6	4.2	96
CLASSICAL	1418	1194	1.7	84.2	96	428	1.4	30.2	82	326	1.5	23.0	88	**95	2.7	6.7	153
CHR/ROCK	9538	8538	12.1	89.5	102	3851	12.9	40.4	110	2510	11.9	26.3	101	363	10.3	3.8	87
COUNTRY	12648	11461	16.2	90.6	104	5415	18.2	42.8	116	3804	18.1	30.1	116	467	13.2	3.7	84
GOLDEN OLDIES	1191	1020	1.4	85.6	98	360	1.2	30.2	82	*261	1.2	21.9	84	**47	1.3	3.9	90
MOR/NOSTALGIA	4757	4177	5.9	87.8	100	1810	6.1	38.0	103	1160	5.5	24.4	94	*238	6.7	5.0	114
NEWS/TALK	3863	3259	4.6	84.4	96	1131	3.8	29.3	80	818	3.9	21.2	81	*191	5.4	4.9	112
RELIGIOUS	3084	2680	3.8	86.9	99	1046	3.5	33.9	92	744	3.5	24.1	93	**162	4.6	5.3	120
SOFT ROCK	521	432	0.6	82.9	95	*230	0.8	44.1	120	**124	0.6	23.8	92	**17	0.5	3.3	76
URBAN CONTEMPORARY	1585	1311	1.9	82.7	95	544	1.8	34.3	93	395	1.9	24.9	96	*89	2.5	5.6	128
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	2835	4.0	86.9	99	1414	4.7	43.4	118	895	4.3	27.4	106	**113	3.2	3.5	79
ABC DIRECTION	2316	2001	2.8	86.4	99	855	2.9	36.9	100	554	2.6	23.9	92	*132	3.7	5.7	130
ABC ENTERTAINMENT	4834	4341	6.1	89.8	103	1960	6.6	40.5	110	1410	6.7	29.2	112	*201	5.7	4.2	95
ABC FM	2202	1932	2.7	87.7	100	941	3.2	42.7	116	673	3.2	30.6	118	**103	2.9	4.7	107
ABC INFORMATION	5425	4724	6.7	87.1	100	2120	7.1	39.1	106	1330	6.3	24.5	94	*147	4.2	2.7	62
ABC ROCK	1677	1548	2.2	92.3	106	701	2.4	41.8	114	445	2.1	26.5	102	**165	4.7	9.8	224
CBS	4430	3936	5.6	88.8	102	1562	5.2	35.3	96	1106	5.3	25.0	96	*291	8.2	6.6	150
MUTUAL	4992	4459	6.3	89.3	102	2117	7.1	42.4	115	1435	6.8	28.7	111	*224	6.3	4.5	103
NBC	4679	4252	6.0	90.9	104	1893	6.4	40.5	110	1342	6.4	28.7	110	*269	7.6	5.7	131
RADIORADIO	1994	1759	2.5	88.2	101	839	2.8	42.1	114	483	2.3	24.2	93	**79	2.2	4.0	91
RKO ONE	2298	1943	2.7	84.6	97	878	2.9	38.2	104	527	2.5	22.9	88	**75	2.1	3.3	74
RKO TWO	3311	2865	4.0	86.5	99	1329	4.5	40.1	109	1169	5.6	35.3	136	**83	2.4	2.5	57
THE SOURCE	2114	1807	2.6	85.5	98	791	2.7	37.4	102	702	3.3	33.2	128	**128	3.6	6.1	138
NON-WIRED : BLAIR	8654	7676	10.8	88.7	101	3520	11.8	40.7	111	2419	11.5	28.0	108	365	10.3	4.2	96
INTERNET	12025	10548	14.9	87.7	100	4382	14.7	36.4	99	3033	14.4	25.2	97	510	14.4	4.2	96
KATZ RADIO GROUP	15359	13566	19.2	88.3	101	5793	19.4	37.7	102	4077	19.4	26.5	102	665	18.8	4.3	99
SUPERNET	10628	9435	13.3	88.8	102	4482	15.0	42.2	115	2801	13.3	26.4	101	519	14.7	4.9	111
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	7389	10.4	85.3	98	3150	10.6	36.4	99	2160	10.3	24.9	96	506	14.3	5.8	132
WKDAY 9:00 AM - 1:00 PM	12163	10439	14.7	85.8	98	4626	15.5	38.0	103	3044	14.5	25.0	96	549	15.5	4.5	102
WKDAY 1:00 PM - 4:30 PM	16150	14004	19.8	86.7	99	6297	21.1	39.0	106	4382	20.8	27.1	104	702	19.9	4.3	101
WKDAY 4:30 PM - 7:30 PM	22463	19233	27.2	85.6	98	8278	27.8	36.9	100	5604	26.6	24.9	96	891	25.2	4.0	91
WKDAY 7:30 PM - 8:00 PM	31795	27409	38.7	86.2	99	11616	39.0	36.5	99	8370	39.8	26.3	101	1276	36.1	4.0	91
WKDAY 11:00 PM - 11:30 PM	23977	21001	29.7	87.6	100	9229	31.0	38.5	105	6558	31.1	27.4	105	961	27.2	4.0	91
WKDAY 11:30 PM - 1:00 AM	7703	6728	9.5	87.3	100	2951	9.9	38.3	104	2086	9.9	27.1	104	272	7.7	3.5	80
M-SAT 8-11 PM+SUN 7-11 PM	33800	29549	41.7	87.4	100	12577	42.2	37.2	101	8990	42.7	26.6	102	1427	40.4	4.2	96
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	5747	8.1	87.9	101	2527	8.5	38.7	105	1763	8.4	27.0	104	285	8.1	4.4	101
ANOTHER WORLD N	4620	4011	5.7	86.8	99	1968	6.6	42.6	116	1231	5.8	26.6	102	184	5.2	4.0	91
AS THE WORLD TURNS C	5614	4880	6.9	86.9	99	2256	7.6	40.2	109	1627	7.7	29.0	111	242	6.9	4.3	98
CAPITOL C	3396	2948	4.2	86.8	99	1504	5.0	44.3	120	985	4.7	29.0	112	160	4.5	4.7	107
CBS MORN. NEWS 1 C	1446	1161	1.6	80.3	92	544	1.8	37.6	102	297	1.4	20.5	79	*88	2.5	6.1	140
CBS MORN. NEWS 2 C	1207	917	1.3	76.0	87	450	1.5	37.3	101	258	1.2	21.4	82	**53	1.5	4.4	101
DAYS OF OUR LIVES N	5877	5070	7.2	86.3	99	2450	8.2	41.7	113	1501	7.1	25.5	98	248	7.0	4.2	96
FACTS OF LIFE - DAYTIME N	2290	2003	2.8	87.5	100	891	3.0	38.9	106	425	2.0	18.6	71	*82	2.3	3.6	82
FAMILY FEUD A	3023	2568	3.6	84.9	97	970	3.3	32.1	87	885	4.2	29.3	113	159	4.5	5.3	122
GENERAL HOSPITAL A	6097	5246	7.4	86.0	98	2327	7.8	38.2	104	1587	7.5	26.0	100	262	7.4	4.3	98
GOOD MORNING, AMERICA-730 A	3515	3161	4.5	89.9	103	1400	4.7	39.8	108	1009	4.8	28.7	110	189	5.4	5.4	122
GOOD MORNING, AMERICA-830 A	2818	2567	3.6	91.1	104	1074	3.6	38.1	104	818	3.9	29.0	112	125	3.5	4.4	101
GUIDING LIGHT C	5339	4616	6.5	86.5	99	2158	7.2	40.4	110	1614	7.7	30.2	116	319	9.0	6.0	136
ONE LIFE TO LIVE A	4478	3876	5.5	86.6	99	1720	5.8	38.4	104	1164	5.5	26.0	100	194	5.5	4.3	98
PRESS YOUR LUCK C	2244	1931	2.7	86.1	98	887	3.0	39.5	107	490	2.3	21.8	84	*76	2.2	3.4	77
PRICE IS RIGHT 1 C	4348	3674	5.2	84.5	97	1587	5.3	36.5	99	1203	5.7	27.7	106	195	5.5	4.5	102
PRICE IS RIGHT 2 C	5014	4276	6.0	85.3	98	1955	6.6	39.0	106	1368	6.5	27.3	105	203	5.7	4.0	91
RYAN'S HOPE A	3150	2731	3.9	86.7	99	1235	4.1	39.2	107	949	4.5	30.1	116	189	5.4	6.0	136
SALE OF THE CENTURY N	2695	2327	3.3	86.3	99	1020	3.4	37.8	103	541	2.6	20.1	77	*78	2.2	2.9	66
SEARCH FOR TOMORROW N	2319	2002	2.8	86.3	99	964	3.2	41.6	113	731	3.5	31.5	121	*157	4.4	6.8	154
TODAY SHOW 1 N	2693	2213	3.1	82.2	94	852	2.9	31.6	86	608	2.9	22.6	87	145	4.1	5.4	122
TODAY SHOW 2 N	2498	2103	3.0	84.2	96	897	3.0	35.9	98	534	2.5	21.4	82	150	4.2	6.0	136
$25,000 PYRAMID C	2753	2318	3.3	84.2	96	1162	3.9	42.2	115	640	3.0	23.2	89	*92	2.6	3.3	75
WHEEL OF FORTUNE N	4388	3833	5.4	87.4	100	1703	5.7	38.8	105	1033	4.9	23.5	91	191	5.4	4.4	100
YOUNG AND THE RESTLESS C	5695	4956	7.0	87.0	100	2360	7.9	41.4	113	1627	7.7	28.6	110	273	7.7	4.8	110
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	1457	2.1	82.8	95	640	2.1	36.4	99	479	2.3	27.2	105	*87	2.5	4.9	111
NBA PLAYOFF GAME -1 C	1136	1019	1.4	89.7	103	480	1.6	42.3	115	367	1.7	32.3	124	**53	1.5	4.7	107
NBC MAJOR LEAGUE PRE-GAME N	953	838	1.2	87.9	101	340	1.1	35.7	97	*288	1.4	30.2	116	**24	0.7	2.5	57
SPORTSWORLD - SUN N	1233	1114	1.6	90.3	103	476	1.6	38.6	105	293	1.4	23.8	91	**24	0.7	1.9	43
SUNDAY MORNING C	1611	1230	1.7	76.4	87	571	1.9	35.4	96	402	1.9	25.0	96	**97	2.7	6.0	136

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PEANUT BUTTER: BRANDS
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0541
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		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	JIF A '000	JIF B % DOWN	JIF C % ACROSS	JIF D INDX	PETER PAN A '000	PETER PAN B % DOWN	PETER PAN C % ACROSS	PETER PAN D INDX	PLANTERS A '000	PLANTERS B % DOWN	PLANTERS C % ACROSS	PLANTERS D INDX
TOTAL FEMALE HOMEMAKERS		80986	70816	100.0	87.4	100	29802	100.0	36.8	100	21054	100.0	26.0	100	3531	100.0	4.4	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	22380	31.6	85.9	98	9724	32.6	37.3	101	6908	32.8	26.5	102	1037	29.4	4.0	91
NETWORK AFFILIATES - LATE		20261	17769	25.1	87.7	100	7898	26.5	39.0	106	5549	26.4	27.4	105	804	22.8	4.0	91
INDEPENDENTS - LATE		2076	1758	2.5	84.7	97	670	2.2	32.3	88	504	2.4	24.3	93	83	2.4	4.0	92
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	9291	13.1	88.9	102	4115	13.8	39.4	107	2928	13.9	28.0	108	436	12.3	4.2	96
ABC MONDAY NIGHT MOVIE	A	6412	5755	8.1	89.8	103	2599	8.7	40.5	110	1926	9.1	30.0	116	218	6.2	3.4	78
ABC SUNDAY NIGHT MOVIE	A	12407	10807	15.3	87.1	100	4586	15.4	37.0	100	3256	15.5	26.2	101	463	13.1	3.7	86
ABC WORLD NEWS TONIGHT	A	6176	5364	7.6	86.9	99	2416	8.1	39.1	106	1679	8.0	27.2	105	204	5.8	3.3	76
AFTERMASH	C	5863	5059	7.1	86.3	99	1985	6.7	33.9	92	1445	6.9	24.6	95	*269	7.6	4.6	105
ALICE	C	9594	8445	11.9	88.0	101	3595	12.1	37.5	102	2385	11.3	24.9	96	393	11.1	4.1	94
AMERICAN PARADE	C	6622	5706	8.1	86.2	99	2387	8.0	36.0	98	1670	7.9	25.2	97	304	8.6	4.6	105
BENSON	A	10886	9284	13.1	85.3	98	3806	12.8	35.0	95	2579	12.2	23.7	91	506	14.3	4.6	107
BLUE THUNDER	A	5036	4461	6.3	88.6	101	1874	6.3	37.2	101	1196	5.7	23.7	91	226	6.4	4.5	103
CAGNEY & LACEY	C	9965	9015	12.7	90.5	103	4015	13.5	40.3	109	2683	12.7	26.9	104	363	10.3	3.6	84
CBS EVENING NEWS-DEAN	C	3491	3013	4.1	83.4	95	1189	4.0	34.1	93	768	3.6	22.0	85	*109	3.1	3.1	72
CBS EVENING NEWS-RATHER	C	7123	6120	8.6	85.9	98	2793	9.4	39.2	107	1781	8.5	25.0	96	268	7.6	3.8	86
CBS SAT. NEWS-SCHIEFFER	C	3621	3032	4.3	83.7	96	1342	4.5	37.1	101	895	4.3	24.7	95	135	3.8	3.7	86
CBS SATURDAY NIGHT MOVIE	C	5436	4821	6.8	88.7	101	2060	6.9	37.9	103	1535	7.3	28.2	109	186	5.3	3.4	78
CBS WEDNESDAY NIGHT MOVIE	C	6100	5297	7.5	86.8	99	2167	7.3	35.5	97	1789	8.5	29.3	113	255	7.2	4.2	96
CHEERS	N	8889	7798	11.0	87.7	100	3354	11.3	37.7	103	2268	10.8	25.5	98	418	11.8	4.7	108
DALLAS	C	22109	19407	27.4	87.8	100	8221	27.6	37.2	101	6366	30.2	28.8	111	902	25.5	4.1	94
DIFF'RENT STROKES	N	6940	6043	8.5	87.1	100	2618	8.8	37.7	103	1851	8.8	26.7	103	327	9.3	4.7	108
DOUBLE TROUBLE	N	7223	6375	9.0	88.3	101	2706	9.1	37.5	102	1892	9.0	26.2	101	259	7.3	3.6	82
DUCK FACTORY	N	5595	4920	6.9	87.9	101	2281	7.7	40.8	111	1490	7.1	26.6	102	*206	5.8	3.7	84
DUKES OF HAZZARD	C	5768	5090	7.2	88.2	101	2231	7.5	38.7	105	1588	7.5	27.5	106	260	7.4	4.5	103
DYNASTY	A	20053	17417	24.6	86.9	99	7426	24.9	37.0	101	5243	24.9	26.1	101	838	23.7	4.2	96
FACTS OF LIFE	N	8087	7149	10.1	88.4	101	3328	11.2	41.2	112	2115	10.0	26.2	101	318	9.0	3.9	90
FALCON CREST	C	20046	17655	24.9	88.1	101	7616	25.6	38.0	103	5829	27.7	29.1	112	796	22.5	4.0	91
FALL GUY	A	9084	8069	11.4	88.8	102	3587	12.0	39.5	107	2645	12.6	29.1	112	367	10.4	4.0	93
FAMILY TIES	N	7964	7054	10.0	88.6	101	3074	10.3	38.6	105	2261	10.7	28.4	109	327	9.3	4.1	94
FANTASY ISLAND	A	7687	6481	9.2	84.3	96	2668	9.0	34.7	94	1937	9.2	25.2	97	266	7.5	3.5	79
FOULUPS,BLEEPS & BLUNDERS	A	8861	7748	10.9	87.4	100	3426	11.5	38.7	105	2316	11.0	26.1	101	350	9.9	3.9	91
FOUR SEASONS	C	5095	4519	6.4	88.7	101	1841	6.2	36.1	98	1255	6.0	24.6	95	*214	6.1	4.2	96
GIMME A BREAK	N	8838	7716	10.9	87.3	100	3221	10.8	36.4	99	2494	11.8	28.2	109	429	12.1	4.9	111
HART TO HART	A	8978	7813	11.0	87.0	100	3345	11.2	37.3	101	2481	11.8	27.6	106	430	12.2	4.8	110
HILL STREET BLUES	N	8590	7600	10.7	88.5	101	3295	11.1	38.4	104	2261	10.7	26.3	101	425	12.0	4.9	113
HOTEL	A	14085	12413	17.5	88.1	101	5499	18.5	39.0	106	3786	18.0	26.9	103	505	14.3	3.6	82
JEFFERSONS	C	9360	8216	11.6	87.8	100	3455	11.6	36.9	100	2402	11.4	25.7	99	342	9.7	3.7	84
JENNIFER SLEPT HERE	N	5841	5114	7.2	87.6	100	2241	7.5	38.4	104	1404	6.7	24.0	92	307	8.7	5.3	121
KATE & ALLIE	C	9206	8057	11.4	87.5	100	3558	11.9	38.6	105	2260	10.7	24.5	94	322	9.1	3.5	80
KNIGHT RIDER	N	7076	6424	9.1	90.8	104	2759	9.3	39.0	106	1894	9.0	26.8	103	287	8.1	4.1	93
LOVE BOAT	A	12219	10419	14.7	85.3	98	4408	14.8	36.1	98	3147	14.9	25.8	99	544	15.4	4.5	102
MAGNUM PI	C	11199	9815	13.9	87.6	100	4249	14.3	37.9	103	3031	14.4	27.1	104	412	11.7	3.7	84
MAMA'S FAMILY	N	6057	5336	7.5	88.1	101	2395	8.0	39.5	107	1633	7.8	27.0	104	312	8.8	5.2	118
MASTER, THE	N	3598	3138	4.4	87.2	100	1414	4.7	39.3	107	1037	4.9	28.8	111	*214	6.1	5.9	136
MATT HOUSTON	A	6344	5532	7.8	87.2	100	2355	7.9	37.1	101	1688	8.0	26.6	102	331	9.4	5.2	120
NBC MONDAY NIGHT MOVIE	N	11994	10622	15.0	88.6	101	4563	15.3	38.0	103	3162	15.0	26.4	101	506	14.3	4.2	97
NBC NIGHTLY NEWS	N	5132	4354	6.1	84.8	97	1839	6.2	35.8	97	1311	6.2	25.5	98	271	7.7	5.3	121
NBC NIGHTLY NEWS-SAT	N	3375	2877	4.1	85.2	97	1194	4.0	35.4	96	826	3.9	24.5	94	*140	4.0	4.1	95
NBC NIGHTLY NEWS-SUN	N	3130	2624	3.7	83.8	96	1125	3.8	35.9	98	799	3.8	25.5	98	*149	4.2	4.8	109
NBC SUNDAY NIGHT MOVIE	N	8284	7418	10.5	89.5	102	3280	11.0	39.6	108	2369	11.3	28.6	110	354	10.0	4.3	98
NEWHART	C	9240	8187	11.6	88.6	101	3709	12.4	40.1	109	2258	10.7	24.4	94	438	12.4	4.7	109
ONE DAY AT A TIME	C	7288	6314	8.9	86.6	99	2589	8.7	35.5	97	1758	8.3	24.1	93	361	10.2	5.0	114
PEOPLE ARE FUNNY	N	4855	4323	6.1	89.0	102	2067	6.9	42.6	116	1212	5.8	25.0	96	*230	6.5	4.7	109
REAL PEOPLE	N	8869	7728	10.9	87.1	100	3434	11.5	38.7	105	2472	11.7	27.9	107	278	7.9	3.1	72
REMINGTON STEELE	N	7743	6732	9.5	86.9	99	3120	10.5	40.3	109	2075	9.9	26.8	103	326	9.2	4.2	97
RIPLEY'S BELIEVE IT - NOT	A	5345	4767	6.7	89.2	102	2132	7.2	39.9	108	1434	6.8	26.8	103	*196	5.6	3.7	84
RIPTIDE	N	6988	6299	8.9	90.1	103	2858	9.6	40.9	111	1725	8.2	24.7	95	232	6.6	3.3	76
SCARECROW & MRS. KING	C	10002	8524	12.0	85.2	97	3723	12.5	37.2	101	2597	12.3	26.0	100	376	10.6	3.8	86
SIMON & SIMON	C	10638	9505	13.4	89.3	102	3997	13.4	37.6	102	3109	14.8	29.2	112	452	12.8	4.2	97
60 MINUTES	C	13293	11392	16.1	85.7	98	4465	15.0	33.6	91	3324	15.8	25.0	96	597	16.9	4.5	103
ST. ELSEWHERE	N	7017	6210	8.8	88.5	101	2673	9.0	38.1	104	1862	8.8	26.5	102	285	8.1	4.1	93
THREE'S COMPANY	A	10917	9659	13.6	88.5	101	4127	13.8	37.8	103	2725	12.9	25.0	96	476	13.5	4.4	100
T.J. HOOKER	A	9204	7858	11.1	85.4	98	3545	11.9	38.5	105	2429	11.5	26.4	102	428	12.1	4.7	107
TONIGHT SHOW	N	2372	2025	2.9	85.4	98	869	2.9	36.6	100	587	2.8	24.7	95	73	2.1	3.1	71
TRAPPER JOHN, M.D.	C	9846	8526	12.0	86.6	99	3672	12.3	37.3	101	2699	12.8	27.4	105	490	13.9	5.0	114
TV BLOOPERS & PRAC. JOKES	N	9105	8074	11.4	88.7	101	3371	11.3	37.0	101	2150	10.2	23.6	91	292	8.3	3.2	74
20/20	A	9387	8346	11.8	88.9	102	3643	12.2	38.8	105	2456	11.7	26.2	101	378	10.7	4.0	92
WEBSTER	A	11067	9476	13.4	85.6	98	3932	13.2	35.5	97	2859	13.6	25.8	99	495	14.0	4.5	103
WORLD NEWS - SUN	A	3062	2711	3.8	88.5	101	1153	3.9	37.7	102	786	3.7	25.7	99	*125	3.5	4.1	94
YELLOW ROSE	N	4978	4444	6.3	89.3	102	1938	6.5	38.9	106	1488	7.1	29.9	115	*190	5.4	3.8	88
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	8276	11.7	93.2	107	3907	13.1	44.0	120	2301	10.9	25.9	100	*212	6.0	2.4	55
BASKETBALL - COLLEGE GAMES		4080	3712	5.2	91.0	104	1790	6.0	43.9	119	1378	6.5	33.8	130	**203	5.7	5.0	114
BASKETBALL - PRO GAMES		3607	3262	4.6	90.4	103	1364	4.6	37.8	103	965	4.6	26.8	103	**190	5.4	5.3	121
BOWLING		3883	3626	5.1	93.4	107	1620	5.4	41.7	113	997	4.7	25.7	99	**134	3.8	3.5	79
BOXING		3928	3683	5.2	93.8	107	1827	6.1	46.5	126	1387	6.6	35.3	136	*301	8.5	7.7	176
FOOTBALL - COLLEGE GAMES		6366	5851	8.3	91.9	105	2827	9.5	44.4	121	2230	10.6	35.0	135	*311	8.8	4.9	112
FOOTBALL - PRO GAMES		11300	10617	15.0	94.0	107	5250	17.6	46.5	126	3415	16.2	30.2	116	*503	14.2	4.5	102
GOLF		3378	3171	4.5	93.9	107	1437	4.8	42.5	116	833	4.0	24.7	95	**134	3.8	4.0	91
POST-SEASON COLL. FOOTBALL		4906	4556	6.4	92.9	106	2092	7.0	42.6	116	1834	8.7	37.4	144	**232	6.6	4.7	108
POST-SEASON PRO FOOTBALL		6120	5638	8.0	92.1	105	2796	9.4	45.7	124	2028	9.6	33.1	127	**210	5.9	3.4	79
TENNIS		3033	2698	3.8	89.0	102	1186	4.0	39.1	106	850	4.0	28.0	108	**261	7.4	8.6	197
WRESTLING - PROFESSIONAL		3344	3205	4.5	95.8	110	1413	4.7	42.3	115	1001	4.8	29.9	115	**136	3.9	4.1	93

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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PEANUT BUTTER: BRANDS
(FEMALE HOMEMAKERS)

0542
P-19

	TOTAL U.S. '000	SKIPPY A '000	SKIPPY B % DOWN	SKIPPY C % ACROSS	SKIPPY D INDX	SUPERMAR A '000	SUPERMAR B % DOWN	SUPERMAR C % ACROSS	SUPERMAR D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	31122	100.0	38.4	100	5357	100.0	6.6	100								
18 - 24	9282	3549	11.4	38.2	99	*521	9.7	5.6	85								
25 - 34	19072	7776	25.0	40.8	106	2111	39.4	11.1	167								
35 - 44	14591	5815	18.7	39.9	104	1340	25.0	9.2	139								
45 - 54	11345	4588	14.7	40.4	105	*581	10.8	5.1	77								
55 - 64	11635	4499	14.5	38.7	101	*402	7.5	3.5	52								
65 OR OLDER	15061	4894	15.7	32.5	85	*401	7.5	2.7	40								
18 - 34	28354	11325	36.4	39.9	104	2633	49.2	9.3	140								
18 - 49	48339	19308	62.0	39.9	104	4263	79.6	8.8	133								
25 - 54	45008	18180	58.4	40.4	105	4033	75.3	9.0	135								
35 - 49	19985	7983	25.7	39.9	104	1630	30.4	8.2	123								
50 OR OLDER	32647	11814	38.0	36.2	94	1094	20.4	3.4	51								
GRADUATED COLLEGE	11155	4581	14.7	41.1	107	725	13.5	6.5	98								
ATTENDED COLLEGE	13682	5915	19.0	43.2	112	779	14.5	5.7	86								
GRADUATED HIGH SCHOOL	33880	13492	43.4	39.8	104	2698	50.4	8.0	120								
DID NOT GRADUATE HIGH SCHOOL	22270	7134	22.9	32.0	83	1154	21.5	5.2	78								
EMPLOYED	40306	16166	51.9	40.1	104	2816	52.6	7.0	106								
EMPLOYED FULL-TIME	32850	12922	41.5	39.3	102	2216	41.4	6.7	102								
EMPLOYED PART-TIME	7456	3244	10.4	43.5	113	600	11.2	8.0	122								
NOT EMPLOYED	40680	14956	48.1	36.8	96	2541	47.4	6.2	94								
PROFESSIONAL/MANAGER	10392	4232	13.6	40.7	106	*643	12.0	6.2	94								
TECH/CLERICAL/SALES	17574	6970	22.4	39.7	103	1375	25.7	7.8	118								
PRECISION/CRAFT	985	*431	1.4	43.8	114	**46	0.9	4.7	71								
OTHER EMPLOYED	11354	4533	14.6	39.9	104	752	14.0	6.6	100								
SINGLE	9863	3920	12.6	39.7	103	*444	8.3	4.5	68								
MARRIED	51375	20644	66.3	40.2	105	3882	72.5	7.6	114								
DIVORCED/SEPARATED/WIDOWED	19748	6558	21.1	33.2	86	1031	19.2	5.2	79								
PARENTS	32590	13333	42.8	40.9	106	3551	66.3	10.9	165								
WHITE	70416	27609	88.7	39.2	102	4729	88.3	6.7	102								
BLACK	8778	2717	8.7	31.0	81	520	9.7	5.9	90								
OTHER	1791	*797	2.6	44.5	116	**108	2.0	6.0	91								
NORTHEAST-CENSUS	17786	8051	25.9	45.3	118	1863	34.8	10.5	158								
NORTH CENTRAL	20741	9702	31.2	46.8	122	1202	22.4	5.8	88								
SOUTH	27775	5959	19.1	21.5	56	1466	27.4	5.3	80								
WEST	14683	7410	23.8	50.5	131	827	15.4	5.6	85								
NORTHEAST-MKTG.	17961	8034	25.8	44.7	116	1924	35.9	10.7	162								
EAST CENTRAL	11885	3612	11.6	30.4	79	664	12.4	5.6	84								
WEST CENTRAL	14090	7915	25.4	56.2	146	879	16.4	6.2	94								
SOUTH	24081	4935	15.9	20.5	53	1180	22.0	4.9	74								
PACIFIC	12969	6627	21.3	51.1	133	*710	13.3	5.5	83								
COUNTY SIZE A	32439	14125	45.4	43.5	113	2309	43.1	7.1	108								
COUNTY SIZE B	24915	8640	27.8	34.7	90	1818	33.9	7.3	110								
COUNTY SIZE C	12930	4632	14.9	35.8	93	691	12.9	5.3	81								
COUNTY SIZE D	10703	3725	12.0	34.8	91	539	10.1	5.0	76								
METRO CENTRAL CITY	24518	9112	29.3	37.2	97	1568	29.3	6.4	97								
METRO SUBURBAN	35919	15035	48.3	41.9	109	2673	49.9	7.4	113								
NON METRO	20549	6975	22.4	33.9	88	1116	20.8	5.4	82								
TOP 5 ADI'S	18341	8922	28.7	48.6	127	1414	26.4	7.7	117								
TOP 10 ADI'S	25378	11264	36.2	44.4	115	1860	34.7	7.3	111								
TOP 20 ADI'S	36488	15680	50.4	43.0	112	2517	47.0	6.9	104								
HSHLD INC. $50,000 OR MORE	6612	3135	10.1	47.4	123	*330	6.2	5.0	75								
$40,000 OR MORE	12659	5909	19.0	46.7	121	864	16.1	6.8	103								
$30,000 OR MORE	24698	11035	35.5	44.7	116	1771	33.1	7.2	108								
$25,000 OR MORE	32077	14069	45.2	43.9	114	2502	46.7	7.8	118								
$20,000 - $24,999	9144	3770	12.1	41.2	107	701	13.1	7.7	116								
$15,000 - $19,999	8728	3309	10.6	37.9	99	*492	9.2	5.6	85								
$10,000 - $14,999	12562	4465	14.3	35.5	92	765	14.3	6.1	92								
UNDER $10,000	18475	5509	17.7	29.8	78	898	16.8	4.9	73								
HOUSEHOLD OF 1 PERSON	11987	3689	11.9	30.8	80	286	5.3	2.4	36								
2 PEOPLE	26577	9665	31.1	36.4	95	920	17.2	3.5	52								
3 OR 4 PEOPLE	30617	12566	40.4	41.0	107	2598	48.5	8.5	128								
5 OR MORE PEOPLE	11804	5203	16.7	44.1	115	1553	29.0	13.2	199								
NO CHILD IN HSHLD	46165	16892	54.3	36.6	95	1667	31.1	3.6	55								
CHILD(REN) UNDER 2 YRS	5325	2250	7.2	42.3	110	*632	11.8	11.9	179								
2 - 5 YEARS	14221	5767	18.5	40.6	106	1973	36.8	13.9	210								
6 - 11 YEARS	15117	6297	20.2	41.7	108	1877	35.0	12.4	188								
12 - 17 YEARS	16611	6997	22.5	42.1	110	1408	26.3	8.5	128								
RESIDENCE OWNED	55884	21639	69.5	38.7	101	3494	65.2	6.3	95								
VALUE: $50,000 OR MORE	31744	13733	44.1	43.3	113	2090	39.0	6.6	100								
VALUE: UNDER $50,000	24140	7906	25.4	32.8	85	1404	26.2	5.8	88								

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PEANUT BUTTER: BRANDS
(FEMALE HOMEMAKERS)

0543
P-19

		TOTAL U.S. '000	SKIPPY A '000	SKIPPY B % DOWN	SKIPPY C % ACROSS	SKIPPY D INDX	SUPERMAN A '000	SUPERMAN B % DOWN	SUPERMAN C % ACROSS	SUPERMAN D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	31122	100.0	38.4	100	5357	100.0	6.6	100								
MAGAZINES	QUINTILE 1	15799	7069	22.7	44.7	116	1239	23.1	7.8	119								
	QUINTILE 2	17259	6850	22.0	39.7	103	1204	22.5	7.0	105								
	QUINTILE 3	13545	5558	17.9	41.0	107	948	17.7	7.0	106								
	QUINTILE 4	15133	5344	17.2	35.3	92	912	17.0	6.0	91								
	QUINTILE 5	19250	6301	20.2	32.7	85	1055	19.7	5.5	83								
NEWSPAPERS	QUINTILE 1	12413	5584	17.9	45.0	117	871	16.3	7.0	106								
	QUINTILE 2	24116	9069	29.1	37.6	98	1691	31.6	7.0	106								
	QUINTILE 3	11261	4822	15.5	42.8	111	918	17.1	8.2	123								
	QUINTILE 4	20255	7743	24.9	38.2	99	1248	23.3	6.2	93								
	QUINTILE 5	12940	3905	12.5	30.2	79	630	11.8	4.9	74								
OUTDOOR	QUINTILE 1	14852	6098	19.6	41.1	107	1095	20.4	7.4	111								
	QUINTILE 2	15725	6078	19.5	38.7	101	1272	23.7	8.1	122								
	QUINTILE 3	16330	6478	20.8	39.7	103	1024	19.1	6.3	95								
	QUINTILE 4	16744	6484	20.8	38.7	101	1194	22.3	7.1	108								
	QUINTILE 5	17334	5984	19.2	34.5	90	772	14.4	4.5	67								
RADIO-DRIVE TIME	QUINTILE 1	15911	6426	20.6	40.4	105	1335	24.9	8.4	127								
	QUINTILE 2	14837	6078	19.5	41.0	107	949	17.7	6.4	97								
	QUINTILE 3	15339	5926	19.0	38.6	101	1020	19.0	6.6	101								
	QUINTILE 4	16723	6580	21.1	39.3	102	1097	20.5	6.6	99								
	QUINTILE 5	18176	6112	19.6	33.6	88	956	17.8	5.3	80								
RADIO-MID-DAY	TERCILE 1	21020	8590	27.6	40.9	106	1775	33.1	8.4	128								
	TERCILE 2	21610	8344	26.8	38.6	100	1301	24.3	6.0	91								
	TERCILE 3	38355	14188	45.6	37.0	96	2281	42.6	5.9	90								
RADIO-TOTAL	QUINTILE 1	15988	6474	20.8	40.5	105	1306	24.4	8.2	123								
	QUINTILE 2	15626	6165	19.8	39.5	103	1179	22.0	7.5	114								
	QUINTILE 3	16723	7152	23.0	42.8	111	1065	19.9	6.4	96								
	QUINTILE 4	16342	6081	19.5	37.2	97	939	17.5	5.7	87								
	QUINTILE 5	16306	5251	16.9	32.2	84	868	16.2	5.3	80								
TV-PRIME TIME	QUINTILE 1	15953	6304	19.9	38.9	101	807	15.1	5.1	76								
	QUINTILE 2	16137	6451	20.7	40.0	104	1253	23.4	7.8	117								
	QUINTILE 3	16420	6152	19.8	37.5	97	1009	18.8	6.1	93								
	QUINTILE 4	16687	6393	20.5	38.3	100	1244	23.2	7.5	113								
	QUINTILE 5	15789	5923	19.0	37.5	98	1044	19.5	6.6	100								
TV-DAYTIME	TERCILE 1	27736	10149	32.6	36.6	95	1856	34.6	6.7	101								
	TERCILE 2	26489	10564	33.9	39.9	104	1728	32.3	6.5	99								
	TERCILE 3	26761	10410	33.4	38.9	101	1774	33.1	6.6	100								
TV-TOTAL	QUINTILE 1	16345	5752	18.5	35.2	92	1002	18.7	6.1	93								
	QUINTILE 2	16447	6147	19.8	37.4	97	958	17.9	5.8	88								
	QUINTILE 3	15980	7028	22.6	44.0	114	1124	21.0	7.0	106								
	QUINTILE 4	15887	5801	18.6	36.5	95	1129	21.1	7.1	107								
	QUINTILE 5	16326	6395	20.5	39.2	102	1144	21.4	7.0	106								
MAGAZINES-NEWSPAPERS: DUAL		20721	8683	27.9	41.9	109	1573	29.4	7.6	115								
MAGAZINE IMPERATIVE		19186	7989	25.7	41.6	108	1319	24.6	6.9	104								
NEWSPAPER IMPERATIVE		21899	8468	27.2	38.7	101	1495	27.9	6.8	103								
MAGAZINES-OUTDOOR: DUAL		15451	6649	21.4	43.0	112	1210	22.6	7.8	118								
MAGAZINE IMPERATIVE		25953	10581	34.0	40.8	106	1723	32.2	6.6	100								
OUTDOOR IMPERATIVE		24400	9140	29.4	37.5	97	1686	31.5	6.9	104								
MAGAZINES-RADIO: DUAL		18049	7703	24.8	42.7	111	1372	25.6	7.6	115								
MAGAZINE IMPERATIVE		23571	9700	31.2	41.2	107	1498	28.0	6.4	96								
RADIO IMPERATIVE		23278	8762	28.2	37.6	98	1699	31.7	7.3	110								
MAGAZINES-TELEVISION: DUAL		15459	6480	20.8	41.9	109	1273	23.8	8.2	124								
MAGAZINE IMPERATIVE		25829	10909	35.1	42.2	110	1798	33.6	7.0	105								
TELEVISION IMPERATIVE		26039	8931	28.7	34.3	89	1344	25.1	5.2	78								
NEWSPAPERS-OUTDOOR: DUAL		16605	6847	22.0	41.2	107	1224	22.8	7.4	111								
NEWSPAPER IMPERATIVE		26834	10800	34.7	40.2	105	1760	32.9	6.6	99								
OUTDOOR IMPERATIVE		23346	8946	28.7	38.3	100	1696	31.7	7.3	110								
NEWSPAPERS-RADIO: DUAL		17133	7166	23.0	41.8	109	1326	24.8	7.7	117								
NEWSPAPER IMPERATIVE		25897	10218	32.8	39.5	103	1716	32.0	6.6	100								
RADIO IMPERATIVE		23167	9115	29.3	39.3	102	1710	31.9	7.4	112								
NEWSPAPERS-TELEVISION: DUAL		17159	6430	20.7	37.5	98	1199	22.4	7.0	106								
NEWSPAPER IMPERATIVE		26214	11233	36.1	42.9	112	1953	36.5	7.5	113								
TELEVISION IMPERATIVE		23412	8623	27.7	36.8	96	1341	25.0	5.7	87								
OUTDOOR-RADIO: DUAL		15303	6218	20.0	40.6	106	1170	21.8	7.6	116								
OUTDOOR IMPERATIVE		24901	9700	31.2	39.0	101	1749	32.6	7.0	106								
RADIO IMPERATIVE		25482	10609	34.1	40.0	104	1864	34.8	7.0	106								
OUTDOOR-TELEVISION: DUAL		14794	5781	18.6	39.1	102	1086	20.3	7.3	111								
OUTDOOR IMPERATIVE		25437	10306	33.1	40.5	105	1987	37.1	7.8	118								
TELEVISION IMPERATIVE		27877	10389	33.4	37.3	97	1489	27.8	5.3	81								
RADIO-TELEVISION: DUAL		15996	6528	21.0	40.8	106	1190	22.2	7.4	112								
RADIO IMPERATIVE		25478	10452	33.6	41.0	107	1972	36.8	7.7	117								
TELEVISION IMPERATIVE		26573	9811	31.5	36.9	96	1463	27.3	5.5	83								

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PEANUT BUTTER: BRANDS
(FEMALE HOMEMAKERS)

0544
P-19

	TOTAL U.S. '000	SKIPPY A '000	SKIPPY B % DOWN	SKIPPY C % ACROSS	SKIPPY D INDX	SUPERMAN A '000	SUPERMAN B % DOWN	SUPERMAN C % ACROSS	SUPERMAN D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	31122	100.0	38.4	100	5357	100.0	6.6	100								
ATLANTIC MONTHLY	415	*113	0.4	27.2	71	**8	0.1	1.9	29								
BARRON'S	453	**192	0.6	42.4	110	**11	0.2	2.4	37								
BETTER HOMES & GARDENS	16256	7151	23.0	44.0	114	1141	21.3	7.0	106								
BON APPETIT	2535	1037	3.3	40.9	106	**183	3.4	7.2	109								
BUSINESS WEEK	1278	511	1.6	40.0	104	**49	0.9	3.8	58								
CAR AND DRIVER	378	**172	0.6	45.5	118	**35	0.7	9.3	140								
CBS MAGAZINE NETWORK (GROSS)	1498	704	2.3	47.0	122	**87	1.6	5.8	88								
CHANGING TIMES	1505	603	1.9	40.1	104	**39	0.7	2.6	39								
COLONIAL HOMES	1231	407	1.3	33.1	86	**80	1.5	6.5	98								
CONDE NAST MAG. PKG. (GROSS)	14146	6200	19.9	43.8	114	978	18.3	6.9	105								
CONSUMERS DIGEST	1323	519	1.7	39.2	102	**82	1.5	6.2	94								
COSMOPOLITAN	7102	2943	9.5	41.4	108	600	11.2	8.4	128								
COUNTRY LIVING	2481	822	2.6	33.1	86	**130	2.4	5.2	79								
CUISINE	1472	772	2.5	52.4	136	**70	1.3	4.8	72								
CYCLE WORLD	425	*190	0.6	44.7	116	**43	0.8	10.1	153								
DCI:CREATIVE IDEAS FOR LIV	2510	1069	3.4	42.6	111	*148	2.8	5.9	89								
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	1997	6.4	29.8	78	364	6.8	5.4	82								
DISCOVER	894	417	1.3	46.6	121	**35	0.7	3.9	59								
EBONY	3507	1283	4.1	36.6	95	221	4.1	6.3	95								
ESQUIRE	1083	429	1.4	39.6	103	**63	1.2	5.8	88								
ESSENCE	1830	657	2.1	35.9	93	**108	2.0	5.9	89								
FAMILY CIRCLE	15930	6953	22.3	43.6	114	1299	24.2	8.2	123								
THE FAMILY HANDYMAN	1126	469	1.5	41.7	108	**75	1.4	6.7	101								
FAMILY WEEKLY	11468	4580	14.7	39.9	104	645	12.0	5.6	85								
FIELD & STREAM	2234	977	3.1	43.7	114	*171	3.2	7.7	116								
FOOD & WINE	579	299	1.0	51.6	134	**15	0.3	2.6	39								
FORBES	728	321	1.0	44.1	115	**29	0.5	4.0	60								
FORTUNE	906	379	1.2	41.8	109	**46	0.9	5.1	77								
GENTLEMEN'S QUARTERLY	791	339	1.1	42.9	112	**63	1.2	8.0	120								
GLAMOUR	5265	2378	7.6	45.2	118	367	6.9	7.0	105								
GOLF DIGEST	636	277	0.9	43.6	113	**13	0.2	2.0	31								
GOLF DIGEST/TENNIS (GROSS)	1186	509	1.6	42.9	112	**43	0.8	3.6	55								
GOLF MAGAZINE	441	*184	0.6	41.7	109	**29	0.5	6.6	99								
GOLF MAGAZINE/SKI (GROSS)	922	391	1.3	42.4	110	**77	1.4	8.4	126								
GOOD HOUSEKEEPING	16487	7273	23.4	44.1	115	1251	23.4	7.6	115								
HARPER'S BAZAAR	2423	1044	3.4	43.1	112	*163	3.0	6.7	102								
HEALTH	1994	803	2.6	40.3	105	**145	2.7	7.3	110								
HEARST MAG CORP. BUY (GROSS)	44101	18541	59.6	42.0	109	3128	58.4	7.1	107								
HEARST MAN POWER (GROSS)	1993	822	2.6	41.2	107	*154	2.9	7.7	117								
HEARST WOMAN POWER (GROSS)	31274	13615	43.7	43.5	113	2324	43.4	7.4	112								
HOUSE BEAUTIFUL	3623	1452	4.7	40.1	104	*250	4.7	6.9	104								
INC.	283	*157	0.5	55.5	144	**29	0.5	10.2	155								
JET	2928	1005	3.2	34.3	89	*235	4.4	8.0	121								
LADIES' HOME JOURNAL	11918	5287	17.0	44.4	115	910	17.0	7.6	115								
LHJ FAMILY GRP COMBO(GROSS)	16764	7307	23.5	43.6	113	1321	24.7	7.9	119								
LIFE	4254	1734	5.6	40.8	106	404	7.5	9.5	144								
L.A. TIMES HOME MAGAZINE	1145	573	1.8	50.0	130	**46	0.9	4.0	61								
MADEMOISELLE	2884	1273	4.1	44.1	115	*210	3.9	7.3	110								
MC CALL'S	13460	5809	18.7	43.2	112	962	18.0	7.1	108								
MC CALL'S/WRK MOTHER (GROSS)	14606	6431	20.7	44.0	115	1103	20.6	7.6	114								
MECHANIX ILLUSTRATED	772	338	1.1	43.8	114	**34	0.6	4.4	67								
METROPOLITAN HOME	967	358	1.2	37.0	96	**66	1.2	6.8	103								
MONEY	1588	679	2.2	42.8	111	**71	1.3	4.5	68								
MOTHER EARTH NEWS	1002	416	1.3	41.5	108	**62	1.2	6.2	94								
MS.	825	372	1.2	45.1	117	**46	0.9	5.6	84								
NATIONAL ENQUIRER	10336	3962	12.7	38.3	100	744	13.9	7.2	109								
NATIONAL GEOGRAPHIC	9597	3868	12.4	40.3	105	573	10.7	6.0	90								
NATIONAL SUNDAY MAGAZINE PKG	49558	20332	65.3	41.0	107	3434	64.1	6.9	105								
NATURAL HISTORY	573	*160	0.5	27.9	73	**16	0.3	2.8	42								
NEW WOMAN	1699	757	2.4	44.6	116	**110	2.1	6.5	98								
NEW YORK INCLUDING CUE	443	*223	0.7	50.3	131	**23	0.4	5.2	78								
THE NEW YORKER	1270	458	1.5	36.1	94	**59	1.1	4.6	70								
NEWSWEEK	6277	2754	8.8	43.9	114	334	6.2	5.3	80								
THE N.Y. TIMES DAILY EDITION	1205	531	1.7	44.1	115	**136	2.5	11.3	171								
THE N.Y. TIMES MAGAZINE	2081	945	3.0	45.4	118	*186	3.5	8.9	135								
OMNI	788	315	1.0	40.0	104	**104	1.9	13.2	200								
ON CABLE	1158	481	1.5	41.5	108	**144	2.7	12.4	188								
1001 HOME IDEAS	2852	1217	3.9	42.7	111	*266	5.0	9.3	141								
ORGANIC GARDENING	1658	687	2.2	41.4	108	**127	2.4	7.7	116								
OUTDOOR LIFE	896	411	1.3	45.9	119	**90	1.7	10.0	152								
PARADE MAGAZINE	24275	9777	31.4	40.3	105	1847	34.5	7.6	115								

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PEANUT BUTTER: BRANDS
(FEMALE HOMEMAKERS)

0545
P-19

	TOTAL U.S. '000	SKIPPY A '000	SKIPPY B % DOWN	SKIPPY C % ACROSS	SKIPPY D INDX	SUPERMAN A '000	SUPERMAN B % DOWN	SUPERMAN C % ACROSS	SUPERMAN D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	31122	100.0	38.4	100	5357	100.0	6.6	100								
PARENTS	3845	1757	5.6	45.7	119	442	8.3	11.5	174								
PENTHOUSE	831	420	1.3	50.5	132	**31	0.6	3.7	56								
PEOPLE	11645	5055	16.2	43.4	113	1020	19.0	8.8	132								
PLAYBOY	2006	862	2.8	43.0	112	*187	3.5	9.3	141								
POPULAR HOT RODDING	397	*152	0.5	51.2	133	**25	0.5	8.4	127								
POPULAR MECHANICS	1018	377	1.2	37.0	96	**78	1.5	7.7	116								
POPULAR SCIENCE	878	394	1.3	44.9	117	**32	0.6	3.6	55								
PREVENTION	3913	1523	4.9	38.9	101	*288	5.4	7.4	111								
PSYCHOLOGY TODAY	1710	781	2.5	45.7	119	*224	4.2	13.1	198								
READER'S DIGEST	22204	9201	29.6	41.4	108	1333	24.9	6.0	91								
REDBOOK	7684	3399	10.9	44.2	115	473	8.8	6.2	93								
ROAD & TRACK	410	*201	0.6	49.0	128	**9	0.2	2.2	33								
ROLLING STONE	969	472	1.5	48.7	127	**95	1.8	9.8	148								
RUNNER'S WORLD	298	**138	0.4	46.3	121	**16	0.3	5.4	81								
SATURDAY EVENING POST	1169	544	1.7	46.5	121	**93	1.7	8.0	120								
SCIENCE 84	587	278	0.9	47.4	123	**27	0.5	4.6	70								
SCIENCE DIGEST	482	*206	0.7	42.7	111	**44	0.8	9.1	138								
SCIENTIFIC AMERICAN	594	*134	0.4	22.6	59	**22	0.4	3.7	56								
SELF	2089	916	2.9	43.8	114	*129	2.4	6.2	93								
SEVENTEEN	2411	910	2.9	37.7	98	*148	2.8	6.1	93								
SKI	480	*207	0.7	43.1	112	**48	0.9	10.0	151								
SMITHSONIAN	2760	926	3.0	33.6	87	*162	3.0	5.9	89								
SOAP OPERA DIGEST	3013	1277	4.1	42.4	110	*280	5.2	9.3	140								
SOUTHERN LIVING	4184	928	3.0	22.2	58	*216	4.0	5.2	78								
SPORT	559	*213	0.7	38.1	99	**46	0.9	8.2	124								
THE SPORTING NEWS	436	*253	0.8	58.0	151	**14	0.3	3.2	49								
SPORTS AFIELD	493	*239	0.8	48.5	126	**32	0.6	6.5	98								
SPORTS ILLUSTRATED	2758	1345	4.3	48.8	127	*216	4.0	7.8	118								
STAR	7456	3014	9.7	40.4	105	642	12.0	8.6	130								
SUNDAY	24936	10618	34.1	42.6	111	1869	34.9	7.5	113								
SUNSET	2124	1088	3.5	51.2	133	**74	1.4	3.5	53								
TV GUIDE	21661	8957	28.8	41.4	108	1711	31.9	7.9	119								
TENNIS	550	*232	0.7	42.2	110	**30	0.6	5.5	82								
TIME	8880	3754	12.1	42.3	110	726	13.6	8.2	124								
TOWN & COUNTRY	917	312	1.0	34.0	89	**25	0.5	2.7	41								
TRAVEL & LEISURE	972	405	1.3	41.7	108	**55	1.0	5.7	86								
TRUE STORY	3356	1288	4.1	38.4	100	*237	4.4	7.1	107								
U.S.NEWS & WORLD REPORT	3410	1374	4.4	40.3	105	*143	2.7	4.2	63								
USA TODAY	1759	755	2.4	42.9	112	*170	3.2	9.7	146								
US	1873	826	2.7	44.1	115	**104	1.9	5.6	84								
VOGUE	3909	1633	5.2	41.8	109	274	5.1	7.0	106								
WALL STREET JOURNAL	1886	812	2.6	43.1	112	**76	1.4	4.0	61								
WEIGHT WATCHERS	2120	953	3.1	45.0	117	**120	2.2	5.7	86								
WOMAN'S DAY	14172	6247	20.1	44.1	115	1253	23.4	8.8	134								
WORKING MOTHER	1146	622	2.0	54.3	141	*141	2.6	12.3	186								
WORKING WOMAN	1322	673	2.2	50.9	132	**136	2.5	10.3	156								
WORLD TENNIS	*163	**73	0.2	44.8	117	**8	0.1	4.9	74								
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1096	3.5	43.3	113	*158	2.9	6.2	94								
BLAIR INSERTS	43657	17947	57.7	41.1	107	3089	57.7	7.1	107								
DAILY NEWSPAPERS																	
READ ANY	51633	20574	66.1	39.8	104	3700	69.1	7.2	108								
READ ONE	43463	16974	54.5	39.1	102	3133	58.5	7.2	109								
READ TWO OR MORE	8170	3600	11.6	44.1	115	567	10.6	6.9	105								
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	21386	68.7	40.6	106	3654	68.2	6.9	105								
READ ONE	46126	18377	59.0	39.8	104	3150	58.8	6.8	103								
READ TWO OR MORE	6552	3009	9.7	45.9	120	503	9.4	7.7	116								
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.49				31.42											
30 DAY REACH	71455	27888	89.6	39.0	102	4874	91.0	6.8	103								
50 SHWG - 30 DAY AV FREQ	14.56	14.98				16.15											
30 DAY REACH	67742	26593	85.4	39.3	102	4753	88.7	7.0	106								
25 SHWG - 30 DAY AV FREQ	7.94	8.11				8.62											
30 DAY REACH	62117	24515	78.8	39.5	103	4454	83.1	7.2	108								
CABLE TV: HOME WIRED	32077	13204	42.4	41.2	107	2264	42.3	7.1	107								
HOME NOT WIRED	48909	17918	57.6	36.6	95	3093	57.7	6.3	96								
HAVE PAY CABLE	15935	7012	22.5	44.0	115	1432	26.7	9.0	136								

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(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	SKIPPY A '000	SKIPPY B % DOWN	SKIPPY C % ACROSS	SKIPPY D INDX	SUPERMAN A '000	SUPERMAN B % DOWN	SUPERMAN C % ACROSS	SUPERMAN D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	IN
TOTAL FEMALE HOMEMAKERS	80986	31122	100.0	38.4	100	5357	100.0	6.6	100								
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	17544	56.4	39.9	104	3199	59.7	7.3	110								
10:00 AM - 3:00 PM	30659	12221	39.3	39.9	104	2265	42.3	7.4	112								
3:00 PM - 7:00 PM	31045	12674	40.7	40.8	106	2481	46.3	8.0	121								
7:00 PM - MIDNIGHT	15767	6007	19.3	38.1	99	1146	21.4	7.3	110								
MIDNIGHT - 6:00 AM	9120	3787	12.2	41.5	108	634	11.8	7.0	105								
6:00 AM - MIDNIGHT	58527	23424	75.3	40.0	104	4110	76.7	7.0	106								
ENTIRE DAY	59311	23784	76.4	40.1	104	4175	77.9	7.0	106								
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	6894	22.2	42.6	111	1226	22.9	7.6	115								
ALL NEWS	2256	1026	3.3	45.5	118	*165	3.1	7.3	111								
AOR/PROGRESSIVE	3874	1728	5.6	44.6	116	361	6.7	9.3	141								
BEAUTIFUL MUSIC	5660	2161	6.9	38.2	99	365	6.8	6.4	97								
BLACK	2204	750	2.4	34.0	89	*136	2.5	6.2	93								
CLASSICAL	1418	570	1.8	40.2	105	**77	1.4	5.4	82								
CHR/ROCK	9538	4041	13.0	42.4	110	835	15.6	8.8	132								
COUNTRY	12648	4444	14.3	35.1	91	728	13.6	5.8	87								
GOLDEN OLDIES	1191	429	1.4	36.0	94	**149	2.8	12.5	189								
MOR/NOSTALGIA	4757	2167	7.0	45.6	119	403	7.5	8.5	128								
NEWS/TALK	3863	1727	5.5	44.7	116	*256	4.8	6.6	100								
RELIGIOUS	3084	1096	3.5	35.5	92	*260	4.9	8.4	127								
SOFT ROCK	521	*203	0.7	39.0	101	**29	0.5	5.6	84								
URBAN CONTEMPORARY	1585	634	2.0	40.0	104	*139	2.6	8.8	133								
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	1087	3.5	33.3	87	388	7.2	11.9	180								
ABC DIRECTION	2316	977	3.1	42.2	110	*202	3.8	8.7	132								
ABC ENTERTAINMENT	4834	1853	6.0	38.3	100	321	6.0	6.6	100								
ABC FM	2202	832	2.7	37.8	98	*176	3.3	8.0	121								
ABC INFORMATION	5425	2356	7.6	43.4	113	305	5.7	5.6	85								
ABC ROCK	1677	887	2.9	52.9	138	*177	3.3	10.6	160								
CBS	4430	1893	6.1	42.7	111	291	5.4	6.6	99								
MUTUAL	4992	2078	6.7	41.6	108	404	7.5	8.1	122								
NBC	4679	1964	6.3	42.0	109	309	5.8	6.6	100								
RADIORADIO	1994	830	2.7	41.6	108	**152	2.8	7.6	115								
RKO ONE	2298	891	2.9	38.8	101	*140	2.6	6.1	92								
RKO TWO	3311	1021	3.3	30.8	80	*262	4.9	7.9	120								
THE SOURCE	2114	695	2.2	32.9	86	*214	4.0	10.1	153								
NON-WIRED : BLAIR	8654	3287	10.6	38.0	99	571	10.7	6.6	100								
INTERNET	12025	5113	16.4	42.5	111	989	18.5	8.2	124								
KATZ RADIO GROUP	15359	6763	21.7	44.0	115	1291	24.1	8.4	127								
SUPERNET	10628	4332	13.9	40.8	106	769	14.4	7.2	109								
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	3087	9.9	35.7	93	470	8.8	5.4	82								
MKDAY 9:00 AM - 1:00 PM	12163	4442	14.3	36.5	95	791	14.8	6.5	98								
MKDAY 1:00 PM - 4:30 PM	16150	5876	18.9	36.4	95	1099	20.5	6.8	103								
MKDAY 4:30 PM - 7:30 PM	22463	8326	26.8	37.1	96	1367	25.5	6.1	92								
MKDAY 7:30 PM - 8:00 PM	31795	11714	37.6	36.8	96	1922	35.9	6.0	91								
MKDAY 11:00 PM - 11:30 PM	23977	9366	30.1	39.1	102	1510	28.2	6.3	95								
MKDAY 11:30 PM - 1:00 AM	7703	3064	9.8	39.8	104	447	8.3	5.8	88								
M-SAT 8-11 PM+SUN 7-11 PM	33800	13144	42.2	38.9	101	2174	40.6	6.4	97								
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	2891	9.3	44.2	115	552	10.3	8.4	128								
ANOTHER WORLD N	4620	1394	4.5	30.2	79	350	6.5	7.6	115								
AS THE WORLD TURNS C	5614	1861	6.0	33.1	86	336	6.3	6.0	90								
CAPITOL C	3396	1152	3.7	33.9	88	234	4.4	6.9	104								
CBS MORN. NEWS 1 C	1446	454	1.5	31.4	82	**38	0.7	2.6	40								
CBS MORN. NEWS 2 C	1207	339	1.1	28.1	73	**32	0.6	2.7	40								
DAYS OF OUR LIVES N	5877	2027	6.5	34.5	90	415	7.7	7.1	107								
FACTS OF LIFE - DAYTIME N	2290	775	2.5	33.8	88	274	5.1	12.0	181								
FAMILY FEUD A	3023	1218	3.9	40.3	105	139	2.6	4.6	70								
GENERAL HOSPITAL A	6097	2417	7.8	39.6	103	404	7.5	6.6	100								
GOOD MORNING, AMERICA-730 A	3515	1310	4.2	37.3	97	205	3.8	5.8	88								
GOOD MORNING, AMERICA-830 A	2818	1125	3.6	39.9	104	131	2.4	4.6	70								
GUIDING LIGHT C	5339	1893	6.1	35.5	92	371	6.9	6.9	105								
ONE LIFE TO LIVE A	4478	1850	5.9	41.3	108	258	4.8	5.8	87								
PRESS YOUR LUCK C	2244	936	3.0	41.7	109	130	2.4	5.8	88								
PRICE IS RIGHT 1 C	4348	1633	5.2	37.6	98	255	4.8	5.9	89								
PRICE IS RIGHT 2 C	5014	1816	5.8	36.2	94	296	5.5	5.9	89								
RYAN'S HOPE A	3150	1334	4.3	42.3	110	299	5.6	9.5	143								
SALE OF THE CENTURY N	2695	928	3.0	34.4	90	198	3.7	7.3	111								
SEARCH FOR TOMORROW N	2319	664	2.1	28.6	75	*137	2.6	5.9	89								
TODAY SHOW 1 N	2693	841	2.7	31.2	81	*129	2.4	4.8	72								
TODAY SHOW 2 N	2498	746	2.4	29.9	78	*90	1.7	3.6	54								
$25,000 PYRAMID C	2753	1045	3.4	38.0	99	155	2.9	5.6	85								
WHEEL OF FORTUNE N	4388	1641	5.3	37.4	97	335	6.3	7.6	115								
YOUNG AND THE RESTLESS C	5695	1843	5.9	32.4	84	396	7.4	7.0	105								
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	659	2.1	37.4	97	*74	1.4	4.2	64								
NBA PLAYOFF GAME -1 C	1136	473	1.5	41.6	108	**64	1.2	5.6	85								
NBC MAJOR LEAGUE PRE-GAME N	953	254	0.8	26.7	69	**52	1.0	5.5	82								
SPORTSWORLD - SUN N	1233	451	1.4	36.6	95	**30	0.6	2.4	37								
SUNDAY MORNING C	1611	501	1.6	31.1	81	**45	0.8	2.8	42								

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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PEANUT BUTTER: BRANDS
(FEMALE HOMEMAKERS)

0547
P-19

		TOTAL U.S. '000	SKIPPY A '000	SKIPPY B % DOWN	SKIPPY C % ACROSS	SKIPPY D INDX	SUPERMAN A '000	SUPERMAN B % DOWN	SUPERMAN C % ACROSS	SUPERMAN D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	31122	100.0	38.4	100	5357	100.0	6.6	100								
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	9187	29.5	35.2	92	1440	26.9	5.5	84								
NETWORK AFFILIATES - LATE		20261	7812	25.1	38.6	100	1199	22.4	5.9	89								
INDEPENDENTS - LATE		2076	879	2.8	42.3	110	188	3.5	9.1	137								
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	3900	12.5	37.3	97	904	16.9	8.6	131								
ABC MONDAY NIGHT MOVIE	A	6412	2596	8.3	40.5	105	420	7.8	6.6	99								
ABC SUNDAY NIGHT MOVIE	A	12407	4939	15.9	39.8	104	750	14.0	6.0	91								
ABC WORLD NEWS TONIGHT	A	6176	2198	7.1	35.6	93	332	6.2	5.4	81								
AFTERMASH	C	5863	2263	7.3	38.6	100	*259	4.8	4.4	67								
ALICE	C	9594	3622	11.6	37.8	98	515	9.6	5.4	81								
AMERICAN PARADE	C	6622	2476	8.0	37.4	97	319	6.0	4.8	73								
BENSON	A	10886	4220	13.6	38.8	101	568	10.6	5.2	79								
BLUE THUNDER	A	5036	2201	7.1	43.7	114	355	6.6	7.0	107								
CAGNEY & LACEY	C	9965	3904	12.5	39.2	102	641	12.0	6.4	97								
CBS EVENING NEWS-DEAN	C	3491	1434	4.6	41.1	107	*171	3.2	4.9	74								
CBS EVENING NEWS-RATHER	C	7123	2819	9.1	39.6	103	345	6.4	4.8	73								
CBS SAT. NEWS-SCHIEFFER	C	3621	1302	4.2	36.0	94	83	1.5	2.3	35								
CBS SATURDAY NIGHT MOVIE	C	5436	2216	7.1	40.8	106	309	5.8	5.7	86								
CBS WEDNESDAY NIGHT MOVIE	C	6100	2183	7.0	35.8	93	367	6.9	6.0	91								
CHEERS	N	8889	3476	11.2	39.1	102	649	12.1	7.3	110								
DALLAS	C	22109	8907	28.6	40.3	105	1074	20.0	4.9	73								
DIFF'RENT STROKES	N	6940	2380	7.6	34.3	89	438	8.2	6.3	95								
DOUBLE TROUBLE	N	7223	2812	9.0	38.9	101	522	9.7	7.2	109								
DUCK FACTORY	N	5595	2121	6.8	37.9	99	368	6.9	6.6	99								
DUKES OF HAZZARD	C	5768	2064	6.6	35.8	93	366	6.8	6.3	96								
DYNASTY	A	20053	7567	24.3	37.7	98	1053	19.7	5.3	79								
FACTS OF LIFE	N	8087	3046	9.8	37.7	98	567	10.6	7.0	106								
FALCON CREST	C	20046	7915	25.4	39.5	103	1094	20.4	5.5	83								
FALL GUY	A	9084	3596	11.6	39.6	103	577	10.8	6.4	96								
FAMILY TIES	N	7964	2856	9.2	35.9	93	571	10.7	7.2	108								
FANTASY ISLAND	A	7687	2904	9.3	37.8	98	329	6.1	4.3	65								
FOULUPS,BLEEPS & BLUNDERS	A	8861	3564	11.5	40.2	105	423	7.9	4.8	72								
FOUR SEASONS	C	5095	1981	6.4	38.9	101	*253	4.7	5.0	75								
GIMME A BREAK	N	8838	2971	9.5	33.6	87	562	10.5	6.4	96								
HART TO HART	A	8978	3344	10.7	37.2	97	443	8.3	4.9	75								
HILL STREET BLUES	N	8590	3448	11.1	40.1	104	578	10.8	6.7	102								
HOTEL	A	14085	5351	17.2	38.0	99	773	14.4	5.5	83								
JEFFERSONS	C	9360	3420	11.0	36.5	95	557	10.4	6.0	90								
JENNIFER SLEPT HERE	N	5841	2167	7.0	37.1	97	360	6.7	6.2	93								
KATE & ALLIE	C	9206	3654	11.7	39.7	103	630	11.8	6.8	103								
KNIGHT RIDER	N	7076	2716	8.7	38.4	100	540	10.1	7.6	115								
LOVE BOAT	A	12219	4436	14.3	36.3	94	565	10.5	4.6	70								
MAGNUM PI	C	11199	4157	13.4	37.1	97	766	14.3	6.8	103								
MAMA'S FAMILY	N	6057	2141	6.9	35.3	92	423	7.9	7.0	106								
MASTER, THE	N	3598	1439	4.6	40.0	104	*269	5.0	7.5	113								
MATT HOUSTON	A	6344	2584	8.3	40.7	106	342	6.4	5.4	81								
NBC MONDAY NIGHT MOVIE	N	11994	4677	15.0	39.0	101	828	15.5	6.9	104								
NBC NIGHTLY NEWS	N	5132	1653	5.3	32.2	84	319	6.0	6.2	94								
NBC NIGHTLY NEWS-SAT	N	3375	1226	3.9	36.3	95	*172	3.2	5.1	77								
NBC NIGHTLY NEWS-SUN	N	3130	1038	3.3	33.2	86	*129	2.4	4.1	62								
NBC SUNDAY NIGHT MOVIE	N	8284	3183	10.2	38.4	100	801	15.0	9.7	146								
NEWHART	C	9240	3686	11.8	39.9	104	628	11.7	6.8	103								
ONE DAY AT A TIME	C	7288	2764	8.9	37.9	99	486	9.1	6.7	101								
PEOPLE ARE FUNNY	N	4855	1906	6.1	39.3	102	316	5.9	6.5	98								
REAL PEOPLE	N	8869	3062	9.8	34.5	90	406	7.6	4.6	69								
REMINGTON STEELE	N	7743	2970	9.5	38.4	100	449	8.4	5.8	88								
RIPLEY'S BELIEVE IT - NOT	A	5345	2346	7.5	43.9	114	461	8.6	8.6	130								
RIPTIDE	N	6988	2797	9.0	40.0	104	522	9.7	7.5	113								
SCARECROW & MRS. KING	C	10002	3729	12.0	37.3	97	646	12.1	6.5	98								
SIMON & SIMON	C	10638	4048	13.0	38.1	99	772	14.4	7.3	110								
60 MINUTES	C	13293	5034	16.2	37.9	99	634	11.8	4.8	72								
ST. ELSEWHERE	N	7017	2861	9.2	40.8	106	559	10.4	8.0	120								
THREE'S COMPANY	A	10917	4340	13.9	39.8	103	631	11.8	5.8	87								
T.J. HOOKER	A	9204	3604	11.6	39.2	102	426	8.0	4.6	70								
TONIGHT SHOW	N	2372	944	3.0	39.8	104	109	2.0	4.6	69								
TRAPPER JOHN, M.D.	C	9846	3588	11.5	36.4	95	618	11.5	6.3	95								
TV BLOOPERS & PRAC. JOKES	N	9105	3675	11.8	40.4	105	523	9.8	5.7	87								
20/20	A	9387	3900	12.5	41.5	108	474	8.8	5.0	76								
WEBSTER	A	11067	4386	14.1	39.6	103	590	11.0	5.3	81								
WORLD NEWS - SUN	A	3062	1196	3.8	39.1	102	*184	3.4	6.0	91								
YELLOW ROSE	N	4978	1804	5.8	36.2	94	229	4.3	4.6	70								
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	4284	13.8	48.3	126	537	10.0	6.0	91								
BASKETBALL - COLLEGE GAMES		4080	1611	5.2	39.5	103	**255	4.8	6.3	94								
BASKETBALL - PRO GAMES		3607	1772	5.7	49.1	128	**214	4.0	5.9	90								
BOWLING		3883	2109	6.8	54.3	141	**145	2.7	3.7	56								
BOXING		3928	1798	5.8	45.8	119	*334	6.2	8.5	129								
FOOTBALL - COLLEGE GAMES		6366	2313	7.4	36.3	95	547	10.2	8.6	130								
FOOTBALL - PRO GAMES		11300	5247	16.9	46.4	121	948	17.7	8.4	127								
GOLF		3378	1778	5.7	52.6	137	**140	2.6	4.1	63								
POST-SEASON COLL. FOOTBALL		4906	1971	6.3	40.2	105	*408	7.6	8.3	126								
POST-SEASON PRO FOOTBALL		6120	2806	9.0	45.8	119	*459	8.6	7.5	113								
TENNIS		3033	1461	4.7	48.2	125	**123	2.3	4.1	61								
WRESTLING - PROFESSIONAL		3344	1283	4.1	38.4	100	**285	5.3	8.5	129								

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INSTANT POWDERED PUDDINGS OR PIE FILLINGS (REQUIRES NO HEATING)

BASE = FEMALE HOMEMAKERS (80986)

		'000	%	UNWEIGHTED
6A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE THEM?				
	YES	43646	53.9	4362
	NO	37340	46.1	4573

	ALL		SOLE		PRIMARY		SECONDARY		
IF YES	'000	%	'000	%	'000	%	'000	%	UNWEIGHTED
6B. WHICH BRANDS ARE USED BY YOUR HOUSEHOLD?									
ANN PAGE (A & P)	933	1.2	249	.3	432	.5	251	.3	105
JELL-O	37703	46.6	22020	27.2	14221	17.6	1462	1.8	4151
MY-T-FINE	5784	7.1	1519	1.9	2939	3.6	1326	1.6	688
ROYAL	15617	19.3	2175	2.7	8418	10.4	5024	6.2	1720
OTHER BRANDS	3700	4.6	848	1.0	1568	1.9	1284	1.6	398
DO NOT KNOW	186	.2							26

		'000	%	UNWEIGHTED
6C. ABOUT HOW MANY PACKAGES OF INSTANT POWDERED PUDDING OR PIE FILLING WERE USED BY YOUR ENTIRE HOUSEHOLD IN THE LAST 30 DAYS?				
10 OR MORE	H	360	.4	44
7 - 9	H	789	1.0	86
4 - 6	H	4765	5.9	499
3	H	5682	7.0	605
2	M	10254	12.7	1153
1	M	8920	11.0	1042
LESS THAN 1	L	2669	3.3	304
NONE	L	10208	12.6	1125

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INSTANT POWDERED PUDDINGS OR PIE FILLINGS: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0550
P-19

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS THREE OR MORE A '000	HEAVY USERS THREE OR MORE B % DOWN	HEAVY USERS THREE OR MORE C % ACROSS	HEAVY USERS THREE OR MORE D INDX	MEDIUM USERS ONE-TWO A '000	MEDIUM USERS ONE-TWO B % DOWN	MEDIUM USERS ONE-TWO C % ACROSS	MEDIUM USERS ONE-TWO D INDX	LIGHT USERS LESS THAN ONE A '000	LIGHT USERS LESS THAN ONE B % DOWN	LIGHT USERS LESS THAN ONE C % ACROSS	LIGHT USERS LESS THAN ONE D INDX
TOTAL FEMALE HOMEMAKERS	80986	43646	100.0	53.9	100	11596	100.0	14.3	100	19174	100.0	23.7	100	12877	100.0	15.9	100
18 - 24	9282	4424	10.1	47.7	88	1000	8.6	10.8	75	2010	10.5	21.7	91	1414	11.0	15.2	96
25 - 34	19072	10973	25.1	57.5	107	2343	20.2	12.3	86	4604	24.0	24.1	102	4027	31.3	21.1	133
35 - 44	14591	8830	20.2	60.5	112	2401	20.7	16.5	115	3806	19.8	26.1	110	2624	20.4	18.0	113
45 - 54	11345	6407	14.7	56.5	105	1588	13.7	14.0	98	2915	15.2	25.7	109	1905	14.8	16.8	106
55 - 64	11635	5985	13.7	51.4	95	1738	15.0	14.9	104	2868	15.0	24.6	104	1379	10.7	11.9	75
65 OR OLDER	15061	7027	16.1	46.7	87	2527	21.8	16.8	117	2972	15.5	19.7	83	1528	11.9	10.1	64
18 - 34	28354	15397	35.3	54.3	101	3343	28.8	11.8	82	6614	34.5	23.3	99	5441	42.3	19.2	121
18 - 49	48339	27150	62.2	56.2	104	6483	55.9	13.4	94	11802	61.6	24.4	103	8865	68.8	18.3	115
25 - 54	45008	26211	60.1	58.2	108	6331	54.6	14.1	98	11324	59.1	25.2	106	8556	66.4	19.0	120
35 - 49	19985	11753	26.9	58.8	109	3141	27.1	15.7	110	5188	27.1	26.0	110	3425	26.6	17.1	108
50 OR OLDER	32647	16496	37.8	50.5	94	5112	44.1	15.7	109	7372	38.4	22.6	95	4012	31.2	12.3	77
GRADUATED COLLEGE	11155	5808	13.3	52.1	97	1156	10.0	10.4	72	2494	13.0	22.4	94	2158	16.8	19.3	122
ATTENDED COLLEGE	13682	7836	18.0	57.3	106	1705	14.7	12.5	87	3416	17.8	25.0	105	2715	21.1	19.8	125
GRADUATED HIGH SCHOOL	33880	19768	45.3	58.3	108	5373	46.3	15.9	111	8658	45.2	25.6	108	5737	44.6	16.9	106
DID NOT GRADUATE HIGH SCHOOL	22270	10234	23.4	46.0	85	3362	29.0	15.1	105	4605	24.0	20.7	87	2267	17.6	10.2	64
EMPLOYED	40306	21892	50.2	54.3	101	5084	43.8	12.6	88	9577	49.9	23.8	100	7231	56.2	17.9	113
EMPLOYED FULL-TIME	32850	17716	40.6	53.9	100	4010	34.6	12.2	85	7667	40.0	23.3	99	6040	46.9	18.4	116
EMPLOYED PART-TIME	7456	4176	9.6	56.0	104	1075	9.3	14.4	101	1911	10.0	25.6	108	1191	9.2	16.0	100
NOT EMPLOYED	40680	21754	49.8	53.5	99	6511	56.1	16.0	112	9597	50.1	23.6	100	5646	43.8	13.9	87
PROFESSIONAL/MANAGER	10392	5756	13.2	55.4	103	1146	9.9	11.0	77	2371	12.4	22.8	96	2239	17.4	21.5	136
TECH/CLERICAL/SALES	17574	9927	22.7	56.5	105	2063	17.8	11.7	82	4542	23.7	25.8	109	3322	25.8	18.9	119
PRECISION/CRAFT	985	*446	1.0	45.3	84	**154	1.3	15.6	109	**134	0.7	13.6	57	**157	1.2	15.9	100
OTHER EMPLOYED	11354	5763	13.2	50.8	94	1721	14.8	15.2	106	2530	13.2	22.3	94	1512	11.7	13.3	84
SINGLE	9863	3966	9.1	40.2	75	779	6.7	7.9	55	1779	9.3	18.0	76	1407	10.9	14.3	90
MARRIED	51375	30325	69.5	59.0	110	8589	74.1	16.7	117	12744	66.5	24.8	105	8991	69.8	17.5	110
DIVORCED/SEPARATED/WIDOWED	19748	9355	21.4	47.4	88	2227	19.2	11.3	79	4650	24.3	23.5	99	2478	19.2	12.5	79
PARENTS	32590	19820	45.4	60.8	113	5308	45.8	16.3	114	8613	44.9	26.4	112	5900	45.8	18.1	114
WHITE	70416	39408	90.3	56.0	104	10627	91.6	15.1	105	17110	89.2	24.3	103	11670	90.6	16.6	104
BLACK	8778	3507	8.0	40.0	74	825	7.1	9.4	66	1764	9.2	20.1	85	917	7.1	10.4	66
OTHER	1791	*732	1.7	40.9	76	**143	1.2	8.0	56	**299	1.6	16.7	71	**289	2.2	16.1	101
NORTHEAST-CENSUS	17786	8384	19.2	47.1	87	2580	22.2	14.5	101	3358	17.5	18.9	80	2446	19.0	13.8	86
NORTH CENTRAL	20741	13723	31.4	66.2	123	3991	34.4	19.2	134	5827	30.4	28.1	119	3905	30.3	18.8	118
SOUTH	27775	14138	32.4	50.9	94	3754	32.4	13.5	94	6596	34.4	23.7	100	3788	29.4	13.6	86
WEST	14683	7402	17.0	50.4	94	1270	11.0	8.6	60	3394	17.7	23.1	98	2738	21.3	18.6	117
NORTHEAST-MKTG.	17961	8258	18.9	46.0	85	2520	21.7	14.0	98	3354	17.5	18.7	79	2384	18.5	13.3	83
EAST CENTRAL	11885	7240	16.6	60.9	113	1970	17.0	16.6	116	3163	16.5	26.6	112	2107	16.4	17.7	111
WEST CENTRAL	14090	9385	21.5	66.6	124	2787	24.0	19.8	138	4029	21.0	28.6	121	2569	20.0	18.2	115
SOUTH	24081	12382	28.4	51.4	95	3335	28.8	13.8	97	5687	29.7	23.6	100	3360	26.1	14.0	88
PACIFIC	12969	6382	14.6	49.2	91	984	8.5	7.6	53	2942	15.3	22.7	96	2456	19.1	18.9	119
COUNTY SIZE A	32439	15355	35.2	47.3	88	3551	30.6	10.9	76	7000	36.5	21.6	91	4804	37.3	14.8	93
COUNTY SIZE B	24915	14165	32.5	56.9	105	3687	31.8	14.8	103	6021	31.4	24.2	102	4457	34.6	17.9	113
COUNTY SIZE C	12930	7768	17.8	60.1	111	2155	18.6	16.7	116	3250	17.0	25.1	106	2364	18.4	18.3	115
COUNTY SIZE D	10703	6358	14.6	59.4	110	2203	19.0	20.6	144	2903	15.1	27.1	115	1252	9.7	11.7	74
METRO CENTRAL CITY	24518	11228	25.7	45.8	85	2909	25.1	11.9	83	5027	26.2	20.5	87	3292	25.6	13.4	84
METRO SUBURBAN	35919	20513	47.0	57.1	106	4910	42.3	13.7	95	8900	46.4	24.8	105	6703	52.1	18.7	117
NON METRO	20549	11906	27.3	57.9	108	3777	32.6	18.4	128	5247	27.4	25.5	108	2882	22.4	14.0	88
TOP 5 ADI'S	18341	8210	18.8	44.8	83	2046	17.6	11.2	78	3609	18.8	19.7	83	2556	19.8	13.9	88
TOP 10 ADI'S	25378	11502	26.4	45.3	84	2816	24.3	11.1	77	5150	26.9	20.3	86	3537	27.5	13.9	88
TOP 20 ADI'S	36488	17724	40.6	48.6	90	4181	36.1	11.5	80	7990	41.7	21.9	92	5553	43.1	15.2	96
HSHLD INC. $50,000 OR MORE	6612	3895	8.9	58.9	109	956	8.2	14.5	101	1470	7.7	22.2	94	1469	11.4	22.2	140
$40,000 OR MORE	12659	7612	17.4	60.1	112	1716	14.8	13.6	95	3216	16.8	25.4	107	2680	20.8	21.2	133
$30,000 OR MORE	24698	14840	34.0	60.1	111	3721	32.1	15.1	105	6299	32.9	25.5	108	4821	37.4	19.5	123
$25,000 OR MORE	32077	19226	44.0	59.9	111	4851	41.8	15.1	106	7979	41.6	24.9	105	6396	49.7	19.9	125
$20,000 - $24,999	9144	5120	11.7	56.0	104	1322	11.4	14.5	101	2203	11.5	24.1	102	1594	12.4	17.4	110
$15,000 - $19,999	8728	4373	10.0	50.1	93	1068	9.2	12.2	85	2153	11.2	24.7	104	1152	8.9	13.2	83
$10,000 - $14,999	12562	6598	15.1	52.5	97	2075	17.9	16.5	115	2750	14.3	21.9	92	1773	13.8	14.1	89
UNDER $10,000	18475	8370	19.1	45.1	84	2280	19.7	12.3	86	4088	21.3	22.1	93	1962	15.2	10.6	67
HOUSEHOLD OF 1 PERSON	11987	4989	11.4	41.6	77	1086	9.4	9.1	63	2337	12.2	19.5	82	1566	12.2	13.1	82
2 PEOPLE	26577	13436	30.8	50.6	94	3549	30.6	13.4	93	5538	28.9	20.8	88	4349	33.8	16.4	103
3 OR 4 PEOPLE	30617	18033	41.3	58.9	109	4512	38.9	14.7	103	8468	44.2	27.7	117	5054	39.2	16.5	104
5 OR MORE PEOPLE	11804	7188	16.5	60.9	113	2449	21.1	20.7	145	2830	14.8	24.0	101	1908	14.8	16.2	102
NO CHILD IN HSHLD	46165	22785	52.2	49.4	92	5964	51.4	12.9	90	10076	52.6	21.8	92	6744	52.4	14.6	92
CHILD(REN) UNDER 2 YRS	5325	3035	7.0	57.0	106	624	5.4	11.7	82	1400	7.3	26.3	111	1010	7.8	19.0	119
2 - 5 YEARS	14221	8186	18.8	57.6	107	2176	18.8	15.3	107	3551	18.5	25.0	105	2460	19.1	17.3	109
6 - 11 YEARS	15117	9152	21.0	60.5	112	2644	22.8	17.5	122	3915	20.4	25.9	109	2592	20.1	17.1	108
12 - 17 YEARS	16611	10322	23.6	62.1	115	3162	27.3	19.0	133	4294	22.4	25.9	109	2867	22.3	17.3	109
RESIDENCE OWNED	55884	32450	74.3	58.1	108	9152	78.9	16.4	114	13774	71.8	24.6	104	9524	74.0	17.0	107
VALUE: $50,000 OR MORE	31744	18823	43.1	59.3	110	5013	43.2	15.8	110	7802	40.7	24.6	104	6007	46.6	18.9	119
VALUE: UNDER $50,000	24140	13628	31.2	56.5	105	4139	35.7	17.1	120	5971	31.1	24.7	104	3517	27.3	14.6	92

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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INSTANT POWDERED PUDDINGS OR PIE FILLINGS: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0551
P-19

		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS THREE OR MORE A '000	HEAVY USERS THREE OR MORE B % DOWN	HEAVY USERS THREE OR MORE C % ACROSS	HEAVY USERS THREE OR MORE D INDX	MEDIUM USERS ONE-TWO A '000	MEDIUM USERS ONE-TWO B % DOWN	MEDIUM USERS ONE-TWO C % ACROSS	MEDIUM USERS ONE-TWO D INDX	LIGHT USERS LESS THAN ONE A '000	LIGHT USERS LESS THAN ONE B % DOWN	LIGHT USERS LESS THAN ONE C % ACROSS	LIGHT USERS LESS THAN ONE D INDX
TOTAL FEMALE HOMEMAKERS		80986	43646	100.0	53.9	100	11596	100.0	14.3	100	19174	100.0	23.7	100	12877	100.0	15.9	100
MAGAZINES	QUINTILE 1	15799	9198	21.1	58.2	108	3787	24.0	17.6	123	3651	19.0	23.1	98	2760	21.4	17.5	110
	QUINTILE 2	17259	10065	23.1	58.3	108	2341	20.2	13.6	95	4641	24.2	26.9	114	3083	23.9	17.9	112
	QUINTILE 3	13545	7531	17.3	55.6	103	2051	17.7	15.1	106	3276	17.1	24.2	102	2205	17.1	16.3	102
	QUINTILE 4	15133	7927	18.2	52.4	97	1749	15.1	11.6	81	3752	19.6	24.8	105	2425	18.8	16.0	101
	QUINTILE 5	19250	8926	20.5	46.4	86	2668	23.0	13.9	97	3854	20.1	20.0	85	2404	18.7	12.5	79
NEWSPAPERS	QUINTILE 1	12413	6868	15.7	55.3	103	2048	17.7	16.5	115	3071	16.0	24.7	104	1750	13.6	14.1	89
	QUINTILE 2	24116	13932	31.9	57.8	107	3861	33.3	16.0	112	6025	31.4	25.0	106	4047	31.4	16.8	106
	QUINTILE 3	11261	6032	13.8	53.6	99	1600	13.8	14.2	99	2597	13.5	23.1	97	1835	14.3	16.3	102
	QUINTILE 4	20255	10926	25.0	53.9	100	2763	23.8	13.6	95	4946	25.8	24.4	103	3217	25.0	15.9	100
	QUINTILE 5	12940	5887	13.5	45.5	84	1324	11.4	10.2	71	2535	13.2	19.6	83	2028	15.7	15.7	99
OUTDOOR	QUINTILE 1	14852	8052	18.4	54.2	101	1898	16.4	12.8	89	3454	18.0	23.3	98	2701	21.0	18.2	114
	QUINTILE 2	15725	8796	20.2	55.9	104	2230	19.2	14.2	99	3856	20.1	24.5	104	2710	21.0	17.2	108
	QUINTILE 3	16330	9211	21.1	56.4	105	2367	20.4	14.5	101	4135	21.6	25.3	107	2709	21.0	16.6	104
	QUINTILE 4	16744	8670	19.9	51.8	96	2550	22.0	15.2	106	3747	19.5	22.4	95	2374	18.4	14.2	89
	QUINTILE 5	17334	8916	20.4	51.4	95	2551	22.0	14.7	103	3982	20.8	23.0	97	2383	18.5	13.7	86
RADIO-DRIVE TIME	QUINTILE 1	15911	9399	21.5	59.1	110	2732	23.6	17.2	120	3950	20.6	24.8	105	2717	21.1	17.1	107
	QUINTILE 2	14837	8169	18.7	55.1	102	2287	19.7	15.4	108	3452	18.0	23.3	98	2430	18.9	16.4	103
	QUINTILE 3	15339	8181	18.7	53.3	99	1799	15.5	11.7	82	3698	19.3	24.1	102	2684	20.8	17.5	110
	QUINTILE 4	16723	8896	20.4	53.2	99	2346	20.2	14.0	98	3807	19.9	22.8	96	2742	21.3	16.4	103
	QUINTILE 5	18176	9002	20.6	49.5	92	2432	21.0	13.4	93	4267	22.3	23.5	99	2303	17.9	12.7	80
RADIO-MID-DAY	TERCILE 1	21020	11761	26.9	56.0	104	3248	28.0	15.5	108	5016	26.2	23.9	101	3497	27.2	16.6	105
	TERCILE 2	21610	12428	28.5	57.5	107	3464	29.9	16.0	112	5238	27.3	24.2	102	3726	28.9	17.2	108
	TERCILE 3	38355	19457	44.6	50.7	94	4883	42.1	12.7	89	8920	46.5	23.3	98	5654	43.9	14.7	93
RADIO-TOTAL	QUINTILE 1	15988	9047	20.7	56.6	105	2650	22.9	16.6	116	3819	19.9	23.9	101	2578	20.0	16.1	101
	QUINTILE 2	15626	8547	19.6	54.7	101	2360	20.4	15.1	105	3557	18.6	22.8	96	2630	20.4	16.8	106
	QUINTILE 3	16723	9292	21.3	55.6	103	2107	18.2	12.6	88	4291	22.4	25.7	108	2894	22.5	17.3	109
	QUINTILE 4	16342	8832	20.2	54.0	100	2244	19.4	13.7	96	3678	20.2	23.7	100	2709	21.0	16.6	104
	QUINTILE 5	16306	7930	18.2	48.6	90	2235	19.3	13.7	96	3629	18.9	22.3	94	2066	16.0	12.7	80
TV-PRIME TIME	QUINTILE 1	15953	8720	20.0	54.7	101	2536	21.9	15.9	111	3687	19.2	23.1	98	2497	19.4	15.7	98
	QUINTILE 2	16137	8959	20.5	55.5	103	2532	21.8	15.7	110	3747	19.5	23.2	98	2680	20.8	16.6	104
	QUINTILE 3	16420	8983	20.6	54.7	102	2100	18.2	12.8	90	4153	21.8	25.5	108	2692	20.9	16.4	103
	QUINTILE 4	16687	8658	19.8	51.9	96	2225	19.2	13.3	93	3855	20.2	23.2	98	2568	19.9	15.4	97
	QUINTILE 5	15789	8328	19.1	52.7	98	2194	18.9	13.9	97	3693	19.3	23.4	99	2441	19.0	15.5	97
TV-DAYTIME	TERCILE 1	27736	15296	35.0	55.1	102	4412	38.0	15.9	111	6878	35.9	24.8	105	4006	31.1	14.4	91
	TERCILE 2	26489	14357	32.9	54.2	101	3806	32.8	14.4	100	5982	31.2	22.6	95	4570	35.5	17.3	109
	TERCILE 3	26761	13993	32.1	52.3	97	3377	29.1	12.6	88	6314	32.9	23.6	100	4302	33.4	16.1	101
TV-TOTAL	QUINTILE 1	16345	8676	19.9	53.1	98	2443	21.1	14.9	104	3874	20.2	23.7	100	2359	18.3	14.4	91
	QUINTILE 2	16447	9333	21.4	56.7	105	2769	23.9	16.8	118	4153	21.7	25.3	107	2411	18.7	14.7	92
	QUINTILE 3	15980	8567	19.6	53.6	99	2335	20.1	14.6	102	3548	18.5	22.2	94	2686	20.9	16.8	106
	QUINTILE 4	15887	8668	19.9	54.6	101	2031	17.5	12.8	89	3771	19.7	23.7	100	2866	22.3	18.0	113
	QUINTILE 5	16326	8403	19.3	51.5	96	2910	17.4	12.4	86	3830	20.0	23.5	99	2555	19.8	15.6	98
MAGAZINES-NEWSPAPERS: DUAL		20721	12446	28.5	60.1	111	3632	31.3	17.5	122	5134	26.8	24.8	105	3680	28.6	17.8	112
MAGAZINE IMPERATIVE		19186	10575	24.2	55.1	102	2454	21.2	12.8	89	4744	24.7	24.7	104	3377	26.2	17.6	111
NEWSPAPER IMPERATIVE		21899	11553	26.5	52.8	98	3211	27.7	14.7	102	5189	27.1	23.7	100	3153	24.5	14.4	91
MAGAZINES-OUTDOOR: DUAL		15451	9246	21.2	59.8	111	2315	20.0	15.0	105	3995	20.8	25.9	109	2935	22.8	19.0	119
MAGAZINE IMPERATIVE		25953	14677	33.6	56.6	105	4106	35.4	15.8	110	6342	33.1	24.4	103	4229	32.8	16.3	102
OUTDOOR IMPERATIVE		24400	12461	28.6	51.1	95	3126	27.0	12.8	89	5438	28.3	22.2	94	3906	30.3	16.0	101
MAGAZINES-RADIO: DUAL		18049	10362	23.7	57.4	107	3041	26.2	16.8	118	4197	21.9	23.3	98	3124	24.3	17.3	109
MAGAZINE IMPERATIVE		23571	13613	31.2	57.8	107	3257	28.1	13.8	97	6219	32.4	26.4	111	4137	32.1	17.6	110
RADIO IMPERATIVE		23278	12476	28.6	53.6	99	3218	27.8	13.8	97	5537	28.8	23.7	100	3731	29.0	16.0	101
MAGAZINES-TELEVISION: DUAL		15459	9307	21.3	60.2	112	2409	20.8	15.6	109	4082	21.3	26.4	112	2816	21.9	18.2	115
MAGAZINE IMPERATIVE		25829	14453	33.1	56.0	104	3785	32.6	14.7	102	6147	32.1	23.8	101	4521	35.1	17.5	110
TELEVISION IMPERATIVE		26039	13239	30.3	50.8	94	3832	33.0	14.7	103	5925	30.9	22.8	96	3482	27.0	13.4	84
NEWSPAPERS-OUTDOOR: DUAL		16605	9799	22.5	59.0	109	2505	21.6	15.1	105	4391	22.9	26.4	112	2904	22.6	17.5	110
NEWSPAPER IMPERATIVE		26834	14761	33.8	55.0	102	4420	38.1	16.5	115	6392	33.3	23.8	101	3949	30.7	14.7	93
OUTDOOR IMPERATIVE		23346	12025	27.6	51.5	96	2916	25.1	12.5	87	5170	27.0	22.1	94	3939	30.6	16.9	106
NEWSPAPERS-RADIO: DUAL		17133	9825	22.5	57.3	106	3013	26.0	17.6	123	4025	21.0	23.5	99	2787	21.6	16.3	102
NEWSPAPER IMPERATIVE		25892	14443	33.1	55.8	104	3734	32.2	14.4	101	6636	34.6	25.6	108	4072	31.6	15.7	99
RADIO IMPERATIVE		23167	12337	28.3	53.3	99	3086	26.6	13.3	93	5339	27.8	23.0	97	3912	30.4	16.9	106
NEWSPAPERS-TELEVISION: DUAL		17159	9791	22.4	57.1	106	2990	25.8	17.4	122	4276	22.3	24.9	105	2524	19.6	14.7	93
NEWSPAPER IMPERATIVE		26214	14407	33.0	55.0	102	3702	31.9	14.1	99	6297	32.8	24.0	101	4409	34.2	16.8	106
TELEVISION IMPERATIVE		23412	12294	28.2	52.5	97	3228	27.8	13.8	96	5528	28.8	23.6	100	3539	27.5	15.1	95
OUTDOOR-RADIO: DUAL		15303	8792	20.1	57.5	107	2259	19.5	14.8	103	3798	19.8	24.8	105	2735	21.2	17.9	112
OUTDOOR IMPERATIVE		24901	13317	30.5	53.5	99	3229	27.8	13.0	91	5896	30.7	23.7	100	4191	32.5	16.8	106
RADIO IMPERATIVE		26492	14542	33.3	54.9	102	4121	35.5	15.6	109	6198	32.3	23.4	99	4223	32.8	15.9	100
OUTDOOR-TELEVISION: DUAL		14794	8291	19.0	56.0	104	2170	18.7	14.7	102	3576	18.7	24.2	102	2545	19.8	17.2	108
OUTDOOR IMPERATIVE		25437	13975	32.0	54.9	102	3241	27.9	12.7	89	6096	31.8	24.0	101	4638	36.0	18.2	115
TELEVISION IMPERATIVE		27877	14972	34.3	53.7	100	4515	38.9	16.2	113	6612	34.5	23.7	100	3845	29.9	13.8	87
RADIO-TELEVISION: DUAL		15996	8761	20.1	54.8	102	2672	23.0	16.7	117	3834	20.0	24.0	101	2255	17.5	14.1	89
RADIO IMPERATIVE		25478	14047	32.2	55.1	102	3404	29.4	13.4	93	5970	31.1	23.4	99	4673	36.3	18.3	115
TELEVISION IMPERATIVE		24573	14469	33.2	54.4	101	3951	34.1	14.9	104	6351	33.1	23.9	101	4167	32.4	15.7	99

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INSTANT POWDERED PUDDINGS OR PIE FILLINGS: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0552
P-19

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS THREE OR MORE A '000	HEAVY USERS THREE OR MORE B % DOWN	HEAVY USERS THREE OR MORE C % ACROSS	HEAVY USERS THREE OR MORE D INDX	MEDIUM USERS ONE-TWO A '000	MEDIUM USERS ONE-TWO B % DOWN	MEDIUM USERS ONE-TWO C % ACROSS	MEDIUM USERS ONE-TWO D INDX	LIGHT USERS LESS THAN ONE A '000	LIGHT USERS LESS THAN ONE B % DOWN	LIGHT USERS LESS THAN ONE C % ACROSS	LIGHT USERS LESS THAN ONE D INDX
TOTAL FEMALE HOMEMAKERS	80986	43646	100.0	53.9	100	11596	100.0	14.3	100	19174	100.0	23.7	100	12877	100.0	15.9	100
ATLANTIC MONTHLY	415	*124	0.3	29.9	55	**31	0.3	7.5	52	**49	0.3	11.8	50	**44	0.3	10.6	67
BARRON'S	453	*247	0.6	54.5	101	**23	0.2	5.1	35	**69	0.4	15.2	64	**155	1.2	34.2	215
BETTER HOMES & GARDENS	16256	10274	23.5	63.2	117	2920	25.2	18.0	125	4375	22.8	26.9	114	2979	23.1	18.3	115
BON APPETIT	2535	1417	3.2	55.9	104	408	3.5	16.1	112	507	2.6	20.0	84	502	3.9	19.8	125
BUSINESS WEEK	1278	647	1.5	50.6	94	**95	0.8	7.4	52	252	1.3	19.7	83	300	2.3	23.5	148
CAR AND DRIVER	378	*150	0.3	39.7	74	**36	0.3	9.5	67	**50	0.3	13.2	56	**64	0.5	16.9	106
CBS MAGAZINE NETWORK (GROSS)	1498	940	2.2	62.8	116	*283	2.4	18.9	132	409	2.1	27.3	115	*247	1.9	16.5	104
CHANGING TIMES	1505	858	2.0	57.0	106	*162	1.4	10.8	75	425	2.2	28.2	119	*270	2.1	17.9	113
COLONIAL HOMES	1231	703	1.6	57.1	106	*197	1.7	16.0	112	255	1.3	20.7	87	251	1.9	20.4	128
CONDE NAST MAG. PKG. (GROSS)	14146	7454	17.1	52.7	98	1947	16.8	13.8	96	3010	15.7	21.3	90	2497	19.4	17.7	111
CONSUMERS DIGEST	1323	801	1.8	60.5	112	*236	2.0	17.8	125	325	1.7	24.6	104	*241	1.9	18.2	115
COSMOPOLITAN	7102	3603	8.3	50.7	94	822	7.1	11.6	81	1538	8.0	21.7	91	1244	9.7	17.5	110
COUNTRY LIVING	2481	1666	3.8	67.2	125	453	3.9	18.3	128	715	3.7	28.8	122	498	3.9	20.1	126
CUISINE	1472	665	1.5	45.2	84	*125	1.1	8.5	59	278	1.4	18.9	80	262	2.0	17.8	112
CYCLE WORLD	425	*245	0.6	57.6	107	**83	0.7	19.5	136	**121	0.6	28.5	120	**41	0.3	9.6	61
DCI:CREATIVE IDEAS FOR LIV	2510	1680	3.8	66.9	124	618	5.3	24.6	172	644	3.4	25.7	108	418	3.2	16.7	105
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	4230	9.7	63.2	117	1216	10.5	18.2	127	1842	9.6	27.5	116	1172	9.1	17.5	110
DISCOVER	894	453	1.0	50.7	94	**101	0.9	11.3	79	*167	0.9	18.7	79	*185	1.4	20.7	130
EBONY	3507	1586	3.6	45.2	84	420	3.6	12.0	84	781	4.1	22.3	94	385	3.0	11.0	69
ESQUIRE	1083	525	1.2	48.5	90	*195	1.7	18.0	126	*153	0.8	14.1	60	*177	1.4	16.3	103
ESSENCE	1830	775	1.8	42.3	79	*162	1.4	8.9	62	366	1.9	20.0	84	247	1.9	13.5	85
FAMILY CIRCLE	15930	9830	22.5	61.7	114	2819	24.3	17.7	124	4166	21.7	26.2	110	2845	22.1	17.9	112
THE FAMILY HANDYMAN	1126	742	1.7	65.9	122	*160	1.4	14.2	99	317	1.7	28.2	119	*265	2.1	23.5	148
FAMILY WEEKLY	11468	7108	16.3	62.0	115	1928	16.6	16.8	117	3010	15.7	26.2	111	2170	16.9	18.9	119
FIELD & STREAM	2234	1459	3.3	65.3	121	535	4.6	23.9	167	590	3.1	26.4	112	334	2.6	15.0	94
FOOD & WINE	579	286	0.7	49.4	92	**62	0.5	10.7	75	*181	0.9	31.3	132	**43	0.3	7.4	47
FORBES	728	335	0.8	46.0	85	**25	0.2	3.4	24	*150	0.8	20.6	87	**160	1.2	22.0	138
FORTUNE	906	452	1.0	49.9	93	**63	0.5	7.0	49	*99	0.5	10.9	46	*291	2.3	32.1	202
GENTLEMEN'S QUARTERLY	791	331	0.8	41.8	78	**75	0.6	9.5	66	*130	0.7	16.4	69	**127	1.0	16.1	101
GLAMOUR	5265	2930	6.7	55.7	103	757	6.5	14.4	100	1183	6.2	22.5	95	990	7.7	18.8	118
GOLF DIGEST	636	421	1.0	66.2	123	**107	0.9	16.8	117	*190	1.0	29.9	126	**125	1.0	19.7	124
GOLF DIGEST/TENNIS (GROSS)	1186	694	1.6	58.5	109	*154	1.3	13.0	91	354	1.8	29.8	126	*185	1.4	15.6	98
GOLF MAGAZINE	441	*245	0.6	55.6	103	**77	0.7	17.5	122	**60	0.3	13.6	57	**108	0.8	24.5	154
GOLF MAGAZINE/SKI (GROSS)	922	498	1.1	54.0	100	**122	1.1	13.2	92	*164	0.9	17.8	75	*212	1.6	23.0	145
GOOD HOUSEKEEPING	16487	10151	23.3	61.6	114	2796	24.1	17.0	118	4496	23.4	27.3	115	2860	22.2	17.3	109
HARPER'S BAZAAR	2423	1277	2.9	52.7	98	362	3.1	14.9	104	430	2.2	17.7	75	486	3.8	20.1	126
HEALTH	1994	1218	2.8	61.1	113	380	3.3	19.1	133	495	2.6	24.8	105	343	2.7	17.2	108
HEARST MAG CORP. BUY (GROSS)	44101	25785	59.1	58.5	108	7131	61.5	16.2	113	11036	57.6	25.0	106	7617	59.2	17.3	109
HEARST MAN POWER (GROSS)	1993	1306	3.0	65.5	122	395	3.4	19.8	138	571	3.0	28.7	121	340	2.6	17.1	107
HEARST WOMAN POWER (GROSS)	31274	18286	41.9	58.5	108	4987	43.0	15.9	111	8045	42.0	25.7	109	5254	40.8	16.8	106
HOUSE BEAUTIFUL	3623	2017	4.6	55.7	103	608	5.2	16.8	117	861	4.5	23.8	100	548	4.3	15.1	95
INC.	283	*135	0.3	47.7	89	**25	0.2	8.8	62	**60	0.3	21.2	90	**50	0.4	17.7	111
JET	2928	1375	3.2	47.0	87	328	2.8	11.2	78	717	3.7	24.5	103	331	2.6	11.3	71
LADIES' HOME JOURNAL	11918	7355	16.9	61.7	115	2019	17.4	16.9	118	3289	17.2	27.6	117	2047	15.9	17.2	108
LHJ FAMILY GRP COMBO(GROSS)	16764	10377	23.8	61.9	115	2955	25.5	17.6	123	4456	23.2	26.6	112	2965	23.0	17.7	111
LIFE	4254	2084	4.8	49.0	91	484	4.2	11.4	79	920	4.8	21.6	91	680	5.3	16.0	101
L.A. TIMES HOME MAGAZINE	1145	490	1.1	42.8	79	**76	0.7	6.6	46	*188	1.0	16.4	69	*226	1.8	19.7	124
MADEMOISELLE	2884	1479	3.4	51.3	95	417	3.6	14.5	101	565	2.9	19.6	83	497	3.9	17.2	108
MC CALL'S	13460	8323	19.1	61.8	115	2531	21.8	18.8	131	3442	18.0	25.6	108	2349	18.2	17.5	110
MC CALL'S/WRK MOTHER (GROSS)	14606	9064	20.8	62.1	115	2685	23.2	18.4	128	3795	19.8	26.0	110	2584	20.1	17.7	111
MECHANIX ILLUSTRATED	772	471	1.1	61.0	113	**112	1.0	14.5	101	*226	1.2	29.3	124	**134	1.0	17.4	109
METROPOLITAN HOME	967	499	1.1	51.6	96	**101	0.9	10.4	73	*184	1.0	19.0	80	*214	1.7	22.1	139
MONEY	1588	883	2.0	55.6	103	*225	1.9	14.2	99	360	1.9	22.7	96	298	2.3	18.8	118
MOTHER EARTH NEWS	1002	671	1.5	67.0	124	*147	1.3	14.7	102	262	1.4	26.1	110	*263	2.0	26.2	165
MS.	825	447	1.0	54.2	101	**103	0.9	12.5	87	*196	1.0	23.8	100	*147	1.1	17.8	112
NATIONAL ENQUIRER	10336	5663	13.0	54.8	102	1745	15.0	16.9	118	2619	13.7	25.3	107	1299	10.1	12.6	79
NATIONAL GEOGRAPHIC	9597	5202	11.9	54.2	101	1120	9.7	11.7	82	2066	10.8	21.5	91	2016	15.7	21.0	132
NATIONAL SUNDAY MAGAZINE PKG	49558	27876	63.9	56.2	104	7499	64.7	15.1	106	12053	62.9	24.3	103	8324	64.6	16.8	106
NATURAL HISTORY	573	*202	0.5	35.3	65	**49	0.4	8.6	60	**64	0.3	11.2	47	**88	0.7	15.4	97
NEW WOMAN	1699	843	1.9	49.6	92	*156	1.3	9.2	64	369	1.9	21.7	92	318	2.5	18.7	118
NEW YORK INCLUDING CUE	443	*153	0.4	34.5	64	**37	0.3	8.4	58	**62	0.3	14.0	59	**55	0.4	12.4	78
THE NEW YORKER	1270	576	1.3	45.4	84	**105	0.9	8.3	58	246	1.3	19.4	82	*226	1.8	17.8	112
NEWSWEEK	6277	3477	8.0	55.4	103	920	7.9	14.7	102	1445	7.5	23.0	97	1112	8.6	17.7	111
THE N.Y. TIMES DAILY EDITION	1205	501	1.1	41.6	77	*132	1.1	11.0	77	*195	1.0	16.2	68	*174	1.4	14.4	91
THE N.Y. TIMES MAGAZINE	2081	815	1.9	39.2	73	*213	1.8	10.2	71	279	1.5	13.4	57	322	2.5	15.5	97
OMNI	788	415	1.0	52.7	98	**118	1.0	15.0	105	*153	0.8	19.4	82	*143	1.1	18.1	114
ON CABLE	1158	728	1.7	62.9	117	*218	1.9	18.8	131	299	1.6	25.8	109	*210	1.6	18.1	114
1001 HOME IDEAS	2852	1803	4.1	63.2	117	557	4.8	19.5	136	672	3.5	23.6	100	574	4.5	20.1	127
ORGANIC GARDENING	1658	906	2.1	54.6	101	304	2.6	18.3	128	355	1.9	21.4	90	*247	1.9	14.9	94
OUTDOOR LIFE	896	546	1.3	60.9	113	*214	1.8	23.9	167	*216	1.1	24.1	102	**116	0.9	12.9	81
PARADE MAGAZINE	24275	13237	30.3	54.5	101	3706	32.0	15.3	107	5908	30.8	24.3	103	3623	28.1	14.9	94

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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INSTANT POWDERED PUDDINGS OR PIE FILLINGS: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0553
P-19

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS THREE OR MORE A '000	HEAVY USERS THREE OR MORE B % DOWN	HEAVY USERS THREE OR MORE C % ACROSS	HEAVY USERS THREE OR MORE D INDX	MEDIUM USERS ONE-TWO A '000	MEDIUM USERS ONE-TWO B % DOWN	MEDIUM USERS ONE-TWO C % ACROSS	MEDIUM USERS ONE-TWO D INDX	LIGHT USERS LESS THAN ONE A '000	LIGHT USERS LESS THAN ONE B % DOWN	LIGHT USERS LESS THAN ONE C % ACROSS	LIGHT USERS LESS THAN ONE D INDX
TOTAL FEMALE HOMEMAKERS	80986	43646	100.0	53.9	100	11596	100.0	14.3	100	19174	100.0	23.7	100	12877	100.0	15.9	100
PARENTS	3845	2532	5.8	65.9	122	622	5.4	16.2	113	1168	6.1	30.4	128	742	5.8	19.3	121
PENTHOUSE	831	452	1.0	54.4	101	**132	1.1	15.9	111	*198	1.0	23.8	101	**123	1.0	14.8	93
PEOPLE	11645	6425	14.7	55.2	102	1721	14.8	14.8	103	2709	14.1	23.3	98	1994	15.5	17.1	108
PLAYBOY	2006	963	2.2	48.0	89	260	2.2	13.0	91	388	2.0	19.3	82	315	2.4	15.7	99
POPULAR HOT RODDING	297	*179	0.4	60.3	112	**56	0.5	18.9	132	**61	0.3	20.5	87	**61	0.5	20.5	129
POPULAR MECHANICS	1018	693	1.6	68.1	126	**182	1.6	17.9	125	*318	1.7	31.2	132	*192	1.5	18.9	119
POPULAR SCIENCE	878	570	1.3	64.9	120	**108	0.9	12.3	86	*274	1.4	31.2	132	*188	1.5	21.4	135
PREVENTION	3913	2132	4.9	54.5	101	598	5.2	15.3	107	844	4.4	21.6	91	690	5.4	17.6	111
PSYCHOLOGY TODAY	1710	995	2.3	58.2	108	*293	2.5	17.1	120	378	2.0	22.1	93	324	2.5	18.9	119
READER'S DIGEST	22304	13171	30.2	59.3	110	3664	31.6	16.5	115	5725	29.9	25.8	109	3781	29.4	17.0	107
REDBOOK	7684	4531	10.4	59.0	109	1368	11.8	17.8	124	2012	10.5	26.2	111	1150	8.9	15.0	94
ROAD & TRACK	410	*300	0.7	73.2	136	**30	0.3	7.3	51	**134	0.7	32.7	138	**136	1.1	33.2	209
ROLLING STONE	969	553	1.3	57.1	106	**113	1.0	11.7	81	*241	1.3	24.9	105	*198	1.5	20.4	129
RUNNER'S WORLD	298	*159	0.4	53.4	99	**46	0.4	15.4	108	**51	0.3	17.1	72	**62	0.5	20.8	131
SATURDAY EVENING POST	1169	588	1.3	50.3	93	*141	1.2	12.1	84	294	1.5	25.1	106	*152	1.2	13.0	82
SCIENCE 84	587	*213	0.5	36.3	67	**31	0.3	5.3	37	**81	0.4	13.8	58	**101	0.8	17.2	108
SCIENCE DIGEST	482	287	0.7	59.5	110	**113	1.0	23.4	164	*100	0.5	20.7	88	**74	0.6	15.4	97
SCIENTIFIC AMERICAN	594	271	0.6	45.6	85	**22	0.2	3.7	26	**88	0.5	14.8	63	*160	1.2	26.9	169
SELF	2089	1223	2.8	58.5	109	*242	2.1	11.6	81	590	3.1	28.2	119	392	3.0	18.8	118
SEVENTEEN	2411	1319	3.0	54.7	102	467	4.0	19.4	135	542	2.8	22.5	95	310	2.4	12.9	81
SKI	480	253	0.6	52.7	98	**45	0.4	9.4	65	**104	0.5	21.7	92	**104	0.8	21.7	136
SMITHSONIAN	2760	1500	3.4	54.3	101	344	3.0	12.5	87	615	3.2	22.3	94	541	4.2	19.6	123
SOAP OPERA DIGEST	3013	1602	3.7	53.2	99	609	5.3	20.2	141	593	3.1	19.7	83	401	3.1	13.3	84
SOUTHERN LIVING	4184	2550	5.8	60.9	113	598	5.2	14.3	100	1199	6.3	28.7	121	753	5.8	18.0	113
SPORT	559	*238	0.5	42.6	79	**78	0.7	14.0	97	**81	0.4	14.5	61	**79	0.6	14.1	89
THE SPORTING NEWS	436	*331	0.8	75.9	141	**161	1.4	36.9	258	**110	0.6	25.2	107	**61	0.5	14.0	88
SPORTS AFIELD	493	327	0.7	66.3	123	**100	0.9	20.3	142	*153	0.8	31.0	131	**74	0.6	15.0	94
SPORTS ILLUSTRATED	2758	1627	3.7	59.0	109	409	3.5	14.8	104	638	3.3	23.1	98	580	4.5	21.0	132
STAR	7456	4088	9.4	54.8	102	1243	10.7	16.7	116	1901	9.9	25.5	108	944	7.3	12.7	80
SUNDAY	24936	13606	31.2	54.6	101	3637	31.4	14.6	102	5858	30.6	23.5	99	4111	31.9	16.5	104
SUNSET	2124	1115	2.6	52.5	97	**128	1.1	6.0	42	428	2.2	20.2	85	559	4.3	26.3	166
TV GUIDE	21661	12045	27.6	55.6	103	3121	26.9	14.4	101	5261	27.4	24.3	103	3663	28.4	16.9	106
TENNIS	550	*272	0.6	49.5	92	**47	0.4	8.5	60	*164	0.9	29.8	126	**61	0.5	11.1	70
TIME	8880	4842	11.1	54.5	101	1280	11.0	14.4	101	1807	9.4	20.3	86	1755	13.6	19.8	124
TOWN & COUNTRY	917	408	0.9	44.5	83	**109	0.9	11.9	83	*106	0.6	11.6	49	*193	1.5	21.0	132
TRAVEL & LEISURE	972	535	1.2	55.0	102	**121	1.0	12.4	87	243	1.3	25.0	106	*170	1.3	17.5	110
TRUE STORY	3356	1800	4.1	53.6	100	641	5.5	19.1	133	717	3.7	21.4	90	443	3.4	13.2	83
U.S.NEWS & WORLD REPORT	3410	1873	4.3	54.9	102	477	4.1	14.0	98	745	3.9	21.8	92	652	5.1	19.1	120
USA TODAY	1759	1007	2.3	57.2	106	*322	2.8	18.3	128	360	1.9	20.5	86	326	2.5	18.5	117
US	1873	1128	2.6	60.2	112	*271	2.3	14.5	101	445	2.3	23.8	100	412	3.2	22.0	138
VOGUE	3909	1822	4.2	46.6	86	531	4.6	13.6	95	673	3.5	17.2	73	618	4.8	15.8	99
WALL STREET JOURNAL	1886	1071	2.5	56.8	105	*195	1.7	10.3	72	474	2.5	25.1	106	402	3.1	21.3	134
WEIGHT WATCHERS	2120	1226	2.8	57.8	107	372	3.2	17.5	123	497	2.6	23.4	99	357	2.8	16.8	106
WOMAN'S DAY	14172	8856	20.3	62.5	116	2667	23.0	18.8	131	3778	19.7	26.7	113	2411	18.7	17.0	107
WORKING MOTHER	1146	741	1.7	64.7	120	*154	1.3	13.4	94	353	1.8	30.8	130	*235	1.8	20.5	129
WORKING WOMAN	1322	763	1.7	57.7	107	*162	1.4	12.3	86	327	1.7	24.7	104	274	2.1	20.7	130
WORLD TENNIS	*163	**90	0.2	55.2	102	**30	0.3	18.4	129	**44	0.2	27.0	114	**17	0.1	10.4	66
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1417	3.2	56.0	104	359	3.1	14.2	99	581	3.0	22.9	97	477	3.7	18.8	118
BLAIR INSERTS	43657	23950	54.9	54.9	102	6450	55.6	14.8	103	10442	54.5	23.9	101	7057	54.8	16.2	102
DAILY NEWSPAPERS																	
READ ANY	51633	28883	66.2	55.9	104	8226	70.9	15.9	111	12616	65.8	24.4	103	8042	62.5	15.6	98
READ ONE	43463	24371	55.8	56.1	104	7047	60.8	16.2	113	10487	54.7	24.1	102	6837	53.1	15.7	99
READ TWO OR MORE	8170	4513	10.3	55.2	102	1179	10.2	14.4	101	2129	11.1	26.1	110	1204	9.4	14.7	93
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	29513	67.6	56.0	104	8000	69.0	15.2	106	12969	67.6	24.6	104	8545	66.4	16.2	102
READ ONE	46126	25895	59.3	56.1	104	6891	59.4	14.9	104	11492	59.9	24.9	105	7512	58.3	16.3	102
READ TWO OR MORE	6552	3618	8.3	55.2	102	1109	9.6	16.9	118	1477	7.7	22.5	95	1033	8.0	15.8	99
OUTDOOR																	
100 SHHG - 30 DAY AV FREQ	27.55	27.26				25.44				27.53				28.44			
30 DAY REACH	71455	38712	88.7	54.2	101	10115	87.2	14.2	99	16850	87.9	23.6	100	11746	91.2	16.4	103
50 SHHG - 30 DAY AV FREQ	14.56	14.34				13.29				14.41				15.16			
30 DAY REACH	67742	36901	84.5	54.5	101	9714	83.8	14.3	100	16144	84.2	23.8	101	11043	85.8	16.3	103
25 SHHG - 30 DAY AV FREQ	7.94	7.79				7.30				7.83				8.14			
30 DAY REACH	62117	33894	77.7	54.6	101	8820	76.1	14.2	99	14797	77.2	23.8	101	10277	79.8	16.5	104
CABLE TV: HOME WIRED	32077	18723	42.9	58.4	108	5038	43.4	15.7	110	7826	40.8	24.4	103	5859	45.5	18.3	115
HOME NOT WIRED	48909	24923	57.1	51.0	95	6558	56.6	13.4	94	11347	59.2	23.2	98	7018	54.5	14.3	90
HAVE PAY CABLE	15935	9745	22.3	61.2	113	2452	21.1	15.4	107	4211	22.0	26.4	112	3083	23.9	19.3	122

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*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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INSTANT PONDERED PUDDINGS OR PIE FILLINGS: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

D554
P-19

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS THREE OR MORE A '000	HEAVY USERS THREE OR MORE B % DOWN	HEAVY USERS THREE OR MORE C % ACROSS	HEAVY USERS THREE OR MORE D INDX	MEDIUM USERS ONE-TWO A '000	MEDIUM USERS ONE-TWO B % DOWN	MEDIUM USERS ONE-TWO C % ACROSS	MEDIUM USERS ONE-TWO D INDX	LIGHT USERS LESS THAN ONE A '000	LIGHT USERS LESS THAN ONE B % DOWN	LIGHT USERS LESS THAN ONE C % ACROSS	LIGHT USERS LESS THAN ONE D INDX
TOTAL FEMALE HOMEMAKERS	80986	43646	100.0	53.9	100	11596	100.0	14.3	100	19174	100.0	23.7	100	12877	100.0	15.9	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	24680	56.5	56.2	104	6489	56.0	14.8	103	10529	54.9	24.0	101	7662	59.5	17.4	110
10:00 AM - 3:00 PM	30659	17538	40.2	57.2	106	4993	43.1	16.3	114	7274	37.9	23.7	100	5272	40.9	17.2	108
3:00 PM - 7:00 PM	31045	17450	40.0	56.2	104	4601	39.7	14.8	104	7355	38.4	23.7	100	5494	42.7	17.7	111
7:00 PM - MIDNIGHT	15767	8417	19.3	53.4	99	2212	19.1	14.0	98	3531	18.4	22.4	95	2673	20.8	17.0	107
MIDNIGHT - 6:00 AM	9120	5225	12.0	57.3	106	1363	11.8	14.9	104	2198	11.5	24.1	102	1664	12.9	18.2	115
6:00 AM - MIDNIGHT	58527	32570	74.6	55.6	103	8589	74.1	14.7	102	13929	72.6	23.8	101	10052	78.1	17.2	108
ENTIRE DAY	59311	32970	75.5	55.6	103	8730	75.3	14.7	103	14103	73.6	23.8	100	10137	78.7	17.1	107
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	9353	21.4	57.8	107	2614	22.5	16.2	113	3887	20.3	24.0	102	2852	22.1	17.6	111
ALL NEWS	2256	1106	2.5	49.0	91	297	2.6	13.2	92	444	2.3	19.7	83	366	2.8	16.2	102
AOR/PROGRESSIVE	3874	2054	4.7	53.0	98	428	3.7	11.0	77	820	4.3	21.2	89	807	6.3	20.8	131
BEAUTIFUL MUSIC	5660	3193	7.3	56.4	105	892	7.7	15.8	110	1269	6.6	22.4	95	1033	8.0	18.3	115
BLACK	2204	975	2.2	44.2	82	217	1.9	9.8	69	505	2.6	22.9	97	252	2.0	11.4	72
CLASSICAL	1418	719	1.6	50.7	94	*163	1.4	11.5	80	275	1.4	19.4	82	*280	2.2	19.7	124
CHR/ROCK	9538	5117	11.7	53.6	100	1374	11.8	14.4	101	2108	11.0	22.1	93	1635	12.7	17.1	108
COUNTRY	12648	7623	17.5	60.3	112	2015	17.4	15.9	111	3492	18.2	27.6	117	2116	16.4	16.7	105
GOLDEN OLDIES	1191	533	1.2	44.8	83	**104	0.9	8.7	61	*261	1.4	21.9	93	*168	1.3	14.1	89
MOR/NOSTALGIA	4757	2702	6.2	56.8	105	668	5.8	14.0	98	1151	6.0	24.2	102	882	6.8	18.5	117
NEWS/TALK	3863	2038	4.7	52.8	98	524	4.5	13.6	95	868	4.5	22.5	95	645	5.0	16.7	105
RELIGIOUS	3084	1713	3.9	55.5	103	417	3.6	13.5	94	760	4.0	24.6	104	535	4.2	17.3	109
SOFT ROCK	521	280	0.6	53.7	100	**89	0.8	17.1	119	*154	0.8	29.6	125	**37	0.3	7.1	45
URBAN CONTEMPORARY	1585	681	1.6	43.0	80	*197	1.7	12.4	87	366	1.9	23.1	98	*118	0.9	7.4	47
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	1678	3.8	51.5	95	465	4.0	14.3	100	769	4.0	23.6	100	445	3.5	13.6	86
ABC DIRECTION	2316	1388	3.2	59.9	111	525	4.5	22.7	158	520	2.7	22.5	95	343	2.7	14.8	93
ABC ENTERTAINMENT	4834	2802	6.4	58.0	108	543	4.7	11.2	78	1329	6.9	27.5	116	929	7.2	19.2	121
ABC FM	2202	1096	2.5	49.8	92	*222	1.9	10.1	70	528	2.8	24.0	101	346	2.7	15.7	99
ABC INFORMATION	5425	3002	6.9	55.3	103	744	6.4	13.7	96	1286	6.7	23.7	100	973	7.6	17.9	113
ABC ROCK	1677	962	2.2	57.4	106	*150	1.3	8.9	62	462	2.4	27.5	116	349	2.7	20.8	131
CBS	4430	2457	5.6	55.5	103	672	5.8	15.2	106	968	5.0	21.9	92	816	6.3	18.4	116
MUTUAL	4992	2881	6.6	57.7	107	835	7.2	16.7	117	1183	6.2	23.7	100	863	6.7	17.3	109
NBC	4679	2786	6.4	59.5	110	734	6.3	15.7	110	1232	6.4	26.3	111	820	6.4	17.5	110
RADIORADIO	1994	1096	2.5	55.0	102	*266	2.3	13.3	93	478	2.5	24.0	101	352	2.7	17.7	111
RKO ONE	2298	1158	2.7	50.4	94	294	2.5	12.8	89	507	2.6	22.1	93	357	2.8	15.5	98
RKO TWO	3311	1846	4.2	55.8	103	524	4.5	15.8	111	863	4.5	26.1	110	459	3.6	13.9	87
THE SOURCE	2114	1121	2.6	53.0	98	328	2.8	15.5	108	453	2.4	21.4	91	340	2.6	16.1	101
NON-WIRED : BLAIR	8654	4976	11.4	57.5	107	1359	11.7	15.7	110	2152	11.2	24.9	105	1465	11.4	16.9	106
INTERNET	12025	6535	15.0	54.3	101	1770	15.3	14.7	103	2524	13.2	21.0	89	2242	17.4	18.6	117
KATZ RADIO GROUP	15359	8359	19.2	54.4	101	2021	17.4	13.2	92	3469	18.1	22.6	95	2869	22.3	18.7	117
SUPERNET	10628	6067	13.9	57.1	106	1545	13.3	14.5	102	2710	14.1	25.5	108	1811	14.1	17.0	107
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	4492	10.3	51.9	96	1266	10.9	14.6	102	1963	10.2	22.7	96	1263	9.8	14.6	92
MKDAY 9:00 AM - 1:00 PM	12163	6540	15.0	53.8	100	1836	15.8	15.1	105	2960	15.4	24.3	103	1744	13.5	14.3	90
MKDAY 1:00 PM - 4:30 PM	16150	8907	20.4	55.2	102	2549	22.0	15.8	110	4055	21.1	25.1	106	2302	17.9	14.3	90
MKDAY 4:30 PM - 7:30 PM	22463	12005	27.5	53.4	99	3396	29.3	15.1	106	5292	27.6	23.6	100	3318	25.8	14.8	93
MKDAY 7:30 PM - 8:00 PM	31795	16944	38.8	53.3	99	4730	40.8	14.9	104	7434	38.8	23.4	99	4781	37.1	15.0	95
MKDAY 11:00 PM - 11:30 PM	23977	13502	30.9	56.3	104	3904	33.7	16.3	114	5679	29.6	23.7	100	3920	30.4	16.3	103
MKDAY 11:30 PM - 1:00 AM	7703	4505	10.3	58.5	109	1200	10.3	15.6	109	1932	10.1	25.1	106	1373	10.7	17.8	112
M-SAT 8-11 PM+SUN 7-11 PM	33800	18434	42.2	54.5	101	5030	43.4	14.9	104	7971	41.6	23.6	100	5434	42.2	16.1	101
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	3468	7.9	53.0	98	1162	10.0	17.8	124	1372	7.2	21.0	89	933	7.2	14.3	90
ANOTHER WORLD N	4620	2534	5.8	54.8	102	685	5.9	14.8	104	1111	5.8	24.0	102	738	5.7	16.0	100
AS THE WORLD TURNS C	5614	3243	7.4	57.8	107	971	8.4	17.3	121	1510	7.9	26.9	114	762	5.9	13.6	85
CAPITOL C	3396	1949	4.5	57.4	106	556	4.8	16.4	114	906	4.7	26.7	113	488	3.8	14.4	90
CBS MORN. NEWS 1 C	1446	693	1.6	47.9	89	256	2.2	17.7	124	257	1.3	17.8	75	180	1.4	12.4	78
CBS MORN. NEWS 2 C	1207	476	1.1	39.4	73	135	1.2	11.2	78	218	1.1	18.1	76	123	1.0	10.2	64
DAYS OF OUR LIVES N	5877	3393	7.8	57.7	107	986	8.5	16.8	117	1389	7.2	23.6	100	1017	7.9	17.3	109
FACTS OF LIFE - DAYTIME N	2290	1227	2.8	53.6	99	330	2.8	14.4	101	548	2.9	23.9	101	349	2.7	15.2	96
FAMILY FEUD A	3023	1523	3.5	50.4	93	394	3.4	13.0	91	746	3.9	24.7	104	382	3.0	12.6	79
GENERAL HOSPITAL A	6097	3297	7.6	54.1	100	887	7.6	14.5	102	1638	8.5	26.9	113	773	6.0	12.7	80
GOOD MORNING, AMERICA-730 A	3515	1975	4.5	56.2	104	492	4.2	14.0	98	909	4.7	25.9	109	573	4.4	16.3	103
GOOD MORNING, AMERICA-830 A	2818	1584	3.6	56.2	104	461	4.0	16.4	114	709	3.7	25.2	106	415	3.2	14.7	93
GUIDING LIGHT C	5339	3030	6.9	56.8	105	856	7.4	16.0	112	1417	7.4	26.5	112	757	5.9	14.2	89
ONE LIFE TO LIVE A	4478	2425	5.6	54.2	100	685	5.9	15.3	107	1149	6.0	25.7	108	591	4.6	13.2	83
PRESS YOUR LUCK C	2244	1262	2.9	56.2	104	376	3.2	16.8	117	540	2.8	24.1	102	346	2.7	15.4	97
PRICE IS RIGHT 1 C	4348	2324	5.3	53.4	99	715	6.2	16.4	115	1074	5.6	24.7	104	534	4.1	12.3	77
PRICE IS RIGHT 2 C	5014	2765	6.3	55.1	102	817	7.0	16.3	114	1316	6.9	26.2	111	633	4.9	12.6	79
RYAN'S HOPE A	3150	1599	3.7	50.8	94	564	4.9	17.9	125	664	3.5	21.1	89	371	2.9	11.8	74
SALE OF THE CENTURY N	2695	1406	3.2	52.2	97	389	3.4	14.4	101	675	3.5	25.0	106	342	2.7	12.7	80
SEARCH FOR TOMORROW N	2319	1155	2.6	49.8	92	291	2.5	12.5	88	602	3.1	26.0	110	262	2.0	11.3	71
TODAY SHOW 1 N	2693	1403	3.2	52.1	97	407	3.5	15.1	106	587	3.1	21.8	92	408	3.2	15.2	95
TODAY SHOW 2 N	2498	1206	2.8	48.3	90	321	2.8	12.9	90	586	3.1	23.5	99	300	2.3	12.0	76
$25,000 PYRAMID C	2753	1467	3.4	53.3	99	417	3.6	15.1	106	682	3.6	24.8	105	367	2.9	13.3	84
WHEEL OF FORTUNE N	4388	2327	5.3	53.0	98	607	5.2	13.8	97	1137	5.9	25.9	109	583	4.5	13.3	84
YOUNG AND THE RESTLESS C	5695	3197	7.3	56.1	104	904	7.8	15.9	111	1330	6.9	23.4	99	963	7.5	16.9	106
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	870	2.0	49.4	92	254	2.2	14.4	101	392	2.0	22.3	94	223	1.7	12.7	80
NBA PLAYOFF GAME -1 C	1136	679	1.6	59.8	111	201	1.7	17.7	124	379	2.0	33.4	141	*99	0.8	8.7	55
NBC MAJOR LEAGUE PRE-GAME N	953	418	1.0	43.9	81	**97	0.8	10.2	71	*178	0.9	18.7	79	*144	1.1	15.1	95
SPORTSWORLD - SUN N	1233	747	1.7	60.6	112	*192	1.7	15.6	109	320	1.7	26.0	110	234	1.8	19.0	119
SUNDAY MORNING C	1611	798	1.8	49.5	92	161	1.4	10.0	70	396	2.1	24.6	104	241	1.9	15.0	94

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INSTANT POWDERED PUDDINGS OR PIE FILLINGS: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0555
P-19

		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS THREE OR MORE A '000	HEAVY USERS THREE OR MORE B % DOWN	HEAVY USERS THREE OR MORE C % ACROSS	HEAVY USERS THREE OR MORE D INDX	MEDIUM USERS ONE-TWO A '000	MEDIUM USERS ONE-TWO B % DOWN	MEDIUM USERS ONE-TWO C % ACROSS	MEDIUM USERS ONE-TWO D INDX	LIGHT USERS LESS THAN ONE A '000	LIGHT USERS LESS THAN ONE B % DOWN	LIGHT USERS LESS THAN ONE C % ACROSS	LIGHT USERS LESS THAN ONE D INDX
TOTAL FEMALE HOMEMAKERS		80986	43646	100.0	53.9	100	11596	100.0	14.3	100	19174	100.0	23.7	100	12877	100.0	15.9	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	13855	31.7	53.2	99	4001	34.5	15.4	107	6011	31.3	23.1	97	3843	29.8	14.7	93
NETWORK AFFILIATES - LATE		20261	11415	26.2	56.3	105	3232	27.9	16.0	111	4816	25.1	23.8	100	3367	26.1	16.6	105
INDEPENDENTS - LATE		2076	1038	2.4	50.0	93	243	2.1	11.7	82	423	2.2	20.4	86	373	2.9	18.0	113
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	6019	13.8	57.6	107	1655	14.3	15.8	111	2594	13.5	24.8	105	1770	13.7	16.9	106
ABC MONDAY NIGHT MOVIE	A	6412	3535	8.1	55.1	102	904	7.8	14.1	98	1528	8.0	23.8	101	1103	8.6	17.2	108
ABC SUNDAY NIGHT MOVIE	A	12407	6527	15.0	52.6	98	1566	13.5	12.6	88	2910	15.2	23.5	99	2051	15.9	16.5	104
ABC WORLD NEWS TONIGHT	A	6176	3263	7.5	52.8	98	1097	9.5	17.8	124	1375	7.2	22.3	94	791	6.1	12.8	81
AFTERMASH	C	5863	3229	7.4	55.1	102	842	7.3	14.4	100	1348	7.0	23.0	97	1038	8.1	17.7	111
ALICE	C	9594	5323	12.2	55.5	103	1469	12.7	15.3	107	2190	11.4	22.8	96	1663	12.9	17.3	109
AMERICAN PARADE	C	6622	3521	8.1	53.2	99	973	8.4	14.7	103	1551	8.1	23.4	99	997	7.7	15.1	95
BENSON	A	10886	5914	13.5	54.3	101	1535	13.2	14.1	98	2689	14.0	24.7	104	1690	13.1	15.5	98
BLUE THUNDER	A	5036	2908	6.7	57.7	107	800	6.9	15.9	111	1338	7.0	26.6	112	770	6.0	15.3	96
CAGNEY & LACEY	C	9965	5815	13.3	58.4	108	1752	15.1	17.6	123	2245	11.7	22.5	95	1818	14.1	18.2	115
CBS EVENING NEWS-DEAN	C	3491	1859	4.3	53.3	99	476	4.1	13.6	95	879	4.6	25.2	106	505	3.9	14.5	91
CBS EVENING NEWS-RATHER	C	7123	3774	8.6	53.0	98	1010	8.7	14.2	99	1778	9.3	25.0	105	986	7.7	13.8	87
CBS SAT. NEWS-SCHIEFFER	C	3621	1767	4.0	48.8	91	524	4.5	14.5	101	741	3.9	20.5	86	501	3.9	13.8	87
CBS SATURDAY NIGHT MOVIE	C	5436	2870	6.6	52.8	98	751	6.5	13.8	96	1278	6.7	23.5	99	840	6.5	15.5	97
CBS WEDNESDAY NIGHT MOVIE	C	6100	3279	7.5	53.8	100	993	8.6	16.3	114	1251	6.5	20.5	87	1035	8.0	17.0	107
CHEERS	N	8889	5285	12.1	59.5	110	1327	11.4	14.9	104	2209	11.5	24.9	105	1748	13.6	19.7	124
DALLAS	C	22109	12283	28.1	55.6	103	3451	29.8	15.6	109	5207	27.2	23.6	99	3625	28.2	16.4	103
DIFF'RENT STROKES	N	6940	3824	8.8	55.1	102	1116	9.6	16.1	112	1689	8.8	24.3	103	1019	7.9	14.7	92
DOUBLE TROUBLE	N	7223	4343	10.0	60.1	112	1153	9.9	16.0	111	1911	10.0	26.5	112	1280	9.9	17.7	111
DUCK FACTORY	N	5595	3259	7.5	58.2	108	787	6.8	14.1	98	1408	7.3	25.2	106	1065	8.3	19.0	120
DUKES OF HAZZARD	C	5768	3258	7.5	56.5	105	972	8.4	16.9	118	1436	7.5	24.9	105	850	6.6	14.7	93
DYNASTY	A	20053	10523	24.1	52.5	97	3050	26.3	15.2	106	4471	23.3	22.3	94	3001	23.3	15.0	94
FACTS OF LIFE	N	8087	4673	10.7	57.8	107	1339	11.5	16.6	116	2091	10.9	25.9	109	1243	9.7	15.4	97
FALCON CREST	C	20046	11097	25.4	55.4	103	3234	27.9	16.1	113	4650	24.3	23.2	98	3213	25.0	16.0	101
FALL GUY	A	9084	5084	11.6	56.0	104	1427	12.3	15.7	110	2222	11.6	24.5	103	1436	11.2	15.8	99
FAMILY TIES	N	7964	4757	10.9	59.7	111	1280	11.0	16.1	112	2198	11.5	27.6	117	1279	9.9	16.1	101
FANTASY ISLAND	A	7687	4102	9.4	53.4	99	1146	9.9	14.9	104	1818	9.5	23.7	100	1138	8.8	14.8	93
FOULUPS,BLEEPS & BLUNDERS	A	8861	4794	11.0	54.1	100	1462	12.6	16.5	115	2103	11.0	23.7	100	1229	9.5	13.9	87
FOUR SEASONS	C	5095	2859	6.6	56.1	104	647	5.6	12.7	89	1319	6.9	25.9	109	892	6.9	17.5	110
GIMME A BREAK	N	8838	4811	11.0	54.4	101	1400	12.1	15.8	111	2173	11.3	24.6	104	1237	9.6	14.0	88
HART TO HART	A	8978	5018	11.5	55.9	104	1496	12.9	16.7	116	2092	10.9	23.3	98	1430	11.1	15.9	100
HILL STREET BLUES	N	8590	5069	11.6	59.0	109	1346	11.6	15.7	109	2122	11.1	24.7	104	1601	12.4	18.6	117
HOTEL	A	14085	7416	17.0	52.7	98	2216	19.1	15.7	110	3156	16.5	22.4	95	2044	15.9	14.5	91
JEFFERSONS	C	9360	5055	11.6	54.0	100	1380	11.9	14.7	103	2147	11.2	22.9	97	1527	11.9	16.3	103
JENNIFER SLEPT HERE	N	5841	3412	7.8	58.4	108	1054	9.1	18.0	126	1354	7.1	23.2	98	1003	7.8	17.2	108
KATE & ALLIE	C	9206	5258	12.0	57.1	106	1563	13.5	17.0	119	2215	11.6	24.1	102	1480	11.5	16.1	101
KNIGHT RIDER	N	7076	4003	9.2	56.6	105	976	8.4	13.8	96	1692	8.8	23.9	101	1336	10.4	18.9	119
LOVE BOAT	A	12219	6487	14.9	53.1	99	1799	15.5	14.7	103	2666	13.9	21.8	92	2022	15.7	16.5	104
MAGNUM PI	C	11199	6301	14.4	56.3	104	1726	14.9	15.4	108	2638	13.8	23.6	99	1937	15.0	17.3	109
MAMA'S FAMILY	N	6057	3300	7.6	54.5	101	998	8.6	16.5	115	1439	7.5	23.8	100	863	6.7	14.2	90
MASTER, THE	N	3598	2041	4.7	56.7	105	609	5.3	16.9	118	873	4.6	24.3	102	559	4.3	15.5	98
MATT HOUSTON	A	6344	3625	8.3	57.1	106	1031	8.9	16.3	114	1535	8.0	24.2	102	1060	8.2	16.7	105
NBC MONDAY NIGHT MOVIE	N	11994	6635	15.2	55.3	103	1871	16.1	15.6	109	2828	14.7	23.6	100	1936	15.0	16.1	102
NBC NIGHTLY NEWS	N	5132	2838	6.5	55.3	103	832	7.2	16.2	113	1165	6.1	22.7	96	841	6.5	16.4	103
NBC NIGHTLY NEWS-SAT	N	3375	1765	4.0	52.3	97	491	4.2	14.5	102	830	4.3	24.6	104	444	3.4	13.2	83
NBC NIGHTLY NEWS-SUN	N	3130	1608	3.7	51.4	95	426	3.7	13.6	95	702	3.7	22.4	95	480	3.7	15.3	96
NBC SUNDAY NIGHT MOVIE	N	8284	4453	10.2	53.8	100	1248	10.8	15.1	105	1869	9.7	22.6	95	1336	10.4	16.1	101
NEWHART	C	9240	5340	12.2	57.8	107	1489	12.8	16.1	113	2330	12.2	25.2	107	1522	11.8	16.5	104
ONE DAY AT A TIME	C	7288	3972	9.1	54.5	101	993	8.6	13.6	95	1611	8.4	22.1	93	1368	10.6	18.8	118
PEOPLE ARE FUNNY	N	4855	2801	6.4	57.7	107	910	7.8	18.7	131	1256	6.6	25.9	109	635	4.9	13.1	82
REAL PEOPLE	N	8869	4906	11.2	55.3	103	1404	12.1	15.8	111	2229	11.6	25.1	106	1273	9.9	14.4	90
REMINGTON STEELE	N	7743	4219	9.7	54.5	101	1065	9.2	13.8	96	1812	9.5	23.4	99	1342	10.4	17.3	109
RIPLEY'S BELIEVE IT - NOT	A	5345	3138	7.2	58.7	109	894	7.7	16.7	117	1354	7.1	25.3	107	890	6.9	16.7	105
RIPTIDE	N	6988	4149	9.5	59.4	110	1107	9.5	15.8	111	1701	8.9	24.3	103	1341	10.4	19.2	121
SCARECROW & MRS. KING	C	10002	5554	12.7	55.5	103	1585	13.7	15.8	111	2407	12.6	24.1	102	1562	12.1	15.6	98
SIMON & SIMON	C	10638	6056	13.9	56.9	106	1709	14.7	16.1	112	2594	13.5	24.4	103	1754	13.6	16.5	104
60 MINUTES	C	13293	6921	15.9	52.1	97	1774	15.3	13.3	93	3108	16.2	23.4	99	2039	15.8	15.3	96
ST. ELSEWHERE	N	7017	4319	9.9	61.6	114	1078	9.3	15.4	107	1925	10.0	27.4	116	1316	10.2	18.8	118
THREE'S COMPANY	A	10917	6135	14.1	56.2	104	1800	15.5	16.5	115	2721	14.2	24.9	105	1614	12.5	14.8	93
T.J. HOOKER	A	9204	4881	11.2	53.0	98	1546	13.3	16.8	117	1903	9.9	20.7	87	1432	11.1	15.6	98
TONIGHT SHOW	N	2372	1385	3.2	58.4	108	384	3.3	16.2	113	605	3.2	25.5	108	395	3.1	16.7	105
TRAPPER JOHN, M.D.	C	9846	5222	12.0	53.0	98	1563	13.5	15.9	111	2059	10.7	20.9	88	1599	12.4	16.2	102
TV BLOOPERS & PRAC. JOKES	N	9105	5101	11.7	56.0	104	1393	12.0	15.3	107	2258	11.8	24.8	105	1450	11.3	15.9	100
20/20	A	9387	5063	11.6	53.9	100	1490	12.8	15.9	111	2159	11.3	23.0	97	1413	11.0	15.1	95
WEBSTER	A	11067	5964	13.7	53.9	100	1587	13.7	14.3	100	2641	13.8	23.9	101	1736	13.5	15.7	99
WORLD NEWS - SUN	A	3062	1668	3.8	54.5	101	485	4.2	15.8	111	621	3.2	20.3	86	563	4.4	18.4	116
YELLOW ROSE	N	4978	2828	6.5	56.8	105	890	7.7	17.9	125	1204	6.3	24.2	102	735	5.7	14.8	93
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	5399	12.4	60.8	113	1663	14.3	18.7	131	2139	11.2	24.1	102	1597	12.4	18.0	113
BASKETBALL - COLLEGE GAMES		4080	2633	6.0	64.5	120	735	6.3	18.0	126	1014	5.3	24.9	105	885	6.9	21.7	136
BASKETBALL - PRO GAMES		3607	2202	5.0	61.0	113	658	5.7	18.2	127	929	4.8	25.8	109	616	4.8	17.1	107
BOWLING		3883	2404	5.5	61.9	115	835	7.2	21.5	150	882	4.6	22.7	96	687	5.3	17.7	111
BOXING		3928	2404	5.5	61.2	114	862	7.4	21.9	153	949	4.9	24.2	102	*593	4.6	15.1	95
FOOTBALL - COLLEGE GAMES		6366	4064	9.3	63.8	118	1157	10.0	18.2	127	1694	8.8	26.6	112	1213	9.4	19.1	120
FOOTBALL - PRO GAMES		11300	7243	16.6	64.1	119	2083	18.0	18.4	129	2979	15.5	26.4	111	2180	16.9	19.3	121
GOLF		3378	1980	4.5	58.6	109	682	5.9	20.2	141	745	3.9	22.1	93	*553	4.3	16.4	103
POST-SEASON COLL. FOOTBALL		4906	2795	6.4	57.0	106	860	7.4	17.5	122	1217	6.3	24.8	105	719	5.6	14.7	92
POST-SEASON PRO FOOTBALL		6120	3767	8.6	61.6	114	1299	11.2	21.2	148	1342	7.0	21.9	93	1127	8.8	18.4	116
TENNIS		3033	1740	4.0	57.4	106	592	5.1	19.5	136	691	3.6	22.8	96	*458	3.6	15.1	95
WRESTLING - PROFESSIONAL		3344	2109	4.8	63.1	117	769	6.6	23.0	161	801	4.2	24.0	101	*539	4.2	16.1	101

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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INSTANT POWDERED PUDDING OR PIE FILLINGS: BRANDS
(FEMALE HOMEMAKERS)

0556
P-19

	TOTAL U.S. '000	JELL-O A '000	JELL-O B % DOWN	JELL-O C % ACROSS	JELL-O D INDX	MY-T-FINE A '000	MY-T-FINE B % DOWN	MY-T-FINE C % ACROSS	MY-T-FINE D INDX	ROYAL A '000	ROYAL B % DOWN	ROYAL C % ACROSS	ROYAL D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	37703	100.0	46.6	100	5784	100.0	7.1	100	15617	100.0	19.3	100				
18 - 24	9282	3877	10.3	41.8	90	*325	5.6	3.5	49	1249	8.0	13.5	70				
25 - 34	19072	9717	25.8	50.9	109	996	17.2	5.2	73	3848	24.6	20.2	105				
35 - 44	14591	7619	20.2	52.2	112	1322	22.9	9.1	127	3408	21.8	23.4	121				
45 - 54	11345	5367	14.2	47.3	102	938	16.2	8.3	116	2117	13.6	18.7	97				
55 - 64	11635	5142	13.6	44.2	95	1084	18.7	9.3	130	2343	15.0	20.1	104				
65 OR OLDER	15061	5982	15.9	39.7	85	1120	19.4	7.4	104	2653	17.0	17.6	91				
18 - 34	28354	13594	36.1	47.9	103	1321	22.8	4.7	65	5096	32.6	18.0	93				
18 - 49	48339	23770	63.0	49.2	106	2975	51.4	6.2	86	9584	61.4	19.8	103				
25 - 54	45008	22702	60.2	50.4	108	3255	56.3	7.2	101	9372	60.0	20.8	108				
35 - 49	19985	10177	27.0	50.9	109	1655	28.6	8.3	116	4487	28.7	22.5	116				
50 OR OLDER	32647	13933	37.0	42.7	92	2809	48.6	8.6	120	6033	38.6	18.5	96				
GRADUATED COLLEGE	11155	5008	13.3	44.9	96	866	15.0	7.8	109	2314	14.8	20.7	108				
ATTENDED COLLEGE	13682	7060	18.7	51.6	111	939	16.2	6.9	96	2587	16.6	18.9	98				
GRADUATED HIGH SCHOOL	33880	16974	45.0	50.1	108	2635	45.6	7.8	109	7306	46.8	21.6	112				
DID NOT GRADUATE HIGH SCHOOL	22270	8661	23.0	38.9	84	1343	23.2	6.0	84	3411	21.8	15.3	79				
EMPLOYED	40306	18954	50.3	47.0	101	3048	52.7	7.6	106	7874	50.4	19.5	101				
EMPLOYED FULL-TIME	32850	15358	40.7	46.8	100	2413	41.7	7.3	103	6341	40.6	19.3	100				
EMPLOYED PART-TIME	7456	3596	9.5	48.2	104	635	11.0	8.5	119	1533	9.8	20.6	107				
NOT EMPLOYED	40680	18749	49.7	46.1	99	2736	47.3	6.7	94	7743	49.6	19.0	99				
PROFESSIONAL/MANAGER	10392	5079	13.5	48.9	105	903	15.6	8.7	122	2276	14.6	21.9	114				
TECH/CLERICAL/SALES	17574	8540	22.7	48.6	104	1301	22.5	7.4	104	3578	22.9	20.4	106				
PRECISION/CRAFT	985	*381	1.0	38.7	83	**70	1.2	7.1	100	**100	0.6	10.2	53				
OTHER EMPLOYED	11354	4955	13.1	43.6	94	775	13.4	6.8	96	1920	12.3	16.9	88				
SINGLE	9863	3247	8.6	32.9	71	687	11.9	7.0	98	1170	7.5	11.9	62				
MARRIED	51375	26292	69.7	51.2	110	3639	62.9	7.1	99	11202	71.7	21.8	113				
DIVORCED/SEPARATED/WIDOWED	19748	8164	21.7	41.3	89	1458	25.2	7.4	103	3244	20.8	16.4	85				
PARENTS	32590	17503	46.4	53.7	115	1968	34.0	6.0	85	7145	45.8	21.9	114				
WHITE	70416	34161	90.6	48.5	104	5170	89.4	7.3	103	14339	91.8	20.4	106				
BLACK	8778	2854	7.6	32.5	70	587	10.1	6.7	94	993	6.4	11.3	59				
OTHER	1791	*688	1.8	38.4	83	**27	0.5	1.5	21	**285	1.8	15.9	83				
NORTHEAST-CENSUS	17786	6232	16.5	35.0	75	2568	44.4	14.4	202	4558	29.2	25.6	133				
NORTH CENTRAL	20741	12302	32.6	59.3	127	1524	26.3	7.3	103	4807	30.8	23.2	120				
SOUTH	27775	12338	32.7	44.4	95	1152	19.9	4.1	58	4115	26.3	14.8	77				
WEST	14683	6831	18.1	46.5	100	*540	9.3	3.7	51	2138	13.7	14.6	76				
NORTHEAST-MKTG.	17961	6048	16.0	33.7	72	2730	47.2	15.2	213	3987	25.5	22.2	115				
EAST CENTRAL	11885	6177	16.4	52.0	112	672	11.6	5.7	79	3334	21.3	28.1	145				
WEST CENTRAL	14090	8554	22.7	60.7	130	1074	18.6	7.6	107	2718	17.4	19.3	100				
SOUTH	24081	11027	29.2	45.8	98	815	14.1	3.4	47	3603	23.1	15.0	78				
PACIFIC	12969	5897	15.6	45.5	98	*492	8.5	3.8	53	1975	12.6	15.2	79				
COUNTY SIZE A	32439	12700	33.7	39.2	84	2402	41.5	7.4	104	5579	35.7	17.2	89				
COUNTY SIZE B	24915	12466	33.1	50.0	107	1693	29.3	6.8	95	5312	34.0	21.3	111				
COUNTY SIZE C	12930	6829	18.1	52.8	113	607	10.5	4.7	66	2749	17.6	21.3	110				
COUNTY SIZE D	10703	5708	15.1	53.3	115	1082	18.7	10.1	142	1978	12.7	18.5	96				
METRO CENTRAL CITY	24518	9616	25.5	39.2	84	1307	22.6	5.3	75	4015	25.7	16.4	85				
METRO SUBURBAN	35919	17648	46.8	49.1	106	2856	49.4	8.0	111	7487	47.9	20.8	108				
NON METRO	20549	10439	27.7	50.8	109	1621	28.0	7.9	110	4114	26.3	20.0	104				
TOP 5 ADI'S	18341	6853	18.2	37.4	80	1661	28.7	9.1	127	2834	18.1	15.5	80				
TOP 10 ADI'S	25378	9282	24.6	36.6	79	2284	39.5	9.0	126	4007	25.7	15.8	82				
TOP 20 ADI'S	36488	14647	38.8	40.1	86	2926	50.6	8.0	112	6578	42.1	18.0	93				
HSHLD INC. $50,000 OR MORE	6612	3258	8.6	49.3	106	747	12.9	11.3	158	1325	8.5	20.0	104				
$40,000 OR MORE	12659	6522	17.3	51.5	111	1260	21.8	10.0	139	2654	17.0	21.0	109				
$30,000 OR MORE	24698	12890	34.2	52.2	112	2265	39.2	9.2	128	5268	33.7	21.3	111				
$25,000 OR MORE	32077	16650	44.2	51.9	111	2951	51.0	9.2	129	6884	44.1	21.5	111				
$20,000 - $24,999	9144	4602	12.2	50.3	108	617	10.7	6.7	94	1847	11.8	20.2	105				
$15,000 - $19,999	8728	3905	10.4	44.7	96	*370	6.4	4.2	59	1620	10.4	18.6	96				
$10,000 - $14,999	12562	5487	14.6	43.7	94	894	15.5	7.1	100	2521	16.1	20.1	104				
UNDER $10,000	18475	7060	18.7	38.2	82	952	16.5	5.2	72	2745	17.6	14.9	77				
HOUSEHOLD OF 1 PERSON	11987	4275	11.3	35.7	77	1028	17.8	8.6	120	1716	11.0	14.3	74				
2 PEOPLE	26577	11358	30.1	42.7	92	1851	32.0	7.0	98	4822	30.9	18.1	94				
3 OR 4 PEOPLE	30617	15878	42.1	51.9	111	2017	34.9	6.6	92	6149	39.4	20.1	104				
5 OR MORE PEOPLE	11804	6192	16.4	52.5	113	888	15.4	7.5	105	2930	18.8	24.8	129				
NO CHILD IN HSHLD	46165	19305	51.2	41.8	90	3650	63.1	7.9	111	8169	52.3	17.7	92				
CHILD(REN) UNDER 2 YRS	5325	2602	6.9	48.9	105	**253	4.4	4.8	67	995	6.4	18.7	97				
2 - 5 YEARS	14221	7226	19.2	50.8	109	697	12.1	4.9	69	2938	18.8	20.7	107				
6 - 11 YEARS	15117	8162	21.6	54.0	116	896	15.5	5.9	83	3294	21.1	21.8	113				
12 - 17 YEARS	16611	9060	24.0	54.5	117	1304	22.5	7.9	110	3788	24.3	22.8	118				
RESIDENCE OWNED	55884	28206	74.8	50.5	108	4304	74.4	7.7	108	11888	76.1	21.3	110				
VALUE: $50,000 OR MORE	31744	16005	42.5	50.4	108	2950	51.0	9.3	130	6888	44.1	21.7	113				
VALUE: UNDER $50,000	24140	12201	32.4	50.5	109	1353	23.4	5.6	78	5000	32.0	20.7	107				

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INSTANT POWDERED PUDDING OR PIE FILLINGS: BRANDS
(FEMALE HOMEMAKERS)

0557
P-19

		TOTAL U.S. '000	JELL-O A '000	JELL-O B % DOWN	JELL-O C % ACROSS	JELL-O D INDX	MY-T-FINE A '000	MY-T-FINE B % DOWN	MY-T-FINE C % ACROSS	MY-T-FINE D INDX	ROYAL A '000	ROYAL B % DOWN	ROYAL C % ACROSS	ROYAL D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	37703	100.0	46.6	100	5784	100.0	7.1	100	15617	100.0	19.3	100				
MAGAZINES	QUINTILE 1	15799	7986	21.2	50.5	109	1457	25.2	9.2	129	3405	21.8	21.6	112				
	QUINTILE 2	17259	8847	23.5	51.3	110	1391	24.0	8.1	113	3955	25.3	22.9	119				
	QUINTILE 3	13545	6504	17.3	48.0	103	982	17.0	7.2	102	2842	18.2	21.0	109				
	QUINTILE 4	15133	6739	17.9	44.5	96	958	16.6	6.3	89	2632	16.9	17.4	90				
	QUINTILE 5	19250	7626	20.2	39.6	85	995	17.2	5.2	72	2783	17.8	14.5	75				
NEWSPAPERS	QUINTILE 1	12413	5852	15.5	47.1	101	1262	21.8	10.2	142	2860	18.3	23.0	119				
	QUINTILE 2	24116	12119	32.1	50.3	108	1944	33.6	8.1	113	5046	32.3	20.9	109				
	QUINTILE 3	11261	5441	14.4	48.3	104	560	9.7	5.0	70	2003	12.8	17.8	92				
	QUINTILE 4	20255	9271	24.6	45.8	98	1533	26.5	7.6	106	3851	24.7	19.0	99				
	QUINTILE 5	12940	5020	13.3	38.8	83	486	8.4	3.8	53	1858	11.9	14.4	74				
OUTDOOR	QUINTILE 1	14852	6951	18.4	46.8	101	1036	17.9	7.0	98	3289	21.1	22.1	115				
	QUINTILE 2	15725	7483	19.8	47.6	102	1143	19.8	7.3	102	3065	19.6	19.5	101				
	QUINTILE 3	16330	8146	21.6	49.9	107	1103	19.1	6.8	95	3124	20.0	19.1	99				
	QUINTILE 4	16744	7543	20.0	45.0	97	1136	19.6	6.8	95	2979	19.1	17.8	92				
	QUINTILE 5	17334	7580	20.1	43.7	94	1365	23.6	7.9	110	3161	20.2	18.2	95				
RADIO-DRIVE TIME	QUINTILE 1	15911	8061	21.4	50.7	109	1354	23.4	8.5	119	3734	23.9	23.5	122				
	QUINTILE 2	14837	7156	19.0	48.2	104	1084	18.7	7.3	102	3196	20.5	21.5	112				
	QUINTILE 3	15339	6945	18.4	45.3	97	1211	20.9	7.9	111	2766	17.7	18.0	94				
	QUINTILE 4	16723	7646	20.3	45.7	98	1068	18.5	6.4	89	2827	18.1	16.9	88				
	QUINTILE 5	18176	7895	20.9	43.4	93	1067	18.4	5.9	82	3094	19.8	17.0	88				
RADIO-MID-DAY	TERCILE 1	21020	10011	26.6	47.6	102	1582	27.4	7.5	105	4831	30.9	23.0	119				
	TERCILE 2	21610	10781	28.6	49.9	107	1677	29.0	7.8	109	4347	27.8	20.1	104				
	TERCILE 3	38355	16911	44.9	44.1	95	2525	43.7	6.6	92	6439	41.2	16.8	87				
RADIO-TOTAL	QUINTILE 1	15988	7799	20.7	48.8	105	1236	21.4	7.7	108	3558	22.8	22.3	115				
	QUINTILE 2	15626	7233	19.2	46.3	99	1264	21.9	8.1	113	3315	21.2	21.2	110				
	QUINTILE 3	16723	8093	21.5	48.4	104	1353	23.4	8.1	113	3332	21.3	19.9	103				
	QUINTILE 4	16342	7759	20.6	47.5	102	1012	17.5	6.2	87	2669	17.1	16.3	85				
	QUINTILE 5	16306	6819	18.1	41.8	90	919	15.9	5.6	79	2744	17.6	16.8	87				
TV-PRIME TIME	QUINTILE 1	15953	7494	19.9	47.0	101	1191	20.6	7.5	105	3252	20.8	20.4	106				
	QUINTILE 2	16137	7683	20.4	47.6	102	1457	25.2	9.0	126	3123	20.0	19.4	100				
	QUINTILE 3	16420	7935	21.0	48.3	104	1188	20.5	7.2	101	3371	21.6	20.5	106				
	QUINTILE 4	16687	7529	20.0	45.1	97	900	15.6	5.4	76	2982	19.1	17.9	93				
	QUINTILE 5	15789	7062	18.7	44.7	96	1048	18.1	6.6	93	2888	18.5	18.3	95				
TV-DAYTIME	TERCILE 1	27736	13161	34.9	47.5	102	1773	30.7	6.4	90	5311	34.0	19.1	99				
	TERCILE 2	26489	12378	32.8	46.7	100	1950	33.7	7.4	103	5128	32.8	19.4	100				
	TERCILE 3	26761	12164	32.3	45.5	98	2062	35.7	7.7	108	5178	33.2	19.3	100				
TV-TOTAL	QUINTILE 1	16345	7465	19.8	45.7	98	1077	18.6	6.6	92	3229	20.7	19.8	102				
	QUINTILE 2	16447	8003	21.2	48.7	105	1319	22.8	8.0	112	3331	21.3	20.3	105				
	QUINTILE 3	15980	7441	19.7	46.6	100	1118	19.3	7.0	98	3005	19.2	18.8	98				
	QUINTILE 4	15887	7545	20.0	47.5	102	1113	19.2	7.0	98	3052	19.5	19.2	100				
	QUINTILE 5	16324	7249	19.2	44.4	95	1157	20.0	7.1	99	3000	19.2	18.4	95				
MAGAZINES-NEWSPAPERS: DUAL		20721	10975	29.1	53.0	114	1991	34.4	9.6	135	4844	31.0	23.4	121				
MAGAZINE IMPERATIVE		19186	9208	24.4	48.0	103	1290	22.3	6.7	94	3837	24.6	20.0	104				
NEWSPAPER IMPERATIVE		21899	9892	26.2	45.2	97	1510	26.1	6.9	97	4135	26.5	18.9	98				
MAGAZINES-OUTDOOR: DUAL		15451	8096	21.5	52.4	113	1393	24.1	9.0	126	3485	22.3	22.6	117				
MAGAZINE IMPERATIVE		25953	12839	34.1	49.5	106	2094	36.2	8.1	113	5503	35.2	21.2	110				
OUTDOOR IMPERATIVE		24400	10624	28.2	43.5	94	1326	22.9	5.4	76	4267	27.3	17.5	91				
MAGAZINES-RADIO: DUAL		18049	9019	23.9	50.0	107	1537	26.6	8.5	119	3941	25.2	21.8	113				
MAGAZINE IMPERATIVE		23571	11963	31.7	50.8	109	1796	31.1	7.6	107	5012	32.1	21.3	110				
RADIO IMPERATIVE		23278	10576	28.1	45.4	98	1664	28.8	7.1	100	4564	29.2	19.6	102				
MAGAZINES-TELEVISION: DUAL		15459	8036	21.3	52.0	112	1265	21.9	8.2	115	3624	23.2	23.4	122				
MAGAZINE IMPERATIVE		25829	12669	33.6	49.0	105	2205	38.1	8.5	120	5441	34.8	21.1	109				
TELEVISION IMPERATIVE		26039	11338	30.1	43.5	94	1614	27.9	6.2	87	4387	28.1	16.8	87				
NEWSPAPERS-OUTDOOR: DUAL		16605	8469	22.5	51.0	110	1395	24.1	8.4	118	3703	23.7	22.3	116				
NEWSPAPER IMPERATIVE		26834	12865	34.1	47.9	103	2228	38.5	8.3	116	5374	34.4	20.0	104				
OUTDOOR IMPERATIVE		23346	10351	27.5	44.3	95	1317	22.8	5.6	79	4230	27.1	18.1	94				
NEWSPAPERS-RADIO: DUAL		17133	8528	22.6	49.8	107	1529	26.4	8.9	125	3939	25.2	23.0	119				
NEWSPAPER IMPERATIVE		25892	12578	33.4	48.6	104	1996	34.5	7.7	108	5013	32.1	19.4	100				
RADIO IMPERATIVE		23167	10527	27.9	45.4	98	1548	26.8	6.7	94	4479	28.7	19.3	100				
NEWSPAPERS-TELEVISION: DUAL		17159	8513	22.6	49.6	107	1324	22.9	7.7	108	3916	25.1	22.8	118				
NEWSPAPER IMPERATIVE		26214	12530	33.2	47.8	103	2148	37.1	8.2	115	5163	33.1	19.7	102				
TELEVISION IMPERATIVE		23412	10479	27.8	44.8	96	1438	24.9	6.1	86	4074	26.1	17.4	90				
OUTDOOR-RADIO: DUAL		15303	7625	20.2	49.8	107	1231	21.3	8.0	113	3508	22.5	22.9	119				
OUTDOOR IMPERATIVE		24901	11531	30.6	46.3	99	1573	27.2	6.3	88	4597	29.4	18.5	96				
RADIO IMPERATIVE		24492	12439	33.0	47.0	101	2064	35.7	7.8	109	5397	34.6	20.4	106				
OUTDOOR-TELEVISION: DUAL		14794	7128	18.9	48.2	103	1009	17.4	6.8	95	2940	18.8	19.9	103				
OUTDOOR IMPERATIVE		25437	12201	32.4	48.0	103	1849	32.0	7.3	102	5116	32.8	20.1	104				
TELEVISION IMPERATIVE		27877	12922	34.3	46.4	100	2088	36.1	7.5	105	5399	34.6	19.4	100				
RADIO-TELEVISION: DUAL		15996	7463	19.8	46.7	100	1406	24.3	8.8	123	3258	20.9	20.4	106				
RADIO IMPERATIVE		25478	12229	32.4	48.0	103	1858	32.1	7.3	102	5365	34.4	21.1	109				
TELEVISION IMPERATIVE		26573	12569	33.3	47.3	102	1732	29.9	6.5	91	5023	32.2	18.9	98				

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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INSTANT POWDERED PUDDING OR PIE FILLINGS: BRANDS
(FEMALE HOMEMAKERS)

0558
P-19

	TOTAL U.S. '000	JELL-O A '000	JELL-O B % DOWN	JELL-O C % ACROSS	JELL-O D INDX	MY-T-FINE A '000	MY-T-FINE B % DOWN	MY-T-FINE C % ACROSS	MY-T-FINE D INDX	ROYAL A '000	ROYAL B % DOWN	ROYAL C % ACROSS	ROYAL D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	37703	100.0	46.6	100	5784	100.0	7.1	100	15617	100.0	19.3	100				
ATLANTIC MONTHLY	415	*114	0.3	27.5	59	**11	0.2	2.7	37	**50	0.3	12.0	62				
BARRON'S	453	*180	0.5	39.7	85	**62	1.1	13.7	192	**121	0.8	26.7	139				
BETTER HOMES & GARDENS	16256	9051	24.0	55.7	120	1507	26.1	9.3	130	4110	26.3	25.3	131				
BON APPETIT	2535	1269	3.4	50.1	108	*235	4.1	9.3	130	521	3.3	20.6	107				
BUSINESS WEEK	1278	549	1.5	43.0	92	**172	3.0	13.5	188	*229	1.5	17.9	93				
CAR AND DRIVER	378	*130	0.3	34.4	74	**19	0.3	5.0	70	**57	0.4	15.1	78				
CBS MAGAZINE NETWORK (GROSS)	1498	823	2.2	54.9	118	**98	1.7	6.5	92	*243	1.6	16.2	84				
CHANGING TIMES	1505	721	1.9	47.9	103	*161	2.8	10.7	150	308	2.0	20.5	106				
COLONIAL HOMES	1231	622	1.6	50.5	109	*85	1.5	6.9	97	265	1.7	21.5	112				
CONDE NAST MAG. PKG. (GROSS)	14146	6322	16.8	44.7	96	1249	21.6	8.8	124	2782	17.8	19.7	102				
CONSUMERS DIGEST	1323	689	1.8	52.1	112	**120	2.1	9.1	127	248	1.6	18.7	97				
COSMOPOLITAN	7102	3125	8.3	44.0	95	566	9.8	8.0	112	1364	8.7	19.2	100				
COUNTRY LIVING	2481	1398	3.7	56.3	121	*261	4.5	10.5	147	620	4.0	25.0	130				
CUISINE	1472	518	1.4	35.2	76	**134	2.3	9.1	127	242	1.5	16.4	85				
CYCLE WORLD	425	*203	0.5	47.8	103	**37	0.6	8.7	122	**63	0.4	14.8	77				
DCI:CREATIVE IDEAS FOR LIV	2510	1494	4.0	59.5	128	*201	3.5	8.0	112	709	4.5	28.2	146				
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	3802	10.1	56.8	122	416	7.2	6.2	87	1460	9.3	21.8	113				
DISCOVER	894	384	1.0	43.0	92	**64	1.1	7.2	100	*130	0.8	14.5	75				
EBONY	3507	1298	3.4	37.0	80	203	3.5	5.8	81	505	3.2	14.4	75				
ESQUIRE	1083	434	1.2	40.1	86	**90	1.6	8.3	116	*166	1.1	15.3	79				
ESSENCE	1830	647	1.7	35.4	76	**71	1.2	3.9	54	293	1.9	16.0	83				
FAMILY CIRCLE	15930	8634	22.9	54.2	116	1600	27.7	10.0	141	3710	23.8	23.3	121				
THE FAMILY HANDYMAN	1126	625	1.7	55.5	119	**114	2.0	10.1	142	319	2.0	28.3	147				
FAMILY WEEKLY	11468	6357	16.9	55.4	119	795	13.7	6.9	97	2464	15.8	21.5	111				
FIELD & STREAM	2234	1184	3.1	53.0	114	*216	3.7	9.7	135	553	3.5	24.8	128				
FOOD & WINE	579	*216	0.6	37.3	80	**62	1.1	10.7	150	**89	0.6	15.4	80				
FORBES	728	*246	0.7	33.8	73	**81	1.4	11.1	156	**162	1.0	22.3	115				
FORTUNE	906	332	0.9	36.6	79	**168	2.9	18.5	260	*195	1.2	21.5	112				
GENTLEMEN'S QUARTERLY	791	298	0.8	37.7	81	**31	0.5	3.9	55	**149	1.0	18.8	98				
GLAMOUR	5265	2526	6.7	48.0	103	448	7.7	8.5	119	1159	7.4	22.0	114				
GOLF DIGEST	636	316	0.8	49.7	107	**127	2.2	20.0	280	**164	1.1	25.8	134				
GOLF DIGEST/TENNIS (GROSS)	1186	556	1.5	46.9	101	**161	2.8	13.6	190	*282	1.8	23.8	123				
GOLF MAGAZINE	441	*200	0.5	45.4	97	**63	1.1	14.3	200	**78	0.5	17.7	92				
GOLF MAGAZINE/SKI (GROSS)	922	418	1.1	45.3	97	**117	2.0	12.7	178	*173	1.1	18.8	97				
GOOD HOUSEKEEPING	16487	8806	23.4	53.4	115	1541	26.6	9.3	131	4035	25.8	24.5	127				
HARPER'S BAZAAR	2423	1055	2.8	43.5	94	*225	3.9	9.3	130	548	3.5	22.6	117				
HEALTH	1994	1050	2.8	52.7	113	**153	2.6	7.7	107	491	3.1	24.6	128				
HEARST MAG CORP. BUY (GROSS)	44101	22274	59.1	50.5	108	3893	67.3	8.8	124	9986	63.9	22.6	117				
HEARST MAN POWER (GROSS)	1993	1127	3.0	56.5	121	**203	3.5	10.2	143	616	3.9	30.9	160				
HEARST WOMAN POWER (GROSS)	31274	15932	42.3	50.9	109	2692	46.5	8.6	121	6979	44.7	22.3	116				
HOUSE BEAUTIFUL	3623	1705	4.5	47.1	101	316	5.5	8.7	122	774	5.0	21.4	111				
INC.	283	**113	0.3	39.9	86	**20	0.3	7.1	99	**67	0.4	23.7	123				
JET	2928	1094	2.9	37.4	80	220	3.8	7.5	105	463	3.0	15.8	82				
LADIES' HOME JOURNAL	11918	6319	16.8	53.0	114	1058	18.3	8.9	124	2853	18.3	23.9	124				
LHJ FAMILY GRP COMBO(GROSS)	16764	8841	23.4	52.7	113	1536	26.6	9.2	128	4059	26.0	24.2	126				
LIFE	4254	1678	4.5	39.4	85	292	5.0	6.9	96	887	5.7	20.9	108				
L.A. TIMES HOME MAGAZINE	1145	412	1.1	36.0	77	**6	0.1	0.5	7	*174	1.1	15.2	79				
MADEMOISELLE	2884	1292	3.4	44.8	96	*220	3.8	7.6	107	513	3.3	17.8	92				
MC CALL'S	13460	7328	19.4	54.4	117	1079	18.7	8.0	112	2871	18.4	21.3	111				
MC CALL'S/MRK MOTHER (GROSS)	14606	8000	21.2	54.8	118	1142	19.7	7.8	109	3171	20.3	21.7	113				
MECHANIX ILLUSTRATED	772	386	1.0	50.0	107	**111	1.9	14.4	201	*243	1.6	31.5	163				
METROPOLITAN HOME	967	454	1.2	46.9	101	**98	1.7	10.1	142	*167	1.1	17.3	90				
MONEY	1588	757	2.0	47.7	102	*149	2.6	9.4	131	347	2.2	21.9	113				
MOTHER EARTH NEWS	1002	562	1.5	56.1	120	**90	1.6	9.0	126	*237	1.5	23.7	123				
MS.	825	343	0.9	41.6	89	**66	1.1	8.0	112	*172	1.1	20.8	108				
NATIONAL ENQUIRER	10336	4951	13.1	47.9	103	615	10.6	6.0	83	1944	12.4	18.8	98				
NATIONAL GEOGRAPHIC	9597	4524	12.0	47.1	101	750	13.0	7.8	109	1898	12.2	19.8	103				
NATIONAL SUNDAY MAGAZINE PKG	49558	24259	64.3	49.0	105	3800	65.7	7.7	107	10374	66.4	20.9	109				
NATURAL HISTORY	573	*151	0.4	26.4	57	**66	1.1	11.5	161	**80	0.5	14.0	72				
NEW WOMAN	1699	734	1.9	43.2	93	**89	1.5	5.2	73	341	2.2	20.1	104				
NEW YORK INCLUDING CUE	443	*99	0.3	22.3	48	**98	1.7	22.1	310	**103	0.7	23.3	121				
THE NEW YORKER	1270	427	1.1	33.6	72	*193	3.3	15.2	213	307	2.0	24.2	125				
NEWSWEEK	6277	2943	7.8	46.9	101	713	12.3	11.4	159	1286	8.2	20.5	106				
THE N.Y. TIMES DAILY EDITION	1205	340	0.9	28.2	61	305	5.3	25.3	354	*249	1.6	20.7	107				
THE N.Y. TIMES MAGAZINE	2081	568	1.5	27.3	59	479	8.3	23.0	322	417	2.7	20.0	104				
OMNI	788	333	0.9	42.3	91	**66	1.1	8.4	117	*192	1.2	24.4	126				
ON CABLE	1158	586	1.6	50.6	109	**91	1.6	7.9	110	*341	2.2	29.4	153				
1001 HOME IDEAS	2852	1472	3.9	51.6	111	*326	5.6	11.4	160	715	4.6	25.1	130				
ORGANIC GARDENING	1658	723	1.9	43.6	94	*242	4.2	14.6	206	383	2.5	23.1	120				
OUTDOOR LIFE	896	422	1.1	47.1	101	**75	1.3	8.4	117	*160	1.0	17.9	93				
PARADE MAGAZINE	24275	11461	30.4	47.2	101	2095	36.2	8.6	121	5005	32.0	20.6	107				

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INSTANT POWDERED PUDDING OR PIE FILLINGS: BRANDS
(FEMALE HOMEMAKERS)

0559
P-19

	TOTAL U.S. '000	JELL-O A '000	JELL-O B % DOWN	JELL-O C % ACROSS	JELL-O D INDX	MY-T-FINE A '000	MY-T-FINE B % DOWN	MY-T-FINE C % ACROSS	MY-T-FINE D INDX	ROYAL A '000	ROYAL B % DOWN	ROYAL C % ACROSS	ROYAL D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	37703	100.0	46.6	100	5784	100.0	7.1	100	15617	100.0	19.3	100				
PARENTS	3845	2145	5.7	55.8	120	339	5.9	8.8	123	839	5.4	21.8	113				
PENTHOUSE	831	426	1.1	51.3	110	**39	0.7	4.7	66	**108	0.7	13.0	67				
PEOPLE	11645	5686	15.1	48.8	105	816	14.1	7.0	98	2224	14.2	19.1	99				
PLAYBOY	2006	845	2.2	42.1	90	*125	2.2	6.2	87	358	2.3	17.8	93				
POPULAR HOT RODDING	297	*145	0.4	48.8	105	**30	0.5	10.1	141	**63	0.4	21.2	110				
POPULAR MECHANICS	1018	623	1.7	61.2	131	**157	2.7	15.4	216	*353	2.3	34.7	180				
POPULAR SCIENCE	878	518	1.4	59.0	127	**87	1.5	9.9	139	*184	1.2	21.0	109				
PREVENTION	3913	1805	4.8	46.1	99	339	5.9	8.7	121	886	5.7	22.6	117				
PSYCHOLOGY TODAY	1710	812	2.2	47.5	102	*187	3.2	10.9	153	367	2.4	21.5	111				
READER'S DIGEST	22204	11552	30.6	52.0	112	1750	30.3	7.9	110	4943	31.7	22.3	115				
REDBOOK	7684	4001	10.6	52.1	112	585	10.1	7.6	107	1580	10.1	20.6	107				
ROAD & TRACK	410	*267	0.7	65.1	140	**27	0.5	6.6	92	**101	0.6	24.6	128				
ROLLING STONE	969	492	1.3	50.8	109	**105	1.8	10.8	152	*226	1.4	23.3	121				
RUNNER'S WORLD	298	*151	0.4	50.7	109	**30	0.5	10.1	141	**70	0.4	23.5	122				
SATURDAY EVENING POST	1169	503	1.3	43.0	92	**103	1.8	8.8	123	*184	1.2	15.7	82				
SCIENCE 84	587	*195	0.5	33.2	71	**17	0.3	2.9	41	**131	0.8	22.3	116				
SCIENCE DIGEST	482	*245	0.6	50.8	109	**23	0.4	4.8	67	*162	1.0	33.6	174				
SCIENTIFIC AMERICAN	594	*202	0.5	34.0	73	**59	1.0	9.9	139	**120	0.8	20.2	105				
SELF	2089	1043	2.8	49.9	107	*208	3.6	10.0	139	429	2.7	20.5	106				
SEVENTEEN	2411	1125	3.0	46.7	100	*200	3.5	8.3	116	397	2.5	16.5	85				
SKI	480	*219	0.6	45.6	98	**53	0.9	11.0	155	**95	0.6	19.8	103				
SMITHSONIAN	2760	1263	3.3	45.8	98	279	4.8	10.1	142	561	3.6	20.3	105				
SOAP OPERA DIGEST	3013	1385	3.7	46.0	99	*220	3.8	7.3	102	564	3.6	18.7	97				
SOUTHERN LIVING	4184	2308	6.1	55.2	118	*216	3.7	5.2	72	752	4.8	18.0	93				
SPORT	559	*197	0.5	35.2	76	**31	0.5	5.5	78	**108	0.7	19.3	100				
THE SPORTING NEWS	436	*277	0.7	63.5	136	**52	0.9	11.9	167	**62	0.4	14.2	74				
SPORTS AFIELD	493	259	0.7	52.5	113	**24	0.4	4.9	68	**102	0.7	20.7	107				
SPORTS ILLUSTRATED	2758	1371	3.6	49.7	107	*293	5.1	10.6	149	745	4.8	27.0	140				
STAR	7456	3458	9.2	46.4	100	540	9.3	7.2	101	1449	9.3	19.4	101				
SUNDAY	24936	11525	30.6	46.2	99	2178	37.7	8.7	122	5470	35.0	21.9	114				
SUNSET	2124	1011	2.7	47.6	102	*228	3.9	10.7	150	441	2.8	20.8	108				
TV GUIDE	21661	10468	27.8	48.3	104	1438	24.9	6.6	93	4333	27.7	20.0	104				
TENNIS	550	*240	0.6	43.6	94	**33	0.6	6.0	84	**118	0.8	21.5	111				
TIME	8880	4168	11.1	46.9	101	710	12.3	8.0	112	1735	11.1	19.5	101				
TOWN & COUNTRY	917	342	0.9	37.3	80	**87	1.5	9.5	133	*150	1.0	16.4	85				
TRAVEL & LEISURE	972	442	1.2	45.5	98	**91	1.6	9.4	131	*225	1.4	23.1	120				
TRUE STORY	3356	1528	4.1	45.5	98	*111	1.9	3.3	46	604	3.9	18.0	93				
U.S.NEWS & WORLD REPORT	3410	1666	4.4	48.9	105	*228	3.9	6.7	94	727	4.7	21.3	111				
USA TODAY	1759	905	2.4	51.4	111	*129	2.2	7.3	103	348	2.2	19.8	103				
US	1873	1034	2.7	55.2	119	**131	2.3	7.0	98	454	2.9	24.2	126				
VOGUE	3909	1461	3.9	37.4	80	373	6.4	9.5	134	681	4.4	17.4	90				
WALL STREET JOURNAL	1886	934	2.5	49.5	106	*182	3.1	9.7	135	449	2.9	23.8	123				
WEIGHT WATCHERS	2120	1085	2.9	51.2	110	*128	2.2	6.0	85	495	3.2	23.3	121				
WOMAN'S DAY	14172	7799	20.7	55.0	118	1281	22.1	9.0	127	3345	21.4	23.6	122				
WORKING MOTHER	1146	673	1.8	58.7	126	**63	1.1	5.5	77	301	1.9	26.3	136				
WORKING WOMAN	1322	630	1.7	47.7	102	*113	2.0	8.5	120	303	1.9	22.9	119				
WORLD TENNIS	*163	**87	0.2	53.4	115	**0	0.0	0.0	0	**23	0.1	14.1	73				
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1183	3.1	46.7	100	*187	3.2	7.4	103	423	2.7	16.7	87				
BLAIR INSERTS	43657	20688	54.9	47.4	102	3584	62.0	8.2	115	9175	58.8	21.0	109				
DAILY NEWSPAPERS																	
READ ANY	51633	25037	66.4	48.5	104	4170	72.1	8.1	113	10553	67.6	20.4	106				
READ ONE	43463	21195	56.2	48.8	105	3316	57.3	7.6	107	8688	55.6	20.0	104				
READ TWO OR MORE	8170	3841	10.2	47.0	101	855	14.8	10.5	147	1865	11.9	22.8	118				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	25605	67.9	48.6	104	4148	71.7	7.9	110	10982	70.3	20.8	108				
READ ONE	46126	22467	59.6	48.7	105	3456	59.8	7.5	105	9432	60.4	20.4	106				
READ TWO OR MORE	6552	3139	8.3	47.9	103	692	12.0	10.6	148	1550	9.9	23.7	123				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.36				26.86				28.98							
30 DAY REACH	71455	33387	88.6	46.7	100	5032	87.0	7.0	99	13835	88.6	19.4	100				
50 SHWG - 30 DAY AV FREQ	14.56	14.38				14.36				15.17							
30 DAY REACH	67742	31834	84.4	47.0	101	4709	81.4	7.0	97	13258	84.9	19.6	101				
25 SHWG - 30 DAY AV FREQ	7.94	7.75				7.80				8.24							
30 DAY REACH	62117	29486	78.2	47.5	102	4328	74.8	7.0	98	12149	77.8	19.6	101				
CABLE TV: HOME WIRED	32077	16407	43.5	51.1	110	2146	37.1	6.7	94	6787	43.5	21.2	110				
HOME NOT WIRED	48909	21296	56.5	43.5	94	3638	62.9	7.4	104	8830	56.5	18.1	94				
HAVE PAY CABLE	15935	8486	22.5	53.3	114	1228	21.2	7.7	108	3453	22.1	21.7	112				

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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INSTANT POWDERED PUDDING OR PIE FILLINGS: BRANDS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	JELL-O A '000	JELL-O B % DOWN	JELL-O C % ACROSS %	JELL-O D INDX	MY-T-FINE A '000	MY-T-FINE B % DOWN	MY-T-FINE C % ACROSS %	MY-T-FINE D INDX	ROYAL A '000	ROYAL B % DOWN	ROYAL C % ACROSS %	ROYAL D INDX	A '000	B % DOWN	C % ACROSS %	D INDX
TOTAL FEMALE HOMEMAKERS	80986	37703	100.0	46.6	100	5784	100.0	7.1	100	15617	100.0	19.3	100				
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	21320	56.5	48.5	104	3433	59.4	7.8	109	9049	57.9	20.6	107				
10:00 AM - 3:00 PM	30659	15049	39.9	49.1	105	2410	41.7	7.9	110	6710	43.0	21.9	113				
3:00 PM - 7:00 PM	31045	14948	39.6	48.1	103	2317	40.1	7.5	104	6439	41.2	20.7	108				
7:00 PM - MIDNIGHT	15767	7296	19.4	46.3	99	1166	20.2	7.4	104	3173	20.3	20.1	104				
MIDNIGHT - 6:00 AM	9120	4507	12.0	49.4	106	675	11.7	7.4	104	1967	12.6	21.6	112				
6:00 AM - MIDNIGHT	58527	28060	74.4	47.9	103	4411	76.3	7.5	106	11971	76.7	20.5	106				
ENTIRE DAY	59311	28430	75.4	47.9	103	4443	76.8	7.5	105	12106	77.5	20.4	106				
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	8210	21.8	50.8	109	1236	21.4	7.6	107	3751	24.0	23.2	120				
ALL NEWS	2256	901	2.4	39.9	86	279	4.8	12.4	173	399	2.6	17.7	92				
AOR/PROGRESSIVE	3874	1696	4.5	43.8	94	335	5.8	8.6	121	861	5.5	22.2	115				
BEAUTIFUL MUSIC	5660	2759	7.3	48.7	105	353	6.1	6.2	87	1199	7.7	21.2	110				
BLACK	2204	868	2.3	39.4	85	**75	1.3	3.4	48	375	2.4	17.0	88				
CLASSICAL	1418	629	1.7	44.4	95	**123	2.1	8.7	121	294	1.9	20.7	108				
CHR/ROCK	9538	4438	11.8	46.5	100	554	9.6	5.8	81	1953	12.5	20.5	106				
COUNTRY	12648	6732	17.9	53.2	114	1014	17.5	8.0	112	2383	15.3	18.8	98				
GOLDEN OLDIES	1191	405	1.1	34.0	73	**86	1.5	7.2	101	*184	1.2	15.4	80				
MOR/NOSTALGIA	4757	2222	5.9	46.7	100	434	7.5	9.1	128	1224	7.8	25.7	133				
NEWS/TALK	3863	1567	4.2	40.6	87	463	8.0	12.0	168	930	6.0	24.1	125				
RELIGIOUS	3084	1440	3.8	46.7	100	*197	3.4	6.4	89	710	4.5	23.0	119				
SOFT ROCK	521	*215	0.6	41.3	89	**51	0.9	9.8	137	**152	1.0	29.2	151				
URBAN CONTEMPORARY	1585	556	1.5	35.1	75	*141	2.4	8.9	125	263	1.7	16.6	86				
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	1465	3.9	44.9	96	*194	3.4	5.9	83	734	4.7	22.5	117				
ABC DIRECTION	2316	1172	3.1	50.6	109	326	5.6	14.1	197	542	3.5	23.4	121				
ABC ENTERTAINMENT	4834	2427	6.4	50.2	108	419	7.2	8.7	121	993	6.4	20.5	107				
ABC FM	2202	934	2.5	42.4	91	**92	1.6	4.2	58	414	2.7	18.8	97				
ABC INFORMATION	5425	2562	6.8	47.2	101	426	7.4	7.9	110	1262	8.1	23.3	121				
ABC ROCK	1677	860	2.3	51.3	110	**103	1.8	6.1	86	490	3.1	29.2	152				
CBS	4430	2201	5.8	49.7	107	353	6.1	8.0	112	1040	6.7	23.5	122				
MUTUAL	4992	2499	6.6	50.1	108	482	8.3	9.7	135	1210	7.7	24.2	126				
NBC	4679	2401	6.4	51.3	110	551	9.5	11.8	165	1224	7.8	26.2	136				
RADIORADIO	1994	914	2.4	45.8	98	**130	2.2	6.5	91	394	2.5	19.8	102				
RKO ONE	2298	996	2.6	43.3	93	**82	1.4	3.6	50	390	2.5	17.0	88				
RKO TWO	3311	1597	4.2	48.2	104	264	4.6	8.0	112	744	4.8	22.5	117				
THE SOURCE	2114	916	2.4	43.3	93	**111	1.9	5.3	74	392	2.5	18.5	96				
NON-WIRED : BLAIR	8654	4331	11.5	50.0	107	672	11.6	7.8	109	1831	11.7	21.2	110				
INTERNET	12025	5656	15.0	47.0	101	845	14.6	7.0	98	2711	17.4	22.5	117				
KATZ RADIO GROUP	15359	6975	18.5	45.4	98	1356	23.4	8.8	124	3423	21.9	22.3	116				
SUPERNET	10628	5359	14.2	50.4	108	860	14.9	8.1	113	2357	15.1	22.2	115				
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	3875	10.3	44.8	96	419	7.2	4.8	68	1553	9.9	17.9	93				
MKDAY 9:00 AM - 1:00 PM	12163	5650	15.0	46.5	100	746	12.9	6.1	86	2356	15.1	19.4	100				
MKDAY 1:00 PM - 4:30 PM	16150	7713	20.5	47.8	103	1029	17.8	6.4	89	3135	20.1	19.4	101				
MKDAY 4:30 PM - 7:30 PM	22463	10378	27.5	46.2	99	1584	27.4	7.1	99	4320	27.7	19.2	100				
MKDAY 7:30 PM - 8:00 PM	31795	14603	38.7	45.9	99	2275	39.3	7.2	100	6080	38.9	19.1	99				
MKDAY 11:00 PM - 11:30 PM	23977	11738	31.1	49.0	105	1726	29.8	7.2	101	5075	32.5	21.2	110				
MKDAY 11:30 PM - 1:00 AM	7703	3936	10.4	51.1	110	569	9.8	7.4	103	1732	11.1	22.5	117				
M-SAT 8-11 PM+SUN 7-11 PM	33800	15917	42.2	47.1	101	2576	44.5	7.6	107	6725	43.1	19.9	103				
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	3039	8.1	46.5	100	444	7.7	6.8	95	1163	7.4	17.8	92				
ANOTHER WORLD N	4620	2105	5.6	45.6	98	395	6.8	8.5	120	1074	6.9	23.2	121				
AS THE WORLD TURNS C	5614	2828	7.5	50.4	108	323	5.6	5.8	81	989	6.3	17.6	91				
CAPITOL C	3396	1672	4.4	49.2	106	220	3.8	6.5	91	628	4.0	18.5	96				
CBS MORN. NEWS 1 C	1446	627	1.7	43.4	93	*41	0.7	2.8	40	228	1.5	15.8	82				
CBS MORN. NEWS 2 C	1207	427	1.1	35.4	76	*33	0.6	2.7	38	138	0.9	11.4	59				
DAYS OF OUR LIVES N	5877	2955	7.8	50.3	108	411	7.1	7.0	98	1351	8.7	23.0	119				
FACTS OF LIFE - DAYTIME N	2290	1005	2.7	43.9	94	149	2.6	6.5	91	550	3.5	24.0	125				
FAMILY FEUD A	3023	1335	3.5	44.2	95	177	3.1	5.9	82	397	2.5	13.1	68				
GENERAL HOSPITAL A	6097	2884	7.6	47.3	102	304	5.3	5.0	70	1277	8.2	20.9	109				
GOOD MORNING, AMERICA-730 A	3515	1766	4.7	50.2	108	188	3.3	5.3	75	619	4.0	17.6	91				
GOOD MORNING, AMERICA-830 A	2818	1370	3.6	48.6	104	198	3.4	7.0	98	500	3.2	17.7	92				
GUIDING LIGHT C	5339	2635	7.0	49.4	106	355	6.1	6.6	93	955	6.1	17.9	93				
ONE LIFE TO LIVE A	4478	2151	5.7	48.0	103	231	4.0	5.2	72	713	4.6	15.9	83				
PRESS YOUR LUCK C	2244	1143	3.0	50.9	109	*73	1.3	3.3	46	484	3.1	21.6	112				
PRICE IS RIGHT 1 C	4348	2052	5.4	47.2	101	203	3.5	4.7	65	716	4.6	16.5	85				
PRICE IS RIGHT 2 C	5014	2406	6.4	48.0	103	266	4.6	5.3	74	907	5.8	18.1	94				
RYAN'S HOPE A	3150	1333	3.5	42.3	91	299	5.2	9.5	133	601	3.8	19.1	99				
SALE OF THE CENTURY N	2695	1177	3.1	43.7	94	170	2.9	6.3	88	490	3.1	18.2	94				
SEARCH FOR TOMORROW N	2319	974	2.6	42.0	90	166	2.9	7.2	100	518	3.3	22.3	116				
TODAY SHOW 1 N	2693	1172	3.1	43.5	93	122	2.1	4.5	63	519	3.3	19.3	100				
TODAY SHOW 2 N	2498	973	2.6	39.0	84	119	2.1	4.8	67	500	3.2	20.0	104				
$25,000 PYRAMID C	2753	1307	3.5	47.5	102	114	2.0	4.1	58	481	3.1	17.5	91				
WHEEL OF FORTUNE N	4388	1995	5.3	45.5	98	297	5.1	6.8	95	842	5.4	19.2	100				
YOUNG AND THE RESTLESS C	5695	2789	7.4	49.0	105	244	4.2	4.3	60	1100	7.0	19.3	100				
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	731	1.9	41.5	89	122	2.1	6.9	97	353	2.3	20.1	104				
NBA PLAYOFF GAME -1 C	1136	576	1.5	50.7	109	*146	2.5	12.9	180	319	2.0	28.1	146				
NBC MAJOR LEAGUE PRE-GAME N	953	353	0.9	37.0	80	**30	0.5	3.1	44	**143	0.9	15.0	78				
SPORTSWORLD - SUN N	1233	630	1.7	51.1	110	*132	2.3	10.7	150	211	1.4	17.1	89				
SUNDAY MORNING C	1611	638	1.7	39.6	85	*109	1.9	6.8	95	333	2.1	20.7	107				

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INSTANT PUDDERED PUDDING OR PIE FILLINGS: BRANDS
(FEMALE HOMEMAKERS)

0561
P-19

		TOTAL U.S. '000	JELL-O A '000	JELL-O B % DOWN	JELL-O C % ACROSS	JELL-O D INDX	MY-T-FINE A '000	MY-T-FINE B % DOWN	MY-T-FINE C % ACROSS	MY-T-FINE D INDX	ROYAL A '000	ROYAL B % DOWN	ROYAL C % ACROSS	ROYAL D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	37703	100.0	46.6	100	5784	100.0	7.1	100	15617	100.0	19.3	100				
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	12052	32.0	46.2	99	1830	31.6	7.0	98	5007	32.1	19.2	100				
NETWORK AFFILIATES - LATE		20261	9940	26.4	49.1	105	1472	25.4	7.3	102	4336	27.8	21.4	111				
INDEPENDENTS - LATE		2076	890	2.4	42.9	92	226	3.9	10.9	152	416	2.7	20.0	104				
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	5137	13.6	49.1	106	692	12.0	6.6	93	2164	13.9	20.7	107				
ABC MONDAY NIGHT MOVIE	A	6412	3009	8.0	46.9	101	532	9.2	8.3	116	1199	7.7	18.7	97				
ABC SUNDAY NIGHT MOVIE	A	12407	5586	14.8	45.0	97	845	14.6	6.8	95	2400	15.4	19.3	100				
ABC WORLD NEWS TONIGHT	A	6176	2779	7.4	45.0	97	401	6.9	6.5	91	1111	7.1	18.0	93				
AFTERMASH	C	5863	2792	7.4	47.6	102	547	9.5	9.3	131	1010	6.5	17.2	89				
ALICE	C	9594	4604	12.2	48.0	103	884	15.3	9.2	129	1774	11.4	18.5	96				
AMERICAN PARADE	C	6622	3069	8.1	46.3	100	509	8.8	7.7	108	1311	8.4	19.8	103				
BENSON	A	10886	4955	13.1	45.5	98	859	14.9	7.9	110	2092	13.4	19.2	100				
BLUE THUNDER	A	5036	2542	6.7	50.5	108	376	6.5	7.5	105	1085	6.9	21.5	112				
CAGNEY & LACEY	C	9965	5099	13.5	51.2	110	659	11.4	6.6	93	1913	12.2	19.2	100				
CBS EVENING NEWS-DEAN	C	3491	1605	4.3	46.0	99	323	5.6	9.3	130	743	4.8	21.3	110				
CBS EVENING NEWS-RATHER	C	7123	3338	8.9	46.9	101	607	10.5	8.5	119	1463	9.4	20.5	107				
CBS SAT. NEWS-SCHIEFFER	C	3621	1489	3.9	41.1	88	227	3.9	6.3	88	649	4.2	17.9	93				
CBS SATURDAY NIGHT MOVIE	C	5436	2534	6.7	46.6	100	379	6.6	7.0	98	1050	6.7	19.3	100				
CBS WEDNESDAY NIGHT MOVIE	C	6100	2820	7.5	46.2	99	508	8.8	8.3	117	1028	6.6	16.9	87				
CHEERS	N	8889	4545	12.1	51.1	110	770	13.3	8.7	121	1934	12.4	21.8	113				
DALLAS	C	22109	10609	28.1	48.0	103	1754	30.3	7.9	111	4379	28.0	19.8	103				
DIFF'RENT STROKES	N	6940	3387	9.0	48.8	105	564	9.8	8.1	114	1320	8.5	19.0	99				
DOUBLE TROUBLE	N	7223	3799	10.1	52.6	113	401	6.9	5.6	78	1500	9.6	20.8	108				
DUCK FACTORY	N	5595	2865	7.6	51.2	110	401	6.9	7.2	100	1209	7.7	21.6	112				
DUKES OF HAZZARD	C	5768	2875	7.6	49.8	107	437	7.6	7.6	106	1210	7.7	21.0	109				
DYNASTY	A	20053	9037	24.0	45.1	97	1453	25.1	7.2	101	3579	22.9	17.8	93				
FACTS OF LIFE	N	8087	4184	11.1	51.7	111	524	9.1	6.5	91	1559	10.0	19.3	100				
FALCON CREST	C	20046	9440	25.0	47.1	101	1641	28.4	8.2	115	4028	25.8	20.1	104				
FALL GUY	A	9084	4389	11.6	48.3	104	654	11.3	7.2	101	1846	11.8	20.3	105				
FAMILY TIES	N	7964	4095	10.9	51.4	110	665	11.5	8.4	117	1699	10.9	21.3	111				
FANTASY ISLAND	A	7687	3509	9.3	45.6	98	568	9.8	7.4	103	1271	8.1	16.5	86				
FOULUPS,BLEEPS & BLUNDERS	A	8861	4210	11.2	47.5	102	655	11.3	7.4	103	1707	10.9	19.3	100				
FOUR SEASONS	C	5095	2481	6.6	48.7	105	474	8.2	9.3	130	893	5.7	17.5	91				
GIMME A BREAK	N	8838	4110	10.9	46.5	100	696	12.0	7.9	110	1721	11.0	19.5	101				
HART TO HART	A	8978	4330	11.5	48.2	104	591	10.2	6.6	92	1688	10.8	18.8	98				
HILL STREET BLUES	N	8590	4353	11.5	50.7	109	730	12.6	8.5	119	1853	11.9	21.6	112				
HOTEL	A	14085	6492	17.2	46.1	99	939	16.2	6.7	93	2734	17.5	19.4	101				
JEFFERSONS	C	9360	4453	11.8	47.6	102	832	14.4	8.9	124	1733	11.1	18.5	96				
JENNIFER SLEPT HERE	N	5841	2933	7.8	50.2	108	446	7.7	7.6	107	1123	7.2	19.2	100				
KATE & ALLIE	C	9206	4709	12.5	51.2	110	648	11.2	7.0	99	1764	11.3	19.2	99				
KNIGHT RIDER	N	7076	3509	9.3	49.6	107	468	8.1	6.6	93	1519	9.7	21.5	111				
LOVE BOAT	A	12219	5614	14.9	45.9	99	773	13.4	6.3	89	2168	13.9	17.7	92				
MAGNUM PI	C	11199	5451	14.5	48.7	105	702	12.1	6.3	88	2426	15.5	21.7	112				
MAMA'S FAMILY	N	6057	2875	7.6	47.5	102	526	9.1	8.7	122	1099	7.0	18.1	94				
MASTER, THE	N	3598	1810	4.8	50.3	108	269	4.7	7.5	105	768	4.9	21.3	111				
MATT HOUSTON	A	6344	3104	8.2	48.9	105	504	8.7	7.9	111	1505	9.6	23.7	123				
NBC MONDAY NIGHT MOVIE	N	11994	5767	15.3	48.1	103	783	13.5	6.5	91	2511	16.1	20.9	109				
NBC NIGHTLY NEWS	N	5132	2475	6.6	48.2	104	409	7.1	8.0	112	1009	6.5	19.7	102				
NBC NIGHTLY NEWS-SAT	N	3375	1556	4.1	46.1	99	*198	3.4	5.9	82	635	4.1	18.8	98				
NBC NIGHTLY NEWS-SUN	N	3130	1365	3.6	43.6	94	*176	3.0	5.6	79	598	3.8	19.1	99				
NBC SUNDAY NIGHT MOVIE	N	8284	3847	10.2	46.4	100	669	11.6	8.1	113	1835	11.8	22.2	115				
NEWHART	C	9240	4708	12.5	51.0	109	673	11.6	7.3	102	1836	11.8	19.9	103				
ONE DAY AT A TIME	C	7288	3489	9.3	47.9	103	560	9.7	7.7	108	1326	8.5	18.2	94				
PEOPLE ARE FUNNY	N	4855	2490	6.6	51.3	110	474	8.2	9.8	137	903	5.8	18.6	96				
REAL PEOPLE	N	8869	4309	11.4	48.6	104	632	10.9	7.1	100	1643	10.5	18.5	96				
REMINGTON STEELE	N	7743	3543	9.4	45.8	98	614	10.6	7.9	111	1480	9.5	19.1	99				
RIPLEY'S BELIEVE IT - NOT	A	5345	2725	7.2	51.0	110	384	6.6	7.2	101	1071	6.9	20.0	104				
RIPTIDE	N	6988	3648	9.7	52.2	112	522	9.0	7.5	105	1523	9.8	21.8	113				
SCARECROW & MRS. KING	C	10002	4820	12.8	48.2	104	678	11.7	6.8	95	2062	13.2	20.6	107				
SIMON & SIMON	C	10638	5240	13.9	49.3	106	832	14.4	7.8	110	2226	14.3	20.9	109				
60 MINUTES	C	13293	6044	16.0	45.5	98	1120	19.4	8.4	118	2638	16.9	19.8	103				
ST. ELSEWHERE	N	7017	3660	9.7	52.2	112	569	9.8	8.1	114	1721	11.0	24.5	127				
THREE'S COMPANY	A	10917	5315	14.1	48.7	105	902	15.6	8.3	116	2136	13.7	19.6	101				
T.J. HOOKER	A	9204	4194	11.1	45.6	98	635	11.0	6.9	97	1703	10.9	18.5	96				
TONIGHT SHOW	N	2372	1240	3.3	52.3	112	222	3.8	9.4	131	527	3.4	22.2	115				
TRAPPER JOHN, M.D.	C	9846	4561	12.1	46.3	100	844	14.6	8.6	120	1920	12.3	19.5	101				
TV BLOOPERS & PRAC. JOKES	N	9105	4422	11.7	48.6	104	628	10.9	6.9	97	1843	11.8	20.2	105				
20/20	A	9387	4313	11.4	45.9	99	744	12.9	7.9	111	1932	12.4	20.6	107				
WEBSTER	A	11067	5085	13.5	45.9	99	868	15.0	7.8	110	2082	13.3	18.8	98				
WORLD NEWS - SUN	A	3062	1401	3.7	45.8	98	*286	4.9	9.3	131	555	3.6	18.1	94				
YELLOW ROSE	N	4978	2455	6.5	49.3	106	370	6.4	7.4	104	933	6.0	18.7	97				
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	4913	13.0	55.3	119	529	9.1	6.0	83	1755	11.2	19.8	103				
BASKETBALL - COLLEGE GAMES		4080	2306	6.1	56.5	121	*311	5.4	7.6	107	968	6.2	23.7	123				
BASKETBALL - PRO GAMES		3607	1882	5.0	52.2	112	*381	6.6	10.6	148	767	4.9	21.3	110				
BOWLING		3883	2125	5.6	54.7	118	*324	5.6	8.3	117	951	6.1	24.5	127				
BOXING		3928	2019	5.4	51.4	110	*373	6.4	9.5	133	1095	7.0	27.9	145				
FOOTBALL - COLLEGE GAMES		6366	3537	9.4	55.6	119	641	11.1	10.1	141	1546	9.9	24.3	126				
FOOTBALL - PRO GAMES		11300	6581	17.5	58.2	125	664	11.5	5.9	82	2621	16.8	23.2	120				
GOLF		3378	1761	4.7	52.1	112	*280	4.8	8.3	116	823	5.3	24.4	126				
POST-SEASON COLL. FOOTBALL		4906	2575	6.8	52.5	113	**211	3.6	4.3	60	1097	7.0	22.4	116				
POST-SEASON PRO FOOTBALL		6120	3499	9.3	57.2	123	*310	5.4	5.1	71	1453	9.3	23.7	123				
TENNIS		3033	1637	4.3	54.0	116	**254	4.4	8.4	117	*561	3.6	18.5	96				
WRESTLING - PROFESSIONAL		3344	1895	5.0	56.7	122	*297	5.1	8.9	124	649	4.2	19.4	101				

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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REGULAR PUDDING OR PIE FILLINGS
(NOT INSTANT, REQUIRE HEATING)

BASE = FEMALE HOMEMAKERS (80986)

		'000	%	UNWEIGHTED
7A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE THEM?	YES	39927	49.3	4484
	NO	41059	50.7	4951

	ALL		SOLE		PRIMARY		SECONDARY		
	'000	%	'000	%	'000	%	'000	%	UNWEIGHTED
IF YES									
7B. WHICH BRANDS ARE USED BY YOUR HOUSEHOLD?									
JELL-O	32380	40.0	19349	23.9	11212	13.8	1820	2.2	3591
MY-T-FINE	6679	8.2	2370	2.9	3267	4.0	1043	1.3	807
ROYAL	14199	17.5	3037	3.8	7515	9.3	3647	4.5	1597
OTHER BRANDS	3188	3.9	1056	1.3	1162	1.4	970	1.2	363
DO NOT KNOW	244	.3							32

		'000	%	UNWEIGHTED
7C. ABOUT HOW MANY PACKAGES OF REGULAR PUDDING OR PIE FILLING WERE USED BY YOUR ENTIRE HOUSEHOLD IN THE LAST 30 DAYS?				
10 OR MORE	H	209	.3	29
7 - 9	H	450	.6	60
4 - 6	H	3101	3.8	314
3	H	3860	4.8	473
2	M	7934	9.8	881
1	M	9120	11.3	1032
LESS THAN 1	L	3023	3.7	350
NONE	L	12230	15.1	1345

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REGULAR PUDDINGS OR PIE FILLINGS (NOT INSTANT): USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0564
P-19

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS %	ALL USERS D INDX	HEAVY USERS THREE OR MORE A '000	HEAVY USERS THREE OR MORE B % DOWN	HEAVY USERS THREE OR MORE C % ACROSS %	HEAVY USERS THREE OR MORE D INDX	MEDIUM USERS ONE-TWO A '000	MEDIUM USERS ONE-TWO B % DOWN	MEDIUM USERS ONE-TWO C % ACROSS %	MEDIUM USERS ONE-TWO D INDX	LIGHT USERS LESS THAN ONE A '000	LIGHT USERS LESS THAN ONE B % DOWN	LIGHT USERS LESS THAN ONE C % ACROSS %	LIGHT USERS LESS THAN ONE D INDX
TOTAL FEMALE HOMEMAKERS	80986	39927	100.0	49.3	100	7620	100.0	9.4	100	17054	100.0	21.1	100	15253	100.0	18.8	100
18 - 24	9282	3547	8.9	38.2	78	*621	8.1	6.7	71	1393	8.2	15.0	71	1533	10.1	16.5	88
25 - 34	19072	9049	22.7	47.4	96	1090	14.3	5.7	61	3770	22.1	19.8	94	4189	27.5	22.0	117
35 - 44	14591	8140	20.4	55.8	113	1419	18.6	9.7	103	3337	19.6	22.9	109	3383	22.2	23.2	123
45 - 54	11345	6048	15.1	53.3	108	1277	16.8	11.3	120	2422	14.2	21.3	101	2348	15.4	20.7	110
55 - 64	11635	6334	15.9	54.4	110	1485	19.5	12.8	136	2811	16.5	24.2	115	2038	13.4	17.5	93
65 OR OLDER	15061	6810	17.1	45.2	92	1728	22.7	11.5	122	3321	19.5	22.1	105	1761	11.5	11.7	62
18 - 34	28354	12595	31.5	44.4	90	1710	22.4	6.0	64	5163	30.3	18.2	86	5722	37.5	20.2	107
18 - 49	48339	23613	59.1	48.8	99	3671	48.2	7.6	81	9640	56.5	19.9	95	10302	67.5	21.3	113
25 - 54	45008	23236	58.2	51.6	105	3786	49.7	8.4	89	9529	55.9	21.2	101	9920	65.0	22.0	117
35 - 49	19985	11018	27.6	55.1	112	1960	25.7	9.8	104	4478	26.3	22.4	106	4580	30.0	22.9	122
50 OR OLDER	32647	16313	40.9	50.0	101	3949	51.8	12.1	129	7414	43.5	22.7	108	4950	32.5	15.2	81
GRADUATED COLLEGE	11155	5177	13.0	46.4	94	578	7.6	5.2	55	2280	13.4	20.4	97	2319	15.2	20.8	110
ATTENDED COLLEGE	13682	6829	17.1	49.9	101	1107	14.5	8.1	86	2470	14.5	18.1	86	3252	21.3	23.8	126
GRADUATED HIGH SCHOOL	33880	17824	44.6	52.6	107	3357	44.1	9.9	105	7591	44.5	22.4	106	6877	45.1	20.3	108
DID NOT GRADUATE HIGH SCHOOL	22270	10097	25.3	45.3	92	2579	33.8	11.6	123	4712	27.6	21.2	100	2806	18.4	12.6	67
EMPLOYED	40306	19724	49.4	48.9	99	3062	40.2	7.6	81	8367	49.1	20.8	99	8296	54.4	20.6	109
EMPLOYED FULL-TIME	32850	15857	39.7	48.3	98	2438	32.0	7.4	79	6684	39.2	20.3	97	6735	44.2	20.5	109
EMPLOYED PART-TIME	7456	3867	9.7	51.9	105	623	8.2	8.4	89	1683	9.9	22.6	107	1561	10.2	20.9	111
NOT EMPLOYED	40680	20202	50.6	49.7	101	4559	59.8	11.2	119	8687	50.9	21.4	101	6957	45.6	17.1	91
PROFESSIONAL/MANAGER	10392	5029	12.6	48.4	98	*602	7.9	5.8	62	2009	11.8	19.3	92	2418	15.9	23.3	124
TECH/CLERICAL/SALES	17574	8717	21.8	49.6	101	1311	17.2	7.5	79	3418	20.0	19.4	92	3988	26.1	22.7	120
PRECISION/CRAFT	985	*475	1.2	48.2	98	**78	1.0	7.9	84	**255	1.5	25.9	123	**142	0.9	14.4	77
OTHER EMPLOYED	11354	5504	13.8	48.5	98	1070	14.0	9.4	100	2686	15.7	23.7	112	1748	11.5	15.4	82
SINGLE	9863	3675	9.2	37.3	76	557	7.3	5.6	60	1413	8.3	14.3	68	1705	11.2	17.3	92
MARRIED	51375	27163	68.0	52.9	107	5301	69.6	10.3	110	11389	66.8	22.2	105	10474	68.7	20.4	108
DIVORCED/SEPARATED/WIDOWED	19748	9088	22.8	46.0	93	1763	23.1	8.9	95	4252	24.9	21.5	102	3074	20.2	15.6	83
PARENTS	32590	17247	43.2	52.9	107	3129	41.1	9.6	102	7247	42.5	22.2	106	6871	45.0	21.1	112
WHITE	70416	36138	90.5	51.3	104	6796	89.2	9.7	103	15231	89.3	21.6	103	14111	92.5	20.0	106
BLACK	8778	3243	8.1	36.9	75	736	9.7	8.4	89	1584	9.3	18.0	86	924	6.1	10.5	56
OTHER	1791	*545	1.4	30.4	62	**88	1.2	4.9	52	**239	1.4	13.3	63	**218	1.4	12.2	65
NORTHEAST-CENSUS	17786	9237	23.1	51.9	105	1858	24.4	10.4	111	4011	23.5	22.6	107	3369	22.1	18.9	101
NORTH CENTRAL	20741	11998	30.0	57.8	117	2327	30.5	11.2	119	4868	28.5	23.5	111	4802	31.5	23.2	123
SOUTH	27775	12291	30.8	44.3	90	2583	33.9	9.3	99	5553	32.6	20.0	95	4155	27.2	15.0	79
WEST	14683	6401	16.0	43.6	88	853	11.2	5.8	62	2622	15.4	17.9	85	2927	19.2	19.9	106
NORTHEAST-MKTG.	17961	9083	22.7	50.6	103	1747	22.9	9.7	103	4200	24.6	23.4	111	3136	20.6	17.5	93
EAST CENTRAL	11885	6541	16.4	55.0	112	1269	16.7	10.7	113	2886	16.9	24.3	115	2386	15.6	20.1	107
WEST CENTRAL	14090	8171	20.5	58.0	118	1664	21.8	11.8	126	3118	18.3	22.1	105	3390	22.2	24.1	128
SOUTH	24081	10600	26.5	44.0	89	2296	30.1	9.5	101	4555	26.7	18.9	90	3749	24.6	15.6	83
PACIFIC	12969	5532	13.9	42.7	87	646	8.5	5.0	53	2294	13.5	17.7	84	2592	17.0	20.0	106
COUNTY SIZE A	32439	14876	37.3	45.9	93	2559	33.6	7.9	84	6801	39.9	21.0	100	5516	36.2	17.0	90
COUNTY SIZE B	24915	12562	31.5	50.4	102	2404	31.5	9.6	103	4904	28.8	19.7	93	5255	34.5	21.1	112
COUNTY SIZE C	12930	6707	16.8	51.9	105	1262	16.6	9.8	104	2704	15.9	20.9	99	2742	18.0	21.2	113
COUNTY SIZE D	10703	5782	14.5	54.0	110	1396	18.3	13.0	139	2646	15.5	24.7	117	1740	11.4	16.3	86
METRO CENTRAL CITY	24518	10535	26.4	43.0	87	1771	23.2	7.2	77	4814	28.2	19.6	93	3950	25.9	16.1	86
METRO SUBURBAN	35919	18500	46.3	51.5	104	3433	45.1	9.6	102	7439	43.6	20.7	98	7629	50.0	21.2	113
NON METRO	20549	10892	27.3	53.0	108	2417	31.7	11.8	125	4801	28.2	23.4	111	3674	24.1	17.9	95
TOP 5 ADI'S	18341	8225	20.6	44.8	91	1496	19.6	8.2	87	3546	20.8	19.3	92	3183	20.9	17.4	93
TOP 10 ADI'S	25378	11503	28.8	45.3	92	2007	26.3	7.9	84	5301	31.1	20.9	99	4195	27.5	16.5	88
TOP 20 ADI'S	36488	17166	43.0	47.0	95	2965	38.9	8.1	86	7689	45.1	21.1	100	6512	42.7	17.8	95
HSHLD INC. $50,000 OR MORE	6612	3632	9.1	54.9	111	*421	5.5	6.4	68	1459	8.6	22.1	105	1751	11.5	26.5	141
$40,000 OR MORE	12659	6546	16.4	51.7	105	755	9.9	6.0	63	2771	16.2	21.9	104	3020	19.8	23.9	127
$30,000 OR MORE	24698	13329	33.4	54.0	109	1853	24.3	7.5	80	5581	32.7	22.6	107	5895	38.6	23.9	127
$25,000 OR MORE	32077	17446	43.7	54.4	110	2560	33.6	8.0	85	7251	42.5	22.6	107	7635	50.1	23.8	126
$20,000 - $24,999	9144	4537	11.4	49.6	101	823	10.8	9.0	96	1806	10.6	19.8	94	1908	12.5	20.9	111
$15,000 - $19,999	8728	4120	10.3	47.2	96	994	13.0	11.4	121	1568	9.2	18.0	85	1558	10.2	17.9	95
$10,000 - $14,999	12562	6102	15.3	48.6	99	1429	18.8	11.4	121	2682	15.7	21.4	101	1992	13.1	15.9	84
UNDER $10,000	18475	7723	19.3	41.8	85	1814	23.8	9.8	104	3747	22.0	20.3	96	2162	14.2	11.7	62
HOUSEHOLD OF 1 PERSON	11987	4778	12.0	39.9	81	879	11.5	7.3	78	2193	12.9	18.3	87	1706	11.2	14.2	76
2 PEOPLE	26577	12291	30.8	46.2	94	2152	28.2	8.1	86	5131	30.1	19.3	92	5008	32.8	18.8	100
3 OR 4 PEOPLE	30617	16396	41.1	53.6	109	3300	43.3	10.8	115	6998	41.0	22.9	109	6099	40.0	19.9	106
5 OR MORE PEOPLE	11804	6461	16.2	54.7	111	1289	16.9	10.9	116	2733	16.0	23.2	110	2440	16.0	20.7	110
NO CHILD IN HSHLD	46165	21514	53.9	46.6	95	4261	55.9	9.2	98	9210	54.0	20.0	95	8043	52.7	17.4	93
CHILD(REN) UNDER 2 YRS	5325	2529	6.3	47.5	96	*391	5.1	7.3	78	1122	6.6	21.1	100	1017	6.7	19.1	102
2 - 5 YEARS	14221	6780	17.0	47.7	97	1187	15.6	8.3	89	2883	16.9	20.3	96	2710	17.8	19.1	101
6 - 11 YEARS	15117	7866	19.7	52.0	106	1419	18.6	9.4	100	3543	20.8	23.4	111	2904	19.0	19.2	102
12 - 17 YEARS	16611	9560	23.9	57.6	117	1833	24.1	11.0	117	3973	23.3	23.9	114	3753	24.6	22.6	120
RESIDENCE OWNED	55884	30015	75.2	53.7	109	5846	76.7	10.5	111	12732	74.7	22.8	108	11437	75.0	20.5	109
VALUE: $50,000 OR MORE	31744	17572	44.0	55.4	112	3043	39.9	9.6	102	7289	42.7	23.0	109	7240	47.5	22.8	121
VALUE: UNDER $50,000	24140	12443	31.2	51.5	105	2803	36.8	11.6	123	5443	31.9	22.5	107	4197	27.5	17.4	93

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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REGULAR PUDDINGS OR PIE FILLINGS (NOT INSTANT): USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0565
P-19

		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS THREE OR MORE A '000	HEAVY USERS THREE OR MORE B % DOWN	HEAVY USERS THREE OR MORE C % ACROSS	HEAVY USERS THREE OR MORE D INDX	MEDIUM USERS ONE-TWO A '000	MEDIUM USERS ONE-TWO B % DOWN	MEDIUM USERS ONE-TWO C % ACROSS	MEDIUM USERS ONE-TWO D INDX	LIGHT USERS LESS THAN ONE A '000	LIGHT USERS LESS THAN ONE B % DOWN	LIGHT USERS LESS THAN ONE C % ACROSS	LIGHT USERS LESS THAN ONE D INDX
TOTAL FEMALE HOMEMAKERS		80986	39927	100.0	49.3	100	7620	100.0	9.4	100	17054	100.0	21.1	100	15253	100.0	18.8	100
MAGAZINES	QUINTILE 1	15799	8366	21.0	53.0	107	1709	22.4	10.8	115	3500	20.5	22.2	105	3157	20.7	20.0	106
	QUINTILE 2	17259	9194	23.0	53.3	108	1591	20.9	9.2	98	3992	23.4	23.1	110	3611	23.7	20.9	111
	QUINTILE 3	13545	7035	17.6	51.9	105	1173	15.4	8.7	92	3068	18.0	22.7	108	2794	18.3	20.6	110
	QUINTILE 4	15133	7160	17.9	47.3	96	1289	16.9	8.5	91	3054	17.9	20.2	96	2817	18.5	18.6	99
	QUINTILE 5	19250	8172	20.5	42.5	86	1858	24.4	9.7	103	3440	20.2	17.9	85	2874	18.8	14.9	79
NEWSPAPERS	QUINTILE 1	12413	6737	16.9	54.3	110	1431	18.8	11.5	123	2991	17.5	24.1	114	2315	15.2	18.6	99
	QUINTILE 2	24116	12515	31.3	51.9	105	2307	30.3	9.6	102	5079	29.8	21.1	100	5130	33.6	21.3	113
	QUINTILE 3	11261	5462	13.7	48.5	98	1037	13.6	9.2	98	2426	14.2	21.5	102	1999	13.1	17.8	94
	QUINTILE 4	20255	10097	25.3	49.8	101	1832	24.0	9.0	96	4329	25.4	21.4	101	3937	25.8	19.4	103
	QUINTILE 5	12940	5116	12.8	39.5	80	1014	13.3	7.8	83	2230	13.1	17.2	82	1872	12.3	14.5	77
OUTDOOR	QUINTILE 1	14852	7133	17.9	48.0	97	983	12.9	6.6	70	2936	17.2	19.8	94	3214	21.1	21.6	115
	QUINTILE 2	15725	8081	20.2	51.4	104	1592	20.9	10.1	108	3441	20.2	21.9	104	3048	20.0	19.4	103
	QUINTILE 3	16330	7965	19.9	48.8	99	1377	18.1	8.4	90	3369	19.8	20.6	98	3219	21.1	19.7	105
	QUINTILE 4	16744	8046	20.2	48.1	97	1729	22.7	10.3	110	3415	20.0	20.4	97	2902	19.0	17.3	92
	QUINTILE 5	17334	8702	21.8	50.2	102	1940	25.5	11.2	119	3892	22.8	22.5	107	2870	18.8	16.6	88
RADIO-DRIVE TIME	QUINTILE 1	15911	8648	21.7	54.4	110	1590	20.9	10.0	106	3849	22.6	24.2	115	3208	21.0	20.2	107
	QUINTILE 2	14837	7105	17.8	47.9	97	1341	17.6	9.0	96	3090	18.1	20.8	99	2674	17.5	18.0	96
	QUINTILE 3	15339	7456	18.7	48.6	99	1432	18.8	9.3	99	3237	19.0	21.1	100	2787	18.3	18.2	96
	QUINTILE 4	16723	7937	19.9	47.5	96	1484	19.5	8.9	94	3292	19.3	19.7	93	3161	20.7	18.9	100
	QUINTILE 5	18176	8782	22.0	48.3	98	1773	23.3	9.8	104	3586	21.0	19.7	94	3422	22.4	18.8	100
RADIO-MID-DAY	TERCILE 1	21020	10533	26.4	50.1	102	1839	24.1	8.7	93	4591	26.9	21.8	104	4103	26.9	19.5	104
	TERCILE 2	21610	11455	28.7	53.0	108	2213	29.0	10.2	109	4845	28.4	22.4	106	4398	28.8	20.4	108
	TERCILE 3	38355	17939	44.9	46.8	95	3568	46.8	9.3	99	7618	44.7	19.9	94	6753	44.3	17.6	93
RADIO-TOTAL	QUINTILE 1	15988	8225	20.6	51.4	104	1464	19.2	9.2	97	3613	21.2	22.6	107	3148	20.6	19.7	105
	QUINTILE 2	15626	7692	19.3	49.2	100	1584	20.8	10.1	108	3420	20.1	21.9	104	2688	17.6	17.2	91
	QUINTILE 3	16723	8231	20.6	49.2	100	1481	19.4	8.9	94	3519	20.6	21.0	100	3231	21.2	19.3	103
	QUINTILE 4	16342	8120	20.3	49.7	101	1441	18.9	8.8	94	3344	19.6	20.5	97	3335	21.9	20.4	108
	QUINTILE 5	16306	7660	19.2	47.0	95	1651	21.7	10.1	108	3158	18.5	19.4	92	2851	18.7	17.5	93
TV-PRIME TIME	QUINTILE 1	15953	7942	19.9	49.8	101	1747	22.9	11.0	116	3421	20.1	21.4	102	2774	18.2	17.4	92
	QUINTILE 2	16137	8503	21.3	52.7	107	1760	23.1	10.9	116	3579	21.0	22.2	105	3164	20.7	19.6	104
	QUINTILE 3	16420	8157	20.4	49.7	101	1670	21.9	10.2	108	3395	19.9	20.7	98	3093	20.3	18.8	100
	QUINTILE 4	16687	7772	19.5	46.6	94	1208	15.9	7.2	77	3363	19.7	20.2	96	3201	21.0	19.2	102
	QUINTILE 5	15789	7552	18.9	47.8	97	1235	16.2	7.8	83	3296	19.3	20.9	99	3021	19.8	19.1	102
TV-DAYTIME	TERCILE 1	27736	13968	35.0	50.4	102	3082	40.4	11.1	118	5845	34.3	21.1	100	5041	33.0	18.2	97
	TERCILE 2	26489	12850	32.2	48.5	98	2401	31.5	9.1	96	5405	31.7	20.4	97	5044	33.1	19.0	101
	TERCILE 3	26761	13109	32.8	49.0	99	2138	28.1	8.0	85	5803	34.0	21.7	103	5168	33.9	19.3	103
TV-TOTAL	QUINTILE 1	16345	8099	20.3	49.6	101	1784	23.4	10.9	116	3492	20.5	21.4	101	2824	18.5	17.3	92
	QUINTILE 2	16447	8472	21.2	51.5	104	1860	24.4	11.3	120	3657	21.4	22.2	106	2956	19.4	18.0	95
	QUINTILE 3	15980	7818	19.6	48.9	99	1649	21.6	10.3	110	3044	17.8	19.0	90	3125	20.5	19.6	104
	QUINTILE 4	15887	7851	19.7	49.4	100	1286	16.9	8.1	86	3510	20.6	22.1	105	3055	20.0	19.2	102
	QUINTILE 5	16326	7686	19.3	47.1	95	1041	13.7	6.4	68	3352	19.7	20.5	98	3293	21.6	20.2	107
MAGAZINES-NEWSPAPERS: DUAL		20721	11241	28.2	54.2	110	2155	28.3	10.4	111	4890	28.7	23.6	112	4196	27.5	20.2	108
MAGAZINE IMPERATIVE		19186	9733	24.4	50.7	103	1667	21.9	8.7	92	4135	24.2	21.6	102	3931	25.8	20.5	109
NEWSPAPER IMPERATIVE		21899	10808	27.1	49.4	100	2217	29.1	10.1	108	4455	26.1	20.3	97	4136	27.1	18.9	100
MAGAZINES-OUTDOOR: DUAL		15451	8592	21.5	55.6	113	1328	17.4	8.6	91	3751	22.0	24.3	115	3513	23.0	22.7	121
MAGAZINE IMPERATIVE		25953	13445	33.7	51.8	105	2709	35.6	10.4	111	5869	34.4	22.6	107	4868	31.9	18.8	100
OUTDOOR IMPERATIVE		24400	10950	27.4	44.9	91	1926	25.3	7.9	84	4536	26.6	18.6	88	4488	29.4	18.4	98
MAGAZINES-RADIO: DUAL		18049	9286	23.3	51.4	104	1775	23.3	9.8	105	4075	23.9	22.6	107	3436	22.5	19.0	101
MAGAZINE IMPERATIVE		23571	12719	31.9	54.0	109	2337	30.7	9.9	105	5191	30.4	22.0	105	5191	34.0	22.0	117
RADIO IMPERATIVE		23278	11029	27.6	47.4	96	2044	26.8	8.8	93	4856	28.5	20.9	99	4129	27.1	17.7	94
MAGAZINES-TELEVISION: DUAL		15459	8472	21.2	54.8	111	1493	19.6	9.7	103	3681	21.6	23.8	113	3298	21.6	21.3	113
MAGAZINE IMPERATIVE		25829	13280	33.3	51.4	104	2272	29.8	8.8	93	5641	33.1	21.8	104	5367	35.2	20.8	110
TELEVISION IMPERATIVE		26039	12171	30.5	46.7	95	2890	37.9	11.1	118	5011	29.4	19.2	91	4271	28.0	16.4	87
NEWSPAPERS-OUTDOOR: DUAL		16605	8453	21.2	50.9	103	1410	18.5	8.5	90	3537	20.7	21.3	101	3506	23.0	21.1	112
NEWSPAPER IMPERATIVE		26834	14126	35.4	52.6	107	2999	39.4	11.2	119	6036	35.4	22.5	107	5091	33.4	19.0	101
OUTDOOR IMPERATIVE		23346	11008	27.6	47.2	96	1858	24.4	8.0	85	4697	27.5	20.1	96	4453	29.2	19.1	101
NEWSPAPERS-RADIO: DUAL		17133	9039	22.6	52.8	107	1847	24.2	10.8	115	3853	22.6	22.5	107	3339	21.9	19.5	103
NEWSPAPER IMPERATIVE		25892	13431	33.6	51.9	105	2527	33.2	9.8	104	5583	32.7	21.6	102	5322	34.9	20.6	109
RADIO IMPERATIVE		23167	10888	27.3	47.0	95	1937	25.4	8.4	89	4816	28.2	20.8	99	4135	27.1	17.8	95
NEWSPAPERS-TELEVISION: DUAL		17159	9133	22.9	53.2	108	1958	25.7	11.4	121	3898	22.9	22.7	108	3277	21.5	19.1	101
NEWSPAPER IMPERATIVE		26214	13403	33.6	51.1	104	2326	30.5	8.9	94	5614	32.9	21.4	102	5463	35.8	20.8	111
TELEVISION IMPERATIVE		23412	10975	27.5	46.9	95	2334	30.6	10.0	106	4650	27.3	19.9	94	3991	26.2	17.0	91
OUTDOOR-RADIO: DUAL		15303	7821	19.6	51.1	104	1283	16.8	8.4	89	3513	20.6	23.0	109	3026	19.8	19.8	105
OUTDOOR IMPERATIVE		24901	12042	30.2	48.4	98	2091	27.4	8.4	89	4867	28.5	19.5	93	5083	33.3	20.4	108
RADIO IMPERATIVE		26492	13092	32.8	49.4	100	2721	35.7	10.3	109	5771	33.8	21.8	103	4600	30.2	17.4	92
OUTDOOR-TELEVISION: DUAL		14794	7496	18.8	50.7	103	1545	20.3	10.4	111	3117	18.3	21.1	100	2835	18.6	19.2	102
OUTDOOR IMPERATIVE		25437	12322	30.9	48.4	98	1693	22.2	6.7	71	5142	30.2	20.2	96	5487	36.0	21.6	115
TELEVISION IMPERATIVE		27877	14095	35.3	50.6	103	3298	43.3	11.8	126	5899	34.6	21.2	100	4899	32.1	17.6	93
RADIO-TELEVISION: DUAL		15996	8251	20.7	51.6	105	1673	22.0	10.5	111	3975	23.3	24.8	118	2604	17.1	16.3	86
RADIO IMPERATIVE		25478	12452	31.2	48.9	99	2155	28.3	8.5	90	5214	30.6	20.5	97	5083	33.3	20.0	106
TELEVISION IMPERATIVE		26573	13163	33.0	49.5	100	2931	38.5	11.0	117	5036	29.5	19.0	90	5196	34.1	19.6	104

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REGULAR PUDDINGS OR PIE FILLINGS (NOT INSTANT): USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0566
P-19

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS THREE OR MORE A '000	HEAVY USERS THREE OR MORE B % DOWN	HEAVY USERS THREE OR MORE C % ACROSS	HEAVY USERS THREE OR MORE D INDX	MEDIUM USERS ONE-TWO A '000	MEDIUM USERS ONE-TWO B % DOWN	MEDIUM USERS ONE-TWO C % ACROSS	MEDIUM USERS ONE-TWO D INDX	LIGHT USERS LESS THAN ONE A '000	LIGHT USERS LESS THAN ONE B % DOWN	LIGHT USERS LESS THAN ONE C % ACROSS	LIGHT USERS LESS THAN ONE D INDX
TOTAL FEMALE HOMEMAKERS	80986	39927	100.0	49.3	100	7620	100.0	9.4	100	17054	100.0	21.1	100	15253	100.0	18.8	100
ATLANTIC MONTHLY	415	*151	0.4	36.4	74	**26	0.3	6.3	67	**54	0.3	13.0	62	**71	0.5	17.1	91
BARRON'S	453	*240	0.6	53.0	107	**8	0.1	1.8	19	**88	0.5	19.4	92	*143	0.9	31.6	168
BETTER HOMES & GARDENS	16256	9150	22.9	56.3	114	1733	22.7	10.7	113	3784	22.2	23.3	111	3632	23.8	22.3	119
BON APPETIT	2535	1315	3.3	51.9	105	*136	1.8	5.4	57	541	3.2	21.3	101	638	4.2	25.2	134
BUSINESS WEEK	1278	487	1.2	38.1	77	**85	1.1	6.7	71	*174	1.0	13.6	65	*227	1.5	17.8	94
CAR AND DRIVER	378	*172	0.4	45.5	92	**14	0.2	3.7	39	**86	0.5	22.8	108	**72	0.5	19.0	101
CBS MAGAZINE NETWORK (GROSS)	1498	773	1.9	51.6	105	*167	2.2	11.1	118	375	2.2	25.0	119	*231	1.5	15.4	82
CHANGING TIMES	1505	684	1.7	45.4	92	**131	1.7	8.7	93	308	1.8	20.5	97	245	1.6	16.3	86
COLONIAL HOMES	1231	699	1.8	56.8	115	*137	1.8	11.1	118	277	1.6	22.5	107	285	1.9	23.2	123
CONDE NAST MAG. PKG. (GROSS)	14146	6665	16.7	47.1	96	1091	14.3	7.7	82	2754	16.1	19.5	92	2821	18.5	19.9	106
CONSUMERS DIGEST	1323	706	1.8	53.4	108	*131	1.7	9.9	105	398	2.3	30.1	143	*177	1.2	13.4	71
COSMOPOLITAN	7102	3347	8.4	47.1	96	554	7.3	7.8	83	1329	7.8	18.7	89	1464	9.6	20.6	109
COUNTRY LIVING	2481	1612	4.0	65.0	132	255	3.3	10.3	109	642	3.8	25.9	123	716	4.7	28.9	153
CUISINE	1472	815	2.0	55.4	112	**138	1.8	9.4	100	394	2.3	26.8	127	283	1.9	19.2	102
CYCLE WORLD	425	*286	0.7	67.3	136	**73	1.0	17.2	183	**151	0.9	35.5	169	**62	0.4	14.6	77
DCI:CREATIVE IDEAS FOR LIV	2510	1454	3.6	57.9	117	*363	4.8	14.5	154	566	3.3	22.5	107	525	3.4	20.9	111
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	3594	9.0	53.7	109	816	10.7	12.2	130	1368	8.0	20.4	97	1410	9.2	21.1	112
DISCOVER	894	445	1.1	49.8	101	**110	1.4	12.3	131	*157	0.9	17.6	83	*178	1.2	19.9	106
EBONY	3507	1417	3.5	40.4	82	351	4.6	10.0	106	650	3.8	18.5	88	416	2.7	11.9	63
ESQUIRE	1083	451	1.1	41.6	84	*122	1.6	11.3	120	*217	1.3	20.0	95	**112	0.7	10.3	55
ESSENCE	1830	711	1.8	38.9	79	*174	2.3	9.5	101	320	1.9	17.5	83	217	1.4	11.9	63
FAMILY CIRCLE	15930	8994	22.5	56.5	115	1735	22.8	10.9	116	3895	22.8	24.5	116	3364	22.1	21.1	112
THE FAMILY HANDYMAN	1126	667	1.7	59.2	120	**103	1.4	9.1	97	334	2.0	29.7	141	*231	1.5	20.5	109
FAMILY WEEKLY	11468	6010	15.1	52.4	106	1282	16.8	11.2	119	2222	13.0	19.4	92	2506	16.4	21.9	116
FIELD & STREAM	2234	1401	3.5	62.7	127	403	5.3	18.0	192	533	3.1	23.9	113	464	3.0	20.8	110
FOOD & WINE	579	335	0.8	57.9	117	**32	0.4	5.5	59	**180	1.1	31.1	148	*123	0.8	21.2	113
FORBES	728	375	0.9	51.5	104	**25	0.3	3.4	36	*173	1.0	23.8	113	*177	1.2	24.3	129
FORTUNE	906	419	1.0	46.2	94	**41	0.5	4.5	48	**123	0.7	13.6	64	*255	1.7	28.1	149
GENTLEMEN'S QUARTERLY	791	332	0.8	42.0	85	**52	0.7	6.6	70	**90	0.5	11.4	54	*189	1.2	23.9	127
GLAMOUR	5265	2570	6.4	48.8	99	425	5.6	8.1	86	1054	6.2	20.0	95	1091	7.2	20.7	110
GOLF DIGEST	636	354	0.9	55.7	113	**80	1.0	12.6	134	*135	0.8	21.2	101	**139	0.9	21.9	116
GOLF DIGEST/TENNIS (GROSS)	1186	617	1.5	52.0	106	**110	1.4	9.3	99	*232	1.4	19.6	93	*276	1.8	23.3	124
GOLF MAGAZINE	441	*249	0.6	56.5	115	**41	0.5	9.3	99	**98	0.6	22.2	106	**109	0.7	24.7	131
GOLF MAGAZINE/SKI (GROSS)	922	493	1.2	53.5	108	**80	1.0	8.7	92	*176	1.0	19.1	91	*237	1.6	25.7	136
GOOD HOUSEKEEPING	16487	9284	23.3	56.3	114	1766	23.2	10.7	114	4056	23.8	24.6	117	3462	22.7	21.0	111
HARPER'S BAZAAR	2423	1079	2.7	44.5	90	*210	2.8	8.7	92	415	2.4	17.1	81	455	3.0	18.8	100
HEALTH	1994	1065	2.7	53.4	108	*206	2.7	10.3	110	491	2.9	24.6	117	367	2.4	18.4	98
HEARST MAG CORP. BUY (GROSS)	44101	23774	59.5	53.9	109	4625	60.7	10.5	111	9940	58.3	22.5	107	9209	60.4	20.9	111
HEARST MAN POWER (GROSS)	1993	1355	3.4	68.0	138	358	4.7	18.0	191	594	3.5	29.8	142	403	2.6	20.2	107
HEARST WOMAN POWER (GROSS)	31274	16540	41.4	52.9	107	3182	41.8	10.2	108	7099	41.6	22.7	108	6259	41.0	20.0	106
HOUSE BEAUTIFUL	3623	1933	4.8	53.4	108	376	4.9	10.4	110	788	4.6	21.7	103	769	5.0	21.2	113
INC.	283	**97	0.2	34.3	70	**12	0.2	4.2	45	**50	0.3	17.7	84	**35	0.2	12.4	66
JET	2928	1270	3.2	43.4	88	319	4.2	10.9	116	614	3.6	21.0	100	337	2.2	11.5	61
LADIES' HOME JOURNAL	11918	6423	16.1	53.9	109	1150	15.1	9.6	103	2840	16.7	23.8	113	2433	16.0	20.4	108
LHJ FAMILY GRP COMBO(GROSS)	16764	9104	22.8	54.3	110	1691	22.2	10.1	107	4049	23.7	24.2	115	3364	22.1	20.1	107
LIFE	4254	2038	5.1	47.9	97	387	5.1	9.1	97	826	4.8	19.4	92	825	5.4	19.4	103
L.A. TIMES HOME MAGAZINE	1145	451	1.1	39.4	80	**65	0.9	5.7	60	*213	1.2	18.6	88	*174	1.1	15.2	81
MADEMOISELLE	2884	1277	3.2	44.3	90	*237	3.1	8.2	87	551	3.2	19.1	91	490	3.2	17.0	90
MC CALL'S	13460	7447	18.7	55.3	112	1430	18.8	10.6	113	3184	18.7	23.7	112	2834	18.6	21.1	112
MC CALL'S/WRK MOTHER (GROSS)	14606	8090	20.3	55.4	112	1530	20.1	10.5	111	3514	20.6	24.1	114	3046	20.0	20.9	111
MECHANIX ILLUSTRATED	772	442	1.1	57.3	116	**101	1.3	13.1	139	*237	1.4	30.7	146	**104	0.7	13.5	72
METROPOLITAN HOME	967	568	1.4	58.7	119	**94	1.2	9.7	103	*257	1.5	26.6	126	218	1.4	22.5	120
MONEY	1588	792	2.0	49.9	101	**121	1.6	7.6	81	413	2.4	26.0	124	258	1.7	16.2	86
MOTHER EARTH NEWS	1002	624	1.6	62.3	126	**98	1.3	9.8	104	*217	1.3	21.7	103	309	2.0	30.8	164
MS.	825	412	1.0	49.9	101	**73	1.0	8.8	94	*198	1.2	24.0	114	*141	0.9	17.1	91
NATIONAL ENQUIRER	10336	5335	13.4	51.6	105	1323	17.4	12.8	136	2492	14.6	24.1	114	1521	10.0	14.7	78
NATIONAL GEOGRAPHIC	9597	5104	12.8	53.2	108	843	11.1	8.8	93	2060	12.1	21.5	102	2201	14.4	22.9	122
NATIONAL SUNDAY MAGAZINE PKG	49558	25653	64.2	51.8	105	4838	63.5	9.8	104	10901	63.9	22.0	104	9915	65.0	20.0	106
NATURAL HISTORY	573	259	0.6	45.2	92	**22	0.3	3.8	41	**126	0.7	22.0	104	*111	0.7	19.4	103
NEW WOMAN	1699	730	1.8	43.0	87	*113	1.5	6.7	71	275	1.6	16.2	77	342	2.2	20.1	107
NEW YORK INCLUDING CUE	443	*196	0.5	44.2	90	**49	0.6	11.1	118	**55	0.3	12.4	59	**92	0.6	20.8	110
THE NEW YORKER	1270	682	1.7	53.7	109	*138	1.8	10.9	115	281	1.6	22.1	105	263	1.7	20.7	110
NEWSWEEK	6277	3100	7.8	49.4	100	640	8.4	10.2	108	1248	7.3	19.9	94	1212	7.9	19.3	103
THE N.Y. TIMES DAILY EDITION	1205	555	1.4	46.1	93	**92	1.2	7.6	81	*157	0.9	13.0	62	306	2.0	25.4	135
THE N.Y. TIMES MAGAZINE	2081	911	2.3	43.8	89	*155	2.0	7.4	79	345	2.0	16.6	79	410	2.7	19.7	105
OMNI	788	379	0.9	48.1	98	**57	0.7	7.2	77	*148	0.9	18.8	89	*173	1.1	22.0	117
ON CABLE	1158	564	1.4	48.7	99	**82	1.1	7.1	75	*251	1.5	21.7	103	*231	1.5	19.9	106
1001 HOME IDEAS	2852	1616	4.0	56.7	115	334	4.4	11.7	124	718	4.2	25.2	120	564	3.7	19.8	105
ORGANIC GARDENING	1658	907	2.3	54.7	111	*242	3.2	14.6	155	350	2.1	21.1	100	316	2.1	19.1	101
OUTDOOR LIFE	896	567	1.4	63.3	128	*127	1.7	14.2	151	*254	1.5	28.3	135	*186	1.2	20.8	110
PARADE MAGAZINE	24275	12684	31.8	52.3	106	2330	30.6	9.6	102	5690	33.4	23.4	111	4665	30.6	19.2	102

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REGULAR PUDDINGS OR PIE FILLINGS (NOT INSTANT): USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0567
P-19

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS THREE OR MORE A '000	HEAVY USERS THREE OR MORE B % DOWN	HEAVY USERS THREE OR MORE C % ACROSS	HEAVY USERS THREE OR MORE D INDX	MEDIUM USERS ONE-TWO A '000	MEDIUM USERS ONE-TWO B % DOWN	MEDIUM USERS ONE-TWO C % ACROSS	MEDIUM USERS ONE-TWO D INDX	LIGHT USERS LESS THAN ONE A '000	LIGHT USERS LESS THAN ONE B % DOWN	LIGHT USERS LESS THAN ONE C % ACROSS	LIGHT USERS LESS THAN ONE D INDX
TOTAL FEMALE HOMEMAKERS	80986	39927	100.0	49.3	100	7620	100.0	9.4	100	17054	100.0	21.1	100	15253	100.0	18.8	100
PARENTS	3845	2025	5.1	52.7	107	311	4.1	8.1	86	1017	6.0	26.4	126	697	4.6	18.1	96
PENTHOUSE	831	383	1.0	46.1	93	**49	0.6	5.9	63	**123	0.7	14.8	70	*210	1.4	25.3	134
PEOPLE	11645	5894	14.8	50.6	103	1122	14.7	9.6	102	2475	14.5	21.3	101	2296	15.1	19.7	105
PLAYBOY	2006	880	2.2	43.9	89	*109	1.4	5.4	58	385	2.3	19.2	91	386	2.5	19.2	102
POPULAR HOT RODDING	297	*159	0.4	53.5	109	**27	0.4	9.1	97	**43	0.3	14.5	69	**89	0.6	30.0	159
POPULAR MECHANICS	1018	704	1.8	69.2	140	**195	2.6	19.2	204	*320	1.9	31.4	149	*189	1.2	18.6	99
POPULAR SCIENCE	878	530	1.3	60.4	122	**78	1.0	8.9	94	*232	1.4	26.4	125	*221	1.4	25.2	134
PREVENTION	3913	1990	5.0	50.9	103	538	7.1	13.7	146	739	4.3	18.9	90	713	4.7	18.2	97
PSYCHOLOGY TODAY	1710	980	2.5	57.3	116	*178	2.3	10.4	111	496	2.9	29.0	138	306	2.0	17.9	95
READER'S DIGEST	22204	11702	29.3	52.7	107	2289	30.0	10.3	110	5260	30.8	23.7	112	4152	27.2	18.7	99
REDBOOK	7684	3909	9.8	50.9	103	863	11.3	11.2	119	1714	10.1	22.3	106	1332	8.7	17.3	92
ROAD & TRACK	410	*236	0.6	57.6	117	**41	0.5	10.0	106	**81	0.5	19.8	94	**113	0.7	27.6	146
ROLLING STONE	969	524	1.3	54.1	110	**150	2.0	15.5	165	*139	0.8	14.3	68	235	1.5	24.3	129
RUNNER'S WORLD	298	*181	0.5	60.7	123	**37	0.5	12.4	132	**28	0.2	9.4	45	**116	0.8	38.9	207
SATURDAY EVENING POST	1169	636	1.6	54.4	110	*114	1.5	9.8	104	347	2.0	29.7	141	*175	1.1	15.0	79
SCIENCE 84	587	272	0.7	46.3	94	**52	0.7	8.9	94	**95	0.6	16.2	77	*125	0.8	21.3	113
SCIENCE DIGEST	482	315	0.8	65.4	133	**49	0.6	10.2	108	*133	0.8	27.6	131	*133	0.9	27.6	147
SCIENTIFIC AMERICAN	594	322	0.8	54.2	110	**25	0.3	4.2	45	**107	0.6	18.0	86	*190	1.2	32.0	170
SELF	2089	996	2.5	47.7	97	**100	1.3	4.8	51	466	2.7	22.3	106	431	2.8	20.6	110
SEVENTEEN	2411	1268	3.2	52.6	107	*273	3.6	11.3	120	479	2.8	19.9	94	515	3.4	21.4	113
SKI	480	*244	0.6	50.8	103	**38	0.5	7.9	84	**79	0.5	16.5	78	**127	0.8	26.5	140
SMITHSONIAN	2760	1444	3.6	52.3	106	*195	2.6	7.1	75	523	3.1	18.9	90	726	4.8	26.3	140
SOAP OPERA DIGEST	3013	1414	3.5	46.9	95	320	4.2	10.6	113	673	3.9	22.3	106	421	2.8	14.0	74
SOUTHERN LIVING	4184	2140	5.4	51.1	104	453	5.9	10.8	115	802	4.7	19.2	91	885	5.8	21.2	112
SPORT	559	*262	0.7	46.9	95	**63	0.8	11.3	120	**98	0.6	17.5	83	**101	0.7	18.1	96
THE SPORTING NEWS	436	*252	0.6	57.8	117	**101	1.3	23.2	246	**80	0.5	18.3	87	**71	0.5	16.3	86
SPORTS AFIELD	493	336	0.8	68.2	138	**114	1.5	23.1	246	*140	0.8	28.4	135	**81	0.5	16.4	87
SPORTS ILLUSTRATED	2758	1380	3.5	50.0	101	298	3.9	10.8	115	498	2.9	18.1	86	584	3.8	21.2	112
STAR	7456	3965	9.9	53.2	108	881	11.6	11.8	126	1866	10.9	25.0	119	1219	8.0	16.3	87
SUNDAY	24936	12954	32.4	51.9	105	2338	30.7	9.4	100	5810	34.1	23.3	111	4806	31.5	19.3	102
SUNSET	2124	1119	2.8	52.7	107	**48	0.6	2.3	24	293	1.7	13.8	66	778	5.1	36.6	194
TV GUIDE	21661	11369	28.5	52.5	106	2179	28.6	10.1	107	5104	29.9	23.6	112	4086	26.8	18.9	100
TENNIS	550	*263	0.7	47.8	97	**30	0.4	5.5	58	**96	0.6	17.5	83	**137	0.9	24.9	132
TIME	8880	4494	11.3	50.6	103	679	8.9	7.6	81	1852	10.9	20.9	99	1963	12.9	22.1	117
TOWN & COUNTRY	917	452	1.1	49.3	100	**78	1.0	8.5	90	**104	0.6	11.3	54	269	1.8	29.3	156
TRAVEL & LEISURE	972	526	1.3	54.1	110	**73	1.0	7.5	80	*180	1.1	18.5	88	272	1.8	28.0	149
TRUE STORY	3356	1718	4.3	51.2	104	412	5.4	12.3	130	846	5.0	25.2	120	460	3.0	13.7	73
U.S.NEWS & WORLD REPORT	3410	1756	4.4	51.5	104	343	4.5	10.1	107	709	4.2	20.8	99	704	4.6	20.6	110
USA TODAY	1759	994	2.5	56.5	115	*178	2.3	10.1	108	339	2.0	19.3	92	477	3.1	27.1	144
US	1873	967	2.4	51.6	105	*126	1.7	6.7	71	399	2.3	21.3	101	442	2.9	23.6	125
VOGUE	3909	1822	4.6	46.6	95	330	4.3	8.4	90	683	4.0	17.5	83	809	5.3	20.7	110
WALL STREET JOURNAL	1886	857	2.1	45.4	92	*195	2.6	10.3	110	276	1.6	14.6	69	387	2.5	20.5	109
WEIGHT WATCHERS	2120	1188	3.0	56.0	114	224	2.9	10.6	112	464	2.7	21.9	104	500	3.3	23.6	125
WOMAN'S DAY	14172	8007	20.1	56.5	115	1717	22.5	12.1	129	3430	20.1	24.2	115	2860	18.8	20.2	107
WORKING MOTHER	1146	643	1.6	56.1	114	**100	1.3	8.7	93	330	1.9	28.8	137	*212	1.4	18.5	98
WORKING WOMAN	1322	635	1.6	48.0	97	*121	1.6	9.2	97	*238	1.4	18.0	85	275	1.8	20.8	110
WORLD TENNIS	*163	**66	0.2	40.5	82	**17	0.2	10.4	111	**25	0.1	15.3	73	**25	0.2	15.3	81
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1304	3.3	51.5	104	*277	3.6	10.9	116	525	3.1	20.7	98	502	3.3	19.8	105
BLAIR INSERTS	43657	22435	56.2	51.4	104	4121	54.1	9.4	100	9837	57.7	22.5	107	8477	55.6	19.4	103
DAILY NEWSPAPERS																	
READ ANY	51633	26589	66.6	51.5	104	5241	68.8	10.2	108	11343	66.5	22.0	104	10005	65.6	19.4	103
READ ONE	43463	22212	55.6	51.1	104	4432	58.2	10.2	108	9395	55.1	21.6	103	8385	55.0	19.3	102
READ TWO OR MORE	8170	4377	11.0	53.6	109	809	10.6	9.9	105	1948	11.4	23.8	113	1620	10.6	19.8	105
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	27263	68.3	51.8	105	5185	68.0	9.8	105	11589	68.0	22.0	104	10489	68.8	19.9	106
READ ONE	46126	23672	59.3	51.3	104	4479	58.8	9.7	103	10118	59.3	21.9	104	9075	59.5	19.7	104
READ TWO OR MORE	6552	3591	9.0	54.8	111	705	9.3	10.8	114	1472	8.6	22.5	107	1414	9.3	21.6	115
OUTDOOR																	
100 SHMG - 30 DAY AV FREQ	27.55	27.32				22.59				26.96				30.04			
30 DAY REACH	71455	34918	87.5	48.9	99	6665	87.5	9.3	99	14690	86.1	20.6	98	13564	88.9	19.0	101
50 SHMG - 30 DAY AV FREQ	14.56	14.47				12.21				14.25				15.78			
30 DAY REACH	67742	33043	82.8	48.8	99	6175	81.0	9.1	97	13914	81.6	20.5	98	12955	84.9	19.1	102
25 SHMG - 30 DAY AV FREQ	7.94	7.82				6.85				7.69				8.40			
30 DAY REACH	62117	30549	76.5	49.2	100	5503	72.2	8.9	94	12882	75.5	20.7	98	12165	79.8	19.6	104
CABLE TV: HOME WIRED	32077	17157	43.0	53.5	108	3097	40.6	9.7	103	7264	42.6	22.6	108	6797	44.6	21.2	113
HOME NOT WIRED	48909	22769	57.0	46.6	94	4524	59.4	9.2	98	9790	57.4	20.0	95	8456	55.4	17.3	92
HAVE PAY CABLE	15935	8989	22.5	56.4	114	1525	20.0	9.6	102	3701	21.7	23.2	110	3763	24.7	23.6	125

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REGULAR PUDDINGS OR PIE FILLINGS (NOT INSTANT): USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0568
P-19

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS THREE OR MORE A '000	HEAVY USERS THREE OR MORE B % DOWN	HEAVY USERS THREE OR MORE C % ACROSS	HEAVY USERS THREE OR MORE D INDX	MEDIUM USERS ONE-TWO A '000	MEDIUM USERS ONE-TWO B % DOWN	MEDIUM USERS ONE-TWO C % ACROSS	MEDIUM USERS ONE-TWO D INDX	LIGHT USERS LESS THAN ONE A '000	LIGHT USERS LESS THAN ONE B % DOWN	LIGHT USERS LESS THAN ONE C % ACROSS	LIGHT USERS LESS THAN ONE D INDX
TOTAL FEMALE HOMEMAKERS	80986	39927	100.0	49.3	100	7620	100.0	9.4	100	17054	100.0	21.1	100	15253	100.0	18.8	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	22207	55.6	50.6	103	4019	52.7	9.2	97	9670	56.7	22.0	105	8518	55.8	19.4	103
10:00 AM - 3:00 PM	30659	15927	39.9	51.9	105	2878	37.8	9.4	100	6859	40.2	22.4	106	6190	40.6	20.2	107
3:00 PM - 7:00 PM	31045	15408	38.6	49.6	101	2782	36.5	9.0	95	6373	37.4	20.5	97	6253	41.0	20.1	107
7:00 PM - MIDNIGHT	15767	7472	18.7	47.4	96	1330	17.5	8.4	90	3249	19.1	20.6	98	2892	19.0	18.3	97
MIDNIGHT - 6:00 AM	9120	4511	11.3	49.5	100	900	11.8	9.9	105	1805	10.6	19.8	94	1806	11.8	19.8	105
6:00 AM - MIDNIGHT	58527	29260	73.3	50.0	101	5364	70.4	9.2	97	12480	73.2	21.3	101	11417	74.9	19.5	104
ENTIRE DAY	59311	29609	74.2	49.9	101	5491	72.1	9.3	98	12556	73.6	21.2	101	11562	75.8	19.5	104
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	8625	21.6	53.3	108	1559	20.5	9.6	102	3839	22.5	23.7	113	3226	21.1	19.9	106
ALL NEWS	2256	1057	2.6	46.9	95	*179	2.3	7.9	84	502	2.9	22.3	106	376	2.5	16.7	88
AOR/PROGRESSIVE	3874	1744	4.4	45.0	91	289	3.8	7.5	79	698	4.1	18.0	86	757	5.0	19.5	104
BEAUTIFUL MUSIC	5660	2942	7.4	52.0	105	568	7.5	10.0	107	1201	7.0	21.2	101	1173	7.7	20.7	110
BLACK	2204	838	2.1	38.0	77	*223	2.9	10.1	108	308	1.8	14.0	66	308	2.0	14.0	74
CLASSICAL	1418	687	1.7	48.4	98	**83	1.1	5.9	62	*293	1.7	20.7	98	311	2.0	21.9	116
CHR/ROCK	9538	4334	10.9	45.4	92	736	9.7	7.7	82	1682	9.9	17.6	84	1917	12.6	20.1	107
COUNTRY	12648	6805	17.0	53.8	109	1186	15.6	9.4	100	3086	18.1	24.4	116	2533	16.6	20.0	106
GOLDEN OLDIES	1191	463	1.2	38.9	79	**86	1.1	7.2	77	*221	1.3	18.6	88	*156	1.0	13.1	70
MOR/NOSTALGIA	4757	2569	6.4	54.0	110	426	5.6	9.0	95	1050	6.2	22.1	105	1093	7.2	23.0	122
NEWS/TALK	3863	1921	4.8	49.7	101	361	4.7	9.3	99	820	4.8	21.2	101	741	4.9	19.2	102
RELIGIOUS	3084	1375	3.4	44.6	90	*148	1.9	4.8	51	538	3.2	17.4	83	689	4.5	22.3	119
SOFT ROCK	521	*186	0.5	35.7	72	**36	0.5	6.9	73	**55	0.3	10.6	50	**94	0.6	18.0	96
URBAN CONTEMPORARY	1585	668	1.7	42.1	85	*208	2.7	13.1	139	318	1.9	20.1	95	*142	0.9	9.0	48
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	1625	4.1	49.8	101	276	3.6	8.5	90	715	4.2	21.9	104	634	4.2	19.4	103
ABC DIRECTION	2316	1244	3.1	53.7	109	285	3.7	12.3	131	470	2.8	20.3	96	489	3.2	21.1	112
ABC ENTERTAINMENT	4834	2718	6.8	56.2	114	437	5.7	9.0	96	1220	7.2	25.2	120	1061	7.0	21.9	117
ABC FM	2202	968	2.4	44.0	89	*180	2.4	8.2	87	366	2.1	16.6	79	422	2.8	19.2	102
ABC INFORMATION	5425	2826	7.1	52.1	106	455	6.0	8.4	89	1113	6.5	20.5	97	1258	8.2	23.2	123
ABC ROCK	1677	847	2.1	50.5	102	*141	1.9	8.4	89	327	1.9	19.5	93	378	2.5	22.5	120
CBS	4430	2272	5.7	51.3	104	380	5.0	8.6	91	1022	6.0	23.1	110	870	5.7	19.6	104
MUTUAL	4992	2777	7.0	55.6	113	576	7.6	11.5	123	1294	7.6	25.9	123	907	5.9	18.2	96
NBC	4679	2540	6.4	54.3	110	394	5.2	8.4	89	1200	7.0	25.6	122	946	6.2	20.2	107
RADIORADIO	1994	916	2.3	45.9	93	*163	2.1	8.2	87	341	2.0	17.1	81	412	2.7	20.7	110
RKO ONE	2298	821	2.1	35.7	72	*138	1.8	6.0	64	320	1.9	13.9	66	363	2.4	15.8	84
RKO TWO	3311	1606	4.0	48.5	98	342	4.5	10.3	110	671	3.9	20.3	96	593	3.9	17.9	95
THE SOURCE	2114	929	2.3	43.9	89	*213	2.8	10.1	107	366	2.1	17.3	82	350	2.3	16.6	88
NON-WIRED : BLAIR	8654	4540	11.4	52.5	106	916	12.0	10.6	112	1949	11.4	22.5	107	1675	11.0	19.4	103
INTERNET	12025	5650	14.2	47.0	95	928	12.2	7.7	82	2279	13.4	19.0	90	2443	16.0	20.3	108
KATZ RADIO GROUP	15359	7825	19.6	50.9	103	1230	16.1	8.0	85	3343	19.6	21.8	103	3252	21.3	21.2	112
SUPERNET	10628	5425	13.6	51.0	104	1098	14.4	10.3	110	2239	13.1	21.1	100	2088	13.7	19.6	104
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	3907	9.8	45.1	92	862	11.3	10.0	106	1560	9.1	18.0	86	1485	9.7	17.1	91
MKDAY 9:00 AM - 1:00 PM	12163	5888	14.7	48.4	98	1261	16.5	10.4	110	2506	14.7	20.6	98	2122	13.9	17.4	93
MKDAY 1:00 PM - 4:30 PM	16150	8050	20.2	49.8	101	1827	24.0	11.3	120	3347	19.6	20.7	98	2876	18.9	17.8	95
MKDAY 4:30 PM - 7:30 PM	22463	10944	27.4	48.7	99	2270	29.8	10.1	107	4758	27.9	21.2	101	3915	25.7	17.4	93
MKDAY 7:30 PM - 8:00 PM	31795	15725	39.4	49.5	100	3249	42.6	10.2	109	6855	40.2	21.6	102	5622	36.9	17.7	94
MKDAY 11:00 PM - 11:30 PM	23977	12330	30.9	51.4	104	2611	34.3	10.9	116	5211	30.6	21.7	103	4508	29.6	18.8	100
MKDAY 11:30 PM - 1:00 AM	7703	4050	10.1	52.6	107	815	10.7	10.6	112	1653	9.7	21.5	102	1583	10.4	20.6	109
M-SAT 8-11 PM+SUN 7-11 PM	33800	16944	42.4	50.1	102	3465	45.5	10.3	109	7206	42.3	21.3	101	6273	41.1	18.6	99
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	3234	8.1	49.5	100	769	10.1	11.8	125	1373	8.1	21.0	100	1092	7.2	16.7	89
ANOTHER WORLD N	4620	2436	6.1	52.7	107	603	7.9	13.1	139	843	4.9	18.2	87	989	6.5	21.4	114
AS THE WORLD TURNS C	5614	2628	6.6	46.8	95	520	6.8	9.3	98	1225	7.2	21.8	104	883	5.8	15.7	84
CAPITOL C	3396	1548	3.9	45.6	92	325	4.3	9.6	102	732	4.3	21.6	102	491	3.2	14.5	77
CBS MORN. NEWS 1 C	1446	619	1.6	42.8	87	161	2.1	11.1	118	229	1.3	15.8	75	229	1.5	15.8	84
CBS MORN. NEWS 2 C	1207	503	1.3	41.7	85	*107	1.4	8.9	94	198	1.2	16.4	78	198	1.3	16.4	87
DAYS OF OUR LIVES N	5877	3066	7.7	52.2	106	743	9.8	12.6	134	1082	6.3	18.4	87	1242	8.1	21.1	112
FACTS OF LIFE - DAYTIME N	2290	1076	2.7	47.0	95	276	3.6	12.1	128	431	2.5	18.8	89	369	2.4	16.1	86
FAMILY FEUD A	3023	1424	3.6	47.1	96	319	4.2	10.6	112	645	3.8	21.3	101	460	3.0	15.2	81
GENERAL HOSPITAL A	6097	3114	7.8	51.1	104	797	10.5	13.1	139	1309	7.7	21.5	102	1008	6.6	16.5	88
GOOD MORNING, AMERICA-730 A	3515	1631	4.1	46.4	94	341	4.5	9.7	103	593	3.5	16.9	80	697	4.6	19.8	105
GOOD MORNING, AMERICA-830 A	2818	1463	3.7	51.9	105	291	3.8	10.3	110	608	3.6	21.6	102	564	3.7	20.0	106
GUIDING LIGHT C	5339	2542	6.4	47.6	97	501	6.6	9.4	100	1204	7.1	22.6	107	837	5.5	15.7	83
ONE LIFE TO LIVE A	4478	2225	5.6	49.7	101	592	7.8	13.2	141	869	5.1	19.4	92	764	5.0	17.1	91
PRESS YOUR LUCK C	2244	1154	2.9	51.4	104	285	3.7	12.7	135	412	2.4	18.4	87	457	3.0	20.4	108
PRICE IS RIGHT 1 C	4348	2101	5.3	48.3	98	451	5.9	10.4	110	940	5.5	21.6	103	710	4.7	16.3	87
PRICE IS RIGHT 2 C	5014	2501	6.3	49.9	101	544	7.1	10.8	115	1095	6.4	21.8	104	862	5.7	17.2	91
RYAN'S HOPE A	3150	1443	3.6	45.8	93	352	4.6	11.2	119	610	3.6	19.4	92	480	3.1	15.2	81
SALE OF THE CENTURY N	2695	1293	3.2	48.0	97	328	4.3	12.2	129	607	3.6	22.5	107	358	2.3	13.3	71
SEARCH FOR TOMORROW N	2319	1264	3.2	54.5	111	288	3.8	12.4	132	512	3.0	22.1	105	464	3.0	20.0	106
TODAY SHOW 1 N	2693	1222	3.1	45.4	92	243	3.2	9.0	96	538	3.2	20.0	95	441	2.9	16.4	87
TODAY SHOW 2 N	2498	1175	2.9	47.0	95	259	3.4	10.4	110	508	3.0	20.3	97	407	2.7	16.3	87
$25,000 PYRAMID C	2753	1336	3.3	48.5	98	340	4.5	12.4	131	574	3.4	20.8	99	422	2.8	15.3	81
WHEEL OF FORTUNE N	4388	2122	5.3	48.4	98	471	6.2	10.7	114	919	5.4	20.9	99	732	4.8	16.7	89
YOUNG AND THE RESTLESS C	5695	2688	6.7	47.2	96	563	7.4	9.9	105	1181	6.9	20.7	98	944	6.2	16.6	88
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	910	2.3	51.7	105	226	3.0	12.8	136	392	2.3	22.3	106	292	1.9	16.6	88
NBA PLAYOFF GAME -1 C	1136	617	1.5	54.3	110	*120	1.6	10.6	112	372	2.2	32.7	156	125	0.8	11.0	58
NBC MAJOR LEAGUE PRE-GAME N	953	403	1.0	42.3	86	**82	1.1	8.6	91	*222	1.3	23.3	111	**99	0.6	10.4	55
SPORTSWORLD - SUN N	1233	629	1.6	51.0	103	*134	1.8	10.9	116	258	1.5	20.9	99	237	1.6	19.2	102
SUNDAY MORNING C	1611	759	1.9	47.1	96	*93	1.2	5.8	61	329	1.9	20.4	97	337	2.2	20.9	111

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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REGULAR PUDDINGS OR PIE FILLINGS (NOT INSTANT): USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0569
P-19

		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS THREE OR MORE A '000	HEAVY USERS THREE OR MORE B % DOWN	HEAVY USERS THREE OR MORE C % ACROSS	HEAVY USERS THREE OR MORE D INDX	MEDIUM USERS ONE-TWO A '000	MEDIUM USERS ONE-TWO B % DOWN	MEDIUM USERS ONE-TWO C % ACROSS	MEDIUM USERS ONE-TWO D INDX	LIGHT USERS LESS THAN ONE A '000	LIGHT USERS LESS THAN ONE B % DOWN	LIGHT USERS LESS THAN ONE C % ACROSS	LIGHT USERS LESS THAN ONE D INDX
TOTAL FEMALE HOMEMAKERS		80986	39927	100.0	49.3	100	7620	100.0	9.4	100	17054	100.0	21.1	100	15253	100.0	18.8	100
MKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	12807	32.1	49.1	100	2678	35.1	10.3	109	5464	32.0	21.0	100	4664	30.6	17.9	95
NETWORK AFFILIATES - LATE		20261	10459	26.2	51.6	105	2172	28.5	10.7	114	4416	25.9	21.8	104	3872	25.4	19.1	101
INDEPENDENTS - LATE		2076	1004	2.5	48.4	98	145	1.9	7.0	74	430	2.5	20.7	98	429	2.8	20.7	110
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	5428	13.6	51.9	105	1140	15.0	10.9	116	2402	14.1	23.0	109	1886	12.4	18.0	96
ABC MONDAY NIGHT MOVIE	A	6412	3358	8.4	52.4	106	731	9.6	11.4	121	1465	8.6	22.8	108	1163	7.6	18.1	96
ABC SUNDAY NIGHT MOVIE	A	12407	6036	15.1	48.6	99	1191	15.6	9.6	102	2382	14.0	19.2	91	2463	16.1	19.9	105
ABC WORLD NEWS TONIGHT	A	6176	3082	7.7	49.9	101	683	9.0	11.1	118	1385	8.1	22.4	106	1013	6.6	16.4	87
AFTERMASH	C	5863	2886	7.2	49.2	100	643	8.4	11.0	117	1184	6.9	20.2	96	1059	6.9	18.1	96
ALICE	C	9594	4785	12.0	49.9	101	960	12.6	10.0	106	2083	12.2	21.7	103	1741	11.4	18.1	96
AMERICAN PARADE	C	6622	3184	8.0	48.1	98	715	9.4	10.8	115	1498	8.8	22.6	107	972	6.4	14.7	78
BENSON	A	10886	5411	13.6	49.7	101	1099	14.4	10.1	107	2384	14.0	21.9	104	1928	12.6	17.7	94
BLUE THUNDER	A	5036	2664	6.7	52.9	107	555	7.3	11.0	117	1184	6.9	23.5	112	925	6.1	18.4	98
CAGNEY & LACEY	C	9965	4979	12.5	50.0	101	1127	14.8	11.3	120	1907	11.2	19.1	91	1945	12.8	19.5	104
CBS EVENING NEWS-DEAN	C	3491	1759	4.4	50.4	102	366	4.8	10.5	111	817	4.8	23.4	111	576	3.8	16.5	88
CBS EVENING NEWS-RATHER	C	7123	3549	8.9	49.8	101	629	8.3	8.8	94	1606	9.4	22.5	107	1313	8.6	18.4	98
CBS SAT. NEWS-SCHIEFFER	C	3621	1698	4.3	46.9	95	316	4.1	8.7	93	718	4.2	19.8	94	663	4.3	18.3	97
CBS SATURDAY NIGHT MOVIE	C	5436	2748	6.9	50.6	103	628	8.2	11.6	123	1183	6.9	21.8	103	937	6.1	17.2	92
CBS WEDNESDAY NIGHT MOVIE	C	6100	3147	7.9	51.6	105	741	9.7	12.1	129	1282	7.5	21.0	100	1123	7.4	18.4	98
CHEERS	N	8889	4608	11.5	51.8	105	825	10.8	9.3	99	1909	11.2	21.5	102	1873	12.3	21.1	112
DALLAS	C	22109	11257	28.2	50.9	103	2408	31.6	10.9	116	4272	25.0	19.3	92	4577	30.0	20.7	110
DIFF'RENT STROKES	N	6940	3402	8.5	49.0	99	777	10.2	11.2	119	1486	8.7	21.4	102	1138	7.5	16.4	87
DOUBLE TROUBLE	N	7223	3657	9.2	50.6	103	864	11.3	12.0	127	1609	9.4	22.3	106	1183	7.8	16.4	87
DUCK FACTORY	N	5595	2878	7.2	51.4	104	524	6.9	9.4	100	1098	6.4	19.6	93	1256	8.2	22.4	119
DUKES OF HAZZARD	C	5768	2959	7.4	51.3	104	660	8.7	11.4	122	1199	7.0	20.8	99	1100	7.2	19.1	101
DYNASTY	A	20053	9690	24.3	48.3	98	1928	25.3	9.6	102	4201	24.6	20.9	99	3560	23.3	17.8	94
FACTS OF LIFE	N	8087	4080	10.2	50.5	102	950	12.5	11.7	125	1718	10.1	21.2	101	1412	9.3	17.5	93
FALCON CREST	C	20046	10404	26.1	51.9	105	2304	30.2	11.5	122	4029	23.6	20.1	95	4071	26.7	20.3	108
FALL GUY	A	9084	4519	11.3	49.7	101	948	12.4	10.4	111	2004	11.8	22.1	105	1567	10.3	17.3	92
FAMILY TIES	N	7964	3977	10.0	49.9	101	856	11.2	10.7	114	1711	10.0	21.5	102	1410	9.2	17.7	94
FANTASY ISLAND	A	7687	3839	9.6	49.9	101	808	10.6	10.5	112	1589	9.3	20.7	98	1442	9.5	18.8	100
FOULUPS,BLEEPS & BLUNDERS	A	8861	4445	11.1	50.2	102	1005	13.2	11.3	121	1886	11.1	21.3	101	1555	10.2	17.5	93
FOUR SEASONS	C	5095	2527	6.3	49.6	101	520	6.8	10.2	108	982	5.8	19.3	92	1025	6.7	20.1	107
GIMME A BREAK	N	8838	4339	10.9	49.1	100	971	12.7	11.0	117	1907	11.2	21.6	102	1461	9.6	16.5	88
HART TO HART	A	8978	4702	11.8	52.4	106	1086	14.3	12.1	129	1777	10.4	19.8	94	1840	12.1	20.5	109
HILL STREET BLUES	N	8590	4329	10.8	50.4	102	843	11.1	9.8	104	1730	10.1	20.1	96	1757	11.5	20.5	109
HOTEL	A	14085	6989	17.5	49.6	101	1516	19.9	10.8	114	3036	17.8	21.6	102	2436	16.0	17.3	92
JEFFERSONS	C	9360	4668	11.7	49.9	101	956	12.5	10.2	109	2068	12.1	22.1	105	1644	10.8	17.6	93
JENNIFER SLEPT HERE	N	5841	2963	7.4	50.7	103	610	8.0	10.4	111	1293	7.6	22.1	105	1060	6.9	18.1	96
KATE & ALLIE	C	9206	4672	11.7	50.7	103	930	12.2	10.1	107	1974	11.6	21.4	102	1769	11.6	19.2	102
KNIGHT RIDER	N	7076	3692	9.2	52.2	106	683	9.0	9.7	103	1667	9.8	23.6	112	1342	8.8	19.0	101
LOVE BOAT	A	12219	5937	14.9	48.6	99	1110	14.6	9.1	97	2572	15.1	21.0	100	2254	14.8	18.4	98
MAGNUM PI	C	11199	5812	14.6	51.9	105	1176	15.4	10.5	112	2372	13.9	21.2	101	2264	14.8	20.2	107
MAMA'S FAMILY	N	6057	2984	7.5	49.3	100	817	10.7	13.5	143	1130	6.6	18.7	89	1038	6.8	17.1	91
MASTER, THE	N	3598	1751	4.4	48.7	99	399	5.2	11.1	118	765	4.5	21.3	101	588	3.9	16.3	87
MATT HOUSTON	A	6344	3324	8.3	52.4	106	609	8.0	9.6	102	1528	9.0	24.1	114	1187	7.8	18.7	99
NBC MONDAY NIGHT MOVIE	N	11994	5915	14.8	49.3	100	1207	15.8	10.1	107	2650	15.5	22.1	105	2058	13.5	17.2	91
NBC NIGHTLY NEWS	N	5132	2432	6.1	47.4	96	546	7.2	10.6	113	969	5.7	18.9	90	917	6.0	17.9	95
NBC NIGHTLY NEWS-SAT	N	3375	1582	4.0	46.9	95	260	3.4	7.7	82	758	4.4	22.5	107	564	3.7	16.7	89
NBC NIGHTLY NEWS-SUN	N	3130	1575	3.9	50.3	102	*227	3.0	7.3	77	728	4.3	23.3	110	620	4.1	19.8	105
NBC SUNDAY NIGHT MOVIE	N	8284	4053	10.2	48.9	99	808	10.6	9.8	104	1750	10.3	21.1	100	1494	9.8	18.0	96
NEWHART	C	9240	4511	11.3	48.8	99	935	12.3	10.1	108	1779	10.4	19.3	91	1797	11.8	19.4	103
ONE DAY AT A TIME	C	7288	3451	8.6	47.4	96	619	8.1	8.5	90	1377	8.1	18.9	90	1455	9.5	20.0	106
PEOPLE ARE FUNNY	N	4855	2445	6.1	50.4	102	759	10.0	15.6	166	857	5.0	17.7	84	829	5.4	17.1	91
REAL PEOPLE	N	8869	4435	11.1	50.0	101	925	12.1	10.4	111	2044	12.0	23.0	109	1466	9.6	16.5	88
REMINGTON STEELE	N	7743	3787	9.5	48.9	99	714	9.4	9.2	98	1507	8.8	19.5	92	1565	10.3	20.2	107
RIPLEY'S BELIEVE IT - NOT	A	5345	2682	6.7	50.2	102	530	7.0	9.9	105	1177	6.9	22.0	105	975	6.4	18.2	97
RIPTIDE	N	6988	3621	9.1	51.8	105	682	9.0	9.8	104	1518	8.9	21.7	103	1422	9.3	20.3	108
SCARECROW & MRS. KING	C	10002	4827	12.1	48.3	98	977	12.8	9.8	104	1955	11.5	19.5	93	1895	12.4	18.9	101
SIMON & SIMON	C	10638	5676	14.2	53.4	108	1244	16.3	11.7	124	2393	14.0	22.5	107	2039	13.4	19.2	102
60 MINUTES	C	13293	6323	15.8	47.6	96	1240	16.3	9.3	99	2775	16.3	20.9	99	2308	15.1	17.4	92
ST. ELSEWHERE	N	7017	3502	8.8	49.9	101	731	9.6	10.4	111	1355	7.9	19.3	92	1417	9.3	20.2	107
THREE'S COMPANY	A	10917	5536	13.9	50.7	103	1351	17.7	12.4	132	2136	12.5	19.6	93	2050	13.4	18.8	100
T.J. HOOKER	A	9204	4521	11.3	49.1	100	1019	13.4	11.1	118	1753	10.3	19.0	90	1748	11.5	19.0	101
TONIGHT SHOW	N	2372	1298	3.3	54.7	111	249	3.3	10.5	112	543	3.2	22.9	109	506	3.3	21.3	113
TRAPPER JOHN, M.D.	C	9846	4903	12.3	49.8	101	1000	13.1	10.2	108	2101	12.3	21.3	101	1802	11.8	18.3	97
TV BLOOPERS & PRAC. JOKES	N	9105	4496	11.3	49.4	100	967	12.7	10.6	113	1935	11.3	21.3	101	1594	10.5	17.5	93
20/20	A	9387	4766	11.9	50.8	103	1020	13.4	10.9	115	2135	12.5	22.7	108	1611	10.6	17.2	91
WEBSTER	A	11067	5460	13.7	49.3	100	1185	15.6	10.7	114	2351	13.8	21.2	101	1924	12.6	17.4	92
WORLD NEWS - SUN	A	3062	1504	3.8	49.1	100	*287	3.8	9.4	100	620	3.6	20.2	96	597	3.9	19.5	104
YELLOW ROSE	N	4978	2549	6.4	51.2	104	591	7.8	11.9	126	965	5.7	19.4	92	993	6.5	19.9	106
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	5042	12.6	56.8	115	968	12.7	10.9	116	2280	13.4	25.7	122	1795	11.8	20.2	107
BASKETBALL - COLLEGE GAMES		4080	2270	5.7	55.6	113	450	5.9	11.0	117	1003	5.9	24.6	117	817	5.4	20.0	106
BASKETBALL - PRO GAMES		3607	2016	5.0	55.9	113	552	7.2	15.3	163	944	5.5	26.2	124	*520	3.4	14.4	77
BOWLING		3883	2171	5.4	55.9	113	*454	6.0	11.7	124	996	5.8	25.7	122	721	4.7	18.6	99
BOXING		3928	1919	4.8	48.9	99	624	8.2	15.9	169	586	3.4	14.9	71	709	4.6	18.0	96
FOOTBALL - COLLEGE GAMES		6366	3516	8.8	55.2	112	657	8.6	10.3	110	1511	8.9	23.7	113	1347	8.8	21.2	112
FOOTBALL - PRO GAMES		11300	6225	15.6	55.1	112	1014	13.3	9.0	95	2624	15.4	23.2	110	2587	17.0	22.9	122
GOLF		3378	1876	4.7	55.5	113	*470	6.2	13.9	148	679	4.0	20.1	95	727	4.8	21.5	114
POST-SEASON COLL. FOOTBALL		4906	2664	6.7	54.3	110	567	7.4	11.6	123	1128	6.6	23.0	109	970	6.4	19.8	105
POST-SEASON PRO FOOTBALL		6120	3148	7.9	51.4	104	558	7.3	9.1	97	1228	7.2	20.1	95	1361	8.9	22.2	118
TENNIS		3033	1654	4.1	54.5	111	*332	4.4	10.9	116	690	4.0	22.7	108	632	4.1	20.8	111
WRESTLING - PROFESSIONAL		3344	1859	4.7	55.6	113	*599	7.9	17.9	190	765	4.5	22.9	109	*495	3.2	14.8	79

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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REGULAR PUDDINGS OR PIE FILLINGS (NOT INSTANT): BRANDS
(FEMALE HOMEMAKERS)

0570
P-19

	TOTAL U.S. '000	JELL-O A '000	JELL-O B % DOWN	JELL-O C % ACROSS	JELL-O D INDX	MY-T-FINE A '000	MY-T-FINE B % DOWN	MY-T-FINE C % ACROSS	MY-T-FINE D INDX	ROYAL A '000	ROYAL B % DOWN	ROYAL C % ACROSS	ROYAL D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	32380	100.0	40.0	100	6679	100.0	8.2	100	14199	100.0	17.5	100				
18 - 24	9282	2959	9.1	31.9	80	*457	6.8	4.9	60	905	6.4	9.8	56				
25 - 34	19072	7530	23.3	39.5	99	1026	15.4	5.4	65	3095	21.8	16.2	93				
35 - 44	14591	6463	20.0	44.3	111	1393	20.9	9.5	116	3221	22.7	22.1	126				
45 - 54	11345	4994	15.4	44.0	110	981	14.7	8.6	105	2056	14.5	18.1	103				
55 - 64	11635	5172	16.0	44.5	111	1325	19.8	11.4	138	2349	16.5	20.2	115				
65 OR OLDER	15061	5263	16.3	34.9	87	1498	22.4	9.9	121	2573	18.1	17.1	97				
18 - 34	28354	10489	32.4	37.0	93	1483	22.2	5.2	63	4001	28.2	14.1	80				
18 - 49	48339	19352	59.8	40.0	100	3271	49.0	6.8	82	8234	58.0	17.0	97				
25 - 54	45008	18987	58.6	42.2	106	3400	50.9	7.6	92	8372	59.0	18.6	106				
35 - 49	19985	8863	27.4	44.3	111	1788	26.8	8.9	108	4233	29.8	21.2	121				
50 OR OLDER	32647	13028	40.2	39.9	100	3408	51.0	10.4	127	5965	42.0	18.3	104				
GRADUATED COLLEGE	11155	4419	13.6	39.6	99	833	12.5	7.5	91	1938	13.6	17.4	99				
ATTENDED COLLEGE	13682	5878	18.2	43.0	107	1060	15.9	7.7	94	2318	16.3	16.9	97				
GRADUATED HIGH SCHOOL	33880	14441	44.6	42.6	107	2945	44.1	8.7	105	6441	45.4	19.0	108				
DID NOT GRADUATE HIGH SCHOOL	22270	7642	23.6	34.3	86	1842	27.6	8.3	100	3503	24.7	15.7	90				
EMPLOYED	40306	16284	50.3	40.4	101	3262	48.8	8.1	98	6966	49.1	17.3	99				
EMPLOYED FULL-TIME	32850	13026	40.2	39.7	99	2571	38.5	7.8	95	5413	38.1	16.5	94				
EMPLOYED PART-TIME	7456	3257	10.1	43.7	109	692	10.4	9.3	113	1552	10.9	20.8	119				
NOT EMPLOYED	40680	16097	49.7	39.6	99	3417	51.2	8.4	102	7233	50.9	17.8	101				
PROFESSIONAL/MANAGER	10392	4209	13.0	40.5	101	855	12.8	8.2	100	1775	12.5	17.1	97				
TECH/CLERICAL/SALES	17574	7157	22.1	40.7	102	1358	20.3	7.7	94	3093	21.8	17.6	100				
PRECISION/CRAFT	985	*360	1.1	36.5	91	**96	1.4	9.7	118	**209	1.5	21.2	121				
OTHER EMPLOYED	11354	4558	14.1	40.1	100	953	14.3	8.4	102	1890	13.3	16.6	95				
SINGLE	9863	2973	9.2	30.1	75	822	12.3	8.3	101	1218	8.6	12.3	70				
MARRIED	51375	22353	69.0	43.5	109	4078	61.1	7.9	96	9650	68.0	18.8	107				
DIVORCED/SEPARATED/WIDOWED	19748	7054	21.8	35.7	89	1780	26.7	9.0	109	3331	23.5	16.9	96				
PARENTS	32590	14071	43.5	43.2	108	2272	34.0	7.0	85	6254	44.0	19.2	109				
WHITE	70416	29423	90.9	41.8	105	6157	92.2	8.7	106	12830	90.4	18.2	104				
BLACK	8778	2464	7.6	28.1	70	493	7.4	5.6	68	1185	8.3	13.5	77				
OTHER	1791	**493	1.5	27.5	69	**30	0.4	1.7	20	**184	1.3	10.3	59				
NORTHEAST-CENSUS	17786	6508	20.1	36.6	92	3321	49.7	18.7	226	4396	31.0	24.7	141				
NORTH CENTRAL	20741	10311	31.8	49.7	124	1397	20.9	6.7	82	3881	27.3	18.7	107				
SOUTH	27775	10011	30.9	36.0	90	1419	21.2	5.1	62	3953	27.8	14.2	81				
WEST	14683	5550	17.1	37.8	95	*543	8.1	3.7	45	1969	13.9	13.4	76				
NORTHEAST-MKTG.	17961	6129	18.9	34.1	85	3416	51.1	19.0	231	4147	29.2	23.1	132				
EAST CENTRAL	11885	5140	15.9	43.2	108	771	11.5	6.5	79	2792	19.7	23.5	134				
WEST CENTRAL	14090	7335	22.7	52.1	130	910	13.6	6.5	78	2269	16.0	16.1	92				
SOUTH	24081	8986	27.8	37.3	93	1104	16.5	4.6	56	3199	22.5	13.3	76				
PACIFIC	12969	4790	14.8	36.9	92	*478	7.2	3.7	45	1792	12.6	13.8	79				
COUNTY SIZE A	32439	11511	35.5	35.5	89	2829	42.4	8.7	106	5348	37.7	16.5	94				
COUNTY SIZE B	24915	10379	32.1	41.7	104	1898	28.4	7.6	92	4717	33.2	18.9	108				
COUNTY SIZE C	12930	5708	17.6	44.1	110	863	12.9	6.7	81	2477	17.4	19.2	109				
COUNTY SIZE D	10703	4783	14.8	44.7	112	1090	16.3	10.2	123	1657	11.7	15.5	88				
METRO CENTRAL CITY	24518	8317	25.7	33.9	85	1719	25.7	7.0	85	3686	26.0	15.0	86				
METRO SUBURBAN	35919	15188	46.9	42.3	106	3144	47.1	8.8	106	6751	47.5	18.8	107				
NON METRO	20549	8876	27.4	43.2	108	1816	27.2	8.8	107	3762	26.5	18.3	104				
TOP 5 ADI'S	18341	6442	19.9	35.1	88	2063	30.9	11.2	136	2704	19.0	14.7	84				
TOP 10 ADI'S	25378	8647	26.7	34.1	85	2760	41.3	10.9	132	3857	27.2	15.2	87				
TOP 20 ADI'S	36488	13403	41.4	36.7	92	3378	50.6	9.3	112	6218	43.8	17.0	97				
HSHLD INC. $50,000 OR MORE	6612	2985	9.2	45.1	113	676	10.1	10.2	124	1231	8.7	18.6	106				
$40,000 OR MORE	12659	5476	16.9	43.3	108	1179	17.7	9.3	113	2219	15.6	17.5	100				
$30,000 OR MORE	24698	10968	33.9	44.4	111	2334	34.9	9.5	115	4633	32.6	18.8	107				
$25,000 OR MORE	32077	14405	44.5	44.9	112	3075	46.0	9.6	116	6078	42.8	18.9	108				
$20,000 - $24,999	9144	3581	11.1	39.2	98	701	10.5	7.7	93	1635	11.5	17.9	102				
$15,000 - $19,999	8728	3417	10.6	39.1	98	570	8.5	6.5	79	1647	11.6	18.9	108				
$10,000 - $14,999	12562	5016	15.5	39.9	100	1029	15.4	8.2	99	2341	16.5	18.6	106				
UNDER $10,000	18475	5961	18.4	32.3	81	1305	19.5	7.1	86	2498	17.6	13.5	77				
HOUSEHOLD OF 1 PERSON	11987	3699	11.4	30.9	77	1147	17.2	9.6	116	1721	12.1	14.4	82				
2 PEOPLE	26577	9952	30.7	37.4	94	2308	34.6	8.7	105	4234	29.8	15.9	91				
3 OR 4 PEOPLE	30617	13669	42.2	44.6	112	2326	34.8	7.6	92	5607	39.5	18.3	104				
5 OR MORE PEOPLE	11804	5060	15.6	42.9	107	899	13.5	7.6	92	2636	18.6	22.3	127				
NO CHILD IN HSHLD	46165	17362	53.6	37.6	94	4205	63.0	9.1	110	7517	52.9	16.3	93				
CHILD(REN) UNDER 2 YRS	5325	2077	6.4	39.0	98	*289	4.3	5.4	66	825	5.8	15.5	88				
2 - 5 YEARS	14221	5387	16.6	37.9	95	785	11.8	5.5	67	2419	17.0	17.0	97				
6 - 11 YEARS	15117	6437	19.9	42.6	107	988	14.8	6.5	79	2727	19.2	18.0	103				
12 - 17 YEARS	16611	7726	23.9	46.5	116	1371	20.5	8.3	100	3726	26.2	22.4	128				
RESIDENCE OWNED	55884	24736	76.4	44.3	111	4992	74.7	8.9	108	10763	75.8	19.3	110				
VALUE: $50,000 OR MORE	31744	14302	44.2	45.1	113	3170	47.5	10.0	121	6510	45.8	20.5	117				
VALUE: UNDER $50,000	24140	10434	32.2	43.2	108	1822	27.3	7.5	92	4253	30.0	17.6	100				

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REGULAR PUDDINGS OR PIE FILLINGS (NOT INSTANT): BRANDS
(FEMALE HOMEMAKERS)

0571
P-19

		TOTAL U.S. '000	JELL-O A '000	JELL-O B % DOWN	JELL-O C % ACROSS	JELL-O D INDX	MY-T-FINE A '000	MY-T-FINE B % DOWN	MY-T-FINE C % ACROSS	MY-T-FINE D INDX	ROYAL A '000	ROYAL B % DOWN	ROYAL C % ACROSS	ROYAL D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	32380	100.0	40.0	100	6679	100.0	8.2	100	14199	100.0	17.5	100				
MAGAZINES	QUINTILE 1	15799	7040	21.7	44.6	111	1521	22.8	9.6	117	2820	19.9	17.8	102				
	QUINTILE 2	17259	7528	23.2	43.6	109	1489	22.3	8.6	105	3383	23.8	19.6	112				
	QUINTILE 3	13545	5718	17.7	42.2	106	1185	17.7	8.7	106	2659	18.7	19.6	112				
	QUINTILE 4	15133	5787	17.9	38.2	96	1135	17.0	7.5	91	2512	17.7	16.6	95				
	QUINTILE 5	19250	6307	19.5	32.8	82	1349	20.2	7.0	85	2824	19.9	14.7	84				
NEWSPAPERS	QUINTILE 1	12413	5357	16.5	43.2	108	1604	24.0	12.9	157	2589	18.2	20.9	119				
	QUINTILE 2	24116	10591	32.7	43.9	110	1984	29.7	8.2	100	4646	32.7	19.3	110				
	QUINTILE 3	11261	4628	14.3	41.1	103	687	10.3	6.1	74	1755	12.4	15.6	89				
	QUINTILE 4	20255	7794	24.1	38.5	96	1760	26.4	8.7	105	3415	24.1	16.9	96				
	QUINTILE 5	12940	4011	12.4	31.0	78	643	9.6	5.0	60	1794	12.6	13.9	79				
OUTDOOR	QUINTILE 1	14852	5842	18.0	39.3	98	1227	18.4	8.3	100	2809	19.8	18.9	108				
	QUINTILE 2	15725	6444	19.9	41.0	102	1247	18.7	7.9	96	2948	20.8	18.7	107				
	QUINTILE 3	16330	6762	20.9	41.4	104	1256	18.8	7.7	93	2724	19.2	16.7	95				
	QUINTILE 4	16744	6488	20.0	38.7	97	1380	20.7	8.2	100	2763	19.5	16.5	94				
	QUINTILE 5	17334	6845	21.1	39.5	99	1569	23.5	9.1	110	2955	20.8	17.0	97				
RADIO-DRIVE TIME	QUINTILE 1	15911	7186	22.2	45.2	113	1434	21.5	9.0	109	3320	23.4	20.9	119				
	QUINTILE 2	14837	5725	17.7	38.6	97	1107	16.6	7.5	90	2834	20.0	19.1	109				
	QUINTILE 3	15339	5898	18.2	38.5	96	1490	22.3	9.7	118	2532	17.8	16.5	94				
	QUINTILE 4	16723	6596	20.4	39.4	99	1265	18.9	7.6	92	2596	18.3	15.5	89				
	QUINTILE 5	18176	6975	21.5	38.4	96	1383	20.7	7.6	92	2917	20.5	16.0	92				
RADIO-MID-DAY	TERCILE 1	21020	8503	26.3	40.5	101	1694	25.4	8.1	98	4322	30.4	20.6	117				
	TERCILE 2	21610	9473	29.3	43.8	110	1928	28.9	8.9	108	4024	28.3	18.6	106				
	TERCILE 3	38355	14404	44.5	37.6	94	3058	45.8	8.0	97	5853	41.2	15.3	87				
RADIO-TOTAL	QUINTILE 1	15988	6756	20.9	42.3	106	1200	18.0	7.5	91	3161	22.3	19.8	113				
	QUINTILE 2	15626	6096	18.8	39.0	98	1377	20.6	8.8	107	3098	21.8	19.8	113				
	QUINTILE 3	16723	6637	20.5	39.7	99	1678	25.1	10.0	122	2996	21.1	17.9	102				
	QUINTILE 4	16342	6876	21.2	42.1	105	1232	18.4	7.5	91	2325	16.4	14.2	81				
	QUINTILE 5	16306	6016	18.6	36.9	92	1191	17.8	7.3	89	2619	18.4	16.1	92				
TV-PRIME TIME	QUINTILE 1	15953	6582	20.3	41.3	103	1308	19.6	8.2	99	2957	20.8	18.5	106				
	QUINTILE 2	16137	6642	20.5	41.2	103	1581	23.7	9.8	119	2929	20.6	18.2	104				
	QUINTILE 3	16420	6679	20.6	40.7	102	1336	20.0	8.1	99	2954	20.8	18.0	103				
	QUINTILE 4	16687	6293	19.4	37.7	94	1223	18.3	7.3	89	2825	19.9	16.9	97				
	QUINTILE 5	15789	6185	19.1	39.2	98	1232	18.4	7.8	95	2534	17.8	16.0	92				
TV-DAYTIME	TERCILE 1	27736	11094	34.3	40.0	100	2163	32.4	7.8	95	4864	34.3	17.5	100				
	TERCILE 2	26489	10359	32.0	39.1	98	2320	34.7	8.8	106	4793	33.8	18.1	103				
	TERCILE 3	26761	10927	33.7	40.8	102	2197	32.9	8.2	100	4543	32.0	17.0	97				
TV-TOTAL	QUINTILE 1	16345	6484	20.0	39.7	99	1190	17.8	7.3	88	2873	20.2	17.6	100				
	QUINTILE 2	16447	6802	21.0	41.4	103	1535	23.0	9.3	113	3030	21.3	18.4	105				
	QUINTILE 3	15980	6400	19.8	40.1	100	1358	20.3	8.5	103	2708	19.1	16.9	97				
	QUINTILE 4	15887	6384	19.7	40.2	101	1358	20.3	8.5	104	2908	20.5	18.3	104				
	QUINTILE 5	16326	6311	19.5	38.7	97	1239	18.6	7.6	92	2680	18.9	16.4	94				
MAGAZINES-NEWSPAPERS: DUAL		20721	9413	29.1	45.4	114	2065	30.9	10.0	121	4174	29.4	20.1	115				
MAGAZINE IMPERATIVE		19186	7890	24.4	41.1	103	1478	22.1	7.7	93	3301	23.2	17.2	98				
NEWSPAPER IMPERATIVE		21899	8861	27.4	40.5	101	1872	28.0	8.5	104	3993	28.1	18.2	104				
MAGAZINES-OUTDOOR: DUAL		15451	7227	22.3	46.8	117	1409	21.1	9.1	111	3066	21.6	19.8	113				
MAGAZINE IMPERATIVE		25953	10984	33.9	42.3	106	2403	36.0	9.3	112	4654	32.8	17.9	102				
OUTDOOR IMPERATIVE		24400	8696	26.9	35.6	89	1731	25.9	7.1	86	4024	28.3	16.5	94				
MAGAZINES-RADIO: DUAL		18049	7627	23.6	42.3	106	1578	23.6	8.7	106	3411	24.0	18.9	108				
MAGAZINE IMPERATIVE		23571	10649	32.9	45.2	113	2151	32.2	9.1	111	4246	29.9	18.0	103				
RADIO IMPERATIVE		23278	8774	27.1	37.7	94	1915	28.7	8.2	100	4391	30.9	18.9	108				
MAGAZINES-TELEVISION: DUAL		15459	6801	21.0	44.0	110	1403	21.0	9.1	110	3158	22.2	20.4	117				
MAGAZINE IMPERATIVE		25829	11056	34.1	42.8	107	2355	35.3	9.1	111	4694	33.1	18.2	104				
TELEVISION IMPERATIVE		26039	9794	30.2	37.6	94	1966	29.4	7.6	92	4190	29.5	16.1	92				
NEWSPAPERS-OUTDOOR: DUAL		16605	7042	21.7	42.4	106	1410	21.1	8.5	103	3241	22.8	19.5	111				
NEWSPAPER IMPERATIVE		26834	11732	36.2	43.7	109	2623	39.3	9.8	119	5030	35.4	18.7	107				
OUTDOOR IMPERATIVE		23346	8768	27.1	37.6	94	1621	24.3	6.9	84	3836	27.0	16.4	94				
NEWSPAPERS-RADIO: DUAL		17133	7416	22.9	43.3	108	1579	23.6	9.2	112	3566	25.1	20.8	119				
NEWSPAPER IMPERATIVE		25892	11155	34.5	43.1	108	2533	37.9	9.8	119	4617	32.5	17.8	102				
RADIO IMPERATIVE		23167	8627	26.6	37.2	93	1716	25.7	7.4	90	4046	28.5	17.5	100				
NEWSPAPERS-TELEVISION: DUAL		17159	7576	23.4	44.2	110	1553	23.3	9.1	110	3478	24.5	20.3	116				
NEWSPAPER IMPERATIVE		26214	11154	34.4	42.5	106	2452	36.7	9.4	113	4895	34.5	18.7	107				
TELEVISION IMPERATIVE		23412	8582	26.5	36.7	92	1669	25.0	7.1	86	3613	25.4	15.4	88				
OUTDOOR-RADIO: DUAL		15303	6406	19.8	41.9	105	1376	20.6	9.0	109	3256	22.9	21.3	121				
OUTDOOR IMPERATIVE		24901	9826	30.3	39.5	99	1894	28.4	7.6	92	4086	28.8	16.4	94				
RADIO IMPERATIVE		26492	10585	32.7	40.0	100	2170	32.5	8.2	99	4776	33.6	18.0	103				
OUTDOOR-TELEVISION: DUAL		14794	6067	18.7	41.0	103	1110	16.6	7.5	91	2667	18.8	18.0	103				
OUTDOOR IMPERATIVE		25437	10237	31.6	40.2	101	2074	31.1	8.2	99	4435	31.2	17.4	99				
TELEVISION IMPERATIVE		27877	11348	35.0	40.7	102	2460	36.8	8.8	107	4981	35.1	17.9	102				
RADIO-TELEVISION: DUAL		15996	6576	20.3	41.1	103	1469	22.0	9.2	111	3119	22.0	19.5	111				
RADIO IMPERATIVE		25478	10139	31.3	39.8	100	2131	31.9	8.4	101	4845	34.1	19.0	108				
TELEVISION IMPERATIVE		26573	10678	33.0	40.2	101	2163	32.4	8.1	99	4353	30.7	16.4	93				

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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REGULAR PUDDINGS OR PIE FILLINGS (NOT INSTANT): BRANDS
(FEMALE HOMEMAKERS)

0572
P-19

	TOTAL U.S. '000	JELL-O A '000	JELL-O B % DOWN	JELL-O C % ACROSS	JELL-O D INDX	MY-T-FINE A '000	MY-T-FINE B % DOWN	MY-T-FINE C % ACROSS	MY-T-FINE D INDX	ROYAL A '000	ROYAL B % DOWN	ROYAL C % ACROSS	ROYAL D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	32380	100.0	40.0	100	6679	100.0	8.2	100	14199	100.0	17.5	100				
ATLANTIC MONTHLY	415	*111	0.3	26.7	67	**18	0.3	4.3	53	**69	0.5	16.6	95				
BARRON'S	453	*191	0.6	42.2	105	**43	0.6	9.5	115	**90	0.6	19.9	113				
BETTER HOMES & GARDENS	16256	7764	24.0	47.8	119	1482	22.2	9.1	111	3278	23.1	20.2	115				
BON APPETIT	2535	1159	3.6	45.7	114	*299	4.5	11.8	143	416	2.9	16.4	94				
BUSINESS WEEK	1278	422	1.3	33.0	83	**90	1.3	7.0	85	*199	1.4	15.6	89				
CAR AND DRIVER	378	*139	0.4	36.8	92	**40	0.6	10.6	128	**54	0.4	14.3	81				
CBS MAGAZINE NETWORK (GROSS)	1498	658	2.0	43.9	110	**96	1.4	6.4	78	*338	2.4	22.6	129				
CHANGING TIMES	1505	533	1.6	35.4	89	*148	2.2	9.8	119	306	2.2	20.3	116				
COLONIAL HOMES	1231	612	1.9	49.7	124	*126	1.9	10.2	124	294	2.1	23.9	136				
CONDE NAST MAG. PKG. (GROSS)	14146	5384	16.6	38.1	95	1385	20.7	9.8	119	2315	16.3	16.4	93				
CONSUMERS DIGEST	1323	580	1.8	43.8	110	**112	1.7	8.5	103	272	1.9	20.6	117				
COSMOPOLITAN	7102	2614	8.1	36.8	92	631	9.4	8.9	108	1205	8.5	17.0	97				
COUNTRY LIVING	2481	1293	4.0	52.1	130	*257	3.8	10.4	126	503	3.5	20.3	116				
CUISINE	1472	642	2.0	43.6	109	*182	2.7	12.4	150	277	2.0	18.8	107				
CYCLE WORLD	425	*238	0.7	56.0	140	**25	0.4	5.9	71	**152	1.1	35.8	204				
DCI:CREATIVE IDEAS FOR LIV	2510	1308	4.0	52.1	130	*170	2.5	6.8	82	496	3.5	19.8	113				
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	3225	10.0	48.2	120	329	4.9	4.9	60	1068	7.5	16.0	91				
DISCOVER	894	377	1.2	42.2	105	**74	1.1	8.3	100	*163	1.1	18.2	104				
EBONY	3507	1090	3.4	31.1	78	185	2.8	5.3	64	479	3.4	13.7	78				
ESQUIRE	1083	352	1.1	32.5	81	**54	0.8	5.0	60	*184	1.3	17.0	97				
ESSENCE	1830	573	1.8	31.3	78	**68	1.0	3.7	45	235	1.7	12.8	73				
FAMILY CIRCLE	15930	7442	23.0	46.7	117	1727	25.9	10.8	131	3270	23.0	20.5	117				
THE FAMILY HANDYMAN	1126	535	1.7	47.5	119	**148	2.2	13.1	159	299	2.1	26.6	151				
FAMILY WEEKLY	11468	5149	15.9	44.9	112	870	13.0	7.6	92	2122	14.9	18.5	106				
FIELD & STREAM	2234	1155	3.6	51.7	129	*206	3.1	9.2	112	495	3.5	22.2	126				
FOOD & WINE	579	285	0.9	49.2	123	**39	0.6	6.7	82	*124	0.9	21.4	122				
FORBES	728	*298	0.9	40.9	102	**52	0.8	7.1	87	*163	1.1	22.4	128				
FORTUNE	906	366	1.1	40.4	101	**59	0.9	6.5	79	*156	1.1	17.2	98				
GENTLEMEN'S QUARTERLY	791	289	0.9	36.5	91	**84	1.3	10.6	129	**114	0.8	14.4	82				
GLAMOUR	5265	2023	6.2	38.4	96	472	7.1	9.0	109	853	6.0	16.2	92				
GOLF DIGEST	636	295	0.9	46.4	116	**62	0.9	9.7	118	**89	0.6	14.0	80				
GOLF DIGEST/TENNIS (GROSS)	1186	521	1.6	43.9	110	**98	1.5	8.3	100	*160	1.1	13.5	77				
GOLF MAGAZINE	441	*226	0.7	51.2	128	**60	0.9	13.6	165	**46	0.3	10.4	59				
GOLF MAGAZINE/SKI (GROSS)	922	455	1.4	49.3	123	**107	1.6	11.6	141	**132	0.9	14.3	82				
GOOD HOUSEKEEPING	16487	7654	23.6	46.4	116	1590	23.8	9.6	117	3417	24.1	20.7	118				
HARPER'S BAZAAR	2423	882	2.7	36.4	91	*248	3.7	10.2	124	429	3.0	17.7	101				
HEALTH	1994	872	2.7	43.7	109	*182	2.7	9.1	111	337	2.4	16.9	96				
HEARST MAG CORP. BUY (GROSS)	44101	19549	60.4	44.3	111	4062	60.8	9.2	112	8513	60.0	19.3	110				
HEARST MAN POWER (GROSS)	1993	1173	3.6	58.9	147	**210	3.1	10.5	128	613	4.3	30.8	175				
HEARST WOMAN POWER (GROSS)	31274	13494	41.7	43.1	108	2835	42.4	9.1	110	5867	41.3	18.8	107				
HOUSE BEAUTIFUL	3623	1605	5.0	44.3	111	301	4.5	8.3	101	642	4.5	17.7	101				
INC.	283	**90	0.3	31.8	80	**9	0.1	3.2	39	**67	0.5	23.7	135				
JET	2928	960	3.0	32.8	82	194	2.9	6.6	80	479	3.4	16.4	93				
LADIES' HOME JOURNAL	11918	5300	16.4	44.5	111	963	14.4	8.1	98	2335	16.4	19.6	112				
LHJ FAMILY GRP COMBO(GROSS)	16764	7450	23.0	44.4	111	1396	20.9	8.3	101	3341	23.5	19.9	114				
LIFE	4254	1507	4.7	35.4	89	383	5.7	9.0	109	775	5.5	18.2	104				
L.A. TIMES HOME MAGAZINE	1145	356	1.1	31.1	78	**20	0.3	1.7	21	*141	1.0	12.3	70				
MADEMOISELLE	2884	1038	3.2	36.0	90	*254	3.8	8.8	107	477	3.4	16.5	94				
MC CALL'S	13460	6305	19.5	46.8	117	1203	18.0	8.9	108	2418	17.0	18.0	102				
MC CALL'S/WRK MOTHER (GROSS)	14606	6880	21.2	47.1	118	1278	19.1	8.7	106	2672	18.8	18.3	104				
MECHANIX ILLUSTRATED	772	367	1.1	47.5	119	**132	2.0	17.1	207	*219	1.5	28.4	162				
METROPOLITAN HOME	967	475	1.5	49.1	123	*180	2.7	18.6	226	*221	1.6	22.9	130				
MONEY	1588	716	2.2	45.1	113	**113	1.7	7.1	86	315	2.2	19.8	113				
MOTHER EARTH NEWS	1002	510	1.6	50.9	127	**74	1.1	7.4	90	*215	1.5	21.5	122				
MS.	825	295	0.9	35.8	89	**48	0.7	5.8	71	*191	1.3	23.2	132				
NATIONAL ENQUIRER	10336	4324	13.4	41.8	105	740	11.1	7.2	87	1950	13.7	18.9	108				
NATIONAL GEOGRAPHIC	9597	4313	13.3	44.9	112	874	13.1	9.1	110	1715	12.1	17.9	102				
NATIONAL SUNDAY MAGAZINE PKG	49558	21111	65.2	42.6	107	4294	64.3	8.7	105	9492	66.8	19.2	109				
NATURAL HISTORY	573	*210	0.6	36.6	92	**63	0.9	11.0	133	**108	0.8	18.8	108				
NEW WOMAN	1699	586	1.8	34.5	86	*108	1.6	6.4	77	251	1.8	14.8	84				
NEW YORK INCLUDING CUE	443	*155	0.5	35.0	88	**93	1.4	21.0	255	*91	0.6	20.5	117				
THE NEW YORKER	1270	542	1.7	42.7	107	*184	2.8	14.5	176	288	2.0	22.7	129				
NEWSWEEK	6277	2491	7.7	39.7	99	611	9.1	9.7	118	1074	7.6	17.1	98				
THE N.Y. TIMES DAILY EDITION	1205	407	1.3	33.8	84	319	4.8	26.5	321	*148	1.0	12.3	70				
THE N.Y. TIMES MAGAZINE	2081	725	2.2	34.8	87	547	8.2	26.3	319	305	2.1	14.7	84				
OMNI	788	304	0.9	38.6	96	**76	1.1	9.6	117	*206	1.5	26.1	149				
ON CABLE	1158	447	1.4	38.6	97	**25	0.4	2.2	26	*229	1.6	19.8	113				
1001 HOME IDEAS	2852	1278	3.9	44.8	112	*251	3.8	8.8	107	669	4.7	23.5	134				
ORGANIC GARDENING	1658	693	2.1	41.8	105	*216	3.2	13.0	158	407	2.9	24.5	140				
OUTDOOR LIFE	896	421	1.3	47.0	118	**98	1.5	10.9	133	*209	1.5	23.3	133				
PARADE MAGAZINE	24275	10190	31.5	42.0	105	2350	35.2	9.7	117	4706	33.1	19.4	111				

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REGULAR PUDDINGS OR PIE FILLINGS (NOT INSTANT): BRANDS
(FEMALE HOMEMAKERS)

0573
P-19

	TOTAL U.S. '000	JELL-O A '000	JELL-O B % DOWN	JELL-O C % ACROSS	JELL-O D INDX	MY-T-FINE A '000	MY-T-FINE B % DOWN	MY-T-FINE C % ACROSS	MY-T-FINE D INDX	ROYAL A '000	ROYAL B % DOWN	ROYAL C % ACROSS	ROYAL D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	32380	100.0	40.0	100	6679	100.0	8.2	100	14199	100.0	17.5	100				
PARENTS	3845	1709	5.3	44.4	111	321	4.8	8.3	101	711	5.0	18.5	105				
PENTHOUSE	831	350	1.1	42.1	105	**12	0.2	1.4	18	**135	1.0	16.2	93				
PEOPLE	11645	4872	15.0	41.8	105	947	14.2	8.1	99	1992	14.0	17.1	98				
PLAYBOY	2006	657	2.0	32.8	82	**91	1.4	4.5	55	318	2.2	15.9	90				
POPULAR HOT RODDING	297	*144	0.4	48.5	121	**10	0.1	3.4	41	**48	0.3	16.2	92				
POPULAR MECHANICS	1018	621	1.9	61.0	153	**116	1.7	11.4	138	*310	2.2	30.5	174				
POPULAR SCIENCE	878	444	1.4	50.6	126	**69	1.0	7.9	95	*189	1.3	21.5	123				
PREVENTION	3913	1602	4.9	40.9	102	326	4.9	8.3	101	815	5.7	20.8	119				
PSYCHOLOGY TODAY	1710	753	2.3	44.0	110	*177	2.7	10.4	126	372	2.6	21.8	124				
READER'S DIGEST	22204	9745	30.1	43.9	110	1950	29.2	8.8	106	4113	29.0	18.5	106				
REDBOOK	7684	3226	10.0	42.0	105	614	9.2	8.0	97	1245	8.8	16.2	92				
ROAD & TRACK	410	*202	0.6	49.3	123	**27	0.4	6.6	80	**86	0.6	21.0	120				
ROLLING STONE	969	430	1.3	44.4	111	**86	1.3	8.9	108	*252	1.8	26.0	148				
RUNNER'S WORLD	298	*174	0.5	58.4	146	**32	0.5	10.7	130	**57	0.4	19.1	109				
SATURDAY EVENING POST	1169	494	1.5	42.3	106	**135	2.0	11.5	140	*178	1.3	15.2	87				
SCIENCE 84	587	248	0.8	42.2	106	**21	0.3	3.6	43	**99	0.7	16.9	96				
SCIENCE DIGEST	482	273	0.8	56.6	142	**16	0.2	3.3	40	*169	1.2	35.1	200				
SCIENTIFIC AMERICAN	594	*270	0.8	45.5	114	**51	0.8	8.6	104	**101	0.7	17.0	97				
SELF	2089	863	2.7	41.3	103	*203	3.0	9.7	118	334	2.4	16.0	91				
SEVENTEEN	2411	1071	3.3	44.4	111	*259	3.9	10.7	130	384	2.7	15.9	91				
SKI	480	*229	0.7	47.7	119	**47	0.7	9.8	119	**87	0.6	18.1	103				
SMITHSONIAN	2760	1263	3.9	45.8	114	*245	3.7	8.9	108	487	3.4	17.6	101				
SOAP OPERA DIGEST	3013	1194	3.7	39.6	99	*191	2.9	6.3	77	524	3.7	17.4	99				
SOUTHERN LIVING	4184	1917	5.9	45.8	115	*158	2.4	3.8	46	571	4.0	13.6	78				
SPORT	559	*249	0.8	44.5	111	**40	0.6	7.2	87	**88	0.6	15.7	90				
THE SPORTING NEWS	436	*211	0.7	48.4	121	**18	0.3	4.1	50	**115	0.8	26.4	150				
SPORTS AFIELD	493	278	0.9	56.4	141	**78	1.2	15.8	192	**134	0.9	27.2	155				
SPORTS ILLUSTRATED	2758	1110	3.4	40.2	101	*274	4.1	9.9	120	621	4.4	22.5	128				
STAR	7456	3136	9.7	42.1	105	690	10.3	9.3	112	1351	9.5	18.1	103				
SUNDAY	24936	10449	32.3	41.9	105	2425	36.3	9.7	118	5233	36.9	21.0	120				
SUNSET	2124	987	3.0	46.5	116	**163	2.4	7.7	93	423	3.0	19.9	114				
TV GUIDE	21661	9311	28.8	43.0	108	1830	27.4	8.4	102	3902	27.5	18.0	103				
TENNIS	550	*227	0.7	41.3	103	**36	0.5	6.5	79	**71	0.5	12.9	74				
TIME	8880	3549	11.0	40.0	100	870	13.0	9.8	119	1405	9.9	15.8	90				
TOWN & COUNTRY	917	402	1.2	43.8	110	**78	1.2	8.5	103	*154	1.1	16.8	96				
TRAVEL & LEISURE	972	468	1.4	48.1	120	**53	0.8	5.5	66	*234	1.6	24.1	137				
TRUE STORY	3356	1397	4.3	41.6	104	*179	2.7	5.3	65	508	3.6	15.1	86				
U.S.NEWS & WORLD REPORT	3410	1478	4.6	43.3	108	*234	3.5	6.9	83	563	4.0	16.5	94				
USA TODAY	1759	891	2.8	50.7	127	*128	1.9	7.3	88	315	2.2	17.9	102				
US	1873	816	2.5	43.6	109	**147	2.2	7.8	95	337	2.4	18.0	103				
VOGUE	3909	1460	4.5	37.3	93	456	6.8	11.7	141	652	4.6	16.7	95				
WALL STREET JOURNAL	1886	738	2.3	39.1	98	*120	1.8	6.4	77	424	3.0	22.5	128				
WEIGHT WATCHERS	2120	945	2.9	44.6	111	*201	3.0	9.5	115	537	3.8	25.3	144				
WOMAN'S DAY	14172	6710	20.7	47.3	118	1316	19.7	9.3	113	2945	20.7	20.8	119				
WORKING MOTHER	1146	575	1.8	50.2	125	**75	1.1	6.5	79	*254	1.8	22.2	126				
WORKING WOMAN	1322	525	1.6	39.7	99	**83	1.2	6.3	76	260	1.8	19.7	112				
WORLD TENNIS	*163	**63	0.2	38.7	97	**0	0.0	0.0	0	**26	0.2	16.0	91				
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1090	3.4	43.0	108	*157	2.4	6.2	75	396	2.8	15.6	89				
BLAIR INSERTS	43657	18340	56.6	42.0	105	4115	61.6	9.4	114	8413	59.3	19.3	110				
DAILY NEWSPAPERS																	
READ ANY	51633	21839	67.4	42.3	106	4659	69.8	9.0	109	9669	68.1	18.7	107				
READ ONE	43463	18484	57.1	42.5	106	3572	53.5	8.2	100	7929	55.8	18.2	104				
READ TWO OR MORE	8170	3355	10.4	41.1	103	1087	16.3	13.3	161	1740	12.3	21.3	121				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	22425	69.3	42.6	106	4784	71.6	9.1	110	9953	70.1	18.9	108				
READ ONE	46126	19353	59.8	42.0	105	4017	60.1	8.7	106	8585	60.5	18.6	106				
READ TWO OR MORE	6552	3072	9.5	46.9	117	767	11.5	11.7	142	1368	9.6	20.9	119				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.55				28.60				27.58							
30 DAY REACH	71455	28422	87.8	39.8	99	5773	86.4	8.1	98	12445	87.6	17.4	99				
50 SHWG - 30 DAY AV FREQ	14.56	14.57				15.21				14.51							
30 DAY REACH	67742	26930	83.2	39.8	99	5433	81.3	8.0	97	11836	83.4	17.5	100				
25 SHWG - 30 DAY AV FREQ	7.94	7.84				8.19				7.84							
30 DAY REACH	62117	25042	77.3	40.3	101	5045	75.5	8.1	98	10967	77.2	17.7	101				
CABLE TV: HOME WIRED	32077	14065	43.4	43.8	110	2718	40.7	8.5	103	6463	45.5	20.1	115				
HOME NOT WIRED	48909	18316	56.6	37.4	94	3962	59.3	8.1	98	7736	54.5	15.8	90				
HAVE PAY CABLE	15935	7381	22.8	46.3	116	1413	21.2	8.9	108	3524	24.8	22.1	126				

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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REGULAR PUDDINGS OR PIE FILLINGS (NOT INSTANT): BRANDS
(FEMALE HOMEMAKERS)

0574
P-19

	TOTAL U.S. '000	JELL-O A '000	JELL-O B % DOWN	JELL-O C % ACROSS	JELL-O D INDX	MY-T-FINE A '000	MY-T-FINE B % DOWN	MY-T-FINE C % ACROSS	MY-T-FINE D INDX	ROYAL A '000	ROYAL B % DOWN	ROYAL C % ACROSS	ROYAL D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	32380	100.0	40.0	100	6679	100.0	8.2	100	14199	100.0	17.5	100				
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	18202	56.2	41.4	104	3850	57.6	8.8	106	8141	57.3	18.5	106				
10:00 AM - 3:00 PM	30659	13093	40.4	42.7	107	2526	37.8	8.2	100	5998	42.2	19.6	112				
3:00 PM - 7:00 PM	31045	12749	39.4	41.1	103	2399	35.9	7.7	94	5677	40.0	18.3	104				
7:00 PM - MIDNIGHT	15767	6027	18.6	38.2	96	1199	18.0	7.6	92	2778	19.6	17.6	100				
MIDNIGHT - 6:00 AM	9120	3766	11.6	41.3	103	671	10.0	7.4	89	1642	11.6	18.0	103				
6:00 AM - MIDNIGHT	58527	23929	73.9	40.9	102	4891	73.2	8.4	101	10767	75.8	18.4	105				
ENTIRE DAY	59311	24234	74.8	40.9	102	4957	74.2	8.4	101	10867	76.5	18.3	105				
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	7151	22.1	44.2	111	1454	21.8	9.0	109	3351	23.6	20.7	118				
ALL NEWS	2256	807	2.5	35.8	89	286	4.3	12.7	154	406	2.9	18.0	103				
AOR/PROGRESSIVE	3874	1407	4.3	36.3	91	284	4.3	7.3	89	759	5.3	19.6	112				
BEAUTIFUL MUSIC	9660	2315	7.1	40.9	102	471	7.1	8.3	101	1028	7.2	18.2	104				
BLACK	2204	673	2.1	30.5	76	*97	1.5	4.4	53	344	2.4	15.6	89				
CLASSICAL	1418	610	1.9	43.0	108	**138	2.1	9.7	118	*228	1.6	16.1	92				
CHR/ROCK	9538	3563	11.0	37.4	93	716	10.7	7.5	91	1665	11.7	17.5	100				
COUNTRY	12648	5691	17.6	45.0	113	1028	15.4	8.1	99	2204	15.5	17.4	99				
GOLDEN OLDIES	1191	315	1.0	26.4	66	**106	1.6	8.9	108	*159	1.1	13.4	76				
MOR/NOSTALGIA	4757	2036	6.3	42.8	107	515	7.7	10.8	131	1108	7.8	23.3	133				
NEWS/TALK	3863	1590	4.9	41.2	103	373	5.6	9.7	117	749	5.3	19.4	111				
RELIGIOUS	3084	1115	3.4	36.2	90	*197	2.9	6.4	77	534	3.8	17.3	99				
SOFT ROCK	521	*160	0.5	30.7	77	**12	0.2	2.3	28	**95	0.7	18.2	104				
URBAN CONTEMPORARY	1585	533	1.6	33.6	84	*115	1.7	7.3	88	282	2.0	17.8	101				
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	1280	4.0	39.3	98	286	4.3	8.8	106	662	4.7	20.3	116				
ABC DIRECTION	2316	1064	3.3	45.9	115	369	5.5	15.9	193	495	3.5	21.4	122				
ABC ENTERTAINMENT	4834	2115	6.5	43.8	109	492	7.4	10.2	123	1030	7.3	21.3	122				
ABC FM	2202	831	2.6	37.7	94	**89	1.3	4.0	49	305	2.1	13.9	79				
ABC INFORMATION	5425	2409	7.4	44.4	111	408	6.1	7.5	91	1043	7.3	19.2	110				
ABC ROCK	1677	670	2.1	40.0	100	**144	2.2	8.6	104	397	2.8	23.7	135				
CBS	4430	1893	5.8	42.7	107	418	6.3	9.4	114	921	6.5	20.8	119				
MUTUAL	4992	2338	7.2	46.8	117	544	8.1	10.9	132	1223	8.6	24.5	140				
NBC	4679	2019	6.2	43.2	108	555	8.3	11.9	144	1267	8.9	27.1	154				
RADIORADIO	1994	744	2.3	37.3	93	**135	2.0	6.8	82	363	2.6	18.2	104				
RKO ONE	2298	723	2.2	31.5	79	**97	1.5	4.2	51	276	1.9	12.0	69				
RKO TWO	3311	1253	3.9	37.8	95	281	4.2	8.5	103	710	5.0	21.4	122				
THE SOURCE	2114	768	2.4	36.3	91	*162	2.4	7.7	93	316	2.2	14.9	85				
NON-WIRED : BLAIR	8654	3771	11.6	43.6	109	688	10.3	8.0	96	1688	11.9	19.5	111				
INTERNET	12025	4604	14.2	38.3	96	886	13.3	7.4	89	2294	16.2	19.1	109				
KATZ RADIO GROUP	15359	6398	19.8	41.7	104	1430	21.4	9.3	113	3161	22.3	20.6	117				
SUPERNET	10628	4383	13.5	41.2	103	989	14.8	9.3	113	2159	15.2	20.3	116				
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	3111	9.6	35.9	90	632	9.5	7.3	89	1365	9.6	15.8	90				
MKDAY 9:00 AM - 1:00 PM	12163	4693	14.5	38.6	97	853	12.8	7.0	85	2076	14.6	17.1	97				
MKDAY 1:00 PM - 4:30 PM	16150	6489	20.0	40.2	100	1171	17.5	7.3	88	2750	19.4	17.0	97				
MKDAY 4:30 PM - 7:30 PM	22463	8821	27.2	39.3	98	1832	27.4	8.2	99	3858	27.2	17.2	98				
MKDAY 7:30 PM - 8:00 PM	31795	12644	39.0	39.8	99	2656	39.8	8.4	101	5548	39.1	17.4	100				
MKDAY 11:00 PM - 11:30 PM	23977	10119	31.3	42.2	106	1853	27.7	7.7	94	4507	31.7	18.8	107				
MKDAY 11:30 PM - 1:00 AM	7703	3342	10.3	43.4	109	575	8.6	7.5	91	1570	11.1	20.4	116				
M-SAT 8-11 PM+SUN 7-11 PM	33800	13736	42.4	40.6	102	2880	43.1	8.5	103	6111	43.0	18.1	103				
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	2591	8.0	39.6	99	474	7.1	7.2	88	1139	8.0	17.4	99				
ANOTHER WORLD N	4620	1898	5.9	41.1	103	354	5.3	7.7	93	801	5.6	17.3	99				
AS THE WORLD TURNS C	5614	2180	6.7	38.8	97	385	5.8	6.9	83	812	5.7	14.5	82				
CAPITOL C	3396	1301	4.0	38.3	96	247	3.7	7.3	88	523	3.7	15.4	88				
CBS MORN. NEWS 1 C	1446	503	1.6	34.8	87	122	1.8	8.4	102	186	1.3	12.9	73				
CBS MORN. NEWS 2 C	1207	425	1.3	35.2	88	*84	1.3	7.0	84	198	1.4	16.4	94				
DAYS OF OUR LIVES N	5877	2482	7.7	42.2	106	436	6.5	7.4	90	1106	7.8	18.8	107				
FACTS OF LIFE - DAYTIME N	2290	825	2.5	36.0	90	158	2.4	6.9	84	390	2.7	17.0	97				
FAMILY FEUD A	3023	1089	3.4	36.0	90	206	3.1	6.8	83	422	3.0	14.0	80				
GENERAL HOSPITAL A	6097	2542	7.9	41.7	104	430	6.4	7.1	86	1135	8.0	18.6	106				
GOOD MORNING, AMERICA-730 A	3515	1336	4.1	38.0	95	245	3.7	7.0	85	552	3.9	15.7	90				
GOOD MORNING, AMERICA-830 A	2818	1157	3.6	41.1	103	269	4.0	9.5	116	515	3.6	18.3	104				
GUIDING LIGHT C	5339	2031	6.3	38.0	95	418	6.3	7.8	95	822	5.8	15.4	88				
ONE LIFE TO LIVE A	4478	1849	5.7	41.3	103	251	3.8	5.6	68	673	4.7	15.0	86				
PRESS YOUR LUCK C	2244	921	2.8	41.0	103	138	2.1	6.1	75	421	3.0	18.8	107				
PRICE IS RIGHT 1 C	4348	1740	5.4	40.0	100	239	3.6	5.5	67	638	4.5	14.7	84				
PRICE IS RIGHT 2 C	5014	2031	6.3	40.5	101	323	4.8	6.4	78	777	5.5	15.5	88				
RYAN'S HOPE A	3150	1132	3.5	35.9	90	301	4.5	9.6	116	596	4.2	18.9	108				
SALE OF THE CENTURY N	2695	1019	3.1	37.8	95	197	2.9	7.3	89	418	2.9	15.5	88				
SEARCH FOR TOMORROW N	2319	982	3.0	42.3	106	220	3.3	9.5	115	417	2.9	18.0	103				
TODAY SHOW 1 N	2693	933	2.9	34.6	87	196	2.9	7.3	88	434	3.1	16.1	92				
TODAY SHOW 2 N	2498	918	2.8	36.7	92	195	2.9	7.8	95	426	3.0	17.1	97				
$25,000 PYRAMID C	2753	1083	3.3	39.3	98	161	2.4	5.8	71	493	3.5	17.9	102				
WHEEL OF FORTUNE N	4388	1691	5.2	38.5	96	310	4.6	7.1	86	738	5.2	16.8	96				
YOUNG AND THE RESTLESS C	5695	2232	6.9	39.2	98	341	5.1	6.0	73	925	6.5	16.2	93				
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	723	2.2	41.1	103	177	2.7	10.1	122	371	2.6	21.1	120				
NBA PLAYOFF GAME -1 C	1136	497	1.5	43.8	109	*123	1.8	10.8	131	293	2.1	25.8	147				
NBC MAJOR LEAGUE PRE-GAME N	953	351	1.1	36.8	92	**42	0.6	4.4	53	*153	1.1	16.1	92				
SPORTSWORLD - SUN N	1233	444	1.4	36.0	90	*151	2.3	12.2	148	219	1.5	17.8	101				
SUNDAY MORNING C	1611	630	1.9	39.1	98	*129	1.9	8.0	97	286	2.0	17.8	101				

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REGULAR PUDDINGS OR PIE FILLINGS (NOT INSTANT): BRANDS
(FEMALE HOMEMAKERS)

0575
P-19

		TOTAL U.S. '000	JELL-O A '000	JELL-O B % DOWN	JELL-O C % ACROSS	JELL-O D INDX	MY-T-FINE A '000	MY-T-FINE B % DOWN	MY-T-FINE C % ACROSS	MY-T-FINE D INDX	ROYAL A '000	ROYAL B % DOWN	ROYAL C % ACROSS	ROYAL D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	32380	100.0	40.0	100	6679	100.0	8.2	100	14199	100.0	17.5	100				
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	10547	32.6	40.5	101	2088	31.3	8.0	97	4571	32.2	17.5	100				
NETWORK AFFILIATES - LATE		20261	8669	26.8	42.8	107	1530	22.9	7.6	92	3830	27.0	18.9	108				
INDEPENDENTS - LATE		2076	795	2.5	38.3	96	292	4.4	14.1	171	354	2.5	17.1	97				
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	4374	13.5	41.8	105	808	12.1	7.7	94	1875	13.2	17.9	102				
ABC MONDAY NIGHT MOVIE	A	6412	2724	8.4	42.5	106	571	8.5	8.9	108	1112	7.8	17.3	99				
ABC SUNDAY NIGHT MOVIE	A	12407	4946	15.3	39.9	100	976	14.6	7.9	95	2209	15.6	17.8	102				
ABC WORLD NEWS TONIGHT	A	6176	2473	7.6	40.0	100	447	6.7	7.2	88	1174	8.3	19.0	108				
AFTERMASH	C	5863	2342	7.2	39.9	100	565	8.5	9.6	117	914	6.4	15.6	89				
ALICE	C	9594	3942	12.2	41.1	103	916	13.7	9.5	116	1509	10.6	15.7	90				
AMERICAN PARADE	C	6622	2565	7.9	38.7	97	637	9.5	9.6	117	1278	9.0	19.3	110				
BENSON	A	10886	4335	13.4	39.8	100	869	13.0	8.0	97	1958	13.8	18.0	103				
BLUE THUNDER	A	5036	2214	6.8	44.0	110	390	5.8	7.7	94	922	6.5	18.3	104				
CAGNEY & LACEY	C	9965	4065	12.6	40.8	102	742	11.1	7.4	90	1631	11.5	16.4	93				
CBS EVENING NEWS-DEAN	C	3491	1423	4.4	40.8	102	341	5.1	9.8	118	667	4.7	19.1	109				
CBS EVENING NEWS-RATHER	C	7123	3018	9.3	42.4	106	677	10.1	9.5	115	1373	9.7	19.3	110				
CBS SAT. NEWS-SCHIEFFER	C	3621	1361	4.2	37.6	94	254	3.8	7.0	85	689	4.9	19.0	109				
CBS SATURDAY NIGHT MOVIE	C	5436	2299	7.1	42.3	106	458	6.9	8.4	102	985	6.9	18.1	103				
CBS WEDNESDAY NIGHT MOVIE	C	6100	2642	8.2	43.3	108	465	7.0	7.6	92	844	5.9	13.8	79				
CHEERS	N	8889	3804	11.7	42.8	107	789	11.8	8.9	108	1738	12.2	19.6	112				
DALLAS	C	22109	9224	28.5	41.7	104	1963	29.4	8.9	108	3918	27.6	17.7	101				
DIFF'RENT STROKES	N	6940	2846	8.8	41.0	103	586	8.8	8.4	102	1088	7.7	15.7	89				
DOUBLE TROUBLE	N	7223	2971	9.2	41.1	103	502	7.5	7.0	84	1383	9.7	19.1	109				
DUCK FACTORY	N	5595	2380	7.4	42.5	106	397	5.9	7.1	86	1152	8.1	20.6	117				
DUKES OF HAZZARD	C	5768	2463	7.6	42.7	107	401	6.0	7.0	84	1067	7.5	18.5	106				
DYNASTY	A	20053	7736	23.9	38.6	96	1710	25.6	8.5	103	3244	22.8	16.2	92				
FACTS OF LIFE	N	8087	3340	10.3	41.3	103	591	8.8	7.3	89	1439	10.1	17.8	101				
FALCON CREST	C	20046	8422	26.0	42.0	105	1842	27.6	9.2	111	3628	25.6	18.1	103				
FALL GUY	A	9084	3624	11.2	39.9	100	744	11.1	8.2	99	1617	11.4	17.8	102				
FAMILY TIES	N	7964	3144	9.7	39.5	99	739	11.1	9.3	113	1509	10.6	18.9	108				
FANTASY ISLAND	A	7687	3095	9.6	40.3	101	639	9.6	8.3	101	1255	8.8	16.3	93				
FOULUPS,BLEEPS & BLUNDERS	A	8861	3719	11.5	42.0	105	644	9.6	7.3	88	1560	11.0	17.6	100				
FOUR SEASONS	C	5095	2075	6.4	40.7	102	526	7.9	10.3	125	714	5.0	14.0	80				
GIMME A BREAK	N	8838	3341	10.3	37.8	95	782	11.7	8.8	107	1593	11.2	18.0	103				
HART TO HART	A	8978	3722	11.5	41.5	104	718	10.8	8.0	97	1600	11.3	17.8	102				
HILL STREET BLUES	N	8590	3434	10.6	40.0	100	659	9.9	7.7	93	1682	11.8	19.6	112				
HOTEL	A	14085	5474	16.9	38.9	97	1138	17.0	8.1	98	2552	18.0	18.1	103				
JEFFERSONS	C	9360	3788	11.7	40.5	101	906	13.6	9.7	117	1558	11.0	16.6	95				
JENNIFER SLEPT HERE	N	5841	2451	7.6	42.0	105	476	7.1	8.1	99	953	6.7	16.3	93				
KATE & ALLIE	C	9206	3835	11.8	41.7	104	749	11.2	8.1	99	1512	10.6	16.4	94				
KNIGHT RIDER	N	7076	2886	8.9	40.8	102	635	9.5	9.0	109	1444	10.2	20.4	116				
LOVE BOAT	A	12219	4936	15.2	40.4	101	861	12.9	7.0	85	2081	14.7	17.0	97				
MAGNUM PI	C	11199	4789	14.8	42.8	107	789	11.8	7.0	85	2043	14.4	18.2	104				
MAMA'S FAMILY	N	6057	2426	7.5	40.1	100	620	9.3	10.2	124	956	6.7	15.8	90				
MASTER, THE	N	3598	1452	4.5	40.4	101	293	4.4	8.1	99	645	4.5	17.9	102				
MATT HOUSTON	A	6344	2679	8.3	42.2	106	476	7.1	7.5	91	1347	9.5	21.2	121				
NBC MONDAY NIGHT MOVIE	N	11994	4608	14.2	38.4	96	968	14.5	8.1	98	2283	16.1	19.0	109				
NBC NIGHTLY NEWS	N	5132	1956	6.0	38.1	95	444	6.6	8.7	105	868	6.1	16.9	96				
NBC NIGHTLY NEWS-SAT	N	3375	1250	3.9	37.0	93	283	4.2	8.4	102	534	3.8	15.8	90				
NBC NIGHTLY NEWS-SUN	N	3130	1283	4.0	41.0	103	359	5.4	11.5	139	633	4.5	20.2	115				
NBC SUNDAY NIGHT MOVIE	N	8284	3260	10.1	39.4	98	700	10.5	8.5	102	1531	10.8	18.5	105				
NEWHART	C	9240	3676	11.4	39.8	100	764	11.4	8.3	100	1588	11.2	17.2	98				
ONE DAY AT A TIME	C	7288	2863	8.8	39.3	98	583	8.7	8.0	97	1040	7.3	14.3	81				
PEOPLE ARE FUNNY	N	4855	2008	6.2	41.4	103	520	7.8	10.7	130	752	5.3	15.5	88				
REAL PEOPLE	N	8869	3584	11.1	40.4	101	700	10.5	7.9	96	1618	11.4	18.2	104				
REMINGTON STEELE	N	7743	3088	9.5	39.9	100	722	10.8	9.3	113	1239	8.7	16.0	91				
RIPLEY'S BELIEVE IT - NOT	A	5345	2275	7.0	42.6	106	374	5.6	7.0	85	963	6.8	18.0	103				
RIPTIDE	N	6988	3029	9.4	43.3	108	553	8.3	7.9	96	1324	9.3	18.9	108				
SCARECROW & MRS. KING	C	10002	3938	12.2	39.4	98	825	12.4	8.2	100	1712	12.1	17.1	98				
SIMON & SIMON	C	10638	4615	14.3	43.4	109	752	11.3	7.1	86	2119	14.9	19.9	114				
60 MINUTES	C	13293	5029	15.5	37.8	95	1273	19.1	9.6	116	2473	17.4	18.6	106				
ST. ELSEWHERE	N	7017	2799	8.6	39.9	100	555	8.3	7.9	96	1398	9.8	19.9	114				
THREE'S COMPANY	A	10917	4560	14.1	41.8	104	864	12.9	7.9	96	1854	13.1	17.0	97				
T.J. HOOKER	A	9204	3782	11.7	41.1	103	757	11.3	8.2	100	1543	10.9	16.8	96				
TONIGHT SHOW	N	2372	1069	3.3	45.1	113	243	3.6	10.2	124	513	3.6	21.6	123				
TRAPPER JOHN, M.D.	C	9846	3915	12.1	39.8	99	903	13.5	9.2	111	1760	12.4	17.9	102				
TV BLOOPERS & PRAC. JOKES	N	9105	3571	11.0	39.2	98	668	10.0	7.3	89	1580	11.1	17.4	99				
20/20	A	9387	3808	11.8	40.6	101	820	12.3	8.7	106	1807	12.7	19.3	110				
WEBSTER	A	11067	4340	13.4	39.2	98	897	13.4	8.1	98	1985	14.0	17.9	102				
WORLD NEWS - SUN	A	3062	1264	3.9	41.3	103	272	4.1	8.9	108	533	3.8	17.4	99				
YELLOW ROSE	N	4978	2133	6.6	42.8	107	403	6.0	8.1	98	846	6.0	17.0	97				
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	4201	13.0	47.3	118	714	10.7	8.0	98	1866	13.1	21.0	120				
BASKETBALL - COLLEGE GAMES		4080	2003	6.2	49.1	123	*285	4.3	7.0	85	706	5.0	17.3	99				
BASKETBALL - PRO GAMES		3607	1689	5.2	46.8	117	*411	6.2	11.4	138	665	4.7	18.4	105				
BOWLING		3883	1757	5.4	45.2	113	*340	5.1	8.8	106	880	6.2	22.7	129				
BOXING		3928	1556	4.8	39.6	99	*337	5.0	8.6	104	953	6.7	24.3	138				
FOOTBALL - COLLEGE GAMES		6366	2996	9.3	47.1	118	580	8.7	9.1	110	1176	8.3	18.5	105				
FOOTBALL - PRO GAMES		11300	5349	16.5	47.3	118	710	10.6	6.3	76	2305	16.2	20.4	116				
GOLF		3378	1621	5.0	48.0	120	*298	4.5	8.8	107	675	4.8	20.0	114				
POST-SEASON COLL. FOOTBALL		4906	2419	7.5	49.3	123	*299	4.5	6.1	74	981	6.9	20.0	114				
POST-SEASON PRO FOOTBALL		6120	2669	8.2	43.6	109	*353	5.3	5.8	70	1314	9.3	21.5	122				
TENNIS		3033	1402	4.3	46.2	116	*307	4.6	10.1	123	*513	3.6	16.9	96				
WRESTLING - PROFESSIONAL		3344	1558	4.8	46.6	117	*309	4.6	9.2	112	648	4.6	19.4	111				

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PRE-COOKED (READY TO EAT) PUDDINGS OR PIE FILLINGS — BASE = FEMALE HOMEMAKERS (80986) — QUESTIONNAIRE PAGE H-12

		'000	%	UNWEIGHTED
8A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE THEM?	YES	18719	23.1	2064
	NO	62267	76.9	7371

	ALL		SOLE		PRIMARY		SECONDARY		
	'000	%	'000	%	'000	%	'000	%	UNWEIGHTED
IF YES									
8B. WHICH BRANDS ARE USED BY YOUR HOUSEHOLD?									
BETTY CROCKER	2236	2.8	892	1.1	1226	1.5	118	.1	229
BIRDS EYE COOL'N CREAMY	788	1.0	234	.3	415	.5	139	.2	100
COMSTOCK PIE FILLING	4455	5.5	2428	3.0	1675	2.1	352	.4	474
COMSTOCK PUDDING	967	1.2	220	.3	527	.7	220	.3	97
DEL MONTE PUDDING	2246	2.8	511	.6	1376	1.7	359	.4	256
HUNTS SNACK PACK CANNED DESSERTS	5150	6.4	1969	2.4	2242	2.8	940	1.2	519
MY-T-FINE	1405	1.7	397	.5	824	1.0	184	.2	191
ROYAL	2396	3.0	994	1.2	1177	1.5	225	.3	249
SWISS MISS READY TO EAT PUDDING	3950	4.9	1346	1.7	2025	2.5	579	.7	475
THANK-YOU	3505	4.3	1723	2.1	1369	1.7	412	.5	400
OTHER BRANDS	2413	3.0	824	1.0	1107	1.4	482	.6	262
DO NOT KNOW	147	.2							20

		'000	%	UNWEIGHTED
8C. ABOUT HOW MANY CONTAINERS OF PRE-COOKED (READY TO EAT) PUDDING OR PIE FILLING WERE USED BY YOUR ENTIRE HOUSEHOLD IN THE LAST 30 DAYS?				
10 OR MORE	H	527	.7	56
7 - 9	H	457	.6	54
4 - 6	H	1787	2.2	204
3	H	1176	1.5	132
2	M	2874	3.5	327
1	M	4071	5.0	432
LESS THAN 1	L	1340	1.7	149
NONE	L	6486	8.0	710

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PRE-COOKED (READY TO EAT) PUDDINGS OR PIE FILLINGS: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0578
P-19

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS THREE OR MORE A '000	HEAVY USERS THREE OR MORE B % DOWN	HEAVY USERS THREE OR MORE C % ACROSS	HEAVY USERS THREE OR MORE D INDX	MEDIUM USERS ONE-TWO A '000	MEDIUM USERS ONE-TWO B % DOWN	MEDIUM USERS ONE-TWO C % ACROSS	MEDIUM USERS ONE-TWO D INDX	LIGHT USERS LESS THAN ONE A '000	LIGHT USERS LESS THAN ONE B % DOWN	LIGHT USERS LESS THAN ONE C % ACROSS	LIGHT USERS LESS THAN ONE D INDX
TOTAL FEMALE HOMEMAKERS	80986	18719	100.0	23.1	100	3948	100.0	4.9	100	6945	100.0	8.6	100	7826	100.0	9.7	100
18 - 24	9282	1694	9.0	18.3	79	*357	9.0	3.8	79	*564	8.1	6.1	71	773	9.9	8.3	86
25 - 34	19072	4988	26.6	26.2	113	1028	26.0	5.4	111	1611	23.2	8.4	99	2349	30.0	12.3	127
35 - 44	14591	3812	20.4	26.1	113	752	19.0	5.2	106	1353	19.5	9.3	108	1706	21.8	11.7	121
45 - 54	11345	2809	15.0	24.8	107	*489	12.4	4.3	88	1145	16.5	10.1	118	1175	15.0	10.4	107
55 - 64	11635	2738	14.6	23.5	102	679	17.2	5.8	120	1055	15.2	9.1	106	1004	12.8	8.6	89
65 OR OLDER	15061	2679	14.3	17.8	77	643	16.3	4.3	88	1216	17.5	8.1	94	819	10.5	5.4	56
18 - 34	28354	6681	35.7	23.6	102	1385	35.1	4.9	100	2175	31.3	7.7	89	3121	39.9	11.0	114
18 - 49	48339	11870	63.4	24.6	106	2402	60.8	5.0	102	4003	57.6	8.3	97	5465	69.8	11.3	117
25 - 54	45008	11609	62.0	25.8	112	2269	57.5	5.0	103	4109	59.2	9.1	106	5230	66.8	11.6	120
35 - 49	19985	5189	27.7	26.0	112	1017	25.8	5.1	104	1828	26.3	9.1	107	2344	30.0	11.7	121
50 OR OLDER	32647	6849	36.6	21.0	91	1546	39.2	4.7	97	2942	42.4	9.0	105	2361	30.2	7.2	75
GRADUATED COLLEGE	11155	2131	11.4	19.1	83	*380	9.6	3.4	70	823	11.9	7.4	86	928	11.9	8.3	86
ATTENDED COLLEGE	13682	3256	17.4	23.8	103	458	11.6	3.3	69	1017	14.6	7.4	87	1781	22.8	13.0	135
GRADUATED HIGH SCHOOL	33880	8669	46.3	25.6	111	1701	43.1	5.0	103	3321	47.8	9.8	114	3647	46.6	10.8	111
DID NOT GRADUATE HIGH SCHOOL	22270	4663	24.9	20.9	91	1409	35.7	6.3	130	1784	25.7	8.0	93	1470	18.8	6.6	68
EMPLOYED	40306	9377	50.1	23.3	101	1815	46.0	4.5	92	3188	45.9	7.9	92	4374	55.9	10.9	112
EMPLOYED FULL-TIME	32850	7475	39.9	22.8	98	1522	38.6	4.6	95	2425	34.9	7.4	86	3527	45.1	10.7	111
EMPLOYED PART-TIME	7456	1902	10.2	25.5	110	*293	7.4	3.9	81	763	11.0	10.2	119	847	10.8	11.4	118
NOT EMPLOYED	40680	9342	49.9	23.0	99	2133	54.0	5.2	108	3757	54.1	9.2	108	3452	44.1	8.5	88
PROFESSIONAL/MANAGER	10392	2047	10.9	19.7	85	*388	9.8	3.7	77	691	9.9	6.6	78	967	12.4	9.3	96
TECH/CLERICAL/SALES	17574	4264	22.8	24.3	105	651	16.5	3.7	76	1563	22.5	8.9	104	2050	26.2	11.7	121
PRECISION/CRAFT	985	**176	0.9	17.9	77	**22	0.6	2.2	46	**29	0.4	2.9	34	**124	1.6	12.6	130
OTHER EMPLOYED	11354	2891	15.4	25.5	110	753	19.1	6.6	136	905	13.0	8.0	93	1233	15.8	10.9	112
SINGLE	9863	1705	9.1	17.3	75	*367	9.3	3.7	76	543	7.8	5.5	64	795	10.2	8.1	83
MARRIED	51375	12663	67.6	24.6	107	2445	61.9	4.8	98	4790	69.0	9.3	109	5428	69.4	10.6	109
DIVORCED/SEPARATED/WIDOWED	19748	4351	23.2	22.0	95	1136	28.8	5.8	118	1612	23.2	8.2	95	1603	20.5	8.1	84
PARENTS	32590	9062	48.4	27.8	120	1945	49.3	6.0	122	3261	47.0	10.0	117	3856	49.3	11.8	122
WHITE	70416	16372	87.5	23.3	101	3288	83.3	4.7	96	5901	85.0	8.4	98	7183	91.8	10.2	106
BLACK	8778	1930	10.3	22.0	95	614	15.6	7.0	143	871	12.5	9.9	116	445	5.7	5.1	52
OTHER	1791	**416	2.2	23.2	100	**46	1.2	2.6	53	**173	2.5	9.7	113	**198	2.5	11.1	114
NORTHEAST-CENSUS	17786	4362	23.3	24.5	106	1016	25.7	5.7	117	1681	24.2	9.5	110	1666	21.3	9.4	97
NORTH CENTRAL	20741	5412	28.9	26.1	113	1262	32.0	6.1	125	1687	24.3	8.1	95	2462	31.5	11.9	123
SOUTH	27775	6233	33.3	22.4	97	1299	32.9	4.7	96	2591	37.3	9.3	109	2343	29.9	8.4	87
WEST	14683	2712	14.5	18.5	80	*371	9.4	2.5	52	986	14.2	6.7	78	1355	17.3	9.2	95
NORTHEAST-MKTG.	17961	4198	22.4	23.4	101	1014	25.7	5.6	116	1590	22.9	8.9	103	1594	20.4	8.9	92
EAST CENTRAL	11885	3444	18.4	29.0	125	736	18.6	6.2	127	1301	18.7	10.9	128	1407	18.0	11.8	123
WEST CENTRAL	14090	3401	18.2	24.1	104	741	18.8	5.3	108	1028	14.8	7.3	85	1632	20.9	11.6	120
SOUTH	24081	5383	28.8	22.4	97	1164	29.5	4.8	99	2184	31.4	9.1	106	2035	26.0	8.5	87
PACIFIC	12969	2292	12.2	17.7	76	*292	7.4	2.3	46	842	12.1	6.5	76	1158	14.8	8.9	92
COUNTY SIZE A	32439	7080	37.8	21.8	94	1393	35.3	4.3	88	2748	39.6	8.5	99	2938	37.5	9.1	94
COUNTY SIZE B	24915	5682	30.4	22.8	99	1408	35.7	5.7	116	1884	27.1	7.6	88	2390	30.5	9.6	99
COUNTY SIZE C	12930	3425	18.3	26.5	115	*619	15.7	4.8	98	1302	18.7	10.1	117	1504	19.2	11.6	120
COUNTY SIZE D	10703	2532	13.5	23.7	102	527	13.3	4.9	101	1011	14.6	9.4	110	994	12.7	9.3	96
METRO CENTRAL CITY	24518	5251	28.1	21.4	93	1204	30.5	4.9	101	2030	29.2	8.3	97	2017	25.8	8.2	85
METRO SUBURBAN	35919	8381	44.8	23.3	101	1802	45.6	5.0	103	2705	38.9	7.5	88	3874	49.5	10.8	112
NON METRO	20549	5087	27.2	24.8	107	942	23.9	4.6	94	2211	31.8	10.8	125	1935	24.7	9.4	97
TOP 5 ADI'S	18341	3624	19.4	19.8	85	833	21.1	4.5	93	1366	19.7	7.4	87	1425	18.2	7.8	80
TOP 10 ADI'S	25378	5222	27.9	20.6	89	1047	26.5	4.1	85	2151	31.0	8.5	99	2024	25.9	8.0	83
TOP 20 ADI'S	36488	7890	42.1	21.6	94	1557	39.4	4.3	88	3151	45.4	8.6	101	3182	40.7	8.7	90
HSHLD INC. $50,000 OR MORE	6612	1611	8.6	24.4	105	**174	4.4	2.6	54	*621	8.9	9.4	110	816	10.4	12.3	128
$40,000 OR MORE	12659	2938	15.7	23.2	100	*463	11.7	3.7	75	1071	15.4	8.5	99	1404	17.9	11.1	115
$30,000 OR MORE	24698	5958	31.8	24.1	104	971	24.6	3.9	81	2152	31.0	8.7	102	2836	36.2	11.5	119
$25,000 OR MORE	32077	7685	41.1	24.0	104	1249	31.6	3.9	80	2721	39.2	8.5	99	3716	47.5	11.6	120
$20,000 - $24,999	9144	2339	12.5	25.6	111	*457	11.6	5.0	103	931	13.4	10.2	119	951	12.2	10.4	108
$15,000 - $19,999	8728	2087	11.1	23.9	103	*537	13.6	6.2	126	711	10.2	8.1	95	839	10.7	9.6	99
$10,000 - $14,999	12562	3132	16.7	24.9	108	743	18.8	5.9	121	1173	16.9	9.3	109	1215	15.5	9.7	100
UNDER $10,000	18475	3476	18.6	18.8	81	962	24.4	5.2	107	1409	20.3	7.6	89	1105	14.1	6.0	62
HOUSEHOLD OF 1 PERSON	11987	1850	9.9	15.4	67	343	8.7	2.9	59	739	10.6	6.2	72	768	9.8	6.4	66
2 PEOPLE	26577	5254	28.1	19.8	86	1011	25.6	3.8	78	2031	29.2	7.6	89	2212	28.3	8.3	86
3 OR 4 PEOPLE	30617	7909	42.3	25.8	112	1727	43.7	5.6	116	2711	39.0	8.9	103	3471	44.4	11.3	117
5 OR MORE PEOPLE	11804	3706	19.8	31.4	136	867	22.0	7.3	151	1464	21.1	12.4	145	1376	17.6	11.7	121
NO CHILD IN HSHLD	46165	9044	48.3	19.6	85	1814	45.9	3.9	81	3433	49.4	7.4	87	3797	48.5	8.2	85
CHILD(REN) UNDER 2 YRS	5325	1340	7.2	25.2	109	**295	7.5	5.5	114	*441	6.3	8.3	97	604	7.7	11.3	117
2 - 5 YEARS	14221	3593	19.2	25.3	109	939	23.8	6.6	135	1442	20.8	10.1	118	1212	15.5	8.5	88
6 - 11 YEARS	15117	4601	24.6	30.4	132	1196	30.3	7.9	162	1669	24.0	11.0	129	1736	22.2	11.5	119
12 - 17 YEARS	16611	5046	27.0	30.4	131	1230	31.2	7.4	152	1768	25.5	10.6	124	2048	26.2	12.3	128
RESIDENCE OWNED	55884	13721	73.3	24.6	106	2616	66.3	4.7	96	5375	77.4	9.6	112	5730	73.2	10.3	106
VALUE: $50,000 OR MORE	31744	7338	39.2	23.1	100	1261	31.9	4.0	81	2761	39.8	8.7	101	3317	42.4	10.4	108
VALUE: UNDER $50,000	24140	6383	34.1	26.4	114	1355	34.3	5.6	115	2614	37.6	10.8	126	2414	30.8	10.0	103

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PRE-COOKED (READY TO EAT) PUDDINGS OR PIE FILLINGS: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0579
P-19

		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS THREE OR MORE A '000	HEAVY USERS THREE OR MORE B % DOWN	HEAVY USERS THREE OR MORE C % ACROSS	HEAVY USERS THREE OR MORE D INDX	MEDIUM USERS ONE-TWO A '000	MEDIUM USERS ONE-TWO B % DOWN	MEDIUM USERS ONE-TWO C % ACROSS	MEDIUM USERS ONE-TWO D INDX	LIGHT USERS LESS THAN ONE A '000	LIGHT USERS LESS THAN ONE B % DOWN	LIGHT USERS LESS THAN ONE C % ACROSS	LIGHT USERS LESS THAN ONE D INDX
TOTAL FEMALE HOMEMAKERS		80986	18719	100.0	23.1	100	3948	100.0	4.9	100	6945	100.0	8.6	100	7826	100.0	9.7	100
MAGAZINES	QUINTILE 1	15799	4246	22.7	26.9	116	947	24.0	6.0	123	1531	22.0	9.7	113	1767	22.6	11.2	116
	QUINTILE 2	17259	4347	23.2	25.2	109	794	20.1	4.6	94	1572	22.6	9.1	106	1981	25.3	11.5	119
	QUINTILE 3	13545	3169	16.9	23.4	101	688	17.4	5.1	104	1280	18.4	9.4	110	1202	15.4	8.9	92
	QUINTILE 4	15133	3105	16.6	20.5	89	651	16.5	4.3	88	1060	15.3	7.0	82	1394	17.8	9.2	95
	QUINTILE 5	19250	3852	20.6	20.0	87	868	22.0	4.5	92	1502	21.6	7.8	91	1482	18.9	7.7	80
NEWSPAPERS	QUINTILE 1	12413	3322	17.7	26.8	116	713	18.1	5.7	118	1306	18.8	10.5	123	1303	16.6	10.5	109
	QUINTILE 2	24116	5870	31.4	24.3	105	1126	28.5	4.7	96	2245	32.3	9.3	109	2499	31.9	10.4	107
	QUINTILE 3	11261	2526	13.5	22.4	97	742	18.8	6.6	135	895	12.9	7.9	93	889	11.4	7.9	82
	QUINTILE 4	20255	4486	24.0	22.1	96	894	22.6	4.4	91	1446	20.8	7.1	83	2146	27.4	10.6	110
	QUINTILE 5	12940	2515	13.4	19.4	84	*472	12.0	3.6	75	1053	15.2	8.1	95	989	12.6	7.6	79
OUTDOOR	QUINTILE 1	14852	3339	17.8	22.5	97	623	15.8	4.2	86	1203	17.3	8.1	94	1513	19.3	10.2	105
	QUINTILE 2	15725	3640	19.4	23.1	100	814	20.6	5.2	106	1265	18.2	8.0	94	1562	20.0	9.9	103
	QUINTILE 3	16330	3724	19.9	22.8	99	827	20.9	5.1	104	1336	19.2	8.2	95	1562	20.0	9.6	99
	QUINTILE 4	16744	3916	20.9	23.4	101	838	21.2	5.0	103	1391	20.0	8.3	97	1687	21.6	10.1	104
	QUINTILE 5	17334	4100	21.9	23.7	102	846	21.4	4.9	100	1751	25.2	10.1	118	1503	19.2	8.7	90
RADIO-DRIVE TIME	QUINTILE 1	15911	4237	22.6	26.6	115	1022	25.9	6.4	132	1659	23.9	10.4	122	1556	19.9	9.8	101
	QUINTILE 2	14837	3355	17.9	22.6	98	630	16.0	4.2	87	1294	18.6	8.7	102	1430	18.3	9.6	100
	QUINTILE 3	15339	3630	19.4	23.7	102	632	16.0	4.1	85	1185	17.1	7.7	90	1813	23.2	11.8	122
	QUINTILE 4	16723	3703	19.8	22.1	96	843	21.4	5.0	103	1285	18.5	7.7	90	1576	20.1	9.4	98
	QUINTILE 5	18176	3794	20.3	20.9	90	821	20.8	4.5	93	1522	21.9	8.4	98	1451	18.5	8.0	83
RADIO-MID-DAY	TERCILE 1	21020	5215	27.9	24.8	107	1317	33.4	6.3	129	1962	28.3	9.3	109	1936	24.7	9.2	95
	TERCILE 2	21610	5417	28.9	25.1	108	1143	29.0	5.3	108	2004	28.9	9.3	108	2271	29.0	10.5	109
	TERCILE 3	38355	8086	43.2	21.1	91	1488	37.7	3.9	80	2979	42.9	7.8	91	3619	46.2	9.4	98
RADIO-TOTAL	QUINTILE 1	15988	4131	22.1	25.8	112	1069	27.1	6.7	137	1571	22.6	9.8	115	1491	19.1	9.3	97
	QUINTILE 2	15626	3853	20.6	24.7	107	838	21.2	5.4	110	1493	21.5	9.6	111	1522	19.4	9.7	101
	QUINTILE 3	16723	3760	20.1	22.5	97	627	15.9	3.7	77	1258	18.1	7.5	88	1876	24.0	11.2	116
	QUINTILE 4	16342	3800	20.3	23.3	101	764	19.4	4.7	96	1281	18.4	7.8	91	1755	22.4	10.7	111
	QUINTILE 5	16306	3175	17.0	19.5	84	649	16.4	4.0	82	1343	19.3	8.2	96	1183	15.1	7.3	75
TV-PRIME TIME	QUINTILE 1	15953	4093	21.9	25.7	111	1057	26.8	6.6	136	1593	22.9	10.0	116	1443	18.4	9.0	94
	QUINTILE 2	16137	3788	20.2	23.5	102	848	21.5	5.3	108	1424	20.5	8.8	103	1516	19.4	9.4	97
	QUINTILE 3	16420	3814	20.4	23.2	100	761	19.3	4.6	95	1248	18.0	7.6	89	1806	23.1	11.0	114
	QUINTILE 4	16687	3670	19.6	22.0	95	683	17.3	4.1	84	1347	19.4	8.1	94	1640	21.0	9.8	102
	QUINTILE 5	15789	3354	17.9	21.2	92	600	15.2	3.8	78	1333	19.2	8.4	98	1421	18.2	9.0	93
TV-DAYTIME	TERCILE 1	27736	6871	36.7	24.8	107	1701	43.1	6.1	126	2590	37.3	9.3	109	2580	33.0	9.3	96
	TERCILE 2	26489	6198	33.1	23.4	101	1280	32.4	4.8	99	2100	30.2	7.9	92	2818	36.0	10.6	110
	TERCILE 3	26761	5651	30.2	21.1	91	968	24.5	3.6	74	2255	32.5	8.4	98	2428	31.0	9.1	94
TV-TOTAL	QUINTILE 1	16345	3997	21.4	24.5	106	1100	27.9	6.7	138	1450	20.9	8.9	103	1447	18.5	8.9	92
	QUINTILE 2	16447	4052	21.6	24.6	107	1022	25.9	6.2	127	1594	23.0	9.7	113	1435	18.3	8.7	90
	QUINTILE 3	15980	3946	21.1	24.7	107	746	18.9	4.7	96	1416	20.4	8.9	103	1784	22.8	11.2	116
	QUINTILE 4	15887	3561	19.0	22.4	97	587	14.9	3.7	76	1239	17.8	7.8	91	1735	22.2	10.9	113
	QUINTILE 5	16326	3163	16.9	19.4	84	492	12.5	3.0	62	1246	17.9	7.6	89	1425	18.2	8.7	90
MAGAZINES-NEWSPAPERS: DUAL		20721	5795	31.0	28.0	121	1272	32.2	6.1	126	2093	30.1	10.1	118	2430	31.1	11.7	121
MAGAZINE IMPERATIVE		19186	4503	24.1	23.5	102	917	23.2	4.8	98	1598	23.0	8.3	97	1988	25.4	10.4	107
NEWSPAPER IMPERATIVE		21899	4801	25.6	21.9	95	1021	25.9	4.7	96	1907	27.5	8.7	102	1873	23.9	8.6	89
MAGAZINES-OUTDOOR: DUAL		15451	3816	20.4	24.7	107	789	20.0	5.1	105	1370	19.7	8.9	103	1657	21.2	10.7	111
MAGAZINE IMPERATIVE		25953	6766	36.1	26.1	113	1403	35.5	5.4	111	2548	36.7	9.8	114	2816	36.0	10.9	112
OUTDOOR IMPERATIVE		24400	5015	26.8	20.6	89	1090	27.6	4.5	92	1799	25.9	7.4	86	2126	27.2	8.7	90
MAGAZINES-RADIO: DUAL		18049	4908	26.2	27.2	118	1131	28.6	6.3	129	1829	26.3	10.1	118	1947	24.9	10.8	112
MAGAZINE IMPERATIVE		23571	5501	29.4	23.3	101	978	24.8	4.1	85	1951	28.1	8.3	97	2572	32.9	10.9	113
RADIO IMPERATIVE		23278	5128	27.4	22.0	95	1172	29.7	5.0	103	1942	28.0	8.3	97	2014	25.7	8.7	90
MAGAZINES-TELEVISION: DUAL		15459	4254	22.7	27.5	119	1050	26.6	6.8	139	1530	22.0	9.9	115	1675	21.4	10.8	112
MAGAZINE IMPERATIVE		25829	6069	32.4	23.5	102	1007	25.5	3.9	80	2211	31.8	8.6	100	2851	36.4	11.0	114
TELEVISION IMPERATIVE		26039	5829	31.1	22.4	97	1500	38.0	5.8	118	2206	31.8	8.5	99	2123	27.1	8.2	84
NEWSPAPERS-OUTDOOR: DUAL		16605	4089	21.8	24.6	107	821	20.8	4.9	101	1460	21.0	8.8	103	1808	23.1	10.9	113
NEWSPAPER IMPERATIVE		26834	6578	35.1	24.5	106	1433	36.3	5.3	110	2541	36.6	9.5	110	2604	33.3	9.7	100
OUTDOOR IMPERATIVE		23346	4921	26.3	21.1	91	1089	27.6	4.7	96	1691	24.3	7.2	84	2141	27.4	9.2	95
NEWSPAPERS-RADIO: DUAL		17133	4525	24.2	26.4	114	1127	28.5	6.6	135	1774	25.5	10.4	121	1623	20.7	9.5	98
NEWSPAPER IMPERATIVE		25892	6034	32.2	23.3	101	1043	26.4	4.0	83	2265	32.6	8.7	102	2726	34.8	10.5	109
RADIO IMPERATIVE		23167	5240	28.0	22.6	98	1139	28.9	4.9	101	1816	26.1	7.8	91	2285	29.2	9.9	102
NEWSPAPERS-TELEVISION: DUAL		17159	4538	24.2	26.4	114	1208	30.6	7.0	144	1863	26.8	10.9	127	1467	18.7	8.5	88
NEWSPAPER IMPERATIVE		26214	6109	32.6	23.3	101	1068	27.1	4.1	84	2194	31.6	8.4	98	2846	36.4	10.9	112
TELEVISION IMPERATIVE		23412	5369	28.7	22.9	99	1359	34.4	5.8	119	1858	26.8	7.9	93	2152	27.5	9.2	95
OUTDOOR-RADIO: DUAL		15303	4112	22.0	26.9	116	885	22.4	5.8	119	1562	22.5	10.2	119	1664	21.3	10.9	113
OUTDOOR IMPERATIVE		24901	5043	26.9	20.3	88	1086	27.5	4.4	89	1655	23.8	6.6	78	2302	29.4	9.2	96
RADIO IMPERATIVE		26492	6383	34.1	24.1	104	1407	35.6	5.3	109	2383	34.3	9.0	105	2593	33.1	9.8	101
OUTDOOR-TELEVISION: DUAL		14794	3492	18.7	23.6	102	777	19.7	5.3	108	1438	20.7	9.7	113	1277	16.3	8.6	89
OUTDOOR IMPERATIVE		25437	5552	29.7	21.8	94	996	25.2	3.9	80	1859	26.8	7.3	85	2698	34.5	10.6	110
TELEVISION IMPERATIVE		27877	7003	37.4	25.1	109	1817	46.0	6.5	134	2510	36.1	9.0	105	2676	34.2	9.6	99
RADIO-TELEVISION: DUAL		15996	4178	22.3	26.1	113	1178	29.8	7.4	151	1595	23.0	10.0	116	1405	18.0	8.8	91
RADIO IMPERATIVE		25478	5875	31.4	23.1	100	1026	26.0	4.0	83	2104	30.3	8.3	96	2745	35.1	10.8	111
TELEVISION IMPERATIVE		26573	6259	33.4	23.6	102	1325	33.6	5.0	102	2322	33.4	8.7	102	2611	33.4	9.8	102

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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PRE-COOKED (READY TO EAT) PUDDINGS OR PIE FILLINGS: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0580
P-19

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS THREE OR MORE A '000	HEAVY USERS THREE OR MORE B % DOWN	HEAVY USERS THREE OR MORE C % ACROSS	HEAVY USERS THREE OR MORE D INDX	MEDIUM USERS ONE-TWO A '000	MEDIUM USERS ONE-TWO B % DOWN	MEDIUM USERS ONE-TWO C % ACROSS	MEDIUM USERS ONE-TWO D INDX	LIGHT USERS LESS THAN ONE A '000	LIGHT USERS LESS THAN ONE B % DOWN	LIGHT USERS LESS THAN ONE C % ACROSS	LIGHT USERS LESS THAN ONE D INDX
TOTAL FEMALE HOMEMAKERS	80986	18719	100.0	23.1	100	3948	100.0	4.9	100	6945	100.0	8.6	100	7826	100.0	9.7	100
ATLANTIC MONTHLY	415	**122	0.7	29.4	127	**13	0.3	3.1	64	**74	1.1	17.8	208	**35	0.4	8.4	87
BARRON'S	453	**102	0.5	22.5	97	**15	0.4	3.3	68	**16	0.2	3.5	41	**71	0.9	15.7	162
BETTER HOMES & GARDENS	16256	4363	23.3	26.8	116	844	21.4	5.2	107	1599	23.0	9.8	115	1920	24.5	11.8	122
BON APPETIT	2535	551	2.9	21.7	94	**103	2.6	4.1	83	*203	2.9	8.0	93	245	3.1	9.7	100
BUSINESS WEEK	1278	256	1.4	20.0	87	**53	1.3	4.1	85	**89	1.3	7.0	81	**115	1.5	9.0	93
CAR AND DRIVER	378	**96	0.5	25.4	110	**0	0.0	0.0	0	**54	0.8	14.3	167	**42	0.5	11.1	115
CBS MAGAZINE NETWORK (GROSS)	1498	517	2.8	34.5	149	**54	1.4	3.6	74	*345	5.0	23.0	269	**118	1.5	7.9	82
CHANGING TIMES	1505	363	1.9	24.1	104	**60	1.5	4.0	82	*148	2.1	9.8	115	*155	2.0	10.3	107
COLONIAL HOMES	1231	418	2.2	34.0	147	**53	1.3	4.3	88	*267	3.8	21.7	253	*98	1.3	8.0	82
CONDE NAST MAG. PKG. (GROSS)	14146	3366	18.0	23.8	103	658	16.7	4.7	95	1218	17.5	8.6	100	1491	19.1	10.5	109
CONSUMERS DIGEST	1323	410	2.2	31.0	134	**60	1.5	4.5	93	*187	2.7	14.1	165	**163	2.1	12.3	127
COSMOPOLITAN	7102	1793	9.6	25.2	109	452	11.4	6.4	131	622	9.0	8.8	102	719	9.2	10.1	105
COUNTRY LIVING	2481	647	3.5	26.1	113	**78	2.0	3.1	64	*232	3.3	9.4	109	336	4.3	13.5	140
CUISINE	1472	375	2.0	25.5	110	**56	1.4	3.8	78	**135	1.9	9.2	107	*184	2.4	12.5	129
CYCLE WORLD	425	**170	0.9	40.0	173	**16	0.4	3.8	77	**123	1.8	28.9	337	**32	0.4	7.5	78
DCI:CREATIVE IDEAS FOR LIV	2510	705	3.8	28.1	122	*138	3.5	5.5	113	*356	5.1	14.2	165	*211	2.7	8.4	87
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	1783	9.5	26.6	115	288	7.3	4.3	88	798	11.5	11.9	139	697	8.9	10.4	108
DISCOVER	894	*195	1.0	21.8	94	**64	1.6	7.2	147	**72	1.0	8.1	94	**60	0.8	6.7	69
EBONY	3507	962	5.1	27.4	119	364	9.2	10.4	213	411	5.9	11.7	137	187	2.4	5.3	55
ESQUIRE	1083	*273	1.5	25.2	109	**61	1.5	5.6	116	**138	2.0	12.7	149	**74	0.9	6.8	71
ESSENCE	1830	536	2.9	29.3	127	*217	5.5	11.9	243	*163	2.3	8.9	104	*156	2.0	8.5	88
FAMILY CIRCLE	15930	4043	21.6	25.4	110	728	18.4	4.6	94	1568	22.6	9.8	115	1748	22.3	11.0	114
THE FAMILY HANDYMAN	1126	377	2.0	33.5	145	**89	2.3	7.9	162	**115	1.7	10.2	119	*173	2.2	15.4	159
FAMILY WEEKLY	11468	2957	15.8	25.8	112	559	14.2	4.9	100	1169	16.8	10.2	119	1229	15.7	10.7	111
FIELD & STREAM	2234	664	3.5	29.7	129	*115	2.9	5.1	106	*282	4.1	12.6	147	*267	3.4	12.0	124
FOOD & WINE	579	*137	0.7	23.7	102	**22	0.6	3.8	78	**52	0.7	9.0	105	**64	0.8	11.1	114
FORBES	728	**162	0.9	22.3	96	**30	0.8	4.1	85	**61	0.9	8.4	98	**71	0.9	9.8	101
FORTUNE	906	*156	0.8	17.2	74	**20	0.5	2.2	45	**38	0.5	4.2	49	**98	1.3	10.8	112
GENTLEMEN'S QUARTERLY	791	*245	1.3	31.0	134	**32	0.8	4.0	83	**104	1.5	13.1	153	**109	1.4	13.8	143
GLAMOUR	5265	1307	7.0	24.8	107	246	6.2	4.7	96	502	7.2	9.5	111	559	7.1	10.6	110
GOLF DIGEST	636	*193	1.0	30.3	131	**36	0.9	5.7	116	**71	1.0	11.2	130	**86	1.1	13.5	140
GOLF DIGEST/TENNIS (GROSS)	1186	340	1.8	28.7	124	**58	1.5	4.9	100	**117	1.7	9.9	115	*165	2.1	13.9	144
GOLF MAGAZINE	441	**82	0.4	18.6	80	**1	0.0	0.2	5	**43	0.6	9.8	114	**39	0.5	8.8	92
GOLF MAGAZINE/SKI (GROSS)	922	*163	0.9	17.7	76	**22	0.6	2.4	49	**73	1.1	7.9	92	**67	0.9	7.3	75
GOOD HOUSEKEEPING	16487	4136	22.1	25.1	109	709	18.0	4.3	88	1525	22.0	9.2	108	1902	24.3	11.5	119
HARPER'S BAZAAR	2423	590	3.2	24.3	105	*113	2.9	4.7	96	*277	4.0	11.4	133	*200	2.6	8.3	85
HEALTH	1994	477	2.5	23.9	103	*123	3.1	6.2	127	*145	2.1	7.3	85	*210	2.7	10.5	109
HEARST MAG CORP. BUY (GROSS)	44101	11182	59.7	25.4	110	2214	56.1	5.0	103	4325	62.3	9.8	114	4644	59.3	10.5	109
HEARST MAN POWER (GROSS)	1993	634	3.4	31.8	138	**121	3.1	6.1	125	*288	4.1	14.5	169	*226	2.9	11.3	117
HEARST WOMAN POWER (GROSS)	31274	7874	42.1	25.2	109	1578	40.0	5.0	104	2843	40.9	9.1	106	3453	44.1	11.0	114
HOUSE BEAUTIFUL	3623	801	4.3	22.1	96	*199	5.0	5.5	113	323	4.7	8.9	104	280	3.6	7.7	80
INC.	283	**69	0.4	24.4	105	**10	0.3	3.5	72	**25	0.4	8.8	103	**34	0.4	12.0	124
JET	2928	812	4.3	27.7	120	260	6.6	8.9	182	379	5.5	12.9	151	*173	2.2	5.9	61
LADIES' HOME JOURNAL	11918	3228	17.2	27.1	117	668	16.9	5.6	115	1163	16.7	9.8	114	1397	17.9	11.7	121
LHJ FAMILY GRP COMBO(GROSS)	16764	4435	23.7	26.5	114	905	22.9	5.4	111	1571	22.6	9.4	109	1958	25.0	11.7	121
LIFE	4254	1108	5.9	26.0	113	262	6.6	6.2	126	406	5.8	9.5	111	439	5.6	10.3	107
L.A. TIMES HOME MAGAZINE	1145	*256	1.4	22.4	97	**29	0.7	2.5	52	**59	0.8	5.2	60	**168	2.1	14.7	152
MADEMOISELLE	2884	675	3.6	23.4	101	*162	4.1	5.6	115	*212	3.1	7.4	86	301	3.8	10.4	108
MC CALL'S	13460	3637	19.4	27.0	117	875	22.2	6.5	133	1202	17.3	8.9	104	1560	19.9	11.6	120
MC CALL'S/WRK MOTHER (GROSS)	14606	4073	21.8	27.9	121	1004	25.4	6.9	141	1375	19.8	9.4	110	1694	21.6	11.6	120
MECHANIX ILLUSTRATED	772	*254	1.4	32.9	142	**39	1.0	5.1	104	**99	1.4	12.8	150	**115	1.5	14.9	154
METROPOLITAN HOME	967	262	1.4	27.1	117	**35	0.9	3.6	74	**94	1.4	9.7	113	*133	1.7	13.8	142
MONEY	1588	400	2.1	25.2	109	**57	1.4	3.6	74	*202	2.9	12.7	148	*141	1.8	8.9	92
MOTHER EARTH NEWS	1002	*258	1.4	25.7	111	**68	1.7	6.8	139	**50	0.7	5.0	58	**140	1.8	14.0	145
MS.	825	*222	1.2	26.9	116	**83	2.1	10.1	206	**76	1.1	9.2	107	**63	0.8	7.6	79
NATIONAL ENQUIRER	10336	2966	15.8	28.7	124	831	21.0	8.0	165	1203	17.3	11.6	136	933	11.9	9.0	93
NATIONAL GEOGRAPHIC	9597	2219	11.9	23.1	100	340	8.6	3.5	73	838	12.1	8.7	102	1041	13.3	10.8	112
NATIONAL SUNDAY MAGAZINE PKG	49558	11986	64.0	24.2	105	2567	65.0	5.2	106	4456	64.2	9.0	105	4963	63.4	10.0	104
NATURAL HISTORY	573	**152	0.8	26.5	115	**22	0.6	3.8	79	**89	1.3	15.5	181	**40	0.5	7.0	72
NEW WOMAN	1699	352	1.9	20.7	90	**85	2.2	5.0	103	**130	1.9	7.7	89	*137	1.8	8.1	83
NEW YORK INCLUDING CUE	443	**95	0.5	21.4	93	**24	0.6	5.4	111	**38	0.5	8.6	100	**34	0.4	7.7	79
THE NEW YORKER	1270	309	1.7	24.3	105	**33	0.8	2.6	53	**148	2.1	11.7	136	*127	1.6	10.0	103
NEWSWEEK	6277	1338	7.1	21.3	92	239	6.1	3.8	78	513	7.4	8.2	95	586	7.5	9.3	97
THE N.Y. TIMES DAILY EDITION	1205	*216	1.2	17.9	78	**41	1.0	3.4	70	**64	0.9	5.3	62	**111	1.4	9.2	95
THE N.Y. TIMES MAGAZINE	2081	363	1.9	17.4	75	**51	1.3	2.5	50	**109	1.6	5.2	61	*203	2.6	9.8	101
OMNI	788	*206	1.1	26.1	113	**46	1.2	5.8	120	**94	1.4	11.9	139	**66	0.8	8.4	87
ON CABLE	1158	*292	1.6	25.2	109	**76	1.9	6.6	135	**80	1.2	6.9	81	**136	1.7	11.7	122
1001 HOME IDEAS	2852	730	3.9	25.6	111	*114	2.9	4.0	82	*264	3.8	9.3	108	352	4.5	12.3	128
ORGANIC GARDENING	1658	352	1.9	21.2	92	**86	2.2	5.2	106	**111	1.6	6.7	78	**156	2.0	9.4	97
OUTDOOR LIFE	896	231	1.2	25.8	112	**44	1.1	4.9	101	**116	1.7	12.9	151	**71	0.9	7.9	82
PARADE MAGAZINE	24275	5986	32.0	24.7	107	1436	36.4	5.9	121	2064	29.7	8.5	99	2486	31.8	10.2	106

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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PRE-COOKED (READY TO EAT) PUDDINGS OR PIE FILLINGS: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0581
P-19

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS THREE OR MORE A '000	HEAVY USERS THREE OR MORE B % DOWN	HEAVY USERS THREE OR MORE C % ACROSS	HEAVY USERS THREE OR MORE D INDX	MEDIUM USERS ONE-TWO A '000	MEDIUM USERS ONE-TWO B % DOWN	MEDIUM USERS ONE-TWO C % ACROSS	MEDIUM USERS ONE-TWO D INDX	LIGHT USERS LESS THAN ONE A '000	LIGHT USERS LESS THAN ONE B % DOWN	LIGHT USERS LESS THAN ONE C % ACROSS	LIGHT USERS LESS THAN ONE D INDX
TOTAL FEMALE HOMEMAKERS	80986	11719	100.0	23.1	100	3948	100.0	4.9	100	6945	100.0	8.6	100	7826	100.0	9.7	100
PARENTS	3845	1067	5.7	27.8	120	*239	6.1	6.2	128	443	6.4	11.5	134	386	4.9	10.0	104
PENTHOUSE	831	*285	1.5	34.3	148	**146	3.7	17.6	360	**79	1.1	9.5	111	**60	0.8	7.2	75
PEOPLE	11645	2963	15.8	25.4	110	654	16.6	5.6	115	1053	15.2	9.0	105	1255	16.0	10.8	112
PLAYBOY	2006	533	2.8	26.6	115	*170	4.3	8.5	174	*161	2.3	8.0	94	*202	2.6	10.1	104
POPULAR HOT RODDING	297	**93	0.5	31.3	135	**30	0.8	10.1	207	**44	0.6	14.8	173	**19	0.2	6.4	66
POPULAR MECHANICS	1018	*311	1.7	30.6	132	**52	1.3	5.1	105	**164	2.4	16.1	188	**96	1.2	9.4	98
POPULAR SCIENCE	878	*228	1.2	26.0	112	**35	0.9	4.0	82	**71	1.0	8.1	94	*122	1.6	13.9	144
PREVENTION	3913	1108	5.9	28.3	123	320	8.1	8.2	168	416	6.0	10.6	124	372	4.8	9.5	98
PSYCHOLOGY TODAY	1710	343	1.8	20.1	87	**36	0.9	2.1	43	*143	2.1	8.4	98	*163	2.1	9.5	99
READER'S DIGEST	22204	5651	30.2	25.5	110	1319	33.4	5.9	122	1810	26.1	8.2	95	2521	32.2	11.4	117
REDBOOK	7684	1945	10.4	25.3	110	417	10.6	5.4	111	697	10.0	9.1	106	831	10.6	10.8	112
ROAD & TRACK	410	**141	0.8	34.4	149	**13	0.3	3.2	65	**80	1.2	19.5	228	**48	0.6	11.7	121
ROLLING STONE	969	259	1.4	26.7	116	**75	1.9	7.7	159	**67	1.0	6.9	81	*117	1.5	12.1	125
RUNNER'S WORLD	298	**69	0.4	23.2	100	**32	0.8	10.7	220	**17	0.2	5.7	67	**20	0.3	6.7	69
SATURDAY EVENING POST	1169	267	1.4	22.8	99	**62	1.6	5.3	109	**106	1.5	9.1	106	*100	1.3	8.6	89
SCIENCE 84	587	**148	0.8	25.2	109	**24	0.6	4.1	84	**78	1.1	13.3	155	**46	0.6	7.8	81
SCIENCE DIGEST	482	*158	0.8	32.8	142	**48	1.2	10.0	204	**53	0.8	11.0	128	**57	0.7	11.8	122
SCIENTIFIC AMERICAN	594	**104	0.6	17.5	76	**17	0.4	2.9	59	**49	0.7	8.2	96	**38	0.5	6.4	66
SELF	2089	549	2.9	26.3	114	**106	2.7	5.1	104	*180	2.6	8.6	100	*263	3.4	12.6	130
SEVENTEEN	2411	550	2.9	22.8	99	*128	3.2	5.3	109	*227	3.3	9.4	110	*195	2.5	8.1	84
SKI	480	**80	0.4	16.7	72	**21	0.5	4.4	90	**30	0.4	6.3	73	**29	0.4	6.0	63
SMITHSONIAN	2760	581	3.1	21.1	91	**75	1.9	2.7	56	*225	3.2	8.2	95	282	3.6	10.2	106
SOAP OPERA DIGEST	3013	999	5.3	33.2	143	*329	8.3	10.9	224	295	4.2	9.8	114	375	4.8	12.4	129
SOUTHERN LIVING	4184	1077	5.8	25.7	111	*150	3.8	3.6	74	442	6.4	10.6	123	486	6.2	11.6	120
SPORT	559	*171	0.9	30.6	132	**44	1.1	7.9	161	**58	0.8	10.4	121	**69	0.9	12.3	128
THE SPORTING NEWS	436	**165	0.9	37.8	164	**13	0.3	3.0	61	**56	0.8	12.8	150	**97	1.2	22.2	230
SPORTS AFIELD	493	*165	0.9	33.5	145	**21	0.5	4.3	87	**71	1.0	14.4	168	**73	0.9	14.8	153
SPORTS ILLUSTRATED	2758	862	4.6	31.3	135	*150	3.8	5.4	112	370	5.3	13.4	156	342	4.4	12.4	128
STAR	7456	2147	11.5	28.8	125	620	15.7	8.3	171	764	11.0	10.2	119	763	9.7	10.2	106
SUNDAY	24936	5976	31.9	24.0	104	1191	30.2	4.8	98	2438	35.1	9.8	114	2348	30.0	9.4	97
SUNSET	2124	442	2.4	20.8	90	**45	1.1	2.1	43	**162	2.3	7.6	89	*235	3.0	11.1	114
TV GUIDE	21661	5933	31.7	27.4	119	1388	35.2	6.4	131	2179	31.4	10.1	117	2366	30.2	10.9	113
TENNIS	550	**147	0.8	26.7	116	**22	0.6	4.0	82	**46	0.7	8.4	98	**79	1.0	14.4	149
TIME	8880	1886	10.1	21.2	92	429	10.9	4.8	99	650	9.4	7.3	85	807	10.3	9.1	94
TOWN & COUNTRY	917	*166	0.9	18.1	78	**50	1.3	5.5	112	**73	1.1	8.0	93	**43	0.5	4.7	49
TRAVEL & LEISURE	972	253	1.4	26.0	113	**28	0.7	2.9	59	**114	1.6	11.7	137	*110	1.4	11.3	117
TRUE STORY	3356	1211	6.5	36.1	156	*328	8.3	9.8	200	445	6.4	13.3	155	438	5.6	13.1	135
U.S.NEWS & WORLD REPORT	3410	717	3.8	21.0	91	**139	3.5	4.1	84	294	4.2	8.6	101	285	3.6	8.4	86
USA TODAY	1759	473	2.5	26.9	116	**98	2.5	5.6	114	**140	2.0	8.0	93	*236	3.0	13.4	139
US	1873	633	3.4	33.8	146	*147	3.7	7.8	161	*152	2.2	8.1	95	333	4.3	17.8	184
VOGUE	3909	836	4.5	21.4	93	*145	3.7	3.7	76	323	4.7	8.3	96	368	4.7	9.4	97
WALL STREET JOURNAL	1886	414	2.2	22.0	95	**27	0.7	1.4	29	*147	2.1	7.8	91	*240	3.1	12.7	132
WEIGHT WATCHERS	2120	688	3.7	32.5	140	*156	4.0	7.4	151	*182	2.6	8.6	100	351	4.5	16.6	171
WOMAN'S DAY	14172	3773	20.2	26.6	115	814	20.6	5.7	118	1511	21.8	10.7	124	1448	18.5	10.2	106
WORKING MOTHER	1146	436	2.3	38.0	165	*129	3.3	11.3	231	*173	2.5	15.1	176	*134	1.7	11.7	121
WORKING WOMAN	1322	404	2.2	30.6	132	**74	1.9	5.6	115	*134	1.9	10.1	118	*197	2.5	14.9	154
WORLD TENNIS	*163	**23	0.1	14.1	61	**8	0.2	4.9	101	**12	0.2	7.4	86	**3	0.0	1.8	19
ZIFF-DAVIS MAG NETWK (GROSS)	2532	539	2.9	21.3	92	**69	1.7	2.7	56	*217	3.1	8.6	100	252	3.2	10.0	103
BLAIR INSERTS	43657	10394	55.5	23.8	103	2279	57.7	5.2	107	3815	54.9	8.7	102	4300	54.9	9.8	102
DAILY NEWSPAPERS																	
READ ANY	51633	12490	66.7	24.2	105	2699	68.4	5.2	107	4696	67.6	9.1	106	5095	65.1	9.9	102
READ ONE	43463	10379	55.4	23.9	103	2346	59.4	5.4	111	3882	55.9	8.9	104	4151	53.0	9.6	99
READ TWO OR MORE	8170	2111	11.3	25.8	112	353	8.9	4.3	89	814	11.7	10.0	116	944	12.1	11.6	120
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	12760	68.2	24.2	105	2728	69.1	5.2	106	4743	68.3	9.0	105	5289	67.6	10.0	104
READ ONE	46126	10881	58.1	23.6	102	2281	57.8	4.9	101	4014	57.8	8.7	101	4587	58.6	9.9	103
READ TWO OR MORE	6552	1879	10.0	28.7	124	447	11.3	6.8	140	729	10.5	11.1	130	703	9.0	10.7	111
OUTDOOR																	
100 SHHG - 30 DAY AV FREQ	27.55	27.34				25.66				26.80				28.61			
30 DAY REACH	71455	16531	88.3	23.1	100	3455	87.5	4.8	99	5953	85.7	8.3	97	7124	91.0	10.0	103
50 SHHG - 30 DAY AV FREQ	14.56	14.58				13.55				14.28				15.34			
30 DAY REACH	67742	15511	82.9	22.9	99	3282	83.1	4.8	99	5590	80.5	8.3	96	6639	84.8	9.8	101
25 SHHG - 30 DAY AV FREQ	7.94	7.87				7.29				7.80				8.21			
30 DAY REACH	62117	14316	76.5	23.0	100	3046	77.2	4.9	101	5077	73.1	8.2	95	6193	79.1	10.0	103
CABLE TV: HOME WIRED	32077	8308	44.4	25.9	112	1613	40.9	5.0	103	3079	44.3	9.6	112	3616	46.2	11.3	117
HOME NOT WIRED	48909	10410	55.6	21.3	92	2334	59.1	4.8	98	3866	55.7	7.9	92	4210	53.8	8.6	89
HAVE PAY CABLE	15935	4489	24.0	28.2	122	798	20.2	5.0	103	1758	25.3	11.0	129	1934	24.7	12.1	126

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PRE-COOKED (READY TO EAT) PUDDINGS OR PIE FILLINGS: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0582
P-19

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS THREE OR MORE A '000	HEAVY USERS THREE OR MORE B % DOWN	HEAVY USERS THREE OR MORE C % ACROSS	HEAVY USERS THREE OR MORE D INDX	MEDIUM USERS ONE-TWO A '000	MEDIUM USERS ONE-TWO B % DOWN	MEDIUM USERS ONE-TWO C % ACROSS	MEDIUM USERS ONE-TWO D INDX	LIGHT USERS LESS THAN ONE A '000	LIGHT USERS LESS THAN ONE B % DOWN	LIGHT USERS LESS THAN ONE C % ACROSS	LIGHT USERS LESS THAN ONE D INDX
TOTAL FEMALE HOMEMAKERS	80986	18719	100.0	23.1	100	3948	100.0	4.9	100	6945	100.0	8.6	100	7826	100.0	9.7	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	10481	56.0	23.9	103	1985	50.3	4.5	93	3910	56.3	8.9	104	4586	58.6	10.4	108
10:00 AM - 3:00 PM	30659	7678	41.0	25.0	108	1652	41.8	5.4	111	3000	43.2	9.8	114	3026	38.7	9.9	102
3:00 PM - 7:00 PM	31045	7606	40.6	24.5	106	1603	40.6	5.2	106	2685	38.7	8.6	101	3319	42.4	10.7	111
7:00 PM - MIDNIGHT	15767	3630	19.4	23.0	100	711	18.0	4.5	93	1331	19.2	8.4	98	1588	20.3	10.1	104
MIDNIGHT - 6:00 AM	9120	2319	12.4	25.4	110	483	12.2	5.3	109	803	11.6	8.8	103	1033	13.2	11.3	117
6:00 AM - MIDNIGHT	58527	14047	75.0	24.0	104	2882	73.0	4.9	101	5164	74.4	8.8	103	6001	76.7	10.3	106
ENTIRE DAY	59311	14235	76.0	24.0	104	2953	74.8	5.0	102	5218	75.1	8.8	103	6064	77.5	10.2	106
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	3963	21.2	24.5	106	770	19.5	4.8	98	1408	20.3	8.7	102	1786	22.8	11.0	114
ALL NEWS	2256	528	2.8	23.4	101	**85	2.2	3.8	77	*187	2.7	8.3	97	*255	3.3	11.3	117
AOR/PROGRESSIVE	3874	788	4.2	20.3	88	*167	4.2	4.3	88	*245	3.5	6.3	74	376	4.8	9.7	100
BEAUTIFUL MUSIC	5660	1222	6.5	21.6	93	*210	5.3	3.7	76	473	6.8	8.4	97	539	6.9	9.5	99
BLACK	2204	490	2.6	22.2	96	*175	4.4	7.9	163	*168	2.4	7.6	89	*146	1.9	6.6	69
CLASSICAL	1418	321	1.7	22.6	98	**42	1.1	3.0	61	*199	2.9	14.0	164	**79	1.0	5.6	58
CHR/ROCK	9538	2632	14.1	27.6	119	511	12.9	5.4	110	872	12.6	9.1	107	1248	15.9	13.1	135
COUNTRY	12648	3361	18.0	26.6	115	590	14.9	4.7	96	1268	18.3	10.0	117	1503	19.2	11.9	123
GOLDEN OLDIES	1191	276	1.5	23.2	100	**74	1.9	6.2	127	**98	1.4	8.2	96	**104	1.3	8.7	90
MOR/NOSTALGIA	4757	1048	5.6	22.0	95	*153	3.9	3.2	66	484	7.0	10.2	119	410	5.2	8.6	89
NEWS/TALK	3863	801	4.3	20.7	90	*181	4.6	4.7	96	314	4.5	8.1	95	306	3.9	7.9	82
RELIGIOUS	3084	708	3.8	23.0	99	*231	5.9	7.5	154	*213	3.1	6.9	81	*264	3.4	8.6	89
SOFT ROCK	521	**57	0.3	10.9	47	**11	0.3	2.1	43	**17	0.2	3.3	38	**29	0.4	5.6	58
URBAN CONTEMPORARY	1585	415	2.2	26.2	113	*166	4.2	10.5	215	**112	1.6	7.1	82	*138	1.8	8.7	90
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	854	4.6	26.2	113	*231	5.9	7.1	145	*257	3.7	7.9	92	366	4.7	11.2	116
ABC DIRECTION	2316	655	3.5	28.3	122	*105	2.7	4.5	93	348	5.0	15.0	175	*202	2.6	8.7	90
ABC ENTERTAINMENT	4834	1087	5.8	22.5	97	*136	3.4	2.8	58	401	5.8	8.3	97	550	7.0	11.4	118
ABC FM	2202	514	2.7	23.3	101	**101	2.6	4.6	94	*164	2.4	7.4	87	*249	3.2	11.3	117
ABC INFORMATION	5425	1257	6.7	23.2	100	270	6.8	5.0	102	450	6.5	8.3	97	538	6.9	9.9	103
ABC ROCK	1677	364	1.9	21.7	94	**79	2.0	4.7	97	**72	1.0	4.3	50	*214	2.7	12.8	132
CBS	4430	1001	5.3	22.6	98	*159	4.0	3.6	74	322	4.6	7.3	85	520	6.6	11.7	121
MUTUAL	4992	1455	7.8	29.1	126	*289	7.3	5.8	119	635	9.1	12.7	148	531	6.8	10.6	110
NBC	4679	1077	5.8	23.0	100	*174	4.4	3.7	76	441	6.3	9.4	110	462	5.9	9.9	102
RADIORADIO	1994	466	2.5	23.4	101	**76	1.9	3.8	78	**161	2.3	8.1	94	*229	2.9	11.5	119
RKO ONE	2298	483	2.6	21.0	91	**82	2.1	3.6	73	*171	2.5	7.4	87	229	2.9	10.0	103
RKO TWO	3311	800	4.3	24.2	105	*135	3.4	4.1	84	273	3.9	8.2	96	391	5.0	11.8	122
THE SOURCE	2114	557	3.0	26.3	114	**111	2.8	5.3	108	*202	2.9	9.6	111	*244	3.1	11.5	119
NON-WIRED : BLAIR	8654	1793	9.6	20.7	90	398	10.1	4.6	94	691	9.9	8.0	93	705	9.0	8.1	84
INTERNET	12025	2952	15.8	24.5	106	609	15.4	5.1	104	1148	16.5	9.5	111	1194	15.3	9.9	103
KATZ RADIO GROUP	15359	3648	19.5	23.8	103	673	17.0	4.4	90	1346	19.4	8.8	102	1629	20.8	10.6	110
SUPERNET	10628	2516	13.4	23.7	102	424	10.7	4.0	82	941	13.5	8.9	103	1150	14.7	10.8	112
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	1946	10.4	22.5	97	399	10.1	4.6	95	756	10.9	8.7	102	791	10.1	9.1	95
WKDAY 9:00 AM - 1:00 PM	12163	2918	15.6	24.0	104	734	18.6	6.0	124	1033	14.9	8.5	99	1152	14.7	9.5	98
WKDAY 1:00 PM - 4:30 PM	16150	3980	21.3	24.6	107	1056	26.7	6.5	134	1454	20.9	9.0	105	1469	18.8	9.1	94
WKDAY 4:30 PM - 7:30 PM	22463	5311	28.4	23.6	102	1365	34.6	6.1	125	1988	28.6	8.9	103	1959	25.0	8.7	90
WKDAY 7:30 PM - 8:00 PM	31795	7507	40.1	23.6	102	1750	44.3	5.5	113	2803	40.4	8.8	103	2955	37.8	9.3	96
WKDAY 11:00 PM - 11:30 PM	23977	5925	31.7	24.7	107	1352	34.2	5.6	116	2224	32.0	9.3	108	2349	30.0	9.8	101
WKDAY 11:30 PM - 1:00 AM	7703	2142	11.4	27.8	120	521	13.2	6.8	139	819	11.8	10.6	124	802	10.2	10.4	108
M-SAT 8-11 PM+SUN 7-11 PM	33800	8168	43.6	24.2	105	1856	47.0	5.5	113	3035	43.7	9.0	105	3277	41.9	9.7	100
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	1553	8.3	23.8	103	465	11.8	7.1	146	426	6.1	6.5	76	662	8.5	10.1	105
ANOTHER WORLD N	4620	1157	6.2	25.0	108	302	7.6	6.5	134	456	6.6	9.9	115	400	5.1	8.7	90
AS THE WORLD TURNS C	5614	1396	7.5	24.9	108	358	9.1	6.4	131	578	8.3	10.3	120	461	5.9	8.2	85
CAPITOL C	3396	919	4.9	27.1	117	259	6.6	7.6	156	389	5.6	11.5	134	270	3.5	8.0	82
CBS MORN. NEWS 1 C	1446	284	1.5	19.6	85	*74	1.9	5.1	105	*117	1.7	8.1	94	*93	1.2	6.4	67
CBS MORN. NEWS 2 C	1207	204	1.1	16.9	73	*48	1.2	4.0	82	*75	1.1	6.2	72	*81	1.0	6.7	69
DAYS OF OUR LIVES N	5877	1511	8.1	25.7	111	358	9.1	6.1	125	580	8.4	9.9	115	572	7.3	9.7	101
FACTS OF LIFE - DAYTIME N	2290	556	3.0	24.3	105	186	4.7	8.1	167	225	3.2	9.8	115	145	1.9	6.3	66
FAMILY FEUD A	3023	623	3.3	20.6	89	146	3.7	4.8	99	153	2.2	5.1	59	324	4.1	10.7	111
GENERAL HOSPITAL A	6097	1403	7.5	23.0	100	373	9.4	6.1	125	486	7.0	8.0	93	544	7.0	8.9	92
GOOD MORNING, AMERICA-730 A	3515	714	3.8	20.3	88	127	3.2	3.6	74	231	3.3	6.6	77	356	4.5	10.1	105
GOOD MORNING, AMERICA-830 A	2818	612	3.3	21.7	94	80	2.0	2.8	58	229	3.3	8.1	95	304	3.9	10.8	112
GUIDING LIGHT C	5339	1384	7.4	25.9	112	286	7.2	5.4	110	610	8.8	11.4	133	489	6.2	9.2	95
ONE LIFE TO LIVE A	4478	1031	5.5	23.0	100	312	7.9	7.0	143	258	3.7	5.8	67	462	5.9	10.3	107
PRESS YOUR LUCK C	2244	604	3.2	26.9	116	179	4.5	8.0	164	235	3.4	10.5	122	190	2.4	8.5	88
PRICE IS RIGHT 1 C	4348	1109	5.9	25.5	110	269	6.8	6.2	127	427	6.1	9.8	115	413	5.3	9.5	98
PRICE IS RIGHT 2 C	5014	1323	7.1	26.4	114	325	8.2	6.5	133	532	7.7	10.6	124	466	6.0	9.3	96
RYAN'S HOPE A	3150	758	4.0	24.1	104	268	6.8	8.5	175	227	3.3	7.2	84	262	3.3	8.3	86
SALE OF THE CENTURY N	2695	596	3.2	22.1	96	*162	4.1	6.0	123	219	3.2	8.1	95	215	2.7	8.0	83
SEARCH FOR TOMORROW N	2319	580	3.1	25.0	108	*60	1.5	2.6	53	239	3.4	10.3	120	281	3.6	12.1	125
TODAY SHOW 1 N	2693	670	3.6	24.9	108	**99	2.5	3.7	75	278	4.0	10.3	120	293	3.7	10.9	113
TODAY SHOW 2 N	2498	572	3.1	22.9	99	*60	1.5	2.4	49	271	3.9	10.8	127	240	3.1	9.6	99
$25,000 PYRAMID C	2753	666	3.6	24.2	105	223	5.6	8.1	166	258	3.7	9.4	109	184	2.4	6.7	69
WHEEL OF FORTUNE N	4388	1043	5.6	23.8	103	192	4.9	4.4	90	421	6.1	9.6	112	430	5.5	9.8	101
YOUNG AND THE RESTLESS C	5695	1514	8.1	26.6	115	382	9.7	6.7	138	630	9.1	11.1	129	502	6.4	8.8	91
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	372	2.0	21.1	91	*92	2.3	5.2	107	145	2.1	8.2	96	*136	1.7	7.7	80
NBA PLAYOFF GAME -1 C	1136	296	1.6	26.1	113	**86	2.2	7.6	155	*105	1.5	9.2	108	*106	1.4	9.3	97
NBC MAJOR LEAGUE PRE-GAME N	953	*180	1.0	18.9	82	**30	0.8	3.1	65	**84	1.2	8.8	103	**65	0.8	6.8	71
SPORTSWORLD - SUN N	1233	316	1.7	25.6	111	**54	1.4	4.4	90	*99	1.4	8.0	96	*164	2.1	13.3	138
SUNDAY MORNING C	1611	302	1.6	18.7	81	**38	1.0	2.4	48	*96	1.4	6.0	69	*168	2.1	10.4	108

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PRE-COOKED (READY TO EAT) PUDDINGS OR PIE FILLINGS: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0583
P-19

		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS THREE OR MORE A '000	HEAVY USERS THREE OR MORE B % DOWN	HEAVY USERS THREE OR MORE C % ACROSS	HEAVY USERS THREE OR MORE D INDX	MEDIUM USERS ONE-TWO A '000	MEDIUM USERS ONE-TWO B % DOWN	MEDIUM USERS ONE-TWO C % ACROSS	MEDIUM USERS ONE-TWO D INDX	LIGHT USERS LESS THAN ONE A '000	LIGHT USERS LESS THAN ONE B % DOWN	LIGHT USERS LESS THAN ONE C % ACROSS	LIGHT USERS LESS THAN ONE D INDX
TOTAL FEMALE HOMEMAKERS		80986	18719	100.0	23.1	100	3948	100.0	4.9	100	6945	100.0	8.6	100	7826	100.0	9.7	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	6033	32.2	23.1	100	1443	36.6	5.5	114	2245	32.3	8.6	100	2345	30.0	9.0	93
NETWORK AFFILIATES - LATE		20261	4964	26.5	24.5	106	1147	29.1	5.7	116	1917	27.6	9.5	110	1900	24.3	9.4	97
INDEPENDENTS - LATE		2076	423	2.3	20.4	88	97	2.5	4.7	96	161	2.3	7.8	90	164	2.1	7.9	82
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	2753	14.7	26.3	114	689	17.5	6.6	135	1067	15.4	10.2	119	996	12.7	9.5	99
ABC MONDAY NIGHT MOVIE	A	6412	1346	7.2	21.0	91	310	7.9	4.8	99	487	7.0	7.6	89	550	7.0	8.6	89
ABC SUNDAY NIGHT MOVIE	A	12407	2728	14.6	22.0	95	530	13.4	4.3	88	1028	14.8	8.3	97	1170	15.0	9.4	98
ABC WORLD NEWS TONIGHT	A	6176	1330	7.1	21.5	93	405	10.3	6.6	135	422	6.1	6.8	80	503	6.4	8.1	84
AFTERMASH	C	5863	1411	7.5	24.1	104	*319	8.1	5.4	112	512	7.4	8.7	102	580	7.4	9.9	102
ALICE	C	9594	2349	12.5	24.5	106	472	12.0	4.9	101	904	13.0	9.4	110	973	12.4	10.1	105
AMERICAN PARADE	C	6622	1534	8.2	23.2	100	388	9.8	5.9	120	612	8.8	9.2	108	534	6.8	8.1	83
BENSON	A	10886	2264	12.1	20.8	90	470	11.9	4.3	89	817	11.8	7.5	88	977	12.5	9.0	93
BLUE THUNDER	A	5036	1214	6.5	24.1	104	337	8.5	6.7	137	468	6.7	9.3	108	409	5.2	8.1	84
CAGNEY & LACEY	C	9965	2484	13.3	24.9	108	587	14.9	5.9	121	903	13.0	9.1	106	994	12.7	10.0	103
CBS EVENING NEWS-DEAN	C	3491	765	4.1	21.9	95	*150	3.8	4.3	88	356	5.1	10.2	119	*259	3.3	7.4	77
CBS EVENING NEWS-RATHER	C	7123	1687	9.0	23.7	102	379	9.6	5.3	109	674	9.7	9.5	110	634	8.1	8.9	92
CBS SAT. NEWS-SCHIEFFER	C	3621	738	3.9	20.4	88	133	3.4	3.7	75	314	4.5	8.7	101	291	3.7	8.0	83
CBS SATURDAY NIGHT MOVIE	C	5436	1261	6.7	23.2	100	313	7.9	5.8	118	486	7.0	8.9	104	463	5.9	8.5	88
CBS WEDNESDAY NIGHT MOVIE	C	6100	1384	7.4	22.7	98	362	9.2	5.9	122	473	6.8	7.8	90	548	7.0	9.0	93
CHEERS	N	8889	2412	12.9	27.1	117	477	12.1	5.4	110	909	13.1	10.2	119	1026	13.1	11.5	119
DALLAS	C	22109	5102	27.3	23.1	100	999	25.3	4.5	93	1945	28.0	8.8	103	2158	27.6	9.8	101
DIFF'RENT STROKES	N	6940	1693	9.0	24.4	106	438	11.1	6.3	129	627	9.0	9.0	105	627	8.0	9.0	93
DOUBLE TROUBLE	N	7223	1821	9.7	25.2	109	309	7.8	4.3	88	648	9.3	9.0	105	864	11.0	12.0	124
DUCK FACTORY	N	5595	1342	7.2	24.0	104	297	7.5	5.3	109	566	8.1	10.1	118	479	6.1	8.6	89
DUKES OF HAZZARD	C	5768	1316	7.0	22.8	99	356	9.0	6.2	127	505	7.3	8.8	102	455	5.8	7.9	82
DYNASTY	A	20053	4752	25.4	23.7	103	980	24.8	4.9	100	1782	25.7	8.9	104	1991	25.4	9.9	103
FACTS OF LIFE	N	8087	1990	10.6	24.6	106	411	10.4	5.1	104	759	10.9	9.4	109	819	10.5	10.1	105
FALCON CREST	C	20046	4637	24.8	23.1	100	835	21.1	4.2	85	1889	27.2	9.4	110	1913	24.4	9.5	99
FALL GUY	A	9084	2268	12.1	25.0	108	497	12.6	5.5	112	842	12.1	9.3	108	929	11.9	10.2	106
FAMILY TIES	N	7964	2044	10.9	25.7	111	479	12.1	6.0	123	723	10.4	9.1	106	842	10.8	10.6	109
FANTASY ISLAND	A	7687	1920	10.3	25.0	108	442	11.2	5.7	118	693	10.0	9.0	105	786	10.0	10.2	106
FOULUPS,BLEEPS & BLUNDERS	A	8861	2037	10.9	23.0	99	480	12.2	5.4	111	695	10.0	7.8	91	862	11.0	9.7	101
FOUR SEASONS	C	5095	1260	6.7	24.7	107	*277	7.0	5.4	112	451	6.5	8.9	103	533	6.8	10.5	108
GIMME A BREAK	N	8838	2202	11.8	24.9	108	571	14.5	6.5	133	803	11.6	9.1	106	828	10.6	9.4	97
HART TO HART	A	8978	1956	10.4	21.8	94	542	13.7	6.0	124	662	9.5	7.4	86	751	9.6	8.4	87
HILL STREET BLUES	N	8590	2126	11.4	24.7	107	571	14.5	6.6	136	698	10.1	8.1	95	857	11.0	10.0	103
HOTEL	A	14085	3276	17.5	23.3	101	748	18.9	5.3	109	1246	17.9	8.8	103	1282	16.4	9.1	94
JEFFERSONS	C	9360	2160	11.5	23.1	100	440	11.1	4.7	96	785	11.3	8.4	98	936	12.0	10.0	103
JENNIFER SLEPT HERE	N	5841	1540	8.2	26.4	114	373	9.4	6.4	131	540	7.8	9.2	108	627	8.0	10.7	111
KATE & ALLIE	C	9206	2392	12.8	26.0	112	617	15.6	6.7	137	854	12.3	9.3	108	921	11.8	10.0	104
KNIGHT RIDER	N	7076	1611	8.6	22.8	98	347	8.8	4.9	101	621	8.9	8.8	102	644	8.2	9.1	94
LOVE BOAT	A	12219	2942	15.7	24.1	104	655	16.6	5.4	110	1119	16.1	9.2	107	1168	14.9	9.6	99
MAGNUM PI	C	11199	2782	14.9	24.8	107	635	16.1	5.7	116	1029	14.8	9.2	107	1118	14.3	10.0	103
MAMA'S FAMILY	N	6057	1469	7.8	24.3	105	403	10.2	6.7	136	569	8.2	9.4	110	497	6.4	8.2	85
MASTER, THE	N	3598	1086	5.8	30.2	131	*254	6.4	7.1	145	416	6.0	11.6	135	416	5.3	11.6	120
MATT HOUSTON	A	6344	1703	9.1	26.8	116	433	11.0	6.8	140	633	9.1	10.0	116	637	8.1	10.0	104
NBC MONDAY NIGHT MOVIE	N	11994	2912	15.6	24.3	105	729	18.5	6.1	125	950	13.7	7.9	92	1233	15.8	10.3	106
NBC NIGHTLY NEWS	N	5132	1174	6.3	22.9	99	237	6.0	4.6	95	519	7.5	10.1	118	418	5.3	8.1	84
NBC NIGHTLY NEWS-SAT	N	3375	868	4.6	25.7	111	*190	4.8	5.6	115	*304	4.4	9.0	105	374	4.8	11.1	115
NBC NIGHTLY NEWS-SUN	N	3130	788	4.2	25.2	109	**168	4.3	5.4	110	*361	5.2	11.5	134	258	3.3	8.2	85
NBC SUNDAY NIGHT MOVIE	N	8284	2370	12.7	28.6	124	540	13.7	6.5	134	909	13.1	11.0	128	921	11.8	11.1	115
NEWHART	C	9240	2345	12.5	25.4	110	634	16.1	6.9	141	808	11.6	8.7	102	903	11.5	9.8	101
ONE DAY AT A TIME	C	7288	1530	8.2	21.0	91	355	9.0	4.9	100	577	8.3	7.9	92	598	7.6	8.2	85
PEOPLE ARE FUNNY	N	4855	1149	6.1	23.7	102	352	8.9	7.3	149	432	6.2	8.9	104	365	4.7	7.5	78
REAL PEOPLE	N	8869	2048	10.9	23.1	100	423	10.7	4.8	98	854	12.3	9.6	112	771	9.9	8.7	90
REMINGTON STEELE	N	7743	1497	8.0	19.3	84	345	8.7	4.5	91	522	7.5	6.7	79	631	8.1	8.1	84
RIPLEY'S BELIEVE IT - NOT	A	5345	1445	7.7	27.0	117	397	10.1	7.4	152	477	6.9	8.9	104	572	7.3	10.7	111
RIPTIDE	N	6988	1752	9.4	25.1	108	415	10.5	5.9	122	677	9.7	9.7	113	661	8.4	9.5	98
SCARECROW & MRS. KING	C	10002	2228	11.9	22.3	96	551	14.0	5.5	113	755	10.9	7.5	88	922	11.8	9.2	95
SIMON & SIMON	C	10638	2761	14.7	26.0	112	610	15.5	5.7	118	1064	15.3	10.0	117	1087	13.9	10.2	106
60 MINUTES	C	13293	2953	15.8	22.2	96	476	12.1	3.6	73	1181	17.0	8.9	104	1295	16.5	9.7	101
ST. ELSEWHERE	N	7017	1812	9.7	25.8	112	398	10.1	5.7	116	575	8.3	8.2	96	839	10.7	12.0	124
THREE'S COMPANY	A	10917	2564	13.7	23.5	102	574	14.5	5.3	108	978	14.1	9.0	104	1012	12.9	9.3	96
T.J. HOOKER	A	9204	2215	11.8	24.1	104	476	12.1	5.2	106	880	12.7	9.6	111	858	11.0	9.3	96
TONIGHT SHOW	N	2372	654	3.5	27.6	119	143	3.6	6.0	124	270	3.9	11.4	133	240	3.1	10.1	105
TRAPPER JOHN, M.D.	C	9846	2254	12.0	22.9	99	533	13.5	5.4	111	885	12.7	9.0	105	837	10.7	8.5	88
TV BLOOPERS & PRAC. JOKES	N	9105	2194	11.7	24.1	104	517	13.1	5.7	116	715	10.3	7.9	92	963	12.3	10.6	109
20/20	A	9387	2158	11.5	23.0	99	411	10.4	4.4	90	866	12.5	9.2	108	881	11.3	9.4	97
WEBSTER	A	11067	2335	12.5	21.1	91	523	13.2	4.7	97	841	12.1	7.6	89	971	12.4	8.8	91
WORLD NEWS - SUN	A	3062	762	4.1	24.9	108	**103	2.6	3.4	69	277	4.0	9.0	105	382	4.9	12.5	129
YELLOW ROSE	N	4978	1148	6.1	23.1	100	270	6.8	5.4	111	393	5.7	7.9	92	485	6.2	9.7	101
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	2570	13.7	28.9	125	*543	13.8	6.1	125	959	13.8	10.8	126	1069	13.7	12.0	125
BASKETBALL - COLLEGE GAMES		4080	1259	6.7	30.9	134	**263	6.7	6.4	132	*448	6.5	11.0	128	*548	7.0	13.4	139
BASKETBALL - PRO GAMES		3607	1087	5.8	30.1	130	*276	7.0	7.7	157	*400	5.8	11.1	129	*411	5.3	11.4	118
BOWLING		3883	1235	6.6	31.8	138	*307	7.8	7.9	162	*581	8.4	15.0	174	*347	4.4	8.9	92
BOXING		3928	1094	5.8	27.9	120	*496	12.6	12.6	259	*312	4.5	7.9	93	*286	3.7	7.3	75
FOOTBALL - COLLEGE GAMES		6366	1782	9.5	28.0	121	*378	9.6	5.9	122	635	9.1	10.0	116	769	9.8	12.1	125
FOOTBALL - PRO GAMES		11300	3052	16.3	27.0	117	640	16.2	5.7	116	1053	15.2	9.3	109	1359	17.4	12.0	124
GOLF		3378	950	5.1	28.1	122	*316	8.0	9.4	192	*364	5.2	10.8	126	**270	3.5	8.0	83
POST-SEASON COLL. FOOTBALL		4906	1350	7.2	27.5	119	*306	7.8	6.2	128	*533	7.7	10.9	127	511	6.5	10.4	108
POST-SEASON PRO FOOTBALL		6120	1894	10.1	30.9	134	*396	10.0	6.5	133	664	9.6	10.8	127	833	10.6	13.6	141
TENNIS		3033	706	3.8	23.3	101	**182	4.6	6.0	123	*325	4.7	10.7	125	**200	2.6	6.6	68
WRESTLING - PROFESSIONAL		3344	1181	6.3	35.3	153	*397	10.1	11.9	244	*439	6.3	13.1	153	*345	4.4	10.3	107

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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PRE-COOKED (READY TO EAT) PUDDINGS OR PIE FILLINGS: BRANDS
(FEMALE HOMEMAKERS)

0584
P-19

	TOTAL U.S. '000	COMSTOCK PIE FILLINGS A '000	B % DOWN	C % ACROSS	D INDX	HUNT'S SNACK PACK CANNED DESSERTS A '000	B % DOWN	C % ACROSS	D INDX	SWISS MISS READY TO EAT PUDDING A '000	B % DOWN	C % ACROSS	D INDX	THANK-YOU A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	4455	100.0	5.5	100	5150	100.0	6.4	100	3950	100.0	4.9	100	3505	100.0	4.3	100
18 - 24	9282	**166	3.7	1.8	33	*596	11.6	6.4	101	*451	11.4	4.9	100	**197	5.6	2.1	49
25 - 34	19072	943	21.2	4.9	90	1419	27.6	7.4	117	1233	31.2	6.5	133	929	26.5	4.9	113
35 - 44	14591	1094	24.6	7.5	136	1093	21.2	7.5	118	756	19.1	5.2	106	841	24.0	5.8	133
45 - 54	11345	793	17.8	7.0	127	793	15.4	7.0	110	486	12.3	4.3	88	616	17.6	5.4	125
55 - 64	11635	795	17.8	6.8	124	861	16.7	7.4	116	*510	12.9	4.4	90	*497	14.2	4.3	99
65 OR OLDER	15061	665	14.9	4.4	80	*389	7.6	2.6	41	513	13.0	3.4	70	*424	12.1	2.8	65
18 - 34	28354	1109	24.9	3.9	71	2015	39.1	7.1	112	1685	42.7	5.9	122	1127	32.2	4.0	92
18 - 49	48339	2653	59.6	5.5	100	3491	67.8	7.2	114	2732	69.2	5.7	116	2278	65.0	4.7	109
25 - 54	45008	2830	63.5	6.3	114	3305	64.2	7.3	115	2475	62.7	5.5	113	2386	68.1	5.3	122
35 - 49	19985	1544	34.7	7.7	140	1476	28.7	7.4	116	1047	26.5	5.2	107	1151	32.8	5.8	133
50 OR OLDER	32647	1802	40.4	5.5	100	1660	32.2	5.1	80	1218	30.8	3.7	76	1227	35.0	3.8	87
GRADUATED COLLEGE	11155	678	15.2	6.1	110	*448	8.7	4.0	63	*456	11.5	4.1	84	*442	12.6	4.0	92
ATTENDED COLLEGE	13682	1054	23.7	7.7	140	902	17.5	6.6	104	634	16.1	4.6	95	557	15.9	4.1	94
GRADUATED HIGH SCHOOL	33880	1891	42.4	5.6	101	2303	44.7	6.8	107	2142	54.2	6.3	130	1837	52.4	5.4	125
DID NOT GRADUATE HIGH SCHOOL	22270	832	18.7	3.7	68	1498	29.1	6.7	106	719	18.2	3.2	66	670	19.1	3.0	70
EMPLOYED	40306	2533	56.9	6.3	114	2806	54.5	7.0	109	2078	52.6	5.2	106	1679	47.9	4.2	96
EMPLOYED FULL-TIME	32850	1926	43.2	5.9	107	2321	45.1	7.1	111	1735	43.9	5.3	108	1350	38.5	4.1	95
EMPLOYED PART-TIME	7456	*608	13.6	8.2	148	*485	9.4	6.5	102	*343	8.7	4.6	94	*330	9.4	4.4	102
NOT EMPLOYED	40680	1922	43.1	4.7	86	2344	45.5	5.8	91	1872	47.4	4.6	94	1826	52.1	4.5	104
PROFESSIONAL/MANAGER	10392	720	16.2	6.9	126	*499	9.7	4.8	76	*416	10.5	4.0	82	*406	11.6	3.9	90
TECH/CLERICAL/SALES	17574	1156	25.9	6.6	120	1281	24.9	7.3	115	933	23.6	5.3	109	854	24.4	4.9	112
PRECISION/CRAFT	985	**7	0.2	0.7	13	**56	1.1	5.7	89	**20	0.5	2.0	42	**49	1.4	5.0	115
OTHER EMPLOYED	11354	651	14.6	5.7	104	970	18.8	8.5	134	710	18.0	6.3	128	*371	10.6	3.3	75
SINGLE	9863	*457	10.3	4.6	84	*346	6.7	3.5	55	538	13.6	5.5	112	*273	7.8	2.8	64
MARRIED	51375	3011	67.6	5.9	107	3587	69.7	7.0	110	2491	63.1	4.8	99	2499	71.3	4.9	112
DIVORCED/SEPARATED/WIDOWED	19748	987	22.2	5.0	91	1218	23.7	6.2	97	921	23.3	4.7	96	734	20.9	3.7	86
PARENTS	32590	1872	42.0	5.7	104	2884	56.0	8.8	139	2023	51.2	6.2	127	1879	53.6	5.8	133
WHITE	70416	4008	90.0	5.7	103	4502	87.4	6.4	101	3384	85.7	4.8	99	3327	94.9	4.7	109
BLACK	8778	*333	7.5	3.8	69	506	9.8	5.8	91	483	12.2	5.5	113	**169	4.8	1.9	44
OTHER	1791	**115	2.6	6.4	117	**142	2.8	7.9	125	**83	2.1	4.6	95	**9	0.3	0.5	12
NORTHEAST-CENSUS	17786	1399	31.4	7.9	143	1106	21.5	6.2	98	1205	30.5	6.8	139	833	23.8	4.7	108
NORTH CENTRAL	20741	614	13.8	3.0	54	1493	29.0	7.2	113	1148	29.1	5.5	113	1927	55.0	9.3	215
SOUTH	27775	1658	37.2	6.0	109	1476	28.7	5.3	84	979	24.8	3.5	72	640	18.3	2.3	53
WEST	14683	784	17.6	5.3	97	1076	20.9	7.3	115	619	15.7	4.2	86	**105	3.0	0.7	17
NORTHEAST-MKTG.	17961	1531	34.4	8.5	155	965	18.7	5.4	84	1136	28.8	6.3	130	*511	14.6	2.8	66
EAST CENTRAL	11885	460	10.3	3.9	70	924	17.9	7.8	122	539	13.6	4.5	93	1679	47.9	14.1	326
WEST CENTRAL	14090	*462	10.4	3.3	60	955	18.5	6.8	107	848	21.5	6.0	123	681	19.4	4.8	112
SOUTH	24081	1339	30.1	5.6	101	1361	26.4	5.7	89	884	22.4	3.7	75	*549	15.7	2.3	53
PACIFIC	12969	664	14.9	5.1	93	946	18.4	7.3	115	*543	13.7	4.2	86	**85	2.4	0.7	15
COUNTY SIZE A	32439	1869	42.0	5.8	105	1595	31.0	4.9	77	1722	43.6	5.3	109	1107	31.6	3.4	79
COUNTY SIZE B	24915	1386	31.1	5.6	101	1642	31.9	6.6	104	1099	27.8	4.4	90	1257	35.9	5.0	117
COUNTY SIZE C	12930	909	20.4	7.0	128	1181	22.9	9.1	144	684	17.3	5.3	108	682	19.5	5.3	122
COUNTY SIZE D	10703	**291	6.5	2.7	49	733	14.2	6.8	108	*445	11.3	4.2	85	*460	13.1	4.3	99
METRO CENTRAL CITY	24518	1280	28.7	5.2	95	1405	27.3	5.7	90	1344	34.0	5.5	112	764	21.8	3.1	72
METRO SUBURBAN	35919	2179	48.9	6.1	110	2290	44.5	6.4	100	1743	44.1	4.9	99	1657	47.3	4.6	107
NON METRO	20549	996	22.4	4.8	88	1456	28.3	7.1	111	863	21.8	4.2	86	1084	30.9	5.3	122
TOP 5 ADI'S	18341	971	21.8	5.3	96	835	16.2	4.6	72	1172	29.7	6.4	131	*476	13.6	2.6	60
TOP 10 ADI'S	25378	1603	36.0	6.3	115	990	19.2	3.9	61	1418	35.9	5.6	115	732	20.9	2.9	67
TOP 20 ADI'S	36488	2095	47.0	5.7	104	1861	36.1	5.1	80	1970	49.9	5.4	111	1241	35.4	3.4	79
HSHLD INC. $50,000 OR MORE	6612	*558	12.5	8.4	153	*428	8.3	6.5	102	**240	6.1	3.6	74	*325	9.3	4.9	114
$40,000 OR MORE	12659	889	20.0	7.0	128	825	16.0	6.5	102	*526	13.3	4.2	85	*543	15.5	4.3	99
$30,000 OR MORE	24698	1651	37.1	6.7	122	1535	29.8	6.2	98	1204	30.5	4.9	100	1134	32.4	4.6	106
$25,000 OR MORE	32077	2143	48.1	6.7	121	1973	38.3	6.2	97	1562	39.5	4.9	100	1543	44.0	4.8	111
$20,000 - $24,999	9144	*439	9.9	4.8	87	661	12.8	7.2	114	*511	12.9	5.6	115	*572	16.3	6.3	145
$15,000 - $19,999	8728	*490	11.0	5.6	102	*686	13.3	7.9	124	*469	11.9	5.4	110	*331	9.4	3.8	88
$10,000 - $14,999	12562	769	17.3	6.1	111	892	17.3	7.1	112	615	15.6	4.9	100	576	16.4	4.6	106
UNDER $10,000	18475	614	13.8	3.3	60	939	18.2	5.1	80	793	20.1	4.3	88	483	13.8	2.6	60
HOUSEHOLD OF 1 PERSON	11987	545	12.2	4.5	83	291	5.7	2.4	38	402	10.2	3.4	69	264	7.5	2.2	51
2 PEOPLE	26577	1198	26.9	4.5	82	1325	25.7	5.0	78	1062	26.9	4.0	82	865	24.7	3.3	75
3 OR 4 PEOPLE	30617	2000	44.9	6.5	119	2352	45.7	7.7	121	1768	44.8	5.8	118	1666	47.5	5.4	126
5 OR MORE PEOPLE	11804	*711	16.0	6.0	109	1183	23.0	10.0	158	*718	18.2	6.1	125	711	20.3	6.0	139
NO CHILD IN HSHLD	46165	2490	55.9	5.4	98	2112	41.0	4.6	72	1775	44.9	3.8	79	1545	44.1	3.3	77
CHILD(REN) UNDER 2 YRS	5325	**211	4.7	4.0	72	*329	6.4	6.2	97	**258	6.5	4.8	99	**203	5.8	3.8	88
2 - 5 YEARS	14221	683	15.3	4.8	87	1214	23.6	8.5	134	815	20.6	5.7	118	671	19.1	4.7	109
6 - 11 YEARS	15117	927	20.8	6.1	111	1604	31.1	10.6	167	935	23.7	6.2	127	936	26.7	6.2	143
12 - 17 YEARS	16611	1104	24.8	6.6	121	1558	30.3	9.4	147	1056	26.7	6.4	130	1054	30.1	6.3	147
RESIDENCE OWNED	55884	3392	76.1	6.1	110	3732	72.5	6.7	105	2625	66.5	4.7	96	2844	81.1	5.1	118
VALUE: $50,000 OR MORE	31744	2011	45.1	6.3	115	1895	36.8	6.0	94	1448	36.7	4.6	94	1462	41.7	4.6	106
VALUE: UNDER $50,000	24140	1381	31.0	5.7	104	1837	35.7	7.6	120	1177	29.8	4.9	100	1382	39.4	5.7	132

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PRE-COOKED (READY TO EAT) PUDDINGS OR PIE FILLINGS: BRANDS
(FEMALE HOMEMAKERS)

		TOTAL U.S. '000	COMSTOCK PIE FILLINGS A '000	B % DOWN	C % ACROSS	D INDX	HUNT'S SNACK PACK CANNED DESSERTS A '000	B % DOWN	C % ACROSS	D INDX	SWISS MISS READY TO EAT PUDDING A '000	B % DOWN	C % ACROSS	D INDX	THANK-YOU A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	4455	100.0	5.5	100	5150	100.0	6.4	100	3950	100.0	4.9	100	3505	100.0	4.3	100
MAGAZINES	QUINTILE 1	15799	1126	25.3	7.1	130	1424	27.7	9.0	142	915	23.2	5.8	119	898	25.6	5.7	131
	QUINTILE 2	17259	1078	24.2	6.2	114	1157	22.5	6.7	105	857	21.7	5.0	102	943	26.9	5.5	126
	QUINTILE 3	13545	900	20.2	6.6	121	724	14.1	5.3	84	579	14.7	4.3	88	*496	14.2	3.7	85
	QUINTILE 4	15133	639	14.3	4.2	77	928	18.0	6.1	96	783	19.8	5.2	106	*537	15.3	3.5	82
	QUINTILE 5	19250	713	16.0	3.7	67	917	17.8	4.8	75	816	20.7	4.2	87	631	18.0	3.3	76
NEWSPAPERS	QUINTILE 1	12413	910	20.4	7.3	133	824	16.0	6.6	104	667	16.9	5.4	110	814	23.2	6.6	152
	QUINTILE 2	24116	1415	31.8	5.9	107	1673	32.5	6.9	109	1423	36.0	5.9	121	1321	37.7	5.5	127
	QUINTILE 3	11261	555	12.5	4.9	90	724	14.1	6.4	101	623	15.8	5.5	113	*456	13.0	4.0	94
	QUINTILE 4	20255	1008	22.6	5.0	90	1231	23.9	6.1	96	875	22.2	4.3	89	675	19.3	3.3	77
	QUINTILE 5	12940	*568	12.7	4.4	80	698	13.6	5.4	85	*363	9.2	2.8	58	**239	6.8	1.8	43
OUTDOOR	QUINTILE 1	14852	859	19.3	5.8	105	1000	19.4	6.7	106	734	18.6	4.9	101	676	19.3	4.6	105
	QUINTILE 2	15725	857	19.2	5.4	99	979	19.0	6.2	98	748	18.9	4.8	98	745	21.3	4.7	109
	QUINTILE 3	16330	861	19.3	5.3	96	1166	22.6	7.1	112	914	23.1	5.6	115	695	19.8	4.3	98
	QUINTILE 4	16744	1028	23.1	6.1	112	1044	20.3	6.2	98	761	19.3	4.5	93	700	20.0	4.2	97
	QUINTILE 5	17334	850	19.1	4.9	89	962	18.7	5.5	87	793	20.1	4.6	94	689	19.7	4.0	92
RADIO-DRIVE TIME	QUINTILE 1	15911	1061	23.8	6.7	121	1242	24.1	7.8	123	960	24.3	6.0	124	761	21.7	4.8	111
	QUINTILE 2	14837	935	21.0	6.3	115	944	18.3	6.4	100	610	15.4	4.1	84	614	17.5	4.1	96
	QUINTILE 3	15339	728	16.3	4.7	86	927	18.0	6.0	95	851	21.5	5.5	114	712	20.3	4.6	107
	QUINTILE 4	16723	777	17.4	4.6	84	1055	20.5	6.3	99	812	20.6	4.9	100	737	21.0	4.4	102
	QUINTILE 5	18176	954	21.4	5.2	95	983	19.1	5.4	85	718	18.2	4.0	81	682	19.5	3.8	87
RADIO-MID-DAY	TERCILE 1	21020	1192	26.8	5.7	103	1571	30.5	7.5	118	1257	31.8	6.0	123	1021	29.1	4.9	112
	TERCILE 2	21610	1246	28.0	5.8	105	1525	29.6	7.1	111	1096	27.7	5.1	104	1152	32.9	5.3	123
	TERCILE 3	38355	2017	45.3	5.3	96	2054	39.9	5.4	84	1598	40.5	4.2	85	1332	38.0	3.5	80
RADIO-TOTAL	QUINTILE 1	15988	981	22.0	6.1	112	1286	25.0	8.0	126	1017	25.7	6.4	130	706	20.1	4.4	102
	QUINTILE 2	15626	976	21.9	6.2	114	1007	19.6	6.4	101	677	17.1	4.3	89	879	25.1	5.6	130
	QUINTILE 3	16723	914	20.5	5.5	99	1050	20.4	6.3	99	832	21.1	5.0	102	710	20.3	4.2	98
	QUINTILE 4	16342	719	16.1	4.4	80	1043	20.3	6.4	100	879	22.3	5.4	110	545	15.5	3.3	77
	QUINTILE 5	16306	866	19.4	5.3	97	763	14.8	4.7	74	546	13.8	3.3	69	665	19.0	4.1	94
TV-PRIME TIME	QUINTILE 1	15953	1186	26.6	7.4	135	1189	23.1	7.5	117	779	19.7	4.9	100	746	21.3	4.7	108
	QUINTILE 2	16137	841	18.9	5.2	95	1107	21.5	6.9	108	1010	25.6	6.3	128	561	16.0	3.5	80
	QUINTILE 3	16420	879	19.7	5.4	97	1236	24.0	7.5	118	789	20.0	4.8	99	754	21.5	4.6	106
	QUINTILE 4	16687	802	18.0	4.8	87	812	15.8	4.9	77	672	17.0	4.0	83	890	25.4	5.3	123
	QUINTILE 5	15789	747	16.8	4.7	86	806	15.7	5.1	80	700	17.7	4.4	91	554	15.8	3.5	81
TV-DAYTIME	TERCILE 1	27736	1564	35.1	5.6	103	2001	38.9	7.2	113	1505	38.1	5.4	111	1202	34.3	4.3	100
	TERCILE 2	26489	1487	33.4	5.6	102	1688	32.8	6.4	100	1225	31.0	4.6	95	1294	36.9	4.9	113
	TERCILE 3	26761	1403	31.5	5.2	95	1461	28.4	5.5	86	1220	30.9	4.6	93	1009	28.8	3.8	87
TV-TOTAL	QUINTILE 1	16345	991	22.2	6.1	110	1218	23.7	7.5	117	884	22.4	5.4	111	742	21.2	4.5	105
	QUINTILE 2	16447	883	19.8	5.4	98	1286	25.0	7.8	123	1022	25.9	6.2	127	796	22.7	4.8	112
	QUINTILE 3	15980	1021	22.9	6.4	116	1039	20.2	6.5	102	843	21.3	5.3	108	668	19.1	4.2	97
	QUINTILE 4	15887	742	16.7	4.7	85	824	16.0	5.2	82	623	15.8	3.9	80	752	21.5	4.7	109
	QUINTILE 5	16326	818	18.4	5.0	91	784	15.2	4.8	76	578	14.6	3.5	73	547	15.6	3.4	77
MAGAZINES-NEWSPAPERS: DUAL		20721	1362	30.6	6.6	119	1786	34.7	8.6	136	1291	32.7	6.2	128	1415	40.4	6.8	158
MAGAZINE IMPERATIVE		19186	1246	28.0	6.5	118	1248	24.2	6.5	102	788	19.9	4.1	84	610	17.4	3.2	73
NEWSPAPER IMPERATIVE		21899	1234	27.7	5.6	102	1119	21.7	5.1	80	1197	30.3	5.5	112	995	28.4	4.5	105
MAGAZINES-OUTDOOR: DUAL		15451	975	21.9	6.3	115	1045	20.3	6.8	106	775	19.6	5.0	103	863	24.6	5.6	129
MAGAZINE IMPERATIVE		25953	1833	41.1	7.1	128	1921	37.3	7.4	116	1334	33.8	5.1	105	1267	36.1	4.9	113
OUTDOOR IMPERATIVE		24400	1084	24.3	4.4	81	1468	28.5	6.0	95	1203	30.5	4.9	101	858	24.5	3.5	81
MAGAZINES-RADIO: DUAL		18049	1346	30.2	7.5	136	1468	28.5	8.1	128	954	24.2	5.3	108	1002	28.6	5.6	128
MAGAZINE IMPERATIVE		23571	1387	31.1	5.9	107	1507	29.3	6.4	101	1127	28.5	4.8	98	1072	30.6	4.5	105
RADIO IMPERATIVE		23278	1116	25.1	4.8	87	1315	25.5	5.6	89	1166	29.5	5.0	103	968	27.6	4.2	96
MAGAZINES-TELEVISION: DUAL		15459	1057	23.7	6.8	124	1428	27.7	9.2	145	953	24.1	6.2	126	883	25.2	5.7	132
MAGAZINE IMPERATIVE		25829	1600	35.9	6.2	113	1539	29.9	6.0	94	1093	27.7	4.2	87	1274	36.3	4.9	114
TELEVISION IMPERATIVE		26039	1267	28.4	4.9	88	1596	31.0	6.1	96	1365	34.6	5.2	107	947	27.0	3.6	84
NEWSPAPERS-OUTDOOR: DUAL		16605	971	21.8	5.8	106	1173	22.8	7.1	111	980	24.8	5.9	121	937	26.7	5.6	130
NEWSPAPER IMPERATIVE		26834	1658	37.2	6.2	112	1745	33.9	6.5	102	1481	37.5	5.5	113	1451	41.4	5.4	125
OUTDOOR IMPERATIVE		23346	1182	26.5	5.1	92	1444	28.0	6.2	97	971	24.6	4.2	85	742	21.2	3.2	73
NEWSPAPERS-RADIO: DUAL		17133	1100	24.7	6.4	117	1174	22.8	6.9	108	1103	27.9	6.4	132	979	27.9	5.7	132
NEWSPAPER IMPERATIVE		25892	1554	34.9	6.0	109	1687	32.8	6.5	102	1329	33.6	5.1	105	1308	37.3	5.1	117
RADIO IMPERATIVE		23167	1318	29.6	5.7	103	1515	29.4	6.5	103	962	24.4	4.2	85	858	24.5	3.7	86
NEWSPAPERS-TELEVISION: DUAL		17159	1114	25.0	6.5	118	1380	26.8	8.0	126	1106	28.0	6.4	132	1199	34.2	7.0	161
NEWSPAPER IMPERATIVE		26214	1548	34.7	5.9	107	1533	29.8	5.8	92	1294	32.8	4.9	101	1202	34.3	4.6	106
TELEVISION IMPERATIVE		23412	1238	27.8	5.3	96	1600	31.1	6.8	107	1160	29.4	5.0	102	639	18.2	2.7	63
OUTDOOR-RADIO: DUAL		15303	1014	22.8	6.6	120	1253	24.3	8.2	129	935	23.7	6.1	125	832	23.7	5.4	126
OUTDOOR IMPERATIVE		24901	1210	27.2	4.9	88	1396	27.1	5.6	88	1109	28.1	4.5	91	961	27.4	3.9	89
RADIO IMPERATIVE		26492	1475	33.1	5.6	101	1827	35.5	6.9	108	1330	33.7	5.0	103	1226	35.0	4.6	107
OUTDOOR-TELEVISION: DUAL		14794	930	20.9	6.3	114	1191	23.1	8.1	127	824	20.9	5.6	114	555	15.8	3.8	87
OUTDOOR IMPERATIVE		25437	1287	28.9	5.1	92	1344	26.1	5.3	83	1164	29.5	4.6	94	1259	35.9	4.9	114
TELEVISION IMPERATIVE		27877	1556	34.9	5.6	101	2062	40.0	7.4	116	1603	40.6	5.8	118	1307	37.3	4.7	108
RADIO-TELEVISION: DUAL		15996	977	21.9	6.1	111	1275	24.8	8.0	125	1126	28.5	7.0	144	844	24.1	5.3	122
RADIO IMPERATIVE		25478	1498	33.6	5.9	107	1528	29.7	6.0	94	1042	26.4	4.1	84	1108	31.6	4.3	100
TELEVISION IMPERATIVE		26573	1464	32.9	5.5	100	1822	35.4	6.9	108	1349	34.2	5.1	104	1085	31.0	4.1	94

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PRE-COOKED (READY TO EAT) PUDDINGS OR PIE FILLINGS: BRANDS
(FEMALE HOMEMAKERS)

0586
P-19

	TOTAL U.S.	COMSTOCK PIE FILLINGS A	B	C	D	HUNT'S SNACK PACK CANNED DESSERTS A	B	C	D	SWISS MISS READY TO EAT PUDDING A	B	C	D	THANK-YOU A	B	C	D
			% ACROSS				% ACROSS				% ACROSS				% ACROSS		
	'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL FEMALE HOMEMAKERS	80986	4455	100.0	5.5	100	5150	100.0	6.4	100	3950	100.0	4.9	100	3505	100.0	4.3	100
ATLANTIC MONTHLY	415	**19	0.4	4.6	83	**18	0.3	4.3	68	**29	0.7	7.0	143	**51	1.5	12.3	284
BARRON'S	453	**23	0.5	5.1	92	**49	1.0	10.8	170	**51	1.3	11.3	231	**15	0.4	3.3	77
BETTER HOMES & GARDENS	16256	1111	24.9	6.8	124	1388	27.0	8.5	134	1000	25.3	6.2	126	1019	29.1	6.3	145
BON APPETIT	2535	*167	3.7	6.6	120	**161	3.1	6.4	100	*174	4.4	6.9	141	**98	2.8	3.9	89
BUSINESS WEEK	1278	**87	2.0	6.8	124	**48	0.9	3.8	59	**102	2.6	8.0	164	**30	0.9	2.3	54
CAR AND DRIVER	378	**45	1.0	11.9	216	**9	0.2	2.4	37	**17	0.4	4.5	92	**12	0.3	3.2	73
CBS MAGAZINE NETWORK (GROSS)	1498	**165	3.7	11.0	200	**114	2.2	7.6	120	**123	3.1	8.2	168	**68	1.9	4.5	105
CHANGING TIMES	1505	**111	2.5	7.4	134	**89	1.7	5.9	93	**60	1.5	4.0	82	**70	2.0	4.7	107
COLONIAL HOMES	1231	**179	4.0	14.5	264	**92	1.8	7.5	118	**69	1.7	5.6	115	**80	2.3	6.5	150
CONDE NAST MAG. PKG. (GROSS)	14146	825	18.5	5.8	106	999	19.4	7.1	111	758	19.2	5.4	110	595	17.0	4.2	97
CONSUMERS DIGEST	1323	**63	1.4	4.8	87	**149	2.9	11.3	177	**80	2.0	6.0	124	**91	2.6	6.9	159
COSMOPOLITAN	7102	384	8.6	5.4	98	593	11.5	8.3	131	392	9.9	5.5	113	282	8.0	4.0	92
COUNTRY LIVING	2481	*217	4.9	8.7	159	*150	2.9	6.0	95	*173	4.4	7.0	143	*178	5.1	7.2	166
CUISINE	1472	**85	1.9	5.8	105	**147	2.9	10.0	157	**89	2.3	6.0	124	**60	1.7	4.1	94
CYCLE WORLD	425	**110	2.5	25.9	471	**47	0.9	11.1	174	**34	0.9	8.0	164	**11	0.3	2.6	60
DCI:CREATIVE IDEAS FOR LIV	2510	*248	5.6	9.9	180	*230	4.5	9.2	144	**100	2.5	4.0	82	**176	5.0	7.0	162
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	642	14.4	9.6	174	442	8.6	6.6	104	274	6.9	4.1	84	381	10.9	5.7	132
DISCOVER	894	**28	0.6	3.1	57	**43	0.8	4.8	76	**58	1.5	6.5	133	**51	1.5	5.7	132
EBONY	3507	*148	3.3	4.2	77	283	5.5	8.1	127	254	6.4	7.2	148	*149	4.3	4.2	98
ESQUIRE	1083	**59	1.3	5.4	99	**96	1.9	8.9	139	**71	1.8	6.6	134	**15	0.4	1.4	32
ESSENCE	1830	**83	1.9	4.5	82	*198	3.8	10.8	170	*163	4.1	8.9	183	**107	3.1	5.8	135
FAMILY CIRCLE	15930	1190	26.7	7.5	136	1015	19.7	6.4	100	767	19.4	4.8	99	1026	29.3	6.4	149
THE FAMILY HANDYMAN	1126	**103	2.3	9.1	166	*140	2.7	12.4	196	**66	1.7	5.9	120	**79	2.3	7.0	162
FAMILY WEEKLY	11468	756	17.0	6.6	120	846	16.4	7.4	116	579	14.7	5.0	104	625	17.8	5.4	126
FIELD & STREAM	2234	**201	4.5	9.0	164	*194	3.8	8.7	137	**104	2.6	4.7	95	*143	4.1	6.4	148
FOOD & WINE	579	**47	1.1	8.1	148	**28	0.5	4.8	76	**35	0.9	6.0	124	**42	1.2	7.3	168
FORBES	728	**34	0.8	4.7	85	**68	1.3	9.3	147	**85	2.2	11.7	239	**6	0.2	0.8	19
FORTUNE	906	**32	0.7	3.5	64	**75	1.5	8.3	130	**68	1.7	7.5	154	**9	0.3	1.0	23
GENTLEMEN'S QUARTERLY	791	**37	0.8	4.7	85	**39	0.8	4.9	78	**128	3.2	16.2	332	**37	1.1	4.7	108
GLAMOUR	5265	295	6.6	5.6	102	434	8.4	8.2	130	304	7.7	5.8	118	*248	7.1	4.7	109
GOLF DIGEST	636	**65	1.5	10.2	186	**67	1.3	10.5	166	**8	0.2	1.3	26	**51	1.5	8.0	185
GOLF DIGEST/TENNIS (GROSS)	1186	**109	2.4	9.2	167	**93	1.8	7.8	123	**31	0.8	2.6	54	**93	2.7	7.8	181
GOLF MAGAZINE	441	**61	1.4	13.8	251	**7	0.1	1.6	25	**2	0.1	0.5	9	**15	0.4	3.4	79
GOLF MAGAZINE/SKI (GROSS)	922	**101	2.3	11.0	199	**25	0.5	2.7	43	**19	0.5	2.1	42	**38	1.1	4.1	95
GOOD HOUSEKEEPING	16487	1109	24.9	6.7	122	1184	23.0	7.2	113	831	21.0	5.0	103	1072	30.6	6.5	150
HARPER'S BAZAAR	2423	*158	3.5	6.5	119	*196	3.8	8.1	127	*190	4.8	7.8	161	**89	2.5	3.7	85
HEALTH	1994	**43	1.0	2.2	39	*189	3.7	9.5	149	*162	4.1	8.1	167	*127	3.6	6.4	147
HEARST MAG CORP. BUY (GROSS)	44101	2831	63.5	6.4	117	3330	64.7	7.6	119	2402	60.8	5.4	112	2545	72.6	5.8	133
HEARST MAN POWER (GROSS)	1993	**95	2.1	4.8	87	*193	3.7	9.7	152	*137	3.5	6.9	141	*243	6.9	12.2	282
HEARST WOMAN POWER (GROSS)	31274	1883	42.3	6.0	109	2424	47.1	7.8	122	1597	40.4	5.1	105	1802	51.4	5.8	133
HOUSE BEAUTIFUL	3623	231	5.2	6.4	116	*214	4.2	5.9	93	*171	4.3	4.7	97	*111	3.2	3.1	71
INC.	283	**14	0.3	4.9	90	**41	0.8	14.5	228	**43	1.1	15.2	312	**10	0.3	3.5	82
JET	2928	*143	3.2	4.9	89	280	5.4	9.6	150	277	7.0	9.5	194	**87	2.5	3.0	69
LADIES' HOME JOURNAL	11918	700	15.7	5.9	107	995	19.3	8.3	131	645	16.3	5.4	111	731	20.9	6.1	142
LHJ FAMILY GRP COMBO(GROSS)	16764	933	20.9	5.6	101	1418	27.5	8.5	133	965	24.4	5.8	118	994	28.4	5.9	137
LIFE	4254	*225	5.1	5.3	96	407	7.9	9.6	150	263	6.7	6.2	127	*170	4.9	4.0	92
L.A. TIMES HOME MAGAZINE	1145	**58	1.3	5.1	92	**145	2.8	12.7	199	**94	2.4	8.2	168	**0	0.0	0.0	0
MADEMOISELLE	2884	*166	3.7	5.8	105	*230	4.5	8.0	125	*194	4.9	6.7	138	**132	3.8	4.6	106
MC CALL'S	13460	1011	22.7	7.5	137	1083	21.0	8.0	127	741	18.8	5.5	113	778	22.2	5.8	134
MC CALL'S/WRK MOTHER (GROSS)	14606	1120	25.1	7.7	139	1215	23.6	8.3	131	834	21.1	5.7	117	864	24.7	5.9	137
MECHANIX ILLUSTRATED	772	**58	1.3	7.5	137	**82	1.6	10.6	167	**35	0.9	4.5	93	**88	2.5	11.4	263
METROPOLITAN HOME	967	**71	1.6	7.3	133	**28	0.5	2.9	46	**40	1.0	4.1	85	**58	1.7	6.0	139
MONEY	1588	**101	2.3	6.4	116	**93	1.8	5.9	92	**145	3.7	9.1	187	**61	1.7	3.8	89
MOTHER EARTH NEWS	1002	**56	1.3	5.6	102	**81	1.6	8.1	127	**49	1.2	4.9	100	**54	1.5	5.4	125
MS.	825	**38	0.9	4.6	84	**97	1.9	11.8	185	**69	1.7	8.4	171	**36	1.0	4.4	101
NATIONAL ENQUIRER	10336	576	12.9	5.6	101	1186	23.0	11.5	180	583	14.8	5.6	116	617	17.6	6.0	138
NATIONAL GEOGRAPHIC	9597	583	13.1	6.1	110	574	11.1	6.0	94	544	13.8	5.7	116	463	13.2	4.8	111
NATIONAL SUNDAY MAGAZINE PKG	49558	2941	66.0	5.9	108	3378	65.6	6.8	107	2721	68.9	5.5	113	2595	74.0	5.2	121
NATURAL HISTORY	573	**92	2.1	16.1	292	**16	0.3	2.8	44	**22	0.6	3.8	79	**37	1.1	6.5	149
NEW WOMAN	1699	**104	2.3	6.1	111	*106	2.1	6.2	98	**92	2.3	5.4	111	**78	2.2	4.6	106
NEW YORK INCLUDING CUE	443	**29	0.7	6.5	119	**28	0.5	6.3	99	**40	1.0	9.0	185	**16	0.5	3.6	83
THE NEW YORKER	1270	*145	3.3	11.4	208	**44	0.9	3.5	54	**65	1.6	5.1	105	**76	2.2	6.0	138
NEWSWEEK	6277	331	7.4	5.3	96	379	7.4	6.0	95	368	9.3	5.9	120	273	7.8	4.3	100
THE N.Y. TIMES DAILY EDITION	1205	**107	2.4	8.9	161	**22	0.4	1.8	29	**31	0.8	2.6	53	**38	1.1	3.2	73
THE N.Y. TIMES MAGAZINE	2081	*174	3.9	8.4	152	**51	1.0	2.5	39	**56	1.4	2.7	55	**62	1.8	3.0	69
OMNI	788	**32	0.7	4.1	74	**53	1.0	6.7	106	**73	1.8	9.3	190	**60	1.7	7.6	176
ON CABLE	1158	**30	0.7	2.6	47	**119	2.3	10.3	162	**104	2.6	9.0	184	**45	1.3	3.9	90
1001 HOME IDEAS	2852	*190	4.3	6.7	121	*234	4.5	8.2	129	*157	4.0	5.5	113	*136	3.9	4.8	110
ORGANIC GARDENING	1658	**92	2.1	5.5	101	**99	1.9	6.0	94	**36	0.9	2.2	45	**60	1.7	3.6	84
OUTDOOR LIFE	896	**74	1.7	8.3	150	**71	1.4	7.9	125	**54	1.4	6.0	124	**57	1.6	6.4	147
PARADE MAGAZINE	24275	1377	30.9	5.7	103	1770	34.4	7.3	115	1467	37.1	6.0	124	1299	37.1	5.4	124

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PRE-COOKED (READY TO EAT) PUDDINGS OR PIE FILLINGS: BRANDS
(FEMALE HOMEMAKERS)

0587
P-19

	TOTAL U.S.	COMSTOCK PIE FILLINGS A	B	C	D	HUNT'S SNACK PACK CANNED DESSERTS A	B	C	D	SWISS MISS READY TO EAT PUDDING A	B	C	D	THANK-YOU A	B	C	D
		ACROSS				ACROSS				ACROSS				ACROSS			
	'000	'000	% DOWN	%	INDX	'000	% DOWN	%	INDX	'000	% DOWN	%	INDX	'000	% DOWN	%	INDX
TOTAL FEMALE HOMEMAKERS	80986	4455	100.0	5.5	100	5150	100.0	6.4	100	3950	100.0	4.9	100	3505	100.0	4.3	100
PARENTS	3845	*231	5.2	6.0	109	355	6.9	9.2	145	275	7.0	7.2	147	269	7.7	7.0	162
PENTHOUSE	831	**40	0.9	4.8	88	**120	2.3	14.4	227	**89	2.3	10.7	220	**102	2.9	12.3	284
PEOPLE	11645	725	16.3	6.2	113	1044	20.3	9.0	141	631	16.0	5.4	111	517	14.8	4.4	103
PLAYBOY	2006	**61	1.4	3.0	55	*218	4.2	10.9	171	*114	2.9	5.7	117	*166	4.7	8.3	191
POPULAR HOT RODDING	297	**42	0.9	14.1	257	**32	0.6	10.8	169	**33	0.8	11.1	228	**30	0.9	10.1	233
POPULAR MECHANICS	1018	**47	1.1	4.6	84	**101	2.0	9.9	156	**45	1.1	4.4	91	**136	3.9	13.4	309
POPULAR SCIENCE	878	**74	1.7	8.4	153	**48	0.9	5.5	86	**44	1.1	5.0	103	**55	1.6	6.3	145
PREVENTION	3913	307	6.9	7.8	143	*295	5.7	7.5	119	*260	6.6	6.6	136	290	8.3	7.4	171
PSYCHOLOGY TODAY	1710	**106	2.4	6.2	113	**72	1.4	4.2	66	*119	3.0	7.0	143	**45	1.3	2.6	61
READER'S DIGEST	22204	1509	33.9	6.8	124	1698	33.0	7.6	120	1273	32.2	5.7	118	1175	33.5	5.3	122
REDBOOK	7684	390	8.8	5.1	92	646	12.5	8.4	132	374	9.5	4.9	100	449	12.8	5.8	135
ROAD & TRACK	410	**49	1.1	12.0	217	**31	0.6	7.6	119	**46	1.2	11.2	230	**19	0.5	4.6	107
ROLLING STONE	969	**25	0.6	2.6	47	**78	1.5	8.0	127	**80	2.0	8.3	169	**43	1.2	4.4	103
RUNNER'S WORLD	298	**13	0.3	4.4	79	**33	0.6	11.1	174	**46	1.2	15.4	316	**4	0.1	1.3	31
SATURDAY EVENING POST	1169	**97	2.2	8.3	151	**59	1.1	5.0	79	**69	1.7	5.9	121	**46	1.3	3.9	91
SCIENCE 84	587	**43	1.0	7.3	133	**65	1.3	11.1	174	**17	0.4	2.9	59	**61	1.7	10.4	240
SCIENCE DIGEST	482	**35	0.8	7.3	132	**34	0.7	7.1	111	**54	1.4	11.2	230	**63	1.8	13.1	302
SCIENTIFIC AMERICAN	594	**9	0.2	1.5	28	**5	0.1	0.8	13	**23	0.6	3.9	79	**19	0.5	3.2	74
SELF	2089	*149	3.3	7.1	130	*156	3.0	7.5	117	**84	2.1	4.0	82	**87	2.5	4.2	96
SEVENTEEN	2411	**92	2.1	3.8	69	*143	2.8	5.9	93	*128	3.2	5.3	109	**114	3.3	4.7	109
SKI	480	**40	0.9	8.3	151	**18	0.3	3.8	59	**17	0.4	3.5	73	**23	0.7	4.8	111
SMITHSONIAN	2760	*230	5.2	8.3	151	*142	2.8	5.1	81	**111	2.8	4.0	82	**80	2.3	2.9	67
SOAP OPERA DIGEST	3013	**125	2.8	4.1	75	446	8.7	14.8	233	270	6.8	9.0	184	*243	6.9	8.1	186
SOUTHERN LIVING	4184	394	8.8	9.4	171	*212	4.1	5.1	80	*174	4.4	4.2	85	*206	5.9	4.9	114
SPORT	559	**45	1.0	8.1	146	**38	0.7	6.8	107	**46	1.2	8.2	169	**59	1.7	10.6	244
THE SPORTING NEWS	436	**54	1.2	12.4	225	**59	1.1	13.5	213	**19	0.5	4.4	89	**27	0.8	6.2	143
SPORTS AFIELD	493	**14	0.3	2.8	52	**58	1.1	11.8	185	**38	1.0	7.7	158	**45	1.3	9.1	211
SPORTS ILLUSTRATED	2758	*208	4.7	7.5	137	*234	4.5	8.5	133	*192	4.9	7.0	143	**124	3.5	4.5	104
STAR	7456	406	9.1	5.4	99	686	13.3	9.2	145	469	11.9	6.3	129	484	13.8	6.5	150
SUNDAY	24936	1511	33.9	6.1	110	1554	30.2	6.2	98	1364	34.5	5.5	112	1403	40.0	5.6	130
SUNSET	2124	**101	2.3	4.8	86	**132	2.6	6.2	98	**106	2.7	5.0	102	**51	1.5	2.4	55
TV GUIDE	21661	1401	31.4	6.5	118	1932	37.5	8.9	140	1297	32.8	6.0	123	899	25.6	4.2	96
TENNIS	550	**44	1.0	8.0	145	**25	0.5	4.5	71	**23	0.6	4.2	86	**41	1.2	7.5	172
TIME	8880	466	10.5	5.2	95	552	10.7	6.2	98	496	12.6	5.6	115	297	8.5	3.3	77
TOWN & COUNTRY	917	**58	1.3	6.3	115	**37	0.7	4.0	63	**52	1.3	5.7	116	**23	0.7	2.5	58
TRAVEL & LEISURE	972	**75	1.7	7.7	140	**62	1.2	6.4	100	**35	0.9	3.6	74	**55	1.6	5.7	131
TRUE STORY	3356	*316	7.1	9.4	171	418	8.1	12.5	196	*204	5.2	6.1	125	*215	6.1	6.4	148
U.S.NEWS & WORLD REPORT	3410	*214	4.8	6.3	114	*220	4.3	6.5	101	*110	2.8	3.2	66	*167	4.8	4.9	113
USA TODAY	1759	**153	3.4	8.7	158	**111	2.2	6.3	99	**127	3.2	7.2	148	**102	2.9	5.8	134
US	1873	**127	2.9	6.8	123	*225	4.4	12.0	189	**99	2.5	5.3	108	*173	4.9	9.2	213
VOGUE	3909	215	4.8	5.5	100	*179	3.5	4.6	72	*177	4.5	4.5	93	*129	3.7	3.3	76
WALL STREET JOURNAL	1886	*137	3.1	7.3	132	**73	1.4	3.9	61	**74	1.9	3.9	80	**89	2.5	4.7	109
WEIGHT WATCHERS	2120	**151	3.4	7.1	129	*225	4.4	10.6	167	*125	3.2	5.9	121	*201	5.7	9.5	219
WOMAN'S DAY	14172	1075	24.1	7.6	138	983	19.1	6.9	109	695	17.6	4.9	101	1045	29.8	7.4	170
WORKING MOTHER	1146	**109	2.4	9.5	173	*132	2.6	11.5	181	**93	2.4	8.1	166	**86	2.5	7.5	173
WORKING WOMAN	1322	**73	1.6	5.5	100	**109	2.1	8.2	130	**106	2.7	8.0	164	**67	1.9	5.1	117
WORLD TENNIS	*163	**7	0.2	4.3	78	**15	0.3	9.2	145	**11	0.3	6.7	138	**8	0.2	4.9	113
ZIFF-DAVIS MAG NETWK (GROSS)	2532	*145	3.3	5.7	104	*168	3.3	6.6	104	*134	3.4	5.3	109	*139	4.0	5.5	127
BLAIR INSERTS	43657	2585	58.0	5.9	108	2910	56.5	6.7	105	2455	62.2	5.6	115	2311	65.9	5.3	122
DAILY NEWSPAPERS																	
READ ANY	51633	3049	68.4	5.9	107	3470	67.4	6.7	106	2829	71.6	5.5	112	2692	76.8	5.2	120
READ ONE	43463	2406	54.0	5.5	101	3054	59.3	7.0	110	2461	62.3	5.7	116	2207	63.0	5.1	117
READ TWO OR MORE	8170	643	14.4	7.9	143	416	8.1	5.1	80	369	9.3	4.5	93	485	13.8	5.9	137
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	3073	69.0	5.8	106	3519	68.3	6.7	105	2921	73.9	5.5	114	2750	78.5	5.2	121
READ ONE	46126	2659	59.7	5.8	105	2965	57.6	6.4	101	2515	63.7	5.5	112	2246	64.1	4.9	113
READ TWO OR MORE	6552	414	9.3	6.3	115	553	10.7	8.4	133	405	10.3	6.2	127	504	14.4	7.7	178
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.52				28.54				28.82				27.07			
30 DAY REACH	71455	4101	92.1	5.7	104	4491	87.2	6.3	99	3519	89.1	4.9	101	3204	91.4	4.5	104
50 SHWG - 30 DAY AV FREQ	14.56	14.60				14.83				15.55				14.58			
30 DAY REACH	67742	3868	86.8	5.7	104	4315	83.8	6.4	100	3261	82.6	4.8	99	2981	85.0	4.4	102
25 SHWG - 30 DAY AV FREQ	7.94	8.05				7.68				8.12				7.78			
30 DAY REACH	62117	3498	78.5	5.6	102	4128	80.2	6.6	105	3124	79.1	5.0	103	2797	79.8	4.5	104
CABLE TV: HOME WIRED	32077	1902	42.7	5.9	108	2389	46.4	7.4	117	1655	41.9	5.2	106	1566	44.7	4.9	113
HOME NOT WIRED	48909	2553	57.3	5.2	95	2762	53.6	5.6	89	2295	58.1	4.7	96	1939	55.3	4.0	92
HAVE PAY CABLE	15935	1010	22.7	6.3	115	1421	27.6	8.9	140	890	22.5	5.6	115	839	23.9	5.3	122

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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PRE-COOKED (READY TO EAT) PUDDINGS OR PIE FILLINGS: BRANDS
(FEMALE HOMEMAKERS)

0588
P-19

		TOTAL U.S. '000	COMSTOCK PIE FILLINGS A '000	B % DOWN	C % ACROSS	D INDX	HUNT'S SNACK PACK CANNED DESSERTS A '000	B % DOWN	C % ACROSS	D INDX	SWISS MISS READY TO EAT PUDDING A '000	B % DOWN	C % ACROSS	D INDX	THANK-YOU A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	4455	100.0	5.5	100	5150	100.0	6.4	100	3950	100.0	4.9	100	3505	100.0	4.3	100
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM		43921	2512	56.4	5.7	104	2886	56.0	6.6	103	2162	54.7	4.9	101	2053	58.6	4.7	108
10:00 AM - 3:00 PM		30659	1782	40.0	5.8	106	2155	41.8	7.0	111	1728	43.7	5.6	116	1620	46.2	5.3	122
3:00 PM - 7:00 PM		31045	1840	41.3	5.9	108	2231	43.3	7.2	113	1723	43.6	5.6	114	1420	40.5	4.6	106
7:00 PM - MIDNIGHT		15767	855	19.2	5.4	99	1069	20.8	6.8	107	718	18.2	4.6	93	615	17.5	3.9	90
MIDNIGHT - 6:00 AM		9120	525	11.8	5.8	105	586	11.4	6.4	101	496	12.6	5.4	112	462	13.2	5.1	117
6:00 AM - MIDNIGHT		58527	3238	72.7	5.5	101	4040	78.4	6.9	109	3055	77.3	5.2	107	2694	76.9	4.6	106
ENTIRE DAY		59311	3243	72.8	5.5	99	4073	79.1	6.9	108	3117	78.9	5.3	108	2710	77.3	4.6	106
AVG DAILY M-F CUME: 6AM-MDNT																		
FORMATS: ADULT CONTEMPORARY		16172	945	21.2	5.8	106	1215	23.6	7.5	118	828	21.0	5.1	105	850	24.3	5.3	121
ALL NEWS		2256	*200	4.5	8.9	161	**171	3.3	7.6	119	**131	3.3	5.8	119	**44	1.3	2.0	45
AOR/PROGRESSIVE		3874	*198	4.4	5.1	93	*241	4.7	6.2	98	*248	6.3	6.4	131	**96	2.7	2.5	57
BEAUTIFUL MUSIC		5660	411	9.2	7.3	132	297	5.8	5.2	83	256	6.5	4.5	93	263	7.5	4.6	107
BLACK		2204	**92	2.1	4.2	76	*152	3.0	6.9	108	*122	3.1	5.5	113	**70	2.0	3.2	73
CLASSICAL		1418	**92	2.1	6.5	118	**56	1.1	3.9	62	**47	1.2	3.3	68	**86	2.5	6.1	140
CHR/ROCK		9538	550	12.3	5.8	105	740	14.4	7.8	122	705	17.8	7.4	152	375	10.7	3.9	91
COUNTRY		12648	760	17.1	6.0	109	1029	20.0	8.1	128	613	15.5	4.8	99	672	19.2	5.3	123
GOLDEN OLDIES		1191	**59	1.3	5.0	90	**75	1.5	6.3	99	**49	1.2	4.1	84	**22	0.6	1.8	43
MOR/NOSTALGIA		4757	*241	5.4	5.1	92	*267	5.2	5.6	88	*236	6.0	5.0	102	*250	7.1	5.3	121
NEWS/TALK		3863	195	4.4	5.0	92	*185	3.6	4.8	75	*225	5.7	5.8	119	*150	4.3	3.9	90
RELIGIOUS		3084	**193	4.3	6.3	114	*238	4.6	7.7	121	*186	4.7	6.0	124	**164	4.7	5.3	123
SOFT ROCK		521	**7	0.2	1.3	24	**21	0.4	4.0	63	**19	0.5	3.6	75	**14	0.4	2.7	62
URBAN CONTEMPORARY		1585	**87	2.0	5.5	100	**111	2.2	7.0	110	*162	4.1	10.2	210	**66	1.9	4.2	96
WIRED NETWORKS:																		
ABC CONTEMPORARY		3261	*183	4.1	5.6	102	*235	4.6	7.2	113	*179	4.5	5.5	113	*187	5.3	5.7	132
ABC DIRECTION		2316	*240	5.4	10.4	188	*157	3.0	6.8	107	*164	4.2	7.1	145	**96	2.7	4.1	96
ABC ENTERTAINMENT		4834	275	6.2	5.7	103	*321	6.2	6.6	104	*243	6.2	5.0	103	*217	6.2	4.5	104
ABC FM		2202	**127	2.9	5.8	105	**89	1.7	4.0	64	*137	3.5	6.2	128	**95	2.7	4.3	100
ABC INFORMATION		5425	303	6.8	5.6	102	402	7.8	7.4	117	298	7.5	5.5	113	*275	7.8	5.1	117
ABC ROCK		1677	**72	1.6	4.3	78	**93	1.8	5.5	87	**137	3.5	8.2	167	**84	2.4	5.0	116
CBS		4430	291	6.5	6.6	119	309	6.0	7.0	110	*207	5.2	4.7	96	*190	5.4	4.3	99
MUTUAL		4992	394	8.8	7.9	143	528	10.3	10.6	166	351	8.9	7.0	144	282	8.0	5.6	131
NBC		4679	*229	5.1	4.9	89	*287	5.6	6.1	96	*256	6.5	5.5	112	357	10.2	7.6	176
RADIORADIO		1994	**91	2.0	4.6	83	**145	2.8	7.3	114	**147	3.7	7.4	151	**98	2.8	4.9	114
RKO ONE		2298	**58	1.3	2.5	46	*165	3.2	7.2	113	**107	2.7	4.7	95	**37	1.1	1.6	37
RKO TWO		3311	*195	4.4	5.9	107	*194	3.8	5.9	92	*200	5.1	6.0	124	*130	3.7	3.9	91
THE SOURCE		2114	**127	2.9	6.0	109	**155	3.0	7.3	115	**149	3.8	7.0	145	**69	2.0	3.3	75
NON-WIRED : BLAIR		8654	496	11.1	5.7	104	486	9.4	5.6	88	374	9.5	4.3	89	343	9.8	4.0	92
INTERNET		12025	757	17.0	6.3	114	965	18.7	8.0	126	842	21.3	7.0	144	461	13.2	3.8	89
KATZ RADIO GROUP		15359	930	20.9	6.1	110	957	18.6	6.2	98	729	18.5	4.7	97	734	20.9	4.8	110
SUPERNET		10628	490	11.0	4.6	84	634	12.3	6.0	94	516	13.1	4.9	100	578	16.5	5.4	126
TELEVISION AVG. HALF HOUR																		
MKDAY 7:00 AM - 9:00 AM		8659	492	11.0	5.7	103	492	9.6	5.7	89	463	11.7	5.3	110	362	10.3	4.2	97
MKDAY 9:00 AM - 1:00 PM		12163	664	14.9	5.5	99	884	17.2	7.3	114	691	17.5	5.7	116	537	15.3	4.4	102
MKDAY 1:00 PM - 4:30 PM		16150	858	19.3	5.3	97	1191	23.1	7.4	116	897	22.7	5.6	114	724	20.7	4.5	104
MKDAY 4:30 PM - 7:30 PM		22463	1255	28.2	5.6	102	1513	29.4	6.7	106	1196	30.3	5.3	109	1071	30.6	4.8	110
MKDAY 7:30 PM - 8:00 PM		31795	1827	41.0	5.7	104	2075	40.3	6.5	103	1617	40.9	5.1	104	1507	43.0	4.7	110
MKDAY 11:00 PM - 11:30 PM		23977	1454	32.6	6.1	110	1740	33.8	7.3	114	1231	31.2	5.1	105	1142	32.6	4.8	110
MKDAY 11:30 PM - 1:00 AM		7703	482	10.8	6.3	114	730	14.2	9.5	149	446	11.3	5.8	119	467	13.3	6.1	140
M-SAT 8-11 PM+SUN 7-11 PM		33800	2047	45.9	6.1	110	2368	46.0	7.0	110	1766	44.7	5.2	107	1510	43.1	4.5	103
MKDY DAYTIME NTWK 7AM-4:30PM																		
ALL MY CHILDREN	A	6538	294	6.6	4.5	82	617	12.0	9.4	148	499	12.6	7.6	156	229	6.5	3.5	81
ANOTHER WORLD	N	4620	241	5.4	5.2	95	308	6.0	6.7	105	199	5.0	4.3	88	285	8.1	6.2	143
AS THE WORLD TURNS	C	5614	306	6.9	5.5	99	482	9.4	8.6	135	348	8.8	6.2	127	194	5.5	3.5	80
CAPITOL	C	3396	155	3.5	4.6	83	277	5.4	8.2	128	238	6.0	7.0	144	*138	3.9	4.1	94
CBS MORN. NEWS 1	C	1446	*48	1.1	3.3	60	*82	1.6	5.7	89	*83	2.1	5.7	118	**44	1.3	3.0	70
CBS MORN. NEWS 2	C	1207	**52	1.2	4.3	78	*54	1.0	4.5	70	**38	1.0	3.1	65	*51	1.5	4.2	98
DAYS OF OUR LIVES	N	5877	370	8.3	6.3	114	404	7.8	6.9	108	267	6.8	4.5	93	310	8.8	5.3	122
FACTS OF LIFE - DAYTIME	N	2290	*95	2.1	4.1	75	*114	2.2	5.0	78	*119	3.0	5.2	107	158	4.5	6.9	159
FAMILY FEUD	A	3023	*92	2.1	3.0	55	237	4.6	7.8	123	107	2.7	3.5	73	*67	1.9	2.2	51
GENERAL HOSPITAL	A	6097	336	7.5	5.5	100	484	9.4	7.9	125	302	7.6	5.0	102	275	7.8	4.5	104
GOOD MORNING, AMERICA-730	A	3515	204	4.6	5.8	106	194	3.8	5.5	87	176	4.5	5.0	103	154	4.4	4.4	101
GOOD MORNING, AMERICA-830	A	2818	182	4.1	6.5	117	125	2.4	4.4	70	126	3.2	4.5	92	173	4.9	6.1	142
GUIDING LIGHT	C	5339	298	6.7	5.6	101	383	7.4	7.2	113	333	8.4	6.2	128	194	5.5	3.6	84
ONE LIFE TO LIVE	A	4478	214	4.8	4.8	87	370	7.2	8.3	130	261	6.6	5.8	120	136	3.9	3.0	70
PRESS YOUR LUCK	C	2244	*137	3.1	6.1	111	187	3.6	8.3	131	167	4.2	7.4	153	125	3.6	5.6	129
PRICE IS RIGHT 1	C	4348	277	6.2	6.4	116	264	5.1	6.1	95	258	6.5	5.9	122	229	6.5	5.3	122
PRICE IS RIGHT 2	C	5014	325	7.3	6.5	118	390	7.6	7.8	122	296	7.5	5.9	121	280	8.0	5.6	129
RYAN'S HOPE	A	3150	199	4.5	6.3	115	288	5.6	9.1	144	202	5.1	6.4	131	*102	2.9	3.2	75
SALE OF THE CENTURY	N	2695	160	3.6	5.9	108	*150	2.9	5.6	88	*92	2.3	3.4	70	*137	3.9	5.1	117
SEARCH FOR TOMORROW	N	2319	*169	3.8	7.3	132	*128	2.5	5.5	87	*108	2.7	4.7	95	*136	3.9	5.9	136
TODAY SHOW 1	N	2693	194	4.4	7.2	131	*149	2.9	5.5	87	*126	3.2	4.7	96	128	3.7	4.8	110
TODAY SHOW 2	N	2498	*115	2.6	4.6	84	*125	2.4	5.0	79	*78	2.0	3.1	64	142	4.1	5.7	131
$25,000 PYRAMID	C	2753	158	3.5	5.7	104	205	4.0	7.4	117	*150	3.8	5.4	112	*114	3.3	4.1	96
WHEEL OF FORTUNE	N	4388	276	6.2	6.3	114	286	5.6	6.5	102	229	5.8	5.2	107	173	4.9	3.9	91
YOUNG AND THE RESTLESS	C	5695	308	6.9	5.4	98	449	8.7	7.9	124	437	11.1	7.7	157	231	6.6	4.1	94
WEEKEND DAYTIME NTWK PRE 6PM																		
ABC WIDE WORLD-SPORTS SAT	A	1760	*71	1.6	4.0	73	*90	1.7	5.1	80	*101	2.6	5.7	118	**69	2.0	3.9	91
NBA PLAYOFF GAME -1	C	1136	*136	3.1	12.0	218	**82	1.6	7.2	114	**42	1.1	3.7	76	**51	1.5	4.5	104
NBC MAJOR LEAGUE PRE-GAME	N	953	**29	0.7	3.0	55	**9	0.2	0.9	15	**29	0.7	3.0	62	**52	1.5	5.5	126
SPORTSWORLD - SUN	N	1233	**60	1.3	4.9	88	*146	2.8	11.8	186	**51	1.3	4.1	85	**77	2.2	6.2	144
SUNDAY MORNING	C	1611	**105	2.4	6.5	118	**58	1.1	3.6	57	**32	0.8	2.0	41	**54	1.5	3.4	77

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*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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PRE-COOKED (READY TO EAT) PUDDINGS OR PIE FILLINGS: BRANDS
(FEMALE HOMEMAKERS)

0589
P-19

		TOTAL U.S. '000	COMSTOCK PIE FILLINGS A '000	B % DOWN	C % ACROSS	D INDX	HUNT'S SNACK PACK CANNED DESSERTS A '000	B % DOWN	C % ACROSS	D INDX	SWISS MISS READY TO EAT PUDDING A '000	B % DOWN	C % ACROSS	D INDX	THANK-YOU A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	4455	100.0	5.5	100	5150	100.0	6.4	100	3950	100.0	4.9	100	3505	100.0	4.3	100
MKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	1481	33.2	5.7	103	1667	32.4	6.4	101	1307	33.1	5.0	103	1208	34.5	4.6	107
NETWORK AFFILIATES - LATE		20261	1225	27.5	6.0	110	1394	27.1	6.9	108	1018	25.8	5.0	103	1008	28.8	5.0	115
INDEPENDENTS - LATE		2076	156	3.5	7.5	137	127	2.5	6.1	96	84	2.1	4.0	83	*52	1.5	2.5	58
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	540	12.1	5.2	94	844	16.4	8.1	127	657	16.6	6.3	129	563	16.1	5.4	124
ABC MONDAY NIGHT MOVIE	A	6412	389	8.7	6.1	110	389	7.6	6.1	95	341	8.6	5.3	109	216	6.2	3.4	78
ABC SUNDAY NIGHT MOVIE	A	12407	713	16.0	5.7	104	764	14.8	6.2	97	543	13.7	4.4	90	453	12.9	3.7	84
ABC WORLD NEWS TONIGHT	A	6176	374	8.4	6.1	110	368	7.1	6.0	94	356	9.0	5.8	118	227	6.5	3.7	85
AFTERMASH	C	5863	*390	8.8	6.7	121	452	8.8	7.7	121	*250	6.3	4.3	87	*203	5.8	3.5	80
ALICE	C	9594	590	13.2	6.1	112	618	12.0	6.4	101	426	10.8	4.4	91	477	13.6	5.0	115
AMERICAN PARADE	C	6622	401	9.0	6.1	110	494	9.6	7.5	117	344	8.7	5.2	107	279	8.0	4.2	97
BENSON	A	10886	599	13.4	5.5	100	661	12.8	6.1	95	527	13.3	4.8	99	440	12.6	4.0	93
BLUE THUNDER	A	5036	*287	6.4	5.7	104	377	7.3	7.5	118	246	6.2	4.9	100	*172	4.9	3.4	79
CAGNEY & LACEY	C	9965	585	13.1	5.9	107	726	14.1	7.3	115	629	15.9	6.3	129	459	13.1	4.6	106
CBS EVENING NEWS-DEAN	C	3491	*200	4.5	5.7	104	*194	3.8	5.6	87	**91	2.3	2.6	53	*158	4.5	4.5	105
CBS EVENING NEWS-RATHER	C	7123	393	8.8	5.5	100	483	9.4	6.8	107	352	8.9	4.9	101	382	10.9	5.4	124
CBS SAT. NEWS-SCHIEFFER	C	3621	198	4.4	5.5	99	199	3.9	5.5	86	149	3.8	4.1	84	127	3.6	3.5	81
CBS SATURDAY NIGHT MOVIE	C	5436	340	7.6	6.3	114	282	5.5	5.2	82	256	6.5	4.7	97	267	7.6	4.9	113
CBS WEDNESDAY NIGHT MOVIE	C	6100	358	8.0	5.9	107	440	8.5	7.2	113	291	7.4	4.8	98	265	7.6	4.3	100
CHEERS	N	8889	591	13.3	6.6	121	872	16.9	9.8	154	612	15.5	6.9	141	468	13.4	5.3	122
DALLAS	C	22109	1160	26.0	5.2	95	1713	33.3	7.7	122	1143	28.9	5.2	106	1105	31.5	5.0	115
DIFF'RENT STROKES	N	6940	466	10.5	6.7	122	489	9.5	7.0	111	396	10.0	5.7	117	295	8.4	4.3	98
DOUBLE TROUBLE	N	7223	426	9.6	5.9	107	452	8.8	6.3	98	381	9.6	5.3	108	404	11.5	5.6	129
DUCK FACTORY	N	5595	323	7.3	5.8	105	431	8.4	7.7	121	256	6.5	4.6	94	290	8.3	5.2	120
DUKES OF HAZZARD	C	5768	248	5.6	4.3	78	453	8.8	7.9	124	285	7.2	4.9	101	271	7.7	4.7	109
DYNASTY	A	20053	1272	28.6	6.3	115	1333	25.9	6.6	105	995	25.2	5.0	102	693	19.8	3.5	80
FACTS OF LIFE	N	8087	381	8.6	4.7	86	564	11.0	7.0	110	452	11.4	5.6	115	374	10.7	4.6	107
FALCON CREST	C	20046	1123	25.2	5.6	102	1412	27.4	7.0	111	1030	26.1	5.1	105	937	26.7	4.7	108
FALL GUY	A	9084	505	11.3	5.6	101	755	14.7	8.3	131	520	13.2	5.7	117	380	10.8	4.2	97
FAMILY TIES	N	7964	547	12.3	6.9	125	651	12.6	8.2	129	461	11.7	5.8	119	373	10.6	4.7	108
FANTASY ISLAND	A	7687	405	9.1	5.3	96	524	10.2	6.8	107	438	11.1	5.7	117	372	10.6	4.8	112
FOULUPS,BLEEPS & BLUNDERS	A	8861	317	7.1	3.6	65	602	11.7	6.8	107	497	12.6	5.6	115	448	12.8	5.1	117
FOUR SEASONS	C	5095	*317	7.1	6.2	113	434	8.4	8.5	134	*204	5.2	4.0	82	*203	5.8	4.0	92
GIMME A BREAK	N	8838	555	12.5	6.3	114	734	14.3	8.3	131	508	12.9	5.7	118	384	11.0	4.3	100
HART TO HART	A	8978	347	7.8	3.9	70	526	10.2	5.9	92	461	11.7	5.1	105	461	13.2	5.1	119
HILL STREET BLUES	N	8590	466	10.5	5.4	99	773	15.0	9.0	142	488	12.4	5.7	116	430	12.3	5.0	116
HOTEL	A	14085	817	18.3	5.8	105	941	18.3	6.7	105	695	17.6	4.9	101	634	18.1	4.5	104
JEFFERSONS	C	9360	523	11.7	5.6	102	623	12.1	6.7	105	436	11.0	4.7	96	417	11.9	4.5	103
JENNIFER SLEPT HERE	N	5841	402	9.0	6.9	125	437	8.5	7.5	118	350	8.9	6.0	123	*263	7.5	4.5	104
KATE & ALLIE	C	9206	539	12.1	5.9	106	729	14.2	7.9	125	574	14.5	6.2	128	438	12.5	4.8	110
KNIGHT RIDER	N	7076	364	8.2	5.1	94	482	9.4	6.8	107	349	8.8	4.9	101	326	9.3	4.6	106
LOVE BOAT	A	12219	682	15.3	5.6	101	921	17.9	7.5	119	594	15.0	4.9	100	451	12.9	3.7	85
MAGNUM PI	C	11199	762	17.1	6.8	124	846	16.4	7.6	119	569	14.4	5.1	104	625	17.8	5.6	129
MAMA'S FAMILY	N	6057	327	7.3	5.4	98	492	9.6	8.1	128	399	10.1	6.6	135	*220	6.3	3.6	84
MASTER, THE	N	3598	*247	5.5	6.9	125	324	6.3	9.0	142	299	7.6	8.3	170	*227	6.5	6.3	146
MATT HOUSTON	A	6344	425	9.5	6.7	122	507	9.8	8.0	126	396	10.0	6.2	128	356	10.2	5.6	130
NBC MONDAY NIGHT MOVIE	N	11994	623	14.0	5.2	94	893	17.3	7.4	117	608	15.4	5.1	104	619	17.7	5.2	119
NBC NIGHTLY NEWS	N	5132	341	7.7	6.6	121	298	5.8	5.8	91	213	5.4	4.2	85	292	8.3	5.7	131
NBC NIGHTLY NEWS-SAT	N	3375	*256	5.7	7.6	138	*156	3.0	4.6	73	*182	4.6	5.4	111	**131	3.7	3.9	90
NBC NIGHTLY NEWS-SUN	N	3130	*230	5.2	7.3	134	**128	2.5	4.1	64	*168	4.3	5.4	110	*140	4.0	4.5	103
NBC SUNDAY NIGHT MOVIE	N	8284	521	11.7	6.3	114	777	15.1	9.4	147	456	11.5	5.5	113	494	14.1	6.0	138
NEWHART	C	9240	452	10.1	4.9	89	775	15.0	8.4	132	588	14.9	6.4	130	472	13.5	5.1	118
ONE DAY AT A TIME	C	7288	298	6.7	4.1	74	481	9.3	6.6	104	408	10.3	5.6	115	236	6.7	3.2	75
PEOPLE ARE FUNNY	N	4855	269	6.0	5.5	101	357	6.9	7.4	116	368	9.3	7.6	155	*156	4.5	3.2	74
REAL PEOPLE	N	8869	450	10.1	5.1	92	554	10.8	6.2	98	436	11.0	4.9	101	413	11.8	4.7	108
REMINGTON STEELE	N	7743	361	8.1	4.7	85	359	7.0	4.6	73	370	9.4	4.8	98	300	8.6	3.9	90
RIPLEY'S BELIEVE IT - NOT	A	5345	380	8.5	7.1	129	379	7.4	7.1	112	289	7.3	5.4	111	267	7.6	5.0	115
RIPTIDE	N	6988	383	8.6	5.5	100	539	10.5	7.7	121	395	10.0	5.7	116	369	10.5	5.3	122
SCARECROW & MRS. KING	C	10002	421	9.5	4.2	77	716	13.9	7.2	113	455	11.5	4.5	93	480	13.7	4.8	111
SIMON & SIMON	C	10638	610	13.7	5.7	104	804	15.6	7.6	119	512	13.0	4.8	99	424	12.1	4.0	92
60 MINUTES	C	13293	786	17.6	5.9	107	767	14.9	5.8	91	565	14.3	4.3	87	531	15.1	4.0	92
ST. ELSEWHERE	N	7017	415	9.3	5.9	108	543	10.5	7.7	122	436	11.0	6.2	127	360	10.3	5.1	119
THREE'S COMPANY	A	10917	619	13.9	5.7	103	586	11.4	5.4	84	568	14.4	5.2	107	490	14.0	4.5	104
T.J. HOOKER	A	9204	590	13.2	6.4	117	655	12.7	7.1	112	516	13.1	5.6	115	370	10.6	4.0	93
TONIGHT SHOW	N	2372	136	3.1	5.7	104	227	4.4	9.6	150	124	3.1	5.2	107	171	4.9	7.2	167
TRAPPER JOHN, M.D.	C	9846	569	12.8	5.8	105	586	11.4	6.0	94	429	10.9	4.4	89	503	14.4	5.1	118
TV BLOOPERS & PRAC. JOKES	N	9105	535	12.0	5.9	107	590	11.5	6.5	102	466	11.8	5.1	105	439	12.5	4.8	111
20/20	A	9387	549	12.3	5.8	106	601	11.7	6.4	101	484	12.3	5.2	106	439	12.5	4.7	108
WEBSTER	A	11067	617	13.8	5.6	101	728	14.1	6.6	103	546	13.8	4.9	101	434	12.4	3.9	91
WORLD NEWS - SUN	A	3062	*196	4.4	6.4	116	*182	3.5	5.9	93	**123	3.1	4.0	82	**169	4.8	5.5	128
YELLOW ROSE	N	4978	396	8.9	8.0	145	246	4.8	4.9	78	247	6.3	5.0	102	*208	5.9	4.2	97
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	632	14.2	7.1	129	789	15.3	8.9	140	565	14.3	6.4	130	*503	14.4	5.7	131
BASKETBALL - COLLEGE GAMES		4080	*286	6.4	7.0	127	*304	5.9	7.5	117	*313	7.9	7.7	157	*276	7.9	6.8	156
BASKETBALL - PRO GAMES		3607	**249	5.6	6.9	125	*285	5.5	7.9	124	*289	7.3	8.0	164	**167	4.8	4.6	107
BOWLING		3883	*320	7.2	8.2	150	*295	5.7	7.6	119	*325	8.2	8.4	172	**228	6.5	5.9	136
BOXING		3928	**189	4.2	4.8	87	*389	7.6	9.9	156	**269	6.8	6.8	140	**263	7.5	6.7	155
FOOTBALL - COLLEGE GAMES		6366	*431	9.7	6.8	123	567	11.0	8.9	140	*359	9.1	5.6	116	*429	12.2	6.7	156
FOOTBALL - PRO GAMES		11300	803	18.0	7.1	129	867	16.8	7.7	121	684	17.3	6.1	124	738	21.1	6.5	151
GOLF		3378	**230	5.2	6.8	124	**322	6.3	9.5	150	**186	4.7	5.5	113	**156	4.5	4.6	107
POST-SEASON COLL. FOOTBALL		4906	*383	8.6	7.8	142	*399	7.7	8.1	128	*337	8.5	6.9	141	**272	7.8	5.5	128
POST-SEASON PRO FOOTBALL		6120	619	13.9	10.1	184	618	12.0	10.1	159	*380	9.6	6.2	127	*383	10.9	6.3	145
TENNIS		3033	**186	4.2	6.1	111	**190	3.7	6.3	99	**86	2.2	2.8	58	**57	1.6	1.9	43
WRESTLING - PROFESSIONAL		3344	**51	1.1	1.5	28	*505	9.8	15.1	237	*321	8.1	9.6	197	**235	6.7	7.0	162

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P-19 0591

TOASTER PASTRIES

BASE = FEMALE HOMEMAKERS (80986)

QUESTIONNAIRE PAGE H-1

		'000	%	UNWEIGHTED
3A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE THEM?				
	YES	23128	28.6	2563
	NO	57858	71.4	6872

	'000	%	UNWEIGHTED
IF YES			
3B. WHICH BRANDS ARE USED BY YOUR HOUSEHOLD?			
KELLOG'S POP TOPS	15881	19.6	1733
NABISCO TOASTETTES	1666	2.1	182
PILLSBURY	2211	2.7	234
TOASTEMS POP UPS	5723	7.1	619
OTHER BRANDS	4034	5.0	455
DO NOT KNOW	175	.2	25

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TOASTER PASTRIES: BRANDS
(FEMALE HOMEMAKERS)

0592
P-19

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	KELLOGG'S POP TOPS A '000	KELLOGG'S POP TOPS B % DOWN	KELLOGG'S POP TOPS C % ACROSS	KELLOGG'S POP TOPS D INDX	TOASTEMS POP UPS A '000	TOASTEMS POP UPS B % DOWN	TOASTEMS POP UPS C % ACROSS	TOASTEMS POP UPS D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	23128	100.0	28.6	100	15881	100.0	19.6	100	5723	100.0	7.1	100				
18 - 24	9282	3414	14.8	36.8	129	2615	16.5	28.2	144	585	10.2	6.3	89				
25 - 34	19072	6233	27.0	32.7	114	4561	28.7	23.9	122	1580	27.6	8.3	117				
35 - 44	14591	5521	23.9	37.8	132	3947	24.9	27.1	138	1341	23.4	9.2	130				
45 - 54	11345	3535	15.3	31.2	109	2445	15.4	21.6	110	884	15.4	7.8	110				
55 - 64	11635	2226	9.6	19.1	67	1373	8.6	11.8	60	715	12.5	6.1	87				
65 OR OLDER	15061	2198	9.5	14.6	51	940	5.9	6.2	32	618	10.8	4.1	58				
18 - 34	28354	9648	41.7	34.0	119	7176	45.2	25.3	129	2165	37.8	7.6	108				
18 - 49	48339	16979	73.4	35.1	123	12452	78.4	25.8	131	3988	69.7	8.3	117				
25 - 54	45008	15290	66.1	34.0	119	10954	69.0	24.3	124	3805	66.5	8.5	120				
35 - 49	19985	7331	31.7	36.7	128	5276	33.2	26.4	135	1824	31.9	9.1	129				
50 OR OLDER	32647	6150	26.6	18.8	66	3429	21.6	10.5	54	1735	30.3	5.3	75				
GRADUATED COLLEGE	11155	2404	10.4	21.6	75	1676	10.6	15.0	77	634	11.1	5.7	80				
ATTENDED COLLEGE	13682	4145	17.9	30.3	106	3005	18.9	22.0	112	927	16.2	6.8	96				
GRADUATED HIGH SCHOOL	33880	10828	46.8	32.0	112	7594	47.8	22.4	114	2701	47.2	8.0	113				
DID NOT GRADUATE HIGH SCHOOL	22270	5751	24.9	25.8	90	3606	22.7	16.2	83	1460	25.5	6.6	93				
EMPLOYED	40306	12616	54.5	31.3	110	8866	55.8	22.0	112	3037	53.1	7.5	107				
EMPLOYED FULL-TIME	32850	10379	44.9	31.6	111	7324	46.1	22.3	114	2517	44.0	7.7	108				
EMPLOYED PART-TIME	7456	2237	9.7	30.0	105	1542	9.7	20.7	105	*520	9.1	7.0	99				
NOT EMPLOYED	40680	10513	45.5	25.8	90	7014	44.2	17.2	88	2686	46.9	6.6	93				
PROFESSIONAL/MANAGER	10392	2784	12.0	26.8	94	1897	11.9	18.3	93	653	11.4	6.3	89				
TECH/CLERICAL/SALES	17574	5790	25.0	32.9	115	4137	26.0	23.5	120	1287	22.5	7.3	104				
PRECISION/CRAFT	985	*291	1.3	29.5	103	**201	1.3	20.4	104	**72	1.3	7.3	103				
OTHER EMPLOYED	11354	3751	16.2	33.0	116	2632	16.6	23.2	118	1026	17.9	9.0	128				
SINGLE	9863	2721	11.8	27.6	97	1701	10.7	17.2	88	704	12.3	7.1	101				
MARRIED	51375	15581	67.4	30.3	106	11085	69.8	21.6	110	3843	67.2	7.5	106				
DIVORCED/SEPARATED/WIDOWED	19748	4826	20.9	24.4	86	3094	19.5	15.7	80	1176	20.5	6.0	84				
PARENTS	32590	12894	55.8	39.6	139	9748	61.4	29.9	153	3043	53.2	9.3	132				
WHITE	70416	19979	86.4	28.4	99	13843	87.2	19.7	100	4816	84.2	6.8	97				
BLACK	8778	2657	11.5	30.3	106	1637	10.3	18.6	95	737	12.9	8.4	119				
OTHER	1791	**493	2.1	27.5	96	**400	2.5	22.3	114	**169	3.0	9.4	134				
NORTHEAST-CENSUS	17786	4854	21.0	27.3	96	3285	20.7	18.5	94	891	15.6	5.0	71				
NORTH CENTRAL	20741	6221	26.9	30.0	105	4626	29.1	22.3	114	1390	24.3	6.7	95				
SOUTH	27775	8795	38.0	31.7	111	5585	35.2	20.1	103	2571	44.9	9.3	131				
WEST	14683	3258	14.1	22.2	78	2385	15.0	16.2	83	871	15.2	5.9	84				
NORTHEAST-MKTG.	17961	5169	22.3	28.8	101	3267	20.6	18.2	93	950	16.6	5.3	75				
EAST CENTRAL	11885	3905	16.9	32.9	115	2968	18.7	25.0	127	788	13.8	6.6	94				
WEST CENTRAL	14090	3747	16.2	26.6	93	2626	16.5	18.6	95	1021	17.8	7.2	103				
SOUTH	24081	7442	32.2	30.9	108	4914	30.9	20.4	104	2230	39.0	9.3	131				
PACIFIC	12969	2866	12.4	22.1	77	2106	13.3	16.2	83	735	12.8	5.7	80				
COUNTY SIZE A	32439	8459	36.6	26.1	91	5354	33.7	16.5	84	2051	35.8	6.3	89				
COUNTY SIZE B	24915	7435	32.1	29.8	104	5431	34.2	21.8	111	1651	28.8	6.6	94				
COUNTY SIZE C	12930	3981	17.2	30.8	108	2906	18.3	22.5	115	1068	18.7	8.3	117				
COUNTY SIZE D	10703	3253	14.1	30.4	106	2190	13.8	20.5	104	953	16.7	8.9	126				
METRO CENTRAL CITY	24518	6372	27.6	26.0	91	4174	26.3	17.0	87	1639	28.6	6.7	95				
METRO SUBURBAN	35919	10577	45.7	29.4	103	7478	47.1	20.8	106	2454	42.9	6.8	97				
NON METRO	20549	6180	26.7	30.1	105	4229	26.6	20.6	105	1630	28.5	7.9	112				
TOP 5 ADI'S	18341	4719	20.4	25.7	90	2952	18.6	16.1	82	1042	18.2	5.7	80				
TOP 10 ADI'S	25378	6530	28.2	25.7	90	3919	24.7	15.4	79	1478	25.8	5.8	82				
TOP 20 ADI'S	36488	9525	41.2	26.1	91	5907	37.2	16.2	83	2278	39.8	6.2	88				
HSHLD INC. $50,000 OR MORE	6612	1903	8.2	28.8	101	1280	8.1	19.4	99	*443	7.7	6.7	95				
$40,000 OR MORE	12659	3897	16.8	30.8	108	2741	17.3	21.7	110	868	15.2	6.9	97				
$30,000 OR MORE	24698	7370	31.9	29.8	104	5145	32.4	20.8	106	1736	30.3	7.0	99				
$25,000 OR MORE	32077	9660	41.8	30.1	105	6730	42.4	21.0	107	2378	41.6	7.4	105				
$20,000 - $24,999	9144	2602	11.3	28.5	100	1932	12.2	21.1	108	*538	9.4	5.9	83				
$15,000 - $19,999	8728	2425	10.5	27.8	97	1743	11.0	20.0	102	635	11.1	7.3	103				
$10,000 - $14,999	12562	4184	18.1	33.3	117	2891	18.2	23.0	117	918	16.0	7.3	103				
UNDER $10,000	18475	4258	18.4	23.0	81	2585	16.3	14.0	71	1254	21.9	6.8	96				
HOUSEHOLD OF 1 PERSON	11987	1801	7.8	15.0	53	1038	6.5	8.7	44	438	7.7	3.7	52				
2 PEOPLE	26577	5713	24.7	21.5	75	3271	20.6	12.3	63	1562	27.3	5.9	83				
3 OR 4 PEOPLE	30617	10948	47.3	35.8	125	7941	50.0	25.9	132	2631	46.0	8.6	122				
5 OR MORE PEOPLE	11804	4666	20.2	39.5	138	3631	22.9	30.8	157	1093	19.1	9.3	131				
NO CHILD IN HSHLD	46165	9519	41.2	20.6	72	5593	35.2	12.1	62	2511	43.9	5.4	77				
CHILD(REN) UNDER 2 YRS	5325	1609	7.0	30.2	106	1232	7.8	23.1	118	*445	7.8	8.4	118				
2 - 5 YEARS	14221	4746	20.5	33.4	117	3729	23.5	26.2	134	1036	18.1	7.3	103				
6 - 11 YEARS	15117	6168	26.7	40.8	143	4785	30.1	31.7	161	1356	23.7	9.0	127				
12 - 17 YEARS	16611	7149	30.9	43.0	151	5263	33.1	31.7	162	1668	29.1	10.0	142				
RESIDENCE OWNED	55884	15453	66.8	27.7	97	10500	66.1	18.8	96	3979	69.5	7.1	101				
VALUE: $50,000 OR MORE	31744	8585	37.1	27.0	95	5721	36.0	18.0	92	2130	37.2	6.7	95				
VALUE: UNDER $50,000	24140	6868	29.7	28.5	100	4780	30.1	19.8	101	1848	32.3	7.7	108				

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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TOASTER PASTRIES: BRANDS
(FEMALE HOMEMAKERS)

0593
P-19

		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	KELLOGG'S POP TOPS A '000	KELLOGG'S POP TOPS B % DOWN	KELLOGG'S POP TOPS C % ACROSS	KELLOGG'S POP TOPS D INDX	TOASTEMS POP UPS A '000	TOASTEMS POP UPS B % DOWN	TOASTEMS POP UPS C % ACROSS	TOASTEMS POP UPS D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	23126	100.0	28.6	100	15881	100.0	19.6	100	5723	100.0	7.1	100				
MAGAZINES	QUINTILE 1	15799	5190	22.4	32.9	115	3745	23.6	23.7	121	1445	25.2	9.1	129				
	QUINTILE 2	17259	5124	22.2	29.7	104	3822	24.1	22.1	113	1194	20.9	6.9	98				
	QUINTILE 3	13545	3873	16.7	28.6	100	2755	17.3	20.3	104	860	15.0	6.3	90				
	QUINTILE 4	15133	4488	19.4	29.7	104	2875	18.1	19.0	97	1238	21.6	8.2	116				
	QUINTILE 5	19250	4453	19.3	23.1	81	2684	16.9	13.9	71	986	17.2	5.1	72				
NEWSPAPERS	QUINTILE 1	12413	3231	14.0	26.0	91	2302	14.5	18.5	95	723	12.6	5.8	82				
	QUINTILE 2	24116	6731	29.1	27.9	98	4557	28.7	18.9	96	1829	32.0	7.6	107				
	QUINTILE 3	11261	3668	15.9	32.6	114	2553	16.1	22.7	116	878	15.3	7.8	110				
	QUINTILE 4	20255	5966	25.8	29.5	103	4017	25.3	19.8	101	1486	26.0	7.3	104				
	QUINTILE 5	12940	3532	15.3	27.3	96	2451	15.4	18.9	97	806	14.1	6.2	88				
OUTDOOR	QUINTILE 1	14852	4535	19.6	30.5	107	3166	19.9	21.3	109	1108	19.4	7.5	106				
	QUINTILE 2	15725	4543	19.6	28.9	101	2995	18.9	19.0	97	1236	21.6	7.9	111				
	QUINTILE 3	16330	4504	19.5	27.6	97	3332	21.0	20.4	104	1139	19.9	7.0	99				
	QUINTILE 4	16744	4719	20.4	28.2	99	3075	19.4	18.4	94	1220	21.3	7.3	103				
	QUINTILE 5	17334	4828	20.9	27.9	98	3313	20.9	19.1	97	1021	17.8	5.9	83				
RADIO-DRIVE TIME	QUINTILE 1	15911	4722	20.4	29.7	104	3349	21.1	21.0	107	1068	18.7	6.7	95				
	QUINTILE 2	14837	4664	20.2	31.4	110	3265	20.6	22.0	112	1014	17.7	6.8	97				
	QUINTILE 3	15339	4199	18.2	27.4	96	2815	17.7	18.4	94	1118	19.5	7.3	103				
	QUINTILE 4	16723	5163	22.3	30.9	108	3616	22.8	21.6	110	1292	22.6	7.7	109				
	QUINTILE 5	18176	4381	18.9	24.1	84	2836	17.9	15.6	80	1231	21.5	6.8	96				
RADIO-MID-DAY	TERCILE 1	21020	6420	27.8	30.5	107	4669	29.4	22.2	113	1400	24.5	6.7	94				
	TERCILE 2	21610	6752	29.2	31.2	109	4550	28.7	21.1	107	1705	29.8	7.9	112				
	TERCILE 3	38355	9957	43.1	26.0	91	6663	42.0	17.4	89	2619	45.8	6.8	97				
RADIO-TOTAL	QUINTILE 1	15988	4833	20.9	30.2	106	3425	21.6	21.4	109	1154	20.2	7.2	102				
	QUINTILE 2	15626	5052	21.8	32.3	113	3626	22.8	23.2	118	1016	17.8	6.5	92				
	QUINTILE 3	16723	4805	20.8	28.7	101	3249	20.5	19.4	99	1255	21.9	7.5	106				
	QUINTILE 4	16342	4818	20.8	29.5	103	3242	20.4	19.8	101	1292	22.6	7.9	112				
	QUINTILE 5	16306	3621	15.7	22.2	78	2338	14.7	14.3	73	1007	17.6	6.2	87				
TV-PRIME TIME	QUINTILE 1	15953	4674	20.2	29.3	103	2860	18.0	17.9	91	1231	21.5	7.7	109				
	QUINTILE 2	16137	4957	21.4	30.7	108	3590	22.6	22.2	113	1310	22.9	8.1	115				
	QUINTILE 3	16420	4681	20.2	28.5	100	3491	22.0	21.3	108	977	17.1	6.0	84				
	QUINTILE 4	16687	4751	20.5	28.5	100	3201	20.2	19.2	98	1210	21.1	7.3	103				
	QUINTILE 5	15789	4065	17.6	25.7	90	2739	17.2	17.3	88	996	17.4	6.3	89				
TV-DAYTIME	TERCILE 1	27736	8244	35.6	29.7	104	5633	35.5	20.3	104	2274	39.7	8.2	116				
	TERCILE 2	26489	7670	33.2	29.0	101	5503	34.7	20.8	106	1780	31.1	6.7	95				
	TERCILE 3	26761	7214	31.2	27.0	94	4744	29.9	17.7	90	1670	29.2	6.2	88				
TV-TOTAL	QUINTILE 1	16345	4683	20.2	28.7	100	3091	19.5	18.9	96	1287	22.5	7.9	111				
	QUINTILE 2	16447	4773	20.6	29.0	102	3287	20.7	20.0	102	1314	23.0	8.0	113				
	QUINTILE 3	15980	4639	20.1	29.0	102	3245	20.4	20.3	104	1134	19.8	7.1	100				
	QUINTILE 4	15887	4654	20.1	29.3	103	3252	20.5	20.5	104	913	16.0	5.7	81				
	QUINTILE 5	16326	4379	18.9	26.8	94	3006	18.9	18.4	94	1075	18.8	6.6	93				
MAGAZINES-NEWSPAPERS: DUAL		20721	6022	26.0	29.1	102	4355	27.4	21.0	107	1555	27.2	7.5	106				
MAGAZINE IMPERATIVE		19186	6459	27.9	33.7	118	4774	30.1	24.9	127	1589	27.8	8.3	117				
NEWSPAPER IMPERATIVE		21899	5706	24.7	26.1	91	3628	22.8	16.6	84	1413	24.7	6.5	91				
MAGAZINES-OUTDOOR: DUAL		15451	4872	21.1	31.5	110	3516	22.1	22.8	116	1327	23.2	8.6	122				
MAGAZINE IMPERATIVE		25953	7718	33.4	29.7	104	5708	35.9	22.0	112	1819	31.8	7.0	99				
OUTDOOR IMPERATIVE		24400	6570	28.4	26.9	94	4288	27.0	17.6	90	1605	28.0	6.6	93				
MAGAZINES-RADIO: DUAL		18049	5696	24.6	31.6	111	4327	27.2	24.0	122	1222	21.4	6.8	96				
MAGAZINE IMPERATIVE		23571	6927	30.0	29.4	103	4905	30.9	20.8	106	1908	33.3	8.1	115				
RADIO IMPERATIVE		23278	6789	29.4	29.2	102	4495	28.3	19.3	98	1548	27.0	6.7	94				
MAGAZINES-TELEVISION: DUAL		15459	4763	20.6	30.8	108	3411	21.5	22.1	113	1462	25.5	9.5	134				
MAGAZINE IMPERATIVE		25829	7963	34.4	30.8	108	5864	36.9	22.7	116	1769	30.9	6.8	97				
TELEVISION IMPERATIVE		26039	7088	30.6	27.2	95	4520	28.5	17.4	89	1713	29.9	6.6	93				
NEWSPAPERS-OUTDOOR: DUAL		16605	4908	21.2	29.6	103	3334	21.0	20.1	102	1388	24.3	8.4	118				
NEWSPAPER IMPERATIVE		26834	7334	31.7	27.3	96	5081	32.0	18.9	97	1752	30.6	6.5	92				
OUTDOOR IMPERATIVE		23348	6886	29.8	29.5	103	4724	29.7	20.2	103	1668	29.1	7.1	101				
NEWSPAPERS-RADIO: DUAL		17133	5104	22.1	29.8	104	3495	22.0	20.4	104	1165	20.4	6.8	96				
NEWSPAPER IMPERATIVE		25893	7030	30.4	27.2	95	4791	30.2	18.5	94	1955	34.2	7.6	107				
RADIO IMPERATIVE		23167	7402	32.0	32.0	112	5247	33.0	22.6	115	1745	30.5	7.5	107				
NEWSPAPERS-TELEVISION: DUAL		17159	4667	20.2	27.2	95	3072	19.3	17.9	91	1424	24.9	8.3	117				
NEWSPAPER IMPERATIVE		26214	7355	31.8	28.1	98	5221	32.9	19.9	102	1594	27.9	6.1	86				
TELEVISION IMPERATIVE		23412	7202	31.1	30.8	108	4922	31.0	21.0	107	1792	31.3	7.7	108				
OUTDOOR-RADIO: DUAL		15303	4793	20.7	31.3	110	3165	19.9	20.7	105	1165	20.4	7.6	108				
OUTDOOR IMPERATIVE		24901	6852	29.6	27.5	96	4810	30.3	19.3	99	1903	33.3	7.6	108				
RADIO IMPERATIVE		26492	7916	34.2	29.9	105	5719	36.0	21.6	110	1674	29.3	6.3	89				
OUTDOOR-TELEVISION: DUAL		14794	4598	19.9	31.1	109	3195	20.1	21.6	110	1307	22.8	8.8	125				
OUTDOOR IMPERATIVE		25437	7179	31.0	28.2	99	5053	31.8	19.9	101	1628	28.4	6.4	91				
TELEVISION IMPERATIVE		27877	7677	33.2	27.5	96	5153	32.4	18.5	94	1939	33.9	7.0	98				
RADIO-TELEVISION: DUAL		15996	5121	22.1	32.0	112	3735	23.5	23.3	119	1119	19.6	7.0	99				
RADIO IMPERATIVE		25478	7616	32.9	29.9	105	5341	33.6	21.0	107	1675	29.3	6.6	93				
TELEVISION IMPERATIVE		26573	7008	30.3	26.4	92	4510	28.4	17.0	87	2219	38.8	8.4	118				

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TOASTER PASTRIES: BRANDS
(FEMALE HOMEMAKERS)

0594
P-19

	TOTAL U.S. '000	ALL USERS A '000	B % DOWN	C % ACROSS	D INDX	KELLOGG'S POP TOPS A '000	B % DOWN	C % ACROSS	D INDX	TOASTEMS POP UPS A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	23128	100.0	28.6	100	15881	100.0	19.6	100	5723	100.0	7.1	100				
ATLANTIC MONTHLY	415	**58	0.3	14.0	49	**41	0.3	9.9	50	**27	0.5	6.5	92				
BARRON'S	453	**171	0.7	37.7	132	**137	0.9	30.2	154	**81	1.4	17.9	253				
BETTER HOMES & GARDENS	16256	4732	20.5	29.1	102	3291	20.7	20.2	103	1366	23.9	8.4	119				
BON APPETIT	2535	618	2.7	24.4	85	354	2.2	14.0	71	*196	3.4	7.7	109				
BUSINESS WEEK	1278	299	1.3	23.4	82	*185	1.2	14.5	74	**80	1.4	6.3	89				
CAR AND DRIVER	378	**136	0.6	36.0	126	**97	0.6	25.7	131	**9	0.2	2.4	34				
CBS MAGAZINE NETWORK (GROSS)	1498	554	2.4	37.0	130	462	2.9	30.8	157	**78	1.4	5.2	74				
CHANGING TIMES	1505	352	1.5	23.4	82	*291	1.8	19.3	99	**111	1.9	7.4	104				
COLONIAL HOMES	1231	373	1.6	30.3	106	*242	1.5	19.7	100	**86	1.5	7.0	99				
CONDE NAST MAG. PKG. (GROSS)	14146	4712	20.4	33.3	117	3460	21.8	24.5	125	992	17.3	7.0	99				
CONSUMERS DIGEST	1323	432	1.9	32.7	114	362	2.3	27.4	140	**115	2.0	8.7	123				
COSMOPOLITAN	7102	2337	10.1	32.9	115	1777	11.2	25.0	128	432	7.5	6.1	86				
COUNTRY LIVING	2481	717	3.1	28.9	101	559	3.5	22.5	115	**137	2.4	5.5	78				
CUISINE	1472	366	1.6	24.9	87	*216	1.4	14.7	75	**113	2.0	7.7	109				
CYCLE WORLD	425	**132	0.6	31.1	109	**121	0.8	28.5	145	**30	0.5	7.1	100				
DCI:CREATIVE IDEAS FOR LIV	2510	899	3.9	35.8	125	605	3.8	24.1	123	*238	4.2	9.5	134				
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	2158	9.3	32.2	113	1346	8.5	20.1	103	572	10.0	8.5	121				
DISCOVER	894	*193	0.8	21.6	76	*140	0.9	15.7	80	**40	0.7	4.5	63				
EBONY	3507	1180	5.1	33.6	118	726	4.6	20.7	106	320	5.6	9.1	129				
ESQUIRE	1083	351	1.5	32.4	113	*246	1.5	22.7	116	**131	2.3	12.1	171				
ESSENCE	1830	658	2.8	36.0	126	406	2.6	22.2	113	*220	3.8	12.0	170				
FAMILY CIRCLE	15930	4814	20.8	30.2	106	3442	21.7	21.6	110	1293	22.6	8.1	115				
THE FAMILY HANDYMAN	1126	301	1.3	26.7	94	256	1.6	22.7	116	**72	1.3	6.4	90				
FAMILY WEEKLY	11468	3390	14.7	29.6	104	2423	15.3	21.1	108	844	14.7	7.4	104				
FIELD & STREAM	2234	707	3.1	31.6	111	510	3.2	22.8	116	*215	3.8	9.6	136				
FOOD & WINE	579	*205	0.9	35.4	124	*125	0.8	21.6	110	**61	1.1	10.5	149				
FORBES	728	*182	0.8	25.0	88	**120	0.8	16.5	84	**99	1.7	13.6	192				
FORTUNE	906	*266	1.2	29.4	103	*214	1.3	23.6	120	**106	1.9	11.7	166				
GENTLEMEN'S QUARTERLY	791	247	1.1	31.2	109	*182	1.1	23.0	117	**19	0.3	2.4	34				
GLAMOUR	5265	1910	8.3	36.3	127	1394	8.8	26.5	135	435	7.6	8.3	117				
GOLF DIGEST	636	*235	1.0	36.9	129	*135	0.9	21.2	108	**69	1.2	10.8	154				
GOLF DIGEST/TENNIS (GROSS)	1186	432	1.8	35.6	125	282	1.8	23.8	121	**98	1.7	8.3	117				
GOLF MAGAZINE	441	**114	0.5	25.9	91	**40	0.3	9.1	46	**33	0.6	7.5	106				
GOLF MAGAZINE/SKI (GROSS)	922	304	1.3	33.0	115	*186	1.2	20.2	103	**48	0.8	5.2	74				
GOOD HOUSEKEEPING	16487	4994	21.6	30.3	106	3537	22.3	21.5	109	1239	21.6	7.5	106				
HARPER'S BAZAAR	2423	702	3.0	29.0	101	536	3.4	22.1	113	*184	3.2	7.6	107				
HEALTH	1994	582	2.5	29.2	102	367	2.3	18.4	94	**176	3.1	8.8	125				
HEARST MAG CORP. BUY (GROSS)	44101	13627	58.9	30.9	108	9949	62.6	22.6	115	3098	54.1	7.0	99				
HEARST MAN POWER (GROSS)	1993	611	2.6	30.7	107	422	2.7	21.2	108	*198	3.5	9.9	141				
HEARST WOMAN POWER (GROSS)	31274	9870	42.7	31.6	111	7280	45.8	23.3	119	2196	38.4	7.0	99				
HOUSE BEAUTIFUL	3623	1045	4.5	28.8	101	729	4.6	20.1	103	*227	4.0	6.3	89				
INC.	283	**101	0.4	35.7	125	**94	0.6	33.2	169	**40	0.7	14.1	200				
JET	2928	987	4.3	33.7	118	580	3.7	19.8	101	277	4.8	9.5	134				
LADIES' HOME JOURNAL	11918	3833	16.6	32.2	113	2793	17.6	23.4	120	985	17.2	8.3	117				
LHJ FAMILY GRP COMBO(GROSS)	16764	5385	23.3	32.1	112	3907	24.6	23.3	119	1440	25.2	8.6	122				
LIFE	4254	1286	5.6	30.2	106	935	5.9	22.0	112	306	5.3	7.2	102				
L.A. TIMES HOME MAGAZINE	1145	*172	0.7	15.0	53	**108	0.7	9.4	48	**81	1.4	7.1	100				
MADEMOISELLE	2884	969	4.2	33.6	118	734	4.6	25.5	130	*203	3.5	7.0	100				
MC CALL'S	13460	4090	17.7	30.4	106	2897	18.2	21.5	110	1117	19.5	8.3	117				
MC CALL'S/WRK MOTHER (GROSS)	14606	4545	19.7	31.1	109	3236	20.4	22.2	113	1203	21.0	8.2	117				
MECHANIX ILLUSTRATED	772	*220	1.0	28.5	100	*150	0.9	19.4	99	**87	1.5	11.3	159				
METROPOLITAN HOME	967	*232	1.0	24.0	84	*211	1.3	21.8	111	**37	0.6	3.8	54				
MONEY	1588	464	2.0	29.2	102	353	2.2	22.2	113	**109	1.9	6.9	97				
MOTHER EARTH NEWS	1002	260	1.1	25.9	91	*163	1.0	16.3	83	**92	1.6	9.2	130				
MS.	825	235	1.0	28.5	100	*183	1.2	22.2	113	**49	0.9	5.9	84				
NATIONAL ENQUIRER	10336	3597	15.6	34.8	122	2567	16.2	24.8	127	1050	18.3	10.2	144				
NATIONAL GEOGRAPHIC	9597	2291	9.9	23.9	84	1577	9.9	16.4	84	601	10.5	6.3	89				
NATIONAL SUNDAY MAGAZINE PKG	49558	14269	61.7	28.8	101	9796	61.7	19.8	101	3544	61.9	7.2	101				
NATURAL HISTORY	573	**86	0.4	15.0	53	**41	0.3	7.2	36	**5	0.1	0.9	12				
NEW WOMAN	1699	666	2.9	39.2	137	544	3.4	32.0	163	*123	2.1	7.2	102				
NEW YORK INCLUDING CUE	443	**105	0.5	23.7	83	**78	0.5	17.6	90	**4	0.1	0.9	13				
THE NEW YORKER	1270	286	1.2	22.5	79	*175	1.1	13.8	70	**82	1.4	6.5	91				
NEWSWEEK	6277	1687	7.3	26.9	94	1174	7.4	18.7	95	499	8.7	7.9	112				
THE N.Y. TIMES DAILY EDITION	1205	*226	1.0	18.8	66	*144	0.9	12.0	61	**40	0.7	3.3	47				
THE N.Y. TIMES MAGAZINE	2081	311	1.3	14.9	52	*167	1.1	8.0	41	**58	1.0	2.8	39				
OMNI	788	*213	0.9	27.0	95	*143	0.9	18.1	93	**59	1.0	7.5	106				
ON CABLE	1158	392	1.7	33.9	119	305	1.9	26.3	134	**100	1.7	8.6	122				
1001 HOME IDEAS	2852	970	4.2	34.0	119	747	4.7	26.2	134	*279	4.9	9.8	138				
ORGANIC GARDENING	1658	369	1.6	22.3	78	248	1.6	15.0	76	**116	2.0	7.0	99				
OUTDOOR LIFE	896	297	1.3	33.1	116	250	1.6	27.9	142	**87	1.5	9.7	137				
PARADE MAGAZINE	24275	7265	31.4	29.9	105	4604	29.0	19.0	97	1848	32.3	7.6	108				

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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TOASTER PASTRIES: BRANDS
(FEMALE HOMEMAKERS)

0595
P-19

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	KELLOGG'S POP TOPS A '000	KELLOGG'S POP TOPS B % DOWN	KELLOGG'S POP TOPS C % ACROSS	KELLOGG'S POP TOPS D INDX	TOASTEMS POP UPS A '000	TOASTEMS POP UPS B % DOWN	TOASTEMS POP UPS C % ACROSS	TOASTEMS POP UPS D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	23128	100.0	28.6	100	15881	100.0	19.6	100	5723	100.0	7.1	100				
PARENTS	3845	1281	5.5	33.3	117	1069	6.7	27.8	142	345	6.0	9.0	127				
PENTHOUSE	831	290	1.3	34.9	122	*206	1.3	24.8	126	**70	1.2	8.4	119				
PEOPLE	11645	3832	16.6	32.9	115	2782	17.5	23.9	122	981	17.1	8.4	119				
PLAYBOY	2006	680	2.9	33.9	119	466	2.9	23.2	118	*185	3.2	9.2	131				
POPULAR HOT RODDING	297	**138	0.6	46.5	163	**116	0.7	39.1	199	**49	0.9	16.5	233				
POPULAR MECHANICS	1018	*350	1.5	34.4	120	*207	1.3	20.3	104	**140	2.4	13.8	195				
POPULAR SCIENCE	878	*272	1.2	31.0	108	*203	1.3	23.1	118	**79	1.4	9.0	127				
PREVENTION	3913	1061	4.6	27.1	95	668	4.2	17.1	87	312	5.5	8.0	113				
PSYCHOLOGY TODAY	1710	736	3.2	43.0	151	448	2.8	26.2	134	*207	3.6	12.1	171				
READER'S DIGEST	22204	6300	27.2	28.4	99	4485	28.1	20.1	103	1568	27.4	7.1	100				
REDBOOK	7684	2539	11.0	33.0	116	1967	12.4	25.6	131	525	9.2	6.8	97				
ROAD & TRACK	410	**139	0.6	33.9	119	**123	0.8	30.0	153	**23	0.4	5.6	79				
ROLLING STONE	969	357	1.5	36.8	129	255	1.6	26.3	134	**78	1.4	8.0	114				
RUNNER'S WORLD	298	**97	0.4	32.6	114	**66	0.4	22.1	113	**4	0.1	1.3	19				
SATURDAY EVENING POST	1169	244	1.1	20.9	73	*185	1.2	15.8	81	**67	1.2	5.7	81				
SCIENCE 84	587	*150	0.6	25.6	89	*102	0.6	17.4	89	**55	1.0	9.4	133				
SCIENCE DIGEST	482	*105	0.5	21.8	76	**77	0.5	16.0	81	**25	0.4	5.2	73				
SCIENTIFIC AMERICAN	594	*129	0.6	21.7	76	**90	0.6	15.2	77	**22	0.4	3.7	52				
SELF	2089	632	2.7	30.3	106	500	3.1	23.9	122	**97	1.7	4.6	66				
SEVENTEEN	2411	886	3.8	36.7	129	605	3.8	25.1	128	*175	3.1	7.3	103				
SKI	480	*191	0.8	39.8	139	*146	0.9	30.4	155	**15	0.3	3.1	44				
SMITHSONIAN	2760	552	2.4	20.0	70	338	2.1	12.2	62	*126	2.2	4.6	65				
SOAP OPERA DIGEST	3013	1270	5.5	42.2	148	1011	6.4	33.6	171	269	4.7	8.9	126				
SOUTHERN LIVING	4184	1260	5.4	30.1	105	740	4.7	17.7	90	334	5.8	8.0	113				
SPORT	559	*192	0.8	34.3	120	**128	0.8	22.9	117	**43	0.8	7.7	109				
THE SPORTING NEWS	436	**146	0.6	33.5	117	**89	0.6	20.4	104	**47	0.8	10.8	153				
SPORTS AFIELD	493	*156	0.7	31.6	111	*138	0.9	28.0	143	**33	0.6	6.7	95				
SPORTS ILLUSTRATED	2758	918	4.0	33.3	117	718	4.5	26.0	133	*232	4.1	8.4	119				
STAR	7456	2715	11.7	36.4	128	1924	12.1	25.8	132	754	13.2	10.1	143				
SUNDAY	24936	6925	29.9	27.8	97	4709	29.7	18.9	96	1586	27.7	6.4	90				
SUNSET	2124	372	1.6	17.5	61	*306	1.9	14.4	73	**108	1.9	5.1	72				
TV GUIDE	21661	7536	32.6	34.8	122	5397	34.0	24.9	127	1815	31.7	8.4	119				
TENNIS	550	*187	0.8	34.0	119	*147	0.9	26.7	136	**29	0.5	5.3	75				
TIME	8880	2663	11.5	30.0	105	1879	11.8	21.2	108	593	10.4	6.7	94				
TOWN & COUNTRY	917	266	1.2	29.0	102	*157	1.0	17.1	87	**51	0.9	5.6	79				
TRAVEL & LEISURE	972	243	1.1	25.0	88	*168	1.1	17.3	88	**60	1.0	6.2	87				
TRUE STORY	3356	1348	5.8	40.2	141	1027	6.5	30.6	156	409	7.1	12.2	172				
U.S.NEWS & WORLD REPORT	3410	728	3.1	21.3	75	501	3.2	14.7	75	*198	3.5	5.8	82				
USA TODAY	1759	472	2.0	26.8	94	320	2.0	18.2	93	*144	2.5	8.2	116				
US	1873	578	2.5	30.9	108	500	3.1	26.7	136	**110	1.9	5.9	83				
VOGUE	3909	1202	5.2	30.7	108	832	5.2	21.3	109	*257	4.5	6.6	93				
WALL STREET JOURNAL	1886	419	1.8	22.2	78	*248	1.6	13.1	67	**94	1.6	5.0	71				
WEIGHT WATCHERS	2120	686	3.0	32.4	113	538	3.4	25.4	129	*180	3.1	8.5	120				
WOMAN'S DAY	14172	4358	18.8	30.8	108	3152	19.8	22.2	113	1142	20.0	8.1	114				
WORKING MOTHER	1146	455	2.0	39.7	139	340	2.1	29.7	151	**86	1.5	7.5	106				
WORKING WOMAN	1322	465	2.0	35.2	123	312	2.0	23.6	120	**122	2.1	9.2	131				
WORLD TENNIS	*163	**47	0.2	28.8	101	**40	0.3	24.5	125	**3	0.1	1.8	26				
ZIFF-DAVIS MAG NETWK (GROSS)	2532	825	3.6	32.6	114	560	3.5	22.1	113	*211	3.7	8.3	118				
BLAIR INSERTS	43657	12446	53.8	28.5	100	8413	53.0	19.3	98	3055	53.4	7.0	99				
DAILY NEWSPAPERS																	
READ ANY	51633	14492	62.7	28.1	98	10012	63.0	19.4	99	3675	64.2	7.1	101				
READ ONE	43463	12373	53.5	28.5	100	8490	53.5	19.5	100	3190	55.7	7.3	104				
READ TWO OR MORE	8170	2119	9.2	25.9	91	1523	9.6	18.6	95	485	8.5	5.9	84				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	15212	65.8	28.9	101	10385	65.4	19.7	101	3768	65.8	7.2	101				
READ ONE	46126	13557	58.6	29.4	103	9340	58.8	20.2	103	3372	58.9	7.3	103				
READ TWO OR MORE	6552	1655	7.2	25.3	88	1045	6.6	15.9	81	396	6.9	6.0	86				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	29.11				29.48				29.07							
30 DAY REACH	71455	20241	87.5	28.3	99	13911	87.6	19.5	99	5035	88.0	7.0	100				
50 SHWG - 30 DAY AV FREQ	14.56	15.25				15.34				14.96							
30 DAY REACH	67742	19339	83.6	28.5	100	13392	84.3	19.8	101	4907	85.7	7.2	103				
25 SHWG - 30 DAY AV FREQ	7.94	8.23				8.33				7.94							
30 DAY REACH	62117	17941	77.6	28.9	101	12334	77.7	19.9	101	4639	81.1	7.5	106				
CABLE TV: HOME WIRED	32077	9596	41.5	29.9	105	6924	43.6	21.6	110	2348	41.0	7.3	104				
HOME NOT WIRED	48909	13532	58.5	27.7	97	8957	56.4	18.3	93	3375	59.0	6.9	98				
HAVE PAY CABLE	15935	5436	23.5	34.1	119	4032	25.4	25.3	129	1320	23.1	8.3	117				

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TOASTER PASTRIES: BRANDS
(FEMALE HOMEMAKERS)

0596
P-19

	TOTAL U.S. '000	ALL USERS A '000	B % DOWN	C % ACROSS	D INDX	KELLOGG'S POP TOPS A '000	B % DOWN	C % ACROSS	D INDX	TOASTEMS POP UPS A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	23128	100.0	28.6	100	15881	100.0	19.6	100	5723	100.0	7.1	100				
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	13148	56.8	29.9	105	9137	57.5	20.8	106	2986	52.2	6.8	96				
10:00 AM - 3:00 PM	30659	9387	40.6	30.6	107	6693	42.1	21.8	111	2186	38.2	7.1	101				
3:00 PM - 7:00 PM	31045	9386	40.6	30.2	106	6668	42.0	21.5	110	2254	39.4	7.3	103				
7:00 PM - MIDNIGHT	15767	5006	21.6	31.7	111	3271	20.6	20.7	106	1249	21.8	7.9	112				
MIDNIGHT - 6:00 AM	9120	2891	12.5	31.7	111	1975	12.4	21.7	110	783	13.7	8.6	121				
6:00 AM - MIDNIGHT	58527	17776	76.9	30.4	106	12420	78.2	21.2	108	4294	75.0	7.3	104				
ENTIRE DAY	59311	18029	78.0	30.4	106	12564	79.1	21.2	108	4370	76.4	7.4	104				
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	5146	22.3	31.8	111	3621	22.8	22.4	114	1191	20.8	7.4	104				
ALL NEWS	2256	502	2.2	22.3	78	300	1.9	13.3	68	**111	1.9	4.9	70				
AOR/PROGRESSIVE	3874	1214	5.2	31.3	110	860	5.4	22.2	113	288	5.0	7.4	105				
BEAUTIFUL MUSIC	5660	1570	6.8	27.7	97	1068	6.7	18.9	96	349	6.1	6.2	87				
BLACK	2204	836	3.6	37.9	133	535	3.4	24.3	124	*219	3.8	9.9	141				
CLASSICAL	1418	393	1.7	27.7	97	*251	1.6	17.7	90	**67	1.2	4.7	67				
CHR/ROCK	9538	3359	14.5	35.2	123	2502	15.8	26.2	134	794	13.9	8.3	118				
COUNTRY	12648	4209	18.2	33.3	117	2912	18.3	23.0	117	1141	19.9	9.0	128				
GOLDEN OLDIES	1191	296	1.3	24.9	87	*132	0.8	11.1	57	**81	1.4	6.8	96				
MOR/NOSTALGIA	4757	1329	5.7	27.9	98	968	6.1	20.3	104	*275	4.8	5.8	82				
NEWS/TALK	3863	790	3.4	20.5	72	525	3.3	13.6	69	*194	3.4	5.0	71				
RELIGIOUS	3084	732	3.2	23.7	83	478	3.0	15.5	79	*167	2.9	5.4	77				
SOFT ROCK	521	*131	0.6	25.1	88	**89	0.6	17.1	87	**43	0.8	8.3	117				
URBAN CONTEMPORARY	1585	519	2.2	32.7	115	309	1.9	19.5	99	*131	2.3	8.3	117				
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	1162	5.0	35.6	125	888	5.6	27.2	139	*275	4.8	8.4	119				
ABC DIRECTION	2316	716	3.1	30.9	108	495	3.1	21.4	109	**86	1.5	3.7	53				
ABC ENTERTAINMENT	4834	1560	6.7	32.3	113	991	6.2	20.5	105	354	6.2	7.3	104				
ABC FM	2202	782	3.4	35.5	124	582	3.7	26.4	135	*178	3.1	8.1	114				
ABC INFORMATION	5425	1379	6.0	25.4	89	988	6.2	18.2	93	317	5.5	5.8	83				
ABC ROCK	1677	554	2.4	33.0	116	469	3.0	28.0	143	**125	2.2	7.5	105				
CBS	4430	965	4.2	21.8	76	645	4.1	14.6	74	*264	4.6	6.0	84				
MUTUAL	4992	1638	7.1	32.8	115	1031	6.5	20.7	105	445	7.8	8.9	126				
NBC	4679	1330	5.8	28.4	100	951	6.0	20.3	104	372	6.5	8.0	113				
RADIORADIO	1994	667	2.9	33.5	117	440	2.8	22.1	113	*167	2.9	8.4	119				
RKO ONE	2298	743	3.2	32.3	113	496	3.1	21.6	110	*220	3.8	9.6	135				
RKO TWO	3311	1113	4.8	33.6	118	795	5.0	24.0	122	353	6.2	10.7	151				
THE SOURCE	2114	806	3.5	38.1	134	554	3.5	26.2	134	*175	3.1	8.3	117				
NON-WIRED : BLAIR	8654	2898	12.5	33.5	117	2039	12.8	23.6	120	741	12.9	8.6	121				
INTERNET	12025	3575	15.5	29.7	104	2456	15.5	20.4	104	872	15.2	7.3	103				
KATZ RADIO GROUP	15359	4493	19.4	29.3	102	3086	19.4	20.1	102	1144	20.0	7.4	105				
SUPERNET	10628	3381	14.6	31.8	111	2436	15.3	22.9	117	809	14.1	7.6	108				
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	2354	10.2	27.2	95	1617	10.2	18.7	95	674	11.8	7.8	110				
MKDAY 9:00 AM - 1:00 PM	12163	3455	14.9	28.4	99	2374	14.9	19.5	100	954	16.7	7.8	111				
MKDAY 1:00 PM - 4:30 PM	16150	4947	21.4	30.6	107	3380	21.3	20.9	107	1324	23.1	8.2	116				
MKDAY 4:30 PM - 7:30 PM	22463	6243	27.0	27.8	97	4163	26.2	18.5	95	1654	28.9	7.4	104				
MKDAY 7:30 PM - 8:00 PM	31795	8752	37.8	27.5	96	5826	36.7	18.3	93	2235	39.1	7.0	99				
MKDAY 11:00 PM - 11:30 PM	23977	7024	30.4	29.3	103	4795	30.2	20.0	102	1802	31.5	7.5	106				
MKDAY 11:30 PM - 1:00 AM	7703	2413	10.4	31.3	110	1643	10.3	21.3	109	715	12.5	9.3	131				
M-SAT 8-11 PM+SUN 7-11 PM	33800	9913	42.9	29.3	103	6735	42.4	19.9	102	2519	44.0	7.5	105				
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	2040	8.8	31.2	109	1393	8.8	21.3	109	598	10.4	9.1	129				
ANOTHER WORLD N	4620	1407	6.1	30.5	107	968	6.1	21.0	107	297	5.2	6.4	91				
AS THE WORLD TURNS C	5614	1673	7.2	29.8	104	1164	7.3	20.7	106	446	7.8	7.9	112				
CAPITOL C	3396	1039	4.5	30.6	107	748	4.7	22.0	112	308	5.4	9.1	128				
CBS MORN. NEWS 1 C	1446	277	1.2	19.2	67	207	1.3	14.3	73	*63	1.1	4.4	62				
CBS MORN. NEWS 2 C	1207	189	0.8	15.7	55	142	0.9	11.8	60	*59	1.0	4.9	69				
DAYS OF OUR LIVES N	5877	1752	7.6	29.8	104	1165	7.3	19.8	101	456	8.0	7.8	110				
FACTS OF LIFE - DAYTIME N	2290	735	3.2	32.1	112	516	3.2	22.5	115	205	3.6	9.0	127				
FAMILY FEUD A	3023	850	3.7	28.1	98	583	3.7	19.3	98	224	3.9	7.4	105				
GENERAL HOSPITAL A	6097	1983	8.6	32.5	114	1339	8.4	22.0	112	604	10.6	9.9	140				
GOOD MORNING, AMERICA-730 A	3515	1057	4.6	30.1	105	706	4.4	20.1	102	268	4.7	7.6	108				
GOOD MORNING, AMERICA-830 A	2818	813	3.5	28.9	101	486	3.1	17.2	88	250	4.4	8.9	126				
GUIDING LIGHT C	5339	1679	7.3	31.4	110	1169	7.4	21.9	112	418	7.3	7.8	111				
ONE LIFE TO LIVE A	4478	1443	6.2	32.2	113	991	6.2	22.1	113	425	7.4	9.5	134				
PRESS YOUR LUCK C	2244	643	2.8	28.7	100	458	2.9	20.4	104	184	3.2	8.2	116				
PRICE IS RIGHT 1 C	4348	1135	4.9	26.1	91	787	5.0	18.1	92	378	6.6	8.7	123				
PRICE IS RIGHT 2 C	5014	1297	5.6	25.9	91	881	5.5	17.6	90	440	7.7	8.8	124				
RYAN'S HOPE A	3150	1136	4.9	36.1	126	779	4.9	24.7	126	273	4.8	8.7	123				
SALE OF THE CENTURY N	2695	684	3.0	25.4	89	462	2.9	17.1	87	204	3.6	7.6	107				
SEARCH FOR TOMORROW N	2319	617	2.7	26.6	93	347	2.2	15.0	76	*136	2.4	5.9	83				
TODAY SHOW 1 N	2693	692	3.0	25.7	90	459	2.9	17.0	87	213	3.7	7.9	112				
TODAY SHOW 2 N	2498	651	2.8	26.1	91	434	2.7	17.4	89	169	3.0	6.8	96				
$25,000 PYRAMID C	2753	732	3.2	26.6	93	513	3.2	18.6	95	186	3.3	6.8	96				
WHEEL OF FORTUNE N	4388	1192	5.2	27.2	95	846	5.3	19.3	98	271	4.7	6.2	87				
YOUNG AND THE RESTLESS C	5695	1720	7.4	30.2	106	1193	7.5	20.9	107	492	8.6	8.6	122				
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	519	2.2	29.5	103	346	2.2	19.7	100	*130	2.3	7.4	105				
NBA PLAYOFF GAME -1 C	1136	392	1.7	34.5	121	254	1.6	22.4	114	*84	1.5	7.4	105				
NBC MAJOR LEAGUE PRE-GAME N	953	*239	1.0	25.1	88	*154	1.0	16.2	82	**75	1.3	7.9	111				
SPORTSWORLD - SUN N	1233	416	1.8	33.7	118	288	1.8	23.4	119	*108	1.9	8.8	124				
SUNDAY MORNING C	1611	315	1.4	19.6	68	275	1.7	17.1	87	*91	1.6	5.6	80				

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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TOASTER PASTRIES: BRANDS
(FEMALE HOMEMAKERS)

0597
P-19

		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	KELLOGG'S POP TOPS A '000	KELLOGG'S POP TOPS B % DOWN	KELLOGG'S POP TOPS C % ACROSS	KELLOGG'S POP TOPS D INDX	TOASTEMS POP UPS A '000	TOASTEMS POP UPS B % DOWN	TOASTEMS POP UPS C % ACROSS	TOASTEMS POP UPS D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	23128	100.0	28.6	100	15881	100.0	19.6	100	5723	100.0	7.1	100				
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	6620	28.6	25.4	89	4306	27.1	16.5	84	1731	30.2	6.6	94				
NETWORK AFFILIATES - LATE		20261	5786	25.0	28.6	100	3962	24.9	19.6	100	1504	26.3	7.4	105				
INDEPENDENTS - LATE		2076	522	2.3	25.1	88	323	2.0	15.6	79	115	2.0	5.5	78				
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	3608	15.6	34.5	121	2625	16.5	25.1	128	842	14.7	8.1	114				
ABC MONDAY NIGHT MOVIE	A	6412	1782	7.7	27.8	97	1219	7.7	19.0	97	406	7.1	6.3	90				
ABC SUNDAY NIGHT MOVIE	A	12407	3405	14.7	27.4	96	2273	14.3	18.3	93	805	14.1	6.5	92				
ABC WORLD NEWS TONIGHT	A	6176	1457	6.3	23.6	83	826	5.2	13.4	68	393	6.9	6.4	90				
AFTERMASH	C	5863	1489	6.4	25.4	89	994	6.3	17.0	86	344	6.0	5.9	83				
ALICE	C	9594	2699	11.7	28.1	99	1750	11.0	18.2	93	602	10.5	6.3	89				
AMERICAN PARADE	C	6622	1636	7.1	24.7	87	987	6.2	14.9	76	501	8.8	7.6	107				
BENSON	A	10886	3020	13.1	27.7	97	1831	11.5	16.8	86	853	14.9	7.8	111				
BLUE THUNDER	A	5036	1480	6.4	29.4	103	1035	6.5	20.6	105	374	6.5	7.4	105				
CAGNEY & LACEY	C	9965	2958	12.8	29.7	104	2056	12.9	20.6	105	769	13.4	7.7	109				
CBS EVENING NEWS-DEAN	C	3491	878	3.8	25.2	88	530	3.3	15.2	77	*228	4.0	6.5	92				
CBS EVENING NEWS-RATHER	C	7123	1684	7.3	23.6	83	1152	7.3	16.2	82	424	7.4	6.0	84				
CBS SAT. NEWS-SCHIEFFER	C	3621	900	3.9	24.9	87	636	4.0	17.6	90	228	4.0	6.3	89				
CBS SATURDAY NIGHT MOVIE	C	5436	1678	7.3	30.9	108	1206	7.6	22.2	113	349	6.1	6.4	91				
CBS WEDNESDAY NIGHT MOVIE	C	6100	1490	6.4	24.4	86	954	6.0	15.6	80	473	8.3	7.8	110				
CHEERS	N	8889	2865	12.4	32.2	113	2038	12.8	22.9	117	648	11.3	7.3	103				
DALLAS	C	22109	6427	27.8	29.1	102	4363	27.5	19.7	101	1588	27.7	7.2	102				
DIFF'RENT STROKES	N	6940	2144	9.3	30.9	108	1457	9.2	21.0	107	610	10.7	8.8	124				
DOUBLE TROUBLE	N	7223	2560	11.1	35.4	124	1969	12.4	27.3	139	555	9.7	7.7	109				
DUCK FACTORY	N	5595	1763	7.6	31.5	110	1259	7.9	22.5	115	373	6.5	6.7	94				
DUKES OF HAZZARD	C	5768	1779	7.7	30.8	108	1212	7.6	21.0	107	456	8.0	7.9	112				
DYNASTY	A	20053	6058	26.2	30.2	106	3884	24.5	19.4	99	1493	26.1	7.4	105				
FACTS OF LIFE	N	8087	2684	11.6	33.2	116	2096	13.2	25.9	132	571	10.0	7.1	100				
FALCON CREST	C	20046	6051	26.2	30.2	106	4018	25.3	20.0	102	1447	25.3	7.2	102				
FALL GUY	A	9084	2856	12.3	31.4	110	2008	12.6	22.1	113	751	13.1	8.3	117				
FAMILY TIES	N	7964	2524	10.9	31.7	111	1695	10.7	21.3	109	546	9.5	6.9	97				
FANTASY ISLAND	A	7687	2083	9.0	27.1	95	1350	8.5	17.6	90	460	8.0	6.0	85				
FOULUPS,BLEEPS & BLUNDERS	A	8861	2434	10.5	27.5	96	1647	10.4	18.6	95	579	10.1	6.5	92				
FOUR SEASONS	C	5095	1395	6.0	27.4	96	959	6.0	18.8	96	*264	4.6	5.2	73				
GIMME A BREAK	N	8838	2774	12.0	31.4	110	1785	11.2	20.2	103	614	10.7	6.9	98				
HART TO HART	A	8978	2505	10.8	27.9	98	1747	11.0	19.5	99	532	9.3	5.9	84				
HILL STREET BLUES	N	8590	2935	12.7	34.2	120	1976	12.4	23.0	117	768	13.4	8.9	127				
HOTEL	A	14085	4033	17.4	28.6	100	2658	16.7	18.9	96	995	17.4	7.1	100				
JEFFERSONS	C	9360	2592	11.2	27.7	97	1765	11.1	18.9	96	623	10.9	6.7	94				
JENNIFER SLEPT HERE	N	5841	1794	7.8	30.7	108	1184	7.5	20.3	103	477	8.3	8.2	116				
KATE & ALLIE	C	9206	2848	12.3	30.9	108	2007	12.6	21.8	111	736	12.9	8.0	113				
KNIGHT RIDER	N	7076	2204	9.5	31.1	109	1627	10.2	23.0	117	590	10.3	8.3	118				
LOVE BOAT	A	12219	3427	14.8	28.0	98	2268	14.3	18.6	95	889	15.5	7.3	103				
MAGNUM PI	C	11199	3353	14.5	29.9	105	2375	15.0	21.2	108	938	16.4	8.4	119				
MAMA'S FAMILY	N	6057	1630	7.0	26.9	94	1130	7.1	18.7	95	454	7.9	7.5	106				
MASTER, THE	N	3598	1136	4.9	31.6	111	805	5.1	22.4	114	296	5.2	8.2	116				
MATT HOUSTON	A	6344	1901	8.2	30.0	105	1343	8.5	21.2	108	488	8.5	7.7	109				
NBC MONDAY NIGHT MOVIE	N	11994	3920	16.9	32.7	114	2695	17.0	22.5	115	1070	18.7	8.9	126				
NBC NIGHTLY NEWS	N	5132	1431	6.2	27.9	98	901	5.7	17.6	90	339	5.9	6.6	93				
NBC NIGHTLY NEWS-SAT	N	3375	915	4.0	27.1	95	508	3.2	15.1	77	*325	5.7	9.6	136				
NBC NIGHTLY NEWS-SUN	N	3130	814	3.5	26.0	91	531	3.3	17.0	87	*188	3.3	6.0	85				
NBC SUNDAY NIGHT MOVIE	N	8284	2785	12.0	33.6	118	1860	11.7	22.5	114	728	12.7	8.8	124				
NEWHART	C	9240	2911	12.6	31.5	110	2089	13.2	22.6	115	828	14.5	9.0	127				
ONE DAY AT A TIME	C	7288	2119	9.2	29.1	102	1510	9.5	20.7	106	467	8.2	6.4	91				
PEOPLE ARE FUNNY	N	4855	1291	5.6	26.6	93	914	5.8	18.8	96	384	6.7	7.9	112				
REAL PEOPLE	N	8869	2602	11.3	29.3	103	1684	10.6	19.0	97	663	11.6	7.5	106				
REMINGTON STEELE	N	7743	2331	10.1	30.1	105	1725	10.9	22.3	114	600	10.5	7.7	110				
RIPLEY'S BELIEVE IT - NOT	A	5345	1575	6.8	29.5	103	1125	7.1	21.0	107	384	6.7	7.2	102				
RIPTIDE	N	6988	2293	9.9	32.8	115	1737	10.9	24.9	127	552	9.6	7.9	112				
SCARECROW & MRS. KING	C	10002	2904	12.6	29.0	102	2008	12.6	20.1	102	804	14.0	8.0	114				
SIMON & SIMON	C	10638	3301	14.3	31.0	109	2256	14.2	21.2	108	1066	18.6	10.0	142				
60 MINUTES	C	13293	3439	14.9	25.9	91	2224	14.0	16.7	85	987	17.2	7.4	105				
ST. ELSEWHERE	N	7017	2533	11.0	36.1	126	1873	11.8	26.7	136	609	10.6	8.7	123				
THREE'S COMPANY	A	10917	3280	14.2	30.0	105	2230	14.0	20.4	104	741	12.9	6.8	96				
T.J. HOOKER	A	9204	2571	11.1	27.9	98	1730	10.9	18.8	96	586	10.2	6.4	90				
TONIGHT SHOW	N	2372	730	3.2	30.8	108	476	3.0	20.1	102	199	3.5	8.4	119				
TRAPPER JOHN, M.D.	C	9846	2653	11.5	26.9	94	1848	11.6	18.8	96	629	11.0	6.4	90				
TV BLOOPERS & PRAC. JOKES	N	9105	2603	11.3	28.6	100	1790	11.3	19.7	100	535	9.3	5.9	83				
20/20	A	9387	2488	10.8	26.5	93	1767	11.1	18.8	96	619	10.8	6.6	93				
WEBSTER	A	11067	3188	13.8	28.8	101	1965	12.4	17.8	91	871	15.2	7.9	111				
WORLD NEWS - SUN	A	3062	752	3.3	24.6	86	472	3.0	15.4	79	*231	4.0	7.5	107				
YELLOW ROSE	N	4978	1343	5.8	27.0	94	892	5.6	17.9	91	434	7.6	8.7	123				
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	2638	11.4	29.7	104	1979	12.5	22.3	114	613	10.7	6.9	98				
BASKETBALL - COLLEGE GAMES		4080	1304	5.6	32.0	112	1086	6.8	26.6	136	*324	5.7	7.9	112				
BASKETBALL - PRO GAMES		3607	1221	5.3	33.9	119	960	6.0	26.6	136	*417	7.3	11.6	164				
BOWLING		3883	1466	6.3	37.8	132	1025	6.5	26.4	135	*461	8.1	11.9	168				
BOXING		3928	1472	6.4	37.5	131	929	5.8	23.7	121	*461	8.1	11.7	166				
FOOTBALL - COLLEGE GAMES		6366	1995	8.6	31.3	110	1315	8.3	20.7	105	586	10.2	9.2	130				
FOOTBALL - PRO GAMES		11300	3786	16.4	33.5	117	2698	17.0	23.9	122	1102	19.3	9.8	138				
GOLF		3378	875	3.8	25.9	91	*639	4.0	18.9	96	**198	3.5	5.9	83				
POST-SEASON COLL. FOOTBALL		4906	1493	6.5	30.4	107	964	6.1	19.6	100	*481	8.4	9.8	139				
POST-SEASON PRO FOOTBALL		6120	1842	8.0	30.1	105	1325	8.3	21.7	110	*425	7.4	6.9	98				
TENNIS		3033	982	4.2	32.4	113	673	4.2	22.2	113	*262	4.6	8.6	122				
WRESTLING - PROFESSIONAL		3344	1520	6.6	45.5	159	1060	6.7	31.7	162	*371	6.5	11.1	157				

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WHIPPED TOPPING (CREAM TYPE) BASE = FEMALE HOMEMAKERS (80986) QUESTIONNAIRE PAGE H-13

		'000	%	UNWEIGHTED
2A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE IT?				
	YES	55007	67.9	5181
	NO	25979	32.1	3254

	ALL		SOLE		PRIMARY		SECONDARY		
	'000	%	'000	%	'000	%	'000	%	UNWEIGHTED
IF YES									
2B. WHAT TYPES ARE USED BY YOUR HOUSEHOLD?									
AEROSOL	14740	18.2	2352	2.9	5872	7.3	6515	8.0	1603
FROZEN/REFRIGERATED	50684	62.6	28008	34.6	18940	23.4	3736	4.6	5671
POWDER	17063	21.1	1246	1.5	3921	4.8	11896	14.7	1881
DO NOT KNOW	245	.3							27
2C. WHICH BRANDS ARE USED BY YOUR HOUSEHOLD?									
COOL WHIP	45890	56.7	21780	26.9	21627	26.7	2483	3.1	5097
DREAM WHIP	16091	19.9	2132	2.6	8042	9.9	5917	7.3	1769
KRAFT MARSHMALLOW	2377	2.9	138	.2	1264	1.6	975	1.2	245
OTHER KRAFT	1687	2.1	357	.4	786	1.0	544	.7	189
LUCKY WHIP	2742	3.4	436	.5	1378	1.7	928	1.1	303
REDDI-WHIP	9707	12.0	1752	2.2	4867	6.0	3088	3.8	1042
RICH'S	2045	2.5	162	.2	1126	1.4	757	.9	237
OTHER BRANDS	10020	12.4	2146	2.6	5118	6.3	2756	3.4	1098
DO NOT KNOW	288	.4							36

		'000	%	UNWEIGHTED
2D. ABOUT HOW MANY CANS, CONTAINERS OR PACKAGES OF WHIPPED TOPPING WERE USED BY YOUR ENTIRE HOUSEHOLD IN THE LAST 30 DAYS?				
7 OR MORE	H	221	.3	42
4 - 6	H	1865	2.3	194
3	H	3681	4.5	396
2	H	9801	12.1	1081
1	M	18254	22.5	2000
LESS THAN 1	L	9845	12.2	1184
NONE	L	11341	14.0	1284

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WHIPPED TOPPING (CREAM TYPE): USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0600
P-19

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS TWO OR MORE A '000	HEAVY USERS TWO OR MORE B % DOWN	HEAVY USERS TWO OR MORE C % ACROSS	HEAVY USERS TWO OR MORE D INDX	MEDIUM USERS ONE A '000	MEDIUM USERS ONE B % DOWN	MEDIUM USERS ONE C % ACROSS	MEDIUM USERS ONE D INDX	LIGHT USERS LESS THAN ONE A '000	LIGHT USERS LESS THAN ONE B % DOWN	LIGHT USERS LESS THAN ONE C % ACROSS	LIGHT USERS LESS THAN ONE D INDX
TOTAL FEMALE HOMEMAKERS	80986	55007	100.0	67.9	100	15567	100.0	19.2	100	18254	100.0	22.5	100	21186	100.0	26.2	100
18 - 24	9282	5341	9.7	57.5	85	1477	9.5	15.9	83	1524	8.3	16.4	73	2340	11.0	25.2	96
25 - 34	19072	13185	24.0	69.1	102	2966	19.1	15.6	81	4401	24.1	23.1	102	5819	27.5	30.5	117
35 - 44	14591	10566	19.2	72.4	107	3071	19.7	21.0	109	3613	19.8	24.8	110	3882	18.3	26.6	102
45 - 54	11345	8172	14.9	72.0	106	2311	14.8	20.4	106	2726	14.9	24.0	107	3134	14.8	27.6	106
55 - 64	11635	8237	15.0	70.8	104	2737	17.6	23.5	122	2606	14.3	22.4	99	2894	13.7	24.9	95
65 OR OLDER	15061	9506	17.3	63.1	93	3006	19.3	20.0	104	3384	18.5	22.5	100	3117	14.7	20.7	79
18 - 34	28354	18526	33.7	65.3	96	4443	28.5	15.7	82	5925	32.5	20.9	93	8159	38.5	28.8	110
18 - 49	48339	33147	60.3	68.6	101	8721	56.0	18.0	94	10800	59.2	22.3	99	13626	64.3	28.2	108
25 - 54	45008	31923	58.0	70.9	104	8348	53.6	18.5	96	10740	58.8	23.9	106	12835	60.6	28.5	109
35 - 49	19985	14621	26.6	73.2	108	4278	27.5	21.4	111	4876	26.7	24.4	108	5467	25.8	27.4	105
50 OR OLDER	32647	21860	39.7	67.0	99	6846	44.0	21.0	109	7454	40.8	22.8	101	7560	35.7	23.2	89
GRADUATED COLLEGE	11155	7354	13.4	65.9	97	1741	11.2	15.6	81	2418	13.2	21.7	96	3196	15.1	28.7	110
ATTENDED COLLEGE	13682	9999	18.2	73.1	108	2465	15.8	18.0	94	3428	18.8	25.1	111	4106	19.4	30.0	115
GRADUATED HIGH SCHOOL	33880	24055	43.7	71.0	105	6854	44.0	20.2	105	8064	44.2	23.8	106	9137	43.1	27.0	103
DID NOT GRADUATE HIGH SCHOOL	22270	13599	24.7	61.1	90	4507	29.0	20.2	105	4345	23.8	19.5	87	4747	22.4	21.3	81
EMPLOYED	40306	28025	50.9	69.5	102	7205	46.3	17.9	93	9430	51.7	23.4	104	11390	53.8	28.3	108
EMPLOYED FULL-TIME	32850	22493	40.9	68.5	101	5696	36.6	17.3	90	7665	42.0	23.3	104	9132	43.1	27.8	106
EMPLOYED PART-TIME	7456	5532	10.1	74.2	109	1508	9.7	20.2	105	1765	9.7	23.7	105	2258	10.7	30.3	116
NOT EMPLOYED	40680	26982	49.1	66.3	98	8362	53.7	20.6	107	8824	48.3	21.7	96	9796	46.2	24.1	92
PROFESSIONAL/MANAGER	10392	7271	13.2	70.0	103	1609	10.3	15.5	81	2473	13.5	23.8	106	3189	15.1	30.7	117
TECH/CLERICAL/SALES	17574	12616	22.9	71.8	106	3258	20.9	18.5	96	4194	23.0	23.9	106	5164	24.4	29.4	112
PRECISION/CRAFT	985	634	1.2	64.4	95	**145	0.9	14.7	77	**238	1.3	24.2	107	*250	1.2	25.4	97
OTHER EMPLOYED	11354	7504	13.6	66.1	97	2193	14.1	19.3	100	2525	13.8	22.2	99	2786	13.2	24.5	94
SINGLE	9863	5544	10.1	56.2	83	1458	9.4	14.8	77	1661	9.1	16.8	75	2426	11.5	24.6	94
MARRIED	51375	37482	68.1	73.0	107	10863	69.8	21.1	110	12575	68.9	24.5	109	14044	66.3	27.3	104
DIVORCED/SEPARATED/WIDOWED	19748	11981	21.8	60.7	89	3246	20.9	16.4	86	4019	22.0	20.4	90	4716	22.3	23.9	91
PARENTS	32590	23178	42.1	71.1	105	6673	42.9	20.5	107	7819	42.8	24.0	106	8687	41.0	26.7	102
WHITE	70416	49490	90.0	70.3	103	13720	88.1	19.5	101	16658	91.3	23.7	105	19112	90.2	27.1	104
BLACK	8778	4564	8.3	52.0	77	1557	10.0	17.7	92	1365	7.5	15.6	69	1643	7.8	18.7	72
OTHER	1791	953	1.7	53.2	78	**291	1.9	16.2	85	**231	1.3	12.9	57	*431	2.0	24.1	92
NORTHEAST-CENSUS	17786	11523	20.9	64.8	95	3388	21.8	19.0	99	3780	20.7	21.3	94	4355	20.6	24.5	94
NORTH CENTRAL	20741	15529	28.2	74.9	110	4585	29.5	22.1	115	5090	27.9	24.5	109	5855	27.6	28.2	108
SOUTH	27775	18427	33.5	66.3	98	5597	36.0	20.2	105	6177	33.8	22.2	99	6653	31.4	24.0	92
WEST	14683	9528	17.3	64.9	96	1997	12.8	13.6	71	3207	17.6	21.8	97	4324	20.4	29.4	113
NORTHEAST-MKTG.	17961	11151	20.3	62.1	91	3443	22.1	19.2	100	3669	20.1	20.4	91	4039	19.1	22.5	86
EAST CENTRAL	11885	8959	16.3	75.4	111	2520	16.2	21.2	110	3084	16.9	25.9	115	3356	15.8	28.2	108
WEST CENTRAL	14090	10482	19.1	74.4	110	3110	20.0	22.1	115	3341	18.3	23.7	105	4031	19.0	28.6	109
SOUTH	24081	16122	29.3	66.9	99	4780	30.7	19.8	103	5367	29.4	22.3	99	5975	28.2	24.8	95
PACIFIC	12969	8293	15.1	63.9	94	1714	11.0	13.2	69	2793	15.3	21.5	96	3786	17.9	29.2	112
COUNTY SIZE A	32439	20198	36.7	62.3	92	5152	33.1	15.9	83	6995	38.3	21.6	96	8051	38.0	24.8	95
COUNTY SIZE B	24915	17399	31.6	69.8	103	4861	31.2	19.5	102	5584	30.6	22.4	99	6954	32.8	27.9	107
COUNTY SIZE C	12930	9497	17.3	73.4	108	2754	17.7	21.3	111	3058	16.8	23.7	105	3686	17.4	28.5	109
COUNTY SIZE D	10703	7912	14.4	73.9	109	2801	18.0	26.2	136	2617	14.3	24.5	108	2495	11.8	23.3	89
METRO CENTRAL CITY	24518	14587	26.5	59.5	88	4170	26.8	17.0	88	4872	26.7	19.9	88	5545	26.2	22.6	86
METRO SUBURBAN	35919	25326	46.0	70.5	104	6457	41.5	18.0	94	8537	46.8	23.8	105	10331	48.8	28.8	110
NON METRO	20549	15095	27.4	73.5	108	4940	31.7	24.0	125	4845	26.5	23.6	105	5310	25.1	25.8	99
TOP 5 ADI'S	18341	10832	19.7	59.1	87	2724	17.5	14.9	77	3738	20.5	20.4	90	4370	20.6	23.8	91
TOP 10 ADI'S	25378	15643	28.4	61.6	91	4036	25.9	15.9	83	5507	30.2	21.7	96	6100	28.8	24.0	92
TOP 20 ADI'S	36488	23036	41.9	63.1	93	5922	38.0	16.2	84	7800	42.7	21.4	95	9314	44.0	25.5	98
HSHLD INC. $50,000 OR MORE	6612	5089	9.3	77.0	113	1452	9.3	22.0	114	1577	8.6	23.9	106	2060	9.7	31.2	119
$40,000 OR MORE	12659	9475	17.2	74.8	110	2600	16.7	20.5	107	3152	17.3	24.9	110	3724	17.6	29.4	112
$30,000 OR MORE	24698	18225	33.1	73.8	109	5245	33.7	21.2	110	6072	33.3	24.6	109	6909	32.6	28.0	107
$25,000 OR MORE	32077	23763	43.2	74.1	109	6628	42.6	20.7	107	8135	44.6	25.4	113	9000	42.5	28.1	107
$20,000 - $24,999	9144	6345	11.5	69.4	102	1734	11.1	19.0	99	2165	11.9	23.7	105	2446	11.5	26.7	102
$15,000 - $19,999	8728	5958	10.8	68.3	101	1710	11.0	19.6	102	2043	11.2	23.4	104	2205	10.4	25.3	97
$10,000 - $14,999	12562	8582	15.6	68.3	101	2477	15.9	19.7	103	2775	15.2	22.1	98	3329	15.7	26.5	101
UNDER $10,000	18475	10360	18.8	56.1	83	3018	19.4	16.3	85	3136	17.2	17.0	75	4206	19.9	22.8	87
HOUSEHOLD OF 1 PERSON	11987	6814	12.4	56.8	84	1504	9.7	12.5	65	2208	12.1	18.4	82	3102	14.6	25.9	99
2 PEOPLE	26577	17776	32.3	66.9	98	4754	30.5	17.9	93	5842	32.0	22.0	98	7181	33.9	27.0	103
3 OR 4 PEOPLE	30617	21855	39.7	71.4	105	6511	41.8	21.3	111	7217	39.5	23.6	105	8128	38.4	26.5	101
5 OR MORE PEOPLE	11804	8561	15.6	72.5	107	2798	18.0	23.7	123	2988	16.4	25.3	112	2775	13.1	23.5	90
NO CHILD IN HSHLD	46165	30316	55.1	65.7	97	8369	53.8	18.1	94	9980	54.7	21.6	96	11967	56.5	25.9	99
CHILD(REN) UNDER 2 YRS	5325	3454	6.3	64.9	95	898	5.8	16.9	88	873	4.8	16.4	73	1684	7.9	31.6	121
2 - 5 YEARS	14221	9601	17.5	67.5	99	2797	18.0	19.7	102	2837	15.5	19.9	89	3968	18.7	27.9	107
6 - 11 YEARS	15117	10924	19.9	72.3	106	3379	21.7	22.4	116	3744	20.5	24.8	110	3802	17.9	25.2	96
12 - 17 YEARS	16611	12259	22.3	73.8	109	3937	25.3	23.7	123	4370	23.9	26.3	117	3953	18.7	23.8	91
RESIDENCE OWNED	55884	40733	74.1	72.9	107	12022	77.2	21.5	112	13733	75.2	24.6	109	14979	70.7	26.8	102
VALUE: $50,000 OR MORE	31744	23271	42.3	73.3	108	6570	42.2	20.7	108	7807	42.8	24.6	109	8894	42.0	28.0	107
VALUE: UNDER $50,000	24140	17462	31.7	72.3	106	5452	35.0	22.6	117	5926	32.5	24.5	109	6084	28.7	25.2	96

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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WHIPPED TOPPING (CREAM TYPE): USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0601
P-19

		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS TWO OR MORE A '000	HEAVY USERS TWO OR MORE B % DOWN	HEAVY USERS TWO OR MORE C % ACROSS	HEAVY USERS TWO OR MORE D INDX	MEDIUM USERS ONE A '000	MEDIUM USERS ONE B % DOWN	MEDIUM USERS ONE C % ACROSS	MEDIUM USERS ONE D INDX	LIGHT USERS LESS THAN ONE A '000	LIGHT USERS LESS THAN ONE B % DOWN	LIGHT USERS LESS THAN ONE C % ACROSS	LIGHT USERS LESS THAN ONE D INDX
TOTAL FEMALE HOMEMAKERS		80986	55007	100.0	67.9	100	15567	100.0	19.2	100	18254	100.0	22.5	100	21186	100.0	26.2	100
MAGAZINES	QUINTILE 1	15799	11315	20.6	71.6	105	3192	20.5	20.2	105	3877	21.2	24.5	109	4245	20.0	26.9	103
	QUINTILE 2	17259	12504	22.7	72.4	107	3730	24.0	21.6	112	4108	22.5	23.8	106	4667	22.0	27.0	103
	QUINTILE 3	13545	9529	17.3	70.4	104	2479	15.9	18.3	95	3121	17.1	23.0	102	3929	18.5	29.0	111
	QUINTILE 4	15133	10025	18.2	66.2	98	2838	18.2	18.8	98	3333	18.3	22.0	98	3855	18.2	25.5	97
	QUINTILE 5	19250	11634	21.2	60.4	89	3328	21.4	17.3	90	3816	20.9	19.8	88	4490	21.2	23.3	89
NEWSPAPERS	QUINTILE 1	12413	8830	16.1	71.1	105	2922	18.8	23.5	122	2912	16.0	23.5	104	2997	14.1	24.1	92
	QUINTILE 2	24116	16896	30.7	70.1	103	4915	31.6	20.4	106	5562	30.5	23.1	102	6419	30.3	26.6	102
	QUINTILE 3	11261	7759	14.1	68.9	101	2239	14.4	19.9	103	2715	14.9	24.1	107	2805	13.2	24.9	95
	QUINTILE 4	20255	13676	24.9	67.5	99	3368	21.6	16.6	87	4696	25.7	23.2	103	5613	26.5	27.7	106
	QUINTILE 5	12940	7846	14.3	60.6	89	2123	13.6	16.4	85	2370	13.0	18.3	81	3353	15.8	25.9	99
OUTDOOR	QUINTILE 1	14852	10305	18.7	69.4	102	2635	16.9	17.7	92	3493	19.1	23.5	104	4178	19.7	28.1	108
	QUINTILE 2	15725	10782	19.6	68.6	101	2832	18.2	18.0	94	3755	20.6	23.9	106	4194	19.8	26.7	102
	QUINTILE 3	16330	11175	20.3	68.4	101	3377	21.7	20.7	108	3357	18.4	20.6	91	4441	21.0	27.2	104
	QUINTILE 4	16744	11198	20.4	66.9	98	3210	20.6	19.2	100	3828	21.0	22.9	101	4159	19.6	24.8	95
	QUINTILE 5	17334	11547	21.0	66.6	98	3513	22.6	20.3	105	3821	20.9	22.0	98	4214	19.9	24.3	93
RADIO-DRIVE TIME	QUINTILE 1	15911	10778	19.6	67.7	100	3175	20.4	20.0	104	3585	19.6	22.5	100	4018	19.0	25.3	97
	QUINTILE 2	14837	10373	18.9	69.9	103	3034	19.5	20.4	106	3367	18.4	22.7	101	3973	18.8	26.8	102
	QUINTILE 3	15339	10327	18.8	67.3	99	2957	19.0	19.3	100	3226	17.7	21.0	93	4144	19.6	27.0	103
	QUINTILE 4	16723	11576	21.0	69.2	102	3177	20.4	19.0	99	3699	20.3	22.1	98	4700	22.2	28.1	107
	QUINTILE 5	18176	11953	21.7	65.8	97	3225	20.7	17.7	92	4377	24.0	24.1	107	4351	20.5	23.9	92
RADIO-MID-DAY	TERCILE 1	21020	14288	26.0	68.0	100	4242	27.2	20.2	105	4847	26.6	23.1	102	5199	24.5	24.7	95
	TERCILE 2	21610	15002	27.3	69.4	102	4475	28.7	20.7	108	4818	26.4	22.3	99	5708	26.9	26.4	101
	TERCILE 3	38355	25717	46.8	67.0	99	6850	44.0	17.9	93	8589	47.1	22.4	99	10279	48.5	26.8	102
RADIO-TOTAL	QUINTILE 1	15988	10800	19.6	67.6	99	3285	21.1	20.5	107	3569	19.6	22.3	99	3946	18.6	24.7	94
	QUINTILE 2	15626	10657	19.4	68.2	100	3015	19.4	19.3	100	3700	20.3	23.7	105	3942	18.6	25.2	96
	QUINTILE 3	16723	11791	21.4	70.5	104	3388	21.8	20.3	105	3624	19.9	21.7	96	4779	22.6	28.6	109
	QUINTILE 4	16342	11192	20.3	68.5	101	2992	19.2	18.3	95	3571	19.6	21.9	97	4629	21.8	28.3	108
	QUINTILE 5	16306	10566	19.2	64.8	95	2887	18.5	17.7	92	3790	20.8	23.2	103	3889	18.4	23.9	91
TV-PRIME TIME	QUINTILE 1	15953	10586	19.2	66.4	98	3245	20.8	20.3	106	3479	19.1	21.8	97	3862	18.2	24.2	93
	QUINTILE 2	16137	11242	20.4	69.7	103	3218	20.7	19.9	104	3825	21.0	23.7	105	4200	19.8	26.0	99
	QUINTILE 3	16420	11692	21.3	71.2	105	3113	20.0	19.0	99	4244	23.2	25.8	115	4335	20.5	26.4	101
	QUINTILE 4	16687	11200	20.4	67.1	99	3160	20.3	18.9	99	3615	19.8	21.7	96	4425	20.9	26.5	101
	QUINTILE 5	15789	10286	18.7	65.1	96	2831	18.2	17.9	93	3092	16.9	19.6	87	4363	20.6	27.6	106
TV-DAYTIME	TERCILE 1	27736	18418	33.5	66.4	98	5460	35.1	19.7	102	5860	32.1	21.1	94	7098	33.5	25.6	98
	TERCILE 2	26489	18192	33.1	68.7	101	5235	33.6	19.8	103	6023	33.0	22.7	101	6934	32.7	26.2	100
	TERCILE 3	26761	18397	33.4	68.7	101	4872	31.3	18.2	95	6371	34.9	23.8	106	7154	33.8	26.7	102
TV-TOTAL	QUINTILE 1	16345	10552	19.2	64.6	95	3137	20.2	19.2	100	3526	19.3	21.6	96	3889	18.4	23.8	91
	QUINTILE 2	16447	11811	21.5	71.8	106	3504	22.5	21.3	111	3862	21.2	23.5	104	4446	21.0	27.0	103
	QUINTILE 3	15980	10739	19.5	67.2	99	2964	19.0	18.5	96	3653	20.0	22.9	101	4122	19.5	25.8	99
	QUINTILE 4	15887	11076	20.1	69.7	103	2945	18.9	18.5	96	3886	21.3	24.5	109	4246	20.0	26.7	102
	QUINTILE 5	16326	10829	19.7	66.3	98	3018	19.4	18.5	96	3327	18.2	20.4	90	4484	21.2	27.5	105
MAGAZINES-NEWSPAPERS: DUAL		20721	14784	26.9	71.3	105	4635	29.8	22.4	116	4997	27.4	24.1	107	5152	24.3	24.9	95
MAGAZINE IMPERATIVE		19186	13722	24.9	71.5	105	3389	21.8	17.7	92	4603	25.2	24.0	106	5731	27.1	29.9	114
NEWSPAPER IMPERATIVE		21899	14978	27.2	68.4	101	4376	28.1	20.0	104	4917	26.9	22.5	100	5686	26.8	26.0	99
MAGAZINES-OUTDOOR: DUAL		15451	11119	20.2	72.0	106	2893	18.6	18.7	97	3754	20.6	24.3	108	4473	21.1	28.9	111
MAGAZINE IMPERATIVE		25953	18564	33.7	71.5	105	5594	35.9	21.6	112	6126	33.6	23.6	105	6845	32.3	26.4	101
OUTDOOR IMPERATIVE		24400	15842	28.8	64.9	96	4313	27.7	17.7	92	5144	28.2	21.1	94	6385	30.1	26.2	100
MAGAZINES-RADIO: DUAL		18049	12927	23.5	71.6	105	3745	24.1	20.7	108	4333	23.7	24.0	107	4849	22.9	26.9	103
MAGAZINE IMPERATIVE		23571	16919	30.8	71.8	106	4564	29.3	19.4	101	5642	30.9	23.9	106	6713	31.7	28.5	109
RADIO IMPERATIVE		23278	15179	27.6	65.2	96	4397	28.2	18.9	98	4980	27.3	21.4	95	5802	27.4	24.9	95
MAGAZINES-TELEVISION: DUAL		15459	11123	20.2	72.0	106	3179	20.4	20.6	107	3810	20.9	24.6	109	4135	19.5	26.7	102
MAGAZINE IMPERATIVE		25829	18443	33.5	71.4	105	4991	32.1	19.3	101	6062	33.2	23.5	104	7391	34.9	28.6	109
TELEVISION IMPERATIVE		26039	16798	30.5	64.5	95	4814	30.9	18.5	96	5570	30.5	21.4	95	6413	30.3	24.6	94
NEWSPAPERS-OUTDOOR: DUAL		16605	11672	21.2	70.3	103	3236	20.8	19.5	101	4174	22.9	25.1	112	4263	20.1	25.7	98
NEWSPAPER IMPERATIVE		26834	18869	34.3	70.3	104	6181	39.7	23.0	120	6052	33.2	22.6	100	6636	31.3	24.7	95
OUTDOOR IMPERATIVE		23346	15642	28.4	67.0	99	3963	25.5	17.0	88	5060	27.7	21.7	96	6619	31.2	28.4	108
NEWSPAPERS-RADIO: DUAL		17133	12013	21.8	70.1	103	3835	24.6	22.4	116	3986	21.8	23.3	103	4192	19.8	24.5	94
NEWSPAPER IMPERATIVE		25892	18201	33.1	70.3	103	5176	33.2	20.0	104	5979	32.8	23.1	102	7045	33.3	27.2	104
RADIO IMPERATIVE		23167	15353	27.9	66.3	98	4045	26.0	17.5	91	5004	27.4	21.6	96	6305	29.8	27.2	104
NEWSPAPERS-TELEVISION: DUAL		17159	12211	22.2	71.2	105	3934	25.3	22.9	119	3953	21.7	23.0	102	4324	20.4	25.2	96
NEWSPAPER IMPERATIVE		26214	18159	33.0	69.3	102	5222	33.5	19.9	104	6078	33.3	23.2	103	6858	32.4	26.2	100
TELEVISION IMPERATIVE		23412	15307	27.8	65.4	96	3998	25.7	17.1	89	5168	28.3	22.1	98	6141	29.0	26.2	100
OUTDOOR-RADIO: DUAL		15303	11023	20.0	72.0	106	2959	19.0	19.3	101	3634	19.9	23.7	105	4431	20.9	29.0	111
OUTDOOR IMPERATIVE		24901	16704	30.4	67.1	99	4483	28.8	18.0	94	5560	30.5	22.3	99	6662	31.4	26.8	102
RADIO IMPERATIVE		26492	17834	32.4	67.3	99	5482	35.2	20.7	108	5889	32.3	22.2	99	6463	30.5	24.4	93
OUTDOOR-TELEVISION: DUAL		14794	10407	18.9	70.3	104	2917	18.7	19.7	103	3531	19.3	23.9	106	3960	18.7	26.8	102
OUTDOOR IMPERATIVE		25437	17520	31.9	68.9	101	4564	29.3	17.9	93	5867	32.1	23.1	102	7088	33.5	27.9	107
TELEVISION IMPERATIVE		27877	18691	34.0	67.0	99	5752	36.9	20.6	107	5955	32.6	21.4	95	6984	33.0	25.1	96
RADIO-TELEVISION: DUAL		15996	10717	19.5	67.0	99	3458	22.2	21.6	112	3498	19.2	21.9	97	3761	17.8	23.5	90
RADIO IMPERATIVE		25478	17605	32.0	69.1	102	4932	31.7	19.4	101	5803	31.8	22.8	101	6870	32.4	27.0	103
TELEVISION IMPERATIVE		26573	18136	33.0	68.2	100	4834	31.1	18.2	95	6066	33.2	22.8	101	7235	34.1	27.2	104

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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WHIPPED TOPPING (CREAM TYPE): USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0602
P-19

	TOTAL U.S. '000	ALL USERS A '000	B % DOWN	C % ACROSS	D INDX	HEAVY USERS TWO OR MORE A '000	B % DOWN	C % ACROSS	D INDX	MEDIUM USERS ONE A '000	B % DOWN	C % ACROSS	D INDX	LIGHT USERS LESS THAN ONE A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	55007	100.0	67.9	100	15567	100.0	19.2	100	18254	100.0	22.5	100	21186	100.0	26.2	100
ATLANTIC MONTHLY	415	272	0.5	65.5	96	**31	0.2	7.5	39	**129	0.7	31.1	138	*112	0.5	27.0	103
BARRON'S	453	*292	0.5	64.5	95	**45	0.3	9.9	52	**103	0.6	22.7	101	**144	0.7	31.8	122
BETTER HOMES & GARDENS	16256	12126	22.0	74.6	110	3731	24.0	23.0	119	3947	21.6	24.3	108	4448	21.0	27.4	105
BON APPETIT	2535	1664	3.0	65.6	97	552	3.5	21.8	113	452	2.5	17.8	79	659	3.1	26.0	99
BUSINESS WEEK	1278	826	1.5	64.6	95	*228	1.5	17.8	93	279	1.5	21.8	97	318	1.5	24.9	95
CAR AND DRIVER	378	*230	0.4	60.8	90	**53	0.3	14.0	73	**94	0.5	24.9	110	**83	0.4	22.0	84
CBS MAGAZINE NETWORK (GROSS)	1498	1128	2.1	75.3	111	344	2.2	23.0	119	330	1.8	22.0	98	454	2.1	30.3	116
CHANGING TIMES	1505	995	1.8	66.1	97	229	1.5	15.2	79	287	1.6	19.1	85	479	2.3	31.8	122
COLONIAL HOMES	1231	864	1.6	70.2	103	219	1.4	17.8	93	237	1.3	19.3	85	408	1.9	33.1	127
CONDE NAST MAG. PKG. (GROSS)	14146	9455	17.2	66.8	98	2618	16.8	18.5	96	3477	19.0	24.6	109	3361	15.9	23.8	91
CONSUMERS DIGEST	1323	922	1.7	69.7	103	268	1.7	20.3	105	*214	1.2	16.2	72	440	2.1	33.3	127
COSMOPOLITAN	7102	4822	8.8	67.9	100	1289	8.3	18.1	94	1553	8.5	21.9	97	1980	9.3	27.9	107
COUNTRY LIVING	2481	2013	3.7	81.1	119	573	3.7	23.1	120	603	3.3	24.3	108	836	3.9	33.7	129
CUISINE	1472	1045	1.9	71.0	105	238	1.5	16.2	84	378	2.1	25.7	114	429	2.0	29.1	111
CYCLE WORLD	425	349	0.6	82.1	121	**142	0.9	33.4	174	**112	0.6	26.4	117	**95	0.4	22.4	85
DCI:CREATIVE IDEAS FOR LIV	2510	2001	3.6	79.7	117	607	3.9	24.2	126	674	3.7	26.9	119	720	3.4	28.7	110
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	5193	9.4	77.6	114	1449	9.3	21.6	113	1869	10.2	27.9	124	1875	8.9	28.0	107
DISCOVER	894	539	1.0	60.3	89	*113	0.7	12.6	66	*156	0.9	17.4	77	271	1.3	30.3	116
EBONY	3507	1971	3.6	56.2	83	608	3.9	17.3	90	617	3.4	17.6	78	745	3.5	21.2	81
ESQUIRE	1083	580	1.1	53.6	79	*175	1.1	16.2	84	*162	0.9	15.0	66	244	1.2	22.5	86
ESSENCE	1830	983	1.8	53.7	79	286	1.8	15.6	81	281	1.5	15.4	68	417	2.0	22.8	87
FAMILY CIRCLE	15930	12126	22.0	76.1	112	3660	23.5	23.0	120	4000	21.9	25.1	111	4466	21.1	28.0	107
THE FAMILY HANDYMAN	1126	869	1.6	77.2	114	281	1.8	25.0	130	290	1.6	25.8	114	297	1.4	26.4	101
FAMILY WEEKLY	11468	8449	15.4	73.7	108	2312	14.9	20.2	105	2745	15.0	23.9	106	3392	16.0	29.6	113
FIELD & STREAM	2234	1679	3.1	75.2	111	564	3.6	25.2	131	492	2.7	22.0	98	624	2.9	27.9	107
FOOD & WINE	579	401	0.7	69.3	102	**104	0.7	18.0	93	**128	0.7	22.1	98	*169	0.8	29.2	112
FORBES	728	488	0.9	67.0	99	**96	0.6	13.2	69	*196	1.1	26.9	119	*195	0.9	26.8	102
FORTUNE	906	555	1.0	61.3	90	*100	0.6	11.0	57	**140	0.8	15.5	69	*315	1.5	34.8	133
GENTLEMEN'S QUARTERLY	791	460	0.8	58.2	86	**84	0.5	10.6	55	**159	0.9	20.1	89	*218	1.0	27.6	105
GLAMOUR	5265	3650	6.6	69.3	102	1010	6.5	19.2	100	1407	7.7	26.7	119	1233	5.8	23.4	90
GOLF DIGEST	636	480	0.9	75.5	111	*185	1.2	29.1	151	**118	0.6	18.6	82	*177	0.8	27.8	106
GOLF DIGEST/TENNIS (GROSS)	1186	859	1.6	72.4	107	286	1.8	24.1	125	*208	1.1	17.5	78	365	1.7	30.8	118
GOLF MAGAZINE	441	340	0.6	77.1	114	**104	0.7	23.6	123	**131	0.7	29.7	132	**105	0.5	23.8	91
GOLF MAGAZINE/SKI (GROSS)	922	683	1.2	74.1	109	*211	1.4	22.9	119	*249	1.4	27.0	120	*224	1.1	24.3	93
GOOD HOUSEKEEPING	16487	12260	22.3	74.4	109	3538	22.7	21.5	112	4145	22.7	25.1	112	4578	21.6	27.8	106
HARPER'S BAZAAR	2423	1542	2.8	63.6	94	469	3.0	19.4	101	510	2.8	21.0	93	563	2.7	23.2	89
HEALTH	1994	1348	2.5	67.6	100	319	2.0	16.0	83	473	2.6	23.7	105	556	2.6	27.9	107
HEARST MAG CORP. BUY (GROSS)	44101	32109	58.4	72.8	107	9106	58.5	20.6	107	10750	58.9	24.4	108	12254	57.8	27.8	106
HEARST MAN POWER (GROSS)	1993	1493	2.7	74.9	110	438	2.8	22.0	114	634	3.5	31.8	141	421	2.0	21.1	81
HEARST WOMAN POWER (GROSS)	31274	22721	41.3	72.7	107	6491	41.7	20.8	108	7640	41.9	24.4	108	8591	40.6	27.5	105
HOUSE BEAUTIFUL	3623	2736	5.0	75.5	111	787	5.1	21.7	113	805	4.4	22.2	99	1144	5.4	31.6	121
INC.	283	*152	0.3	53.7	79	**53	0.3	18.7	97	**75	0.4	26.5	118	**24	0.1	8.5	32
JET	2928	1630	3.0	55.7	82	534	3.4	18.2	95	494	2.7	16.9	75	602	2.8	20.6	79
LADIES' HOME JOURNAL	11918	9103	16.5	76.4	112	2594	16.7	21.8	113	3088	16.9	25.9	115	3420	16.1	28.7	110
LHJ FAMILY GRP COMBO(GROSS)	16764	12626	23.0	75.3	111	3509	22.5	20.9	109	4267	23.4	25.5	113	4850	22.9	28.9	111
LIFE	4254	2787	5.1	65.5	96	855	5.5	20.1	105	861	4.7	20.2	90	1071	5.1	25.2	96
L.A. TIMES HOME MAGAZINE	1145	758	1.4	66.2	97	*101	0.6	8.8	46	*273	1.5	23.8	106	385	1.8	33.6	129
MADEMOISELLE	2884	1972	3.6	68.4	101	540	3.5	18.7	97	764	4.2	26.5	118	668	3.2	23.2	89
MC CALL'S	13460	10225	18.6	76.0	112	3144	20.2	23.4	122	3453	18.9	25.7	114	3628	17.1	27.0	103
MC CALL'S/WRK MOTHER (GROSS)	14606	11065	20.1	75.8	112	3321	21.3	22.7	118	3763	20.6	25.8	114	3981	18.8	27.3	104
MECHANIX ILLUSTRATED	772	492	0.9	63.7	94	*153	1.0	19.8	103	*172	0.9	22.3	99	*167	0.8	21.6	83
METROPOLITAN HOME	967	620	1.1	64.1	94	*147	0.9	15.2	79	*185	1.0	19.1	85	289	1.4	29.9	114
MONEY	1588	1072	1.9	67.5	99	276	1.8	17.4	90	380	2.1	23.9	106	416	2.0	26.2	100
MOTHER EARTH NEWS	1002	789	1.4	78.7	116	*200	1.3	20.0	104	*243	1.3	24.3	108	345	1.6	34.4	132
MS.	825	502	0.9	60.8	90	*107	0.7	13.0	67	*160	0.9	19.4	86	236	1.1	28.6	109
NATIONAL ENQUIRER	10336	7422	13.5	71.8	106	2211	14.2	21.4	111	2636	14.4	25.5	113	2574	12.1	24.9	95
NATIONAL GEOGRAPHIC	9597	6787	12.3	70.7	104	1801	11.6	18.8	98	2391	13.1	24.9	111	2595	12.2	27.0	103
NATIONAL SUNDAY MAGAZINE PKG	49558	34794	63.3	70.2	103	9903	63.6	20.0	104	11718	64.2	23.6	105	13174	62.2	26.6	102
NATURAL HISTORY	573	319	0.6	55.7	82	**91	0.6	15.9	83	**96	0.5	16.8	74	*132	0.6	23.0	88
NEW WOMAN	1699	1100	2.0	64.7	95	198	1.3	11.7	61	406	2.2	23.9	106	496	2.3	29.2	112
NEW YORK INCLUDING CUE	443	251	0.5	56.7	83	**99	0.6	22.3	116	**29	0.2	6.5	29	*123	0.6	27.8	106
THE NEW YORKER	1270	719	1.3	56.6	83	*156	1.0	12.3	64	*184	1.0	14.5	64	379	1.8	29.8	114
NEWSWEEK	6277	4165	7.6	66.4	98	1354	8.7	21.6	112	1235	6.8	19.7	87	1576	7.4	25.1	96
THE N.Y. TIMES DAILY EDITION	1205	631	1.1	52.4	77	*164	1.1	13.6	71	*187	1.0	15.5	69	280	1.3	23.2	89
THE N.Y. TIMES MAGAZINE	2081	1019	1.9	49.0	72	233	1.5	11.2	58	343	1.9	16.5	73	443	2.1	21.3	81
OMNI	788	509	0.9	64.6	95	**103	0.7	13.1	68	*163	0.9	20.7	92	*243	1.1	30.8	118
ON CABLE	1158	909	1.7	78.5	116	*257	1.7	22.2	115	*244	1.3	21.1	93	408	1.9	35.2	135
1001 HOME IDEAS	2852	2175	4.0	76.3	112	595	3.8	20.9	109	706	3.9	24.8	110	874	4.1	30.6	117
ORGANIC GARDENING	1658	1223	2.2	73.8	109	327	2.1	19.7	103	388	2.1	23.4	104	508	2.4	30.6	117
OUTDOOR LIFE	896	668	1.2	74.6	110	269	1.7	30.0	156	**123	0.7	13.7	61	275	1.3	30.7	117
PARADE MAGAZINE	24275	16822	30.6	69.3	102	5201	33.4	21.4	111	5557	30.4	22.9	102	6064	28.6	25.0	95

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WHIPPED TOPPING (CREAM TYPE): USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0603
P-19

	TOTAL U.S. '000	ALL USERS A '000	B % DOWN	C % ACROSS	D INDX	HEAVY USERS TWO OR MORE A '000	B % DOWN	C % ACROSS	D INDX	MEDIUM USERS ONE A '000	B % DOWN	C % ACROSS	D INDX	LIGHT USERS LESS THAN ONE A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	55007	100.0	67.9	100	15567	100.0	19.2	100	18254	100.0	22.5	100	21186	100.0	26.2	100
PARENTS	3845	2769	5.0	72.0	106	855	5.5	22.2	116	760	4.2	19.8	88	1155	5.5	30.0	115
PENTHOUSE	831	488	0.9	58.7	86	**116	0.7	14.0	73	**167	0.9	20.1	89	*204	1.0	24.5	94
PEOPLE	11645	8227	15.0	70.6	104	2211	14.2	19.0	99	2814	15.4	24.2	107	3201	15.1	27.5	105
PLAYBOY	2006	1296	2.4	64.6	95	295	1.9	14.7	77	352	1.9	17.5	78	649	3.1	32.4	124
POPULAR HOT RODDING	297	*194	0.4	65.3	96	**68	0.4	22.9	119	**25	0.1	8.4	37	**101	0.5	34.0	130
POPULAR MECHANICS	1018	790	1.4	77.6	114	*225	1.4	22.1	115	*379	2.1	37.2	165	*186	0.9	18.3	70
POPULAR SCIENCE	878	600	1.1	68.3	101	*242	1.6	27.6	143	**123	0.7	14.0	62	*236	1.1	26.9	103
PREVENTION	3913	2758	5.0	70.5	104	734	4.7	18.8	98	944	5.2	24.1	107	1080	5.1	27.6	106
PSYCHOLOGY TODAY	1710	1222	2.2	71.5	105	282	1.8	16.5	86	463	2.5	27.1	120	476	2.2	27.8	106
READER'S DIGEST	22204	16251	29.5	73.2	108	4798	30.8	21.6	112	5426	29.7	24.4	108	6026	28.4	27.1	104
REDBOOK	7684	5639	10.3	73.4	108	1664	10.7	21.7	113	1941	10.6	25.3	112	2033	9.6	26.5	101
ROAD & TRACK	410	332	0.6	81.0	119	**76	0.5	18.5	96	**116	0.6	28.3	126	**140	0.7	34.1	131
ROLLING STONE	969	708	1.3	73.1	108	*210	1.3	21.7	113	*152	0.8	15.7	70	346	1.6	35.7	136
RUNNER'S WORLD	298	*198	0.4	66.4	98	**36	0.2	12.1	63	**75	0.4	25.2	112	**87	0.4	29.2	112
SATURDAY EVENING POST	1169	759	1.4	64.9	96	260	1.7	22.2	116	219	1.2	18.7	83	280	1.3	24.0	92
SCIENCE 84	587	407	0.7	69.3	102	**63	0.4	10.7	56	**132	0.7	22.5	100	*212	1.0	36.1	138
SCIENCE DIGEST	482	316	0.6	65.6	97	**120	0.8	24.9	130	**83	0.5	17.2	76	**114	0.5	23.7	90
SCIENTIFIC AMERICAN	594	375	0.7	63.1	93	**84	0.5	14.1	74	**65	0.4	10.9	49	*225	1.1	37.9	145
SELF	2089	1412	2.6	67.6	100	345	2.2	16.5	86	495	2.7	23.7	105	572	2.7	27.4	105
SEVENTEEN	2411	1539	2.8	63.8	94	464	3.0	19.2	100	529	2.9	21.9	97	547	2.6	22.7	87
SKI	480	343	0.6	71.5	105	**106	0.7	22.1	115	**118	0.6	24.6	109	**119	0.6	24.8	95
SMITHSONIAN	2760	1898	3.5	68.8	101	479	3.1	17.4	90	520	2.8	18.8	84	899	4.2	32.6	125
SOAP OPERA DIGEST	3013	2060	3.7	68.4	101	728	4.7	24.2	126	691	3.8	22.9	102	641	3.0	21.3	81
SOUTHERN LIVING	4184	3193	5.8	76.3	112	842	5.4	20.1	105	1195	6.5	28.6	127	1155	5.5	27.6	106
SPORT	559	416	0.8	74.4	110	*171	1.1	30.6	159	**83	0.5	14.8	66	*162	0.8	29.0	111
THE SPORTING NEWS	436	*369	0.7	84.6	125	**231	1.5	53.0	276	**62	0.3	14.2	63	**76	0.4	17.4	67
SPORTS AFIELD	493	387	0.7	78.5	116	**93	0.6	18.9	98	*172	0.9	34.9	155	*121	0.6	24.5	94
SPORTS ILLUSTRATED	2758	2047	3.7	74.2	109	618	4.0	22.4	117	635	3.5	23.0	102	794	3.7	28.8	110
STAR	7456	5429	9.9	72.8	107	1655	10.6	22.2	115	1748	9.6	23.4	104	2026	9.6	27.2	104
SUNDAY	24936	17165	31.2	68.8	101	4743	30.5	19.0	99	5904	32.3	23.7	105	6518	30.8	26.1	100
SUNSET	2124	1516	2.8	71.4	105	*277	1.8	13.0	68	506	2.8	23.8	106	732	3.5	34.5	132
TV GUIDE	21661	15276	27.8	70.5	104	4334	27.8	20.0	104	4858	26.6	22.4	100	6084	28.7	28.1	107
TENNIS	550	378	0.7	68.7	101	**101	0.6	18.4	96	**90	0.5	16.4	73	*187	0.9	34.0	130
TIME	8880	6031	11.0	67.9	100	1551	10.0	17.5	91	2053	11.2	23.1	103	2427	11.5	27.3	104
TOWN & COUNTRY	917	613	1.1	66.8	98	*124	0.8	13.5	70	*253	1.4	27.6	122	236	1.1	25.7	98
TRAVEL & LEISURE	972	709	1.3	72.9	107	*196	1.3	20.2	105	*250	1.4	25.7	114	263	1.2	27.1	103
TRUE STORY	3356	2281	4.1	68.0	100	816	5.2	24.3	126	642	3.5	19.1	85	823	3.9	24.5	94
U.S.NEWS & WORLD REPORT	3410	2395	4.4	70.2	103	610	3.9	17.9	93	852	4.7	25.0	111	933	4.4	27.4	105
USA TODAY	1759	1286	2.3	73.1	108	321	2.1	18.2	95	442	2.4	25.1	111	523	2.5	29.7	114
US	1873	1373	2.5	73.3	108	368	2.4	19.6	102	334	1.8	17.8	79	672	3.2	35.9	137
VOGUE	3909	2422	4.4	62.0	91	723	4.6	18.5	96	810	4.4	20.7	92	889	4.2	22.7	87
WALL STREET JOURNAL	1886	1217	2.2	64.5	95	356	2.3	18.9	98	425	2.3	22.5	100	435	2.1	23.1	88
WEIGHT WATCHERS	2120	1614	2.9	76.1	112	489	3.1	23.1	120	519	2.8	24.5	109	606	2.9	28.6	109
WOMAN'S DAY	14172	10650	19.4	75.1	111	3334	21.4	23.5	122	3656	20.0	25.8	114	3660	17.3	25.8	99
WORKING MOTHER	1146	840	1.5	73.3	108	*177	1.1	15.4	80	310	1.7	27.1	120	353	1.7	30.8	118
WORKING WOMAN	1322	960	1.7	72.6	107	195	1.3	14.8	77	266	1.5	20.1	89	498	2.4	37.7	144
WORLD TENNIS	*163	*121	0.2	74.2	109	**65	0.4	39.9	207	**17	0.1	10.4	46	**39	0.2	23.9	91
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1772	3.2	70.0	103	525	3.4	20.7	108	539	3.0	21.3	94	708	3.3	28.0	107
BLAIR INSERTS	43657	30268	55.0	69.3	102	8766	56.3	20.1	104	10253	56.2	23.5	104	11249	53.1	25.8	98
DAILY NEWSPAPERS																	
READ ANY	51633	35959	65.4	69.6	103	10642	68.4	20.6	107	12143	66.5	23.5	104	13174	62.2	25.5	98
READ ONE	43463	30084	54.7	69.2	102	8678	55.7	20.0	104	10220	56.0	23.5	104	11185	52.8	25.7	98
READ TWO OR MORE	8170	5875	10.7	71.9	106	1964	12.6	24.0	125	1923	10.5	23.5	104	1989	9.4	24.3	93
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	36840	67.0	69.9	103	10678	68.6	20.3	105	12308	67.4	23.4	104	13854	65.4	26.3	101
READ ONE	46126	32146	58.4	69.7	103	9230	59.3	20.0	104	10869	59.5	23.6	105	12047	56.9	26.1	100
READ TWO OR MORE	6552	4694	8.5	71.6	105	1448	9.3	22.1	115	1439	7.9	22.0	97	1807	8.5	27.6	105
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.11				26.51				28.28				29.11			
30 DAY REACH	71455	48432	88.0	67.8	100	13476	86.6	18.9	98	15996	87.6	22.4	99	18960	89.5	26.5	101
50 SHWG - 30 DAY AV FREQ	14.56	14.84				14.06				14.95				15.29			
30 DAY REACH	67742	46004	83.6	67.9	100	12701	81.6	18.7	98	15191	83.2	22.4	99	18112	85.5	26.7	102
25 SHWG - 30 DAY AV FREQ	7.94	8.02				7.63				8.03				8.30			
30 DAY REACH	62117	42508	77.3	68.4	101	11727	75.3	18.9	98	14121	77.4	22.7	101	16660	78.6	26.8	103
CABLE TV: HOME WIRED	32077	23754	43.2	74.1	109	6527	41.9	20.3	106	7904	43.3	24.6	109	9322	44.0	29.1	111
HOME NOT WIRED	48909	31253	56.8	63.9	94	9039	58.1	18.5	96	10350	56.7	21.2	94	11864	56.0	24.3	93
HAVE PAY CABLE	15935	11988	21.8	75.2	111	3393	21.8	21.3	111	3915	21.4	24.6	109	4679	22.1	29.4	112

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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WHIPPED TOPPING (CREAM TYPE): USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0604
P-19

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS TWO OR MORE A '000	HEAVY USERS TWO OR MORE B % DOWN	HEAVY USERS TWO OR MORE C % ACROSS	HEAVY USERS TWO OR MORE D INDX	MEDIUM USERS ONE A '000	MEDIUM USERS ONE B % DOWN	MEDIUM USERS ONE C % ACROSS	MEDIUM USERS ONE D INDX	LIGHT USERS LESS THAN ONE A '000	LIGHT USERS LESS THAN ONE B % DOWN	LIGHT USERS LESS THAN ONE C % ACROSS	LIGHT USERS LESS THAN ONE D INDX
TOTAL FEMALE HOMEMAKERS	80986	55007	100.0	67.9	100	15567	100.0	19.2	100	18254	100.0	22.5	100	21186	100.0	26.2	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	30491	55.4	69.4	102	8727	56.1	19.9	103	9796	53.7	22.3	99	11968	56.5	27.2	104
10:00 AM - 3:00 PM	30659	21142	38.4	69.0	102	6222	40.0	20.3	106	7006	38.4	22.9	101	7915	37.4	25.8	99
3:00 PM - 7:00 PM	31045	21260	38.6	68.5	101	5814	37.3	18.7	97	7080	38.8	22.8	101	8366	39.5	26.9	103
7:00 PM - MIDNIGHT	15767	10352	18.8	65.7	97	2745	17.6	17.4	91	3487	19.1	22.1	98	4120	19.4	26.1	100
MIDNIGHT - 6:00 AM	9120	6475	11.8	71.0	105	1969	12.6	21.6	112	1997	10.9	21.9	97	2510	11.8	27.5	105
6:00 AM - MIDNIGHT	58527	40330	73.3	68.9	101	11447	73.5	19.6	102	13051	71.5	22.3	99	15832	74.7	27.1	103
ENTIRE DAY	59311	40893	74.3	68.9	102	11610	74.6	19.6	102	13254	72.6	22.3	99	16029	75.7	27.0	103
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	11703	21.3	72.4	107	3445	22.1	21.3	111	3575	19.6	22.1	98	4684	22.1	29.0	111
ALL NEWS	2256	1512	2.7	67.0	99	440	2.8	19.5	101	471	2.6	20.9	93	600	2.8	26.6	102
AOR/PROGRESSIVE	3874	2702	4.9	69.7	103	607	3.9	15.7	82	920	5.0	23.7	105	1175	5.5	30.3	116
BEAUTIFUL MUSIC	5660	3894	7.1	68.8	101	1172	7.5	20.7	108	1100	6.0	19.4	86	1622	7.7	28.7	110
BLACK	2204	1190	2.2	54.0	79	321	2.1	14.6	76	416	2.3	18.9	84	453	2.1	20.6	79
CLASSICAL	1418	839	1.5	59.2	87	*225	1.4	15.9	83	*215	1.2	15.2	67	398	1.9	28.1	107
CHR/ROCK	9538	6519	11.9	68.3	101	1789	11.5	18.8	98	2116	11.6	22.2	98	2613	12.3	27.4	105
COUNTRY	12648	9230	16.8	73.0	107	2719	17.5	21.5	112	3406	18.7	26.9	119	3105	14.7	24.5	94
GOLDEN OLDIES	1191	850	1.5	71.4	105	293	1.9	24.6	128	*292	1.6	24.5	109	*266	1.3	22.3	85
MOR/NOSTALGIA	4757	3292	6.0	69.2	102	885	5.7	18.6	97	1057	5.8	22.2	99	1351	6.4	28.4	109
NEWS/TALK	3863	2569	4.7	66.5	98	617	4.0	16.0	83	767	4.2	19.9	88	1185	5.6	30.7	117
RELIGIOUS	3084	1877	3.4	60.9	90	532	3.4	17.3	90	529	2.9	17.2	76	816	3.9	26.5	101
SOFT ROCK	521	327	0.6	62.8	92	**120	0.8	23.0	120	**86	0.5	16.5	73	**121	0.6	23.2	89
URBAN CONTEMPORARY	1585	749	1.4	47.3	70	244	1.6	15.4	80	*244	1.3	15.4	68	261	1.2	16.5	63
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	2076	3.8	63.7	94	577	3.7	17.7	92	691	3.8	21.2	94	808	3.8	24.8	95
ABC DIRECTION	2316	1706	3.1	73.7	108	585	3.8	25.3	131	538	2.9	23.2	103	583	2.8	25.2	96
ABC ENTERTAINMENT	4834	3391	6.2	70.1	103	833	5.4	17.2	90	1047	5.7	21.7	96	1511	7.1	31.3	119
ABC FM	2202	1506	2.7	68.4	101	442	2.8	20.1	104	350	1.9	15.9	71	715	3.4	32.5	124
ABC INFORMATION	5425	3857	7.0	71.1	105	1228	7.9	22.6	118	1119	6.1	20.6	92	1509	7.1	27.8	106
ABC ROCK	1677	1067	1.9	63.6	94	*276	1.8	16.5	86	399	2.2	23.8	106	392	1.9	23.4	89
CBS	4430	3168	5.8	71.5	105	901	5.8	20.3	106	1070	5.9	24.2	107	1197	5.6	27.0	103
MUTUAL	4992	3569	6.5	71.5	105	1240	8.0	24.8	129	1001	5.5	20.1	89	1328	6.3	26.6	102
NBC	4679	3548	6.5	75.8	112	956	6.1	20.4	106	1331	7.3	28.4	126	1261	6.0	27.0	103
RADIORADIO	1994	1413	2.6	70.9	104	422	2.7	21.2	110	442	2.4	22.2	98	550	2.6	27.6	105
RKO ONE	2298	1513	2.8	65.8	97	379	2.4	16.5	86	524	2.9	22.8	101	609	2.9	26.5	101
RKO TWO	3311	2262	4.1	68.3	101	672	4.3	20.3	106	800	4.4	24.2	107	789	3.7	23.8	91
THE SOURCE	2114	1415	2.6	66.9	99	400	2.6	18.9	98	482	2.6	22.8	101	533	2.5	25.2	96
NON-WIRED : BLAIR	8654	6170	11.2	71.3	105	1887	12.1	21.8	113	2096	11.5	24.2	107	2188	10.3	25.3	97
INTERNET	12025	8098	14.7	67.3	99	2213	14.2	18.4	96	2477	13.6	20.6	91	3409	16.1	28.3	108
KATZ RADIO GROUP	15359	10699	19.5	69.7	103	2759	17.7	18.0	93	3456	18.9	22.5	100	4484	21.2	29.2	112
SUPERNET	10628	7244	13.2	68.2	100	2043	13.1	19.2	100	2494	13.7	23.5	104	2708	12.8	25.5	97
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	5716	10.4	66.0	97	1719	11.0	19.9	103	1968	10.8	22.7	101	2029	9.6	23.4	90
WKDAY 9:00 AM - 1:00 PM	12163	7991	14.5	65.7	97	2402	15.4	19.7	103	2538	13.9	20.9	93	3052	14.4	25.1	96
WKDAY 1:00 PM - 4:30 PM	16150	10727	19.5	66.4	98	3166	20.3	19.6	102	3405	18.7	21.1	94	4156	19.6	25.7	98
WKDAY 4:30 PM - 7:30 PM	22463	14956	27.2	66.6	98	4347	27.9	19.4	101	4904	26.9	21.8	97	5705	26.9	25.4	97
WKDAY 7:30 PM - 8:00 PM	31795	21306	38.7	67.0	99	6281	40.3	19.8	103	7204	39.5	22.7	101	7821	36.9	24.6	94
WKDAY 11:00 PM - 11:30 PM	23977	16535	30.1	69.0	102	4804	30.9	20.0	104	5615	30.8	23.4	104	6116	28.9	25.5	98
WKDAY 11:30 PM - 1:00 AM	7703	5358	9.7	69.6	102	1436	9.2	18.6	97	1929	10.6	25.0	111	1994	9.4	25.9	99
M-SAT 8-11 PM+SUN 7-11 PM	33800	23048	41.9	68.2	100	6639	42.6	19.6	102	7785	42.6	23.0	102	8625	40.7	25.5	98
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	4101	7.5	62.7	92	1251	8.0	19.1	100	1314	7.2	20.1	89	1536	7.3	23.5	90
ANOTHER WORLD N	4620	3120	5.7	67.5	99	941	6.0	20.4	106	975	5.3	21.1	94	1204	5.7	26.1	100
AS THE WORLD TURNS C	5614	3869	7.0	68.9	101	1122	7.2	20.0	104	1278	7.0	22.8	101	1470	6.9	26.2	100
CAPITOL C	3396	2302	4.2	67.8	100	614	3.9	18.1	94	739	4.0	21.8	97	948	4.5	27.9	107
CBS MORN. NEWS 1 C	1446	934	1.7	64.6	95	319	2.0	22.1	115	272	1.5	18.8	83	343	1.6	23.7	91
CBS MORN. NEWS 2 C	1207	770	1.4	63.8	94	202	1.3	16.7	87	287	1.6	23.8	105	281	1.3	23.3	89
DAYS OF OUR LIVES N	5877	4151	7.5	70.6	104	1289	8.3	21.9	114	1264	6.9	21.5	95	1598	7.5	27.2	104
FACTS OF LIFE - DAYTIME N	2290	1596	2.9	69.7	103	504	3.2	22.0	114	511	2.8	22.3	99	581	2.7	25.4	97
FAMILY FEUD A	3023	1870	3.4	61.9	91	536	3.4	17.7	92	595	3.3	19.7	87	739	3.5	24.4	93
GENERAL HOSPITAL A	6097	3830	7.0	62.8	92	1161	7.5	19.0	99	1156	6.3	19.0	84	1513	7.1	24.8	95
GOOD MORNING, AMERICA-730 A	3515	2398	4.4	68.2	100	719	4.6	20.5	106	887	4.9	25.2	112	792	3.7	22.5	86
GOOD MORNING, AMERICA-830 A	2818	2027	3.7	71.9	106	617	4.0	21.9	114	714	3.9	25.3	112	696	3.3	24.7	94
GUIDING LIGHT C	5339	3699	6.7	69.3	102	1045	6.7	19.6	102	1155	6.3	21.6	96	1500	7.1	28.1	107
ONE LIFE TO LIVE A	4478	2806	5.1	62.7	92	847	5.4	18.9	98	863	4.7	19.3	86	1097	5.2	24.5	94
PRESS YOUR LUCK C	2244	1470	2.7	65.5	96	360	2.3	16.0	83	535	2.9	23.8	106	575	2.7	25.6	98
PRICE IS RIGHT 1 C	4348	2849	5.2	65.5	96	802	5.2	18.4	96	919	5.0	21.1	94	1127	5.3	25.9	99
PRICE IS RIGHT 2 C	5014	3331	6.1	66.4	98	927	6.0	18.5	96	1068	5.9	21.3	95	1336	6.3	26.6	102
RYAN'S HOPE A	3150	1933	3.5	61.4	90	560	3.6	17.8	92	697	3.8	22.1	98	675	3.2	21.4	82
SALE OF THE CENTURY N	2695	1779	3.2	66.0	97	635	4.1	23.6	123	561	3.1	20.8	92	583	2.8	21.6	83
SEARCH FOR TOMORROW N	2319	1585	2.9	68.3	101	524	3.4	22.6	118	440	2.4	19.0	84	620	2.9	26.7	102
TODAY SHOW 1 N	2693	1740	3.2	64.6	95	530	3.4	19.7	102	624	3.4	23.2	103	586	2.8	21.8	83
TODAY SHOW 2 N	2498	1607	2.9	64.3	95	428	2.7	17.1	89	621	3.4	24.9	110	558	2.6	22.3	85
$25,000 PYRAMID C	2753	1712	3.1	62.2	92	455	2.9	16.5	86	594	3.3	21.6	96	663	3.1	24.1	92
WHEEL OF FORTUNE N	4388	2927	5.3	66.7	98	939	6.0	21.4	111	881	4.8	20.1	89	1107	5.2	25.2	96
YOUNG AND THE RESTLESS C	5695	3809	6.9	66.9	98	1093	7.0	19.2	100	1248	6.8	21.9	97	1468	6.9	25.8	99
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	1222	2.2	69.4	102	419	2.7	23.8	124	418	2.3	23.8	105	384	1.8	21.8	83
NBA PLAYOFF GAME -1 C	1136	827	1.5	72.8	107	231	1.5	20.3	106	353	1.9	31.1	138	242	1.1	21.3	81
NBC MAJOR LEAGUE PRE-GAME N	953	665	1.2	69.8	103	*196	1.3	20.6	107	*271	1.5	28.4	126	*198	0.9	20.8	79
SPORTSWORLD - SUN N	1233	922	1.7	74.8	110	212	1.4	17.2	89	357	2.0	29.0	128	353	1.7	28.6	109
SUNDAY MORNING C	1611	1042	1.9	64.7	95	285	1.8	17.7	92	399	2.2	24.8	110	359	1.7	22.3	85

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WHIPPED TOPPING (CREAM TYPE): USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

0605
P-19

		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS TWO OR MORE A '000	HEAVY USERS TWO OR MORE B % DOWN	HEAVY USERS TWO OR MORE C % ACROSS	HEAVY USERS TWO OR MORE D INDX	MEDIUM USERS ONE A '000	MEDIUM USERS ONE B % DOWN	MEDIUM USERS ONE C % ACROSS	MEDIUM USERS ONE D INDX	LIGHT USERS LESS THAN ONE A '000	LIGHT USERS LESS THAN ONE B % DOWN	LIGHT USERS LESS THAN ONE C % ACROSS	LIGHT USERS LESS THAN ONE D INDX
TOTAL FEMALE HOMEMAKERS		80986	55007	100.0	67.9	100	15567	100.0	19.2	100	18254	100.0	22.5	100	21186	100.0	26.2	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	17530	31.9	67.3	99	5325	34.2	20.4	106	5610	30.7	21.5	95	6595	31.1	25.3	97
NETWORK AFFILIATES - LATE		20261	14058	25.6	69.4	102	4108	26.4	20.3	105	4745	26.0	23.4	104	5204	24.6	25.7	98
INDEPENDENTS - LATE		2076	1298	2.4	62.5	92	335	2.2	16.1	84	464	2.5	22.4	99	499	2.4	24.0	92
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	7261	13.2	69.5	102	2254	14.5	21.6	112	2482	13.6	23.7	105	2525	11.9	24.2	92
ABC MONDAY NIGHT MOVIE	A	6412	4315	7.8	67.3	99	1279	8.2	19.9	104	1423	7.8	22.2	98	1613	7.6	25.2	96
ABC SUNDAY NIGHT MOVIE	A	12407	8328	15.1	67.1	99	2185	14.0	17.6	92	2762	15.1	22.3	99	3380	16.0	27.2	104
ABC WORLD NEWS TONIGHT	A	6176	4224	7.7	68.4	101	1299	8.3	21.0	109	1429	7.8	23.1	103	1496	7.1	24.2	93
AFTERMASH	C	5863	3996	7.3	68.2	100	1146	7.4	19.5	102	1532	8.4	26.1	116	1319	6.2	22.5	86
ALICE	C	9594	6629	12.1	69.1	102	1861	12.0	19.4	101	2252	12.3	23.5	104	2515	11.9	26.2	100
AMERICAN PARADE	C	6622	4362	7.9	65.9	97	1365	8.8	20.6	107	1456	8.0	22.0	98	1541	7.3	23.3	89
BENSON	A	10886	7212	13.1	66.3	98	2144	13.8	19.7	102	2258	12.4	20.7	92	2810	13.3	25.8	99
BLUE THUNDER	A	5036	3491	6.3	69.3	102	944	6.1	18.7	98	1183	6.5	23.5	104	1364	6.4	27.1	104
CAGNEY & LACEY	C	9965	6948	12.6	69.7	103	2047	13.1	20.5	107	2295	12.6	23.0	102	2605	12.3	26.1	100
CBS EVENING NEWS-DEAN	C	3491	2275	4.1	65.2	96	606	3.9	17.4	90	805	4.4	23.1	102	865	4.1	24.8	95
CBS EVENING NEWS-RATHER	C	7123	4860	8.8	68.2	100	1480	9.5	20.8	108	1525	8.4	21.4	95	1855	8.8	26.0	100
CBS SAT. NEWS-SCHIEFFER	C	3621	2415	4.4	66.7	98	707	4.5	19.5	102	786	4.3	21.7	96	922	4.4	25.5	97
CBS SATURDAY NIGHT MOVIE	C	5436	3831	7.0	70.5	104	1153	7.4	21.2	110	1179	6.5	21.7	96	1499	7.1	27.6	105
CBS WEDNESDAY NIGHT MOVIE	C	6100	3969	7.2	65.1	96	1220	7.8	20.0	104	1266	6.9	20.8	92	1483	7.0	24.3	93
CHEERS	N	8889	6324	11.5	71.1	105	1808	11.6	20.3	106	2149	11.8	24.2	107	2367	11.2	26.6	102
DALLAS	C	22109	15169	27.6	68.6	101	4343	27.9	19.6	102	4809	26.3	21.8	97	6018	28.4	27.2	104
DIFF'RENT STROKES	N	6940	4660	8.5	67.1	99	1540	9.9	22.2	115	1524	8.3	22.0	97	1596	7.5	23.0	88
DOUBLE TROUBLE	N	7223	5073	9.2	70.2	103	1496	9.6	20.7	108	1839	10.1	25.5	113	1739	8.2	24.1	92
DUCK FACTORY	N	5595	3897	7.1	69.7	103	1092	7.0	19.5	102	1353	7.4	24.2	107	1452	6.9	26.0	99
DUKES OF HAZZARD	C	5768	4043	7.3	70.1	103	1421	9.1	24.6	128	1243	6.8	21.5	96	1379	6.5	23.9	91
DYNASTY	A	20053	13229	24.0	66.0	97	3832	24.6	19.1	99	4212	23.1	21.0	93	5184	24.5	25.9	99
FACTS OF LIFE	N	8087	5722	10.4	70.8	104	1857	11.9	23.0	119	2000	11.0	24.7	110	1865	8.8	23.1	88
FALCON CREST	C	20046	14065	25.6	70.2	103	4124	26.5	20.6	107	4391	24.1	21.9	97	5551	26.2	27.7	106
FALL GUY	A	9084	6175	11.2	68.0	100	1802	11.6	19.8	103	2176	11.9	24.0	106	2197	10.4	24.2	92
FAMILY TIES	N	7964	5576	10.1	70.0	103	1735	11.1	21.8	113	1881	10.3	23.6	105	1960	9.3	24.6	94
FANTASY ISLAND	A	7687	4934	9.0	64.2	95	1462	9.4	19.0	99	1514	8.3	19.7	87	1958	9.2	25.5	97
FOULUPS,BLEEPS & BLUNDERS	A	8861	6070	11.0	68.5	101	1801	11.6	20.3	106	1917	10.5	21.6	96	2352	11.1	26.5	101
FOUR SEASONS	C	5095	3411	6.2	66.9	99	953	6.1	18.7	97	1289	7.1	25.3	112	1170	5.5	23.0	88
GIMME A BREAK	N	8838	5931	10.8	67.1	99	1940	12.5	22.0	114	2012	11.0	22.8	101	1979	9.3	22.4	86
HART TO HART	A	8978	5966	10.8	66.5	98	1835	11.8	20.4	106	1884	10.3	21.0	93	2248	10.6	25.0	96
HILL STREET BLUES	N	8590	6047	11.0	70.4	104	1763	11.3	20.5	107	2192	12.0	25.5	113	2093	9.9	24.4	93
HOTEL	A	14085	9434	17.2	67.0	99	2728	17.5	19.4	101	3105	17.0	22.0	98	3601	17.0	25.6	98
JEFFERSONS	C	9360	6279	11.4	67.1	99	1797	11.5	19.2	100	2138	11.7	22.8	101	2344	11.1	25.0	96
JENNIFER SLEPT HERE	N	5841	4064	7.4	69.6	102	1481	9.5	25.4	132	1186	6.5	20.3	90	1397	6.6	23.9	91
KATE & ALLIE	C	9206	6375	11.6	69.2	102	1827	11.7	19.8	103	2082	11.4	22.6	100	2467	11.6	26.8	102
KNIGHT RIDER	N	7076	4831	8.8	68.3	101	1313	8.4	18.6	97	1830	10.0	25.9	115	1689	8.0	23.9	91
LOVE BOAT	A	12219	8018	14.6	65.6	97	2556	16.4	20.9	109	2376	13.0	19.4	86	3085	14.6	25.2	97
MAGNUM PI	C	11199	7726	14.0	69.0	102	2169	13.9	19.4	101	2624	14.4	23.4	104	2933	13.8	26.2	100
MAMA'S FAMILY	N	6057	4143	7.5	68.4	101	1380	8.9	22.8	119	1369	7.5	22.6	100	1394	6.6	23.0	88
MASTER, THE	N	3598	2508	4.6	69.7	103	693	4.5	19.3	100	907	5.0	25.2	112	908	4.3	25.2	96
MATT HOUSTON	A	6344	4217	7.7	66.5	98	1209	7.8	19.1	99	1472	8.1	23.2	103	1537	7.3	24.2	93
NBC MONDAY NIGHT MOVIE	N	11994	8263	15.0	68.9	101	2443	15.7	20.4	106	2758	15.1	23.0	102	3062	14.5	25.5	98
NBC NIGHTLY NEWS	N	5132	3342	6.1	65.1	96	1030	6.6	20.1	104	1025	5.6	20.0	89	1287	6.1	25.1	96
NBC NIGHTLY NEWS-SAT	N	3375	2217	4.0	65.7	97	671	4.3	19.9	103	781	4.3	23.1	103	766	3.6	22.7	87
NBC NIGHTLY NEWS-SUN	N	3130	2163	3.9	69.1	102	630	4.0	20.1	105	807	4.4	25.8	114	726	3.4	23.2	89
NBC SUNDAY NIGHT MOVIE	N	8284	5593	10.2	67.5	99	1485	9.5	17.9	93	2043	11.2	24.7	109	2065	9.7	24.9	95
NEWHART	C	9240	6433	11.7	69.6	103	1878	12.1	20.3	106	2100	11.5	22.7	101	2456	11.6	26.6	102
ONE DAY AT A TIME	C	7288	5059	9.2	69.4	102	1430	9.2	19.6	102	1663	9.1	22.8	101	1966	9.3	27.0	103
PEOPLE ARE FUNNY	N	4855	3395	6.2	69.9	103	1181	7.6	24.3	127	1021	5.6	21.0	93	1193	5.6	24.6	94
REAL PEOPLE	N	8869	6314	11.5	71.2	105	1954	12.6	22.0	115	2067	11.3	23.3	103	2294	10.8	25.9	99
REMINGTON STEELE	N	7743	5186	9.4	67.0	99	1469	9.4	19.0	99	1707	9.4	22.0	98	2010	9.5	26.0	99
RIPLEY'S BELIEVE IT - NOT	A	5345	3982	7.2	74.5	110	1040	6.7	19.5	101	1292	7.1	24.2	107	1650	7.8	30.9	118
RIPTIDE	N	6988	4977	9.0	71.2	105	1421	9.1	20.3	106	1824	10.0	26.1	116	1733	8.2	24.8	95
SCARECROW & MRS. KING	C	10002	6769	12.3	67.7	100	2152	13.8	21.5	112	2117	11.6	21.2	94	2500	11.8	25.0	96
SIMON & SIMON	C	10638	7521	13.7	70.7	104	2124	13.6	20.0	104	2581	14.1	24.3	108	2817	13.3	26.5	101
60 MINUTES	C	13293	8837	16.1	66.5	98	2512	16.1	18.9	98	3110	17.0	23.4	104	3215	15.2	24.2	92
ST. ELSEWHERE	N	7017	5001	9.1	71.3	105	1492	9.6	21.3	111	1779	9.7	25.4	112	1729	8.2	24.6	94
THREE'S COMPANY	A	10917	7567	13.8	69.3	102	2290	14.7	21.0	109	2537	13.9	23.2	103	2740	12.9	25.1	96
T.J. HOOKER	A	9204	6038	11.0	65.6	97	1801	11.6	19.6	102	1962	10.7	21.3	95	2275	10.7	24.7	94
TONIGHT SHOW	N	2372	1676	3.0	70.7	104	477	3.1	20.1	105	559	3.1	23.6	105	640	3.0	27.0	103
TRAPPER JOHN, M.D.	C	9846	6639	12.1	67.4	99	2139	13.7	21.7	113	2045	11.2	20.8	92	2455	11.6	24.9	95
TV BLOOPERS & PRAC. JOKES	N	9105	6119	11.1	67.2	99	1753	11.3	19.3	100	2092	11.5	23.0	102	2275	10.7	25.0	96
20/20	A	9387	6534	11.9	69.6	102	1931	12.4	20.6	107	2332	12.8	24.8	110	2272	10.7	24.2	93
WEBSTER	A	11067	7359	13.4	66.5	98	2173	14.0	19.6	102	2331	12.8	21.1	93	2855	13.5	25.8	99
WORLD NEWS - SUN	A	3062	2139	3.9	69.9	103	595	3.8	19.4	101	699	3.8	22.8	101	844	4.0	27.6	105
YELLOW ROSE	N	4978	3633	6.6	73.0	107	1154	7.4	23.2	121	1171	6.4	23.5	104	1307	6.2	26.3	100
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	6986	12.7	78.7	116	2062	13.2	23.2	121	2273	12.5	25.6	114	2650	12.5	29.8	114
BASKETBALL - COLLEGE GAMES		4080	3266	5.9	80.0	118	939	6.0	23.0	120	1102	6.0	27.0	120	1225	5.8	30.0	115
BASKETBALL - PRO GAMES		3607	2771	5.0	76.8	113	666	4.3	18.5	96	887	4.9	24.6	109	1218	5.7	33.8	129
BOWLING		3883	3030	5.5	78.0	115	1003	6.4	25.8	134	910	5.0	23.4	104	1118	5.3	28.8	110
BOXING		3928	2809	5.1	71.5	105	833	5.4	21.2	110	864	4.7	22.0	98	1112	5.2	28.3	108
FOOTBALL - COLLEGE GAMES		6366	4992	9.1	78.4	115	1463	9.4	23.0	120	1750	9.6	27.5	122	1780	8.4	28.0	107
FOOTBALL - PRO GAMES		11300	9189	16.7	81.3	120	2798	18.0	24.8	129	2730	15.0	24.2	107	3660	17.3	32.4	124
GOLF		3378	2720	4.9	80.5	119	650	4.2	19.2	100	1008	5.5	29.8	132	1062	5.0	31.4	120
POST-SEASON COLL. FOOTBALL		4906	3777	6.9	77.0	113	1184	7.6	24.1	126	1384	7.6	28.2	125	1209	5.7	24.6	94
POST-SEASON PRO FOOTBALL		6120	4888	8.9	79.9	118	1507	9.7	24.6	128	1590	8.7	26.0	115	1792	8.5	29.3	112
TENNIS		3033	2073	3.8	68.3	101	619	4.0	20.4	106	578	3.2	19.1	85	876	4.1	28.9	110
WRESTLING - PROFESSIONAL		3344	2483	4.5	74.3	109	922	5.9	27.6	143	592	3.2	17.7	79	968	4.6	28.9	111

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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WHIPPED TOPPING (CREAM TYPE) - TYPES
(FEMALE HOMEMAKERS)

0606
P-19

	TOTAL U.S. '000	AEROSOL A '000	AEROSOL B % DOWN	AEROSOL C % ACROSS	AEROSOL D INDX	FROZEN/REFRIGERATED A '000	FROZEN/REFRIGERATED B % DOWN	FROZEN/REFRIGERATED C % ACROSS	FROZEN/REFRIGERATED D INDX	POWDER A '000	POWDER B % DOWN	POWDER C % ACROSS	POWDER D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	14740	100.0	18.2	100	50684	100.0	62.6	100	17063	100.0	21.1	100				
18 - 24	9282	1206	8.2	13.0	71	5006	9.9	53.9	86	1960	11.5	21.1	100				
25 - 34	19072	3697	25.1	19.4	107	12226	24.1	64.1	102	4210	24.7	22.1	105				
35 - 44	14591	3057	20.7	21.0	115	9691	19.1	66.4	106	3207	18.8	22.0	104				
45 - 54	11345	2226	15.1	19.6	108	7624	15.0	67.2	107	2346	13.7	20.7	98				
55 - 64	11635	2421	16.4	20.8	114	7434	14.7	63.9	102	2634	15.4	22.6	107				
65 OR OLDER	15061	2133	14.5	14.2	78	8704	17.2	57.8	92	2706	15.9	18.0	85				
18 - 34	28354	4902	33.3	17.3	95	17232	34.0	60.8	97	6170	36.2	21.8	103				
18 - 49	48339	8936	60.6	18.5	102	30687	60.5	63.5	101	10532	61.7	21.8	103				
25 - 54	45008	8980	60.9	20.0	110	29541	58.3	65.6	105	9763	57.2	21.7	103				
35 - 49	19985	4033	27.4	20.2	111	13456	26.5	67.3	108	4361	25.6	21.8	104				
50 OR OLDER	32647	5804	39.4	17.8	98	19997	39.5	61.3	98	6531	38.3	20.0	95				
GRADUATED COLLEGE	11155	2346	15.9	21.0	116	6708	13.2	60.1	96	2046	12.0	18.3	87				
ATTENDED COLLEGE	13682	2697	18.3	19.7	108	9286	18.3	67.9	108	3014	17.7	22.0	105				
GRADUATED HIGH SCHOOL	33880	6450	43.8	19.0	105	22138	43.7	65.3	104	7614	44.6	22.5	107				
DID NOT GRADUATE HIGH SCHOOL	22270	3247	22.0	14.6	80	12553	24.8	56.4	90	4389	25.7	19.7	94				
EMPLOYED	40306	7836	53.2	19.4	107	25784	50.9	64.0	102	8272	48.5	20.5	97				
EMPLOYED FULL-TIME	32850	6159	41.8	18.7	103	20604	40.7	62.7	100	6591	38.6	20.1	95				
EMPLOYED PART-TIME	7456	1678	11.4	22.5	124	5180	10.2	69.5	111	1681	9.9	22.5	107				
NOT EMPLOYED	40680	6904	46.8	17.0	93	24900	49.1	61.2	98	8791	51.5	21.6	103				
PROFESSIONAL/MANAGER	10392	2127	14.4	20.5	112	6531	12.9	62.8	100	1930	11.3	18.6	88				
TECH/CLERICAL/SALES	17574	3583	24.3	20.4	112	11798	23.3	67.1	107	3760	22.0	21.4	102				
PRECISION/CRAFT	985	**289	2.0	29.3	161	552	1.1	56.0	90	**208	1.2	21.1	100				
OTHER EMPLOYED	11354	1837	12.5	16.2	89	6903	13.6	60.8	97	2374	13.9	20.9	99				
SINGLE	9863	1833	12.4	18.6	102	5022	9.9	50.9	81	1673	9.8	17.0	81				
MARRIED	51375	9857	66.9	19.2	105	34613	68.3	67.4	108	11916	69.8	23.2	110				
DIVORCED/SEPARATED/WIDOWED	19748	3051	20.7	15.4	85	11049	21.8	55.9	89	3473	20.4	17.6	83				
PARENTS	32590	6275	42.6	19.3	106	21599	42.6	66.3	106	7580	44.4	23.3	110				
WHITE	70416	12943	87.8	18.4	101	45675	90.1	64.9	104	15296	89.6	21.7	103				
BLACK	8778	1393	9.5	15.9	87	4092	8.1	46.6	74	1448	8.5	16.5	78				
OTHER	1791	**404	2.7	22.6	124	*918	1.8	51.3	82	**319	1.9	17.8	85				
NORTHEAST-CENSUS	17786	4178	28.3	23.5	129	10235	20.2	57.5	92	3148	18.4	17.7	84				
NORTH CENTRAL	20741	3111	21.1	15.0	82	14623	28.9	70.5	113	5563	32.6	26.8	127				
SOUTH	27775	4186	28.4	15.1	83	17219	34.0	62.0	99	5595	32.8	20.1	96				
WEST	14683	3265	22.2	22.2	122	8607	17.0	58.6	94	2756	16.2	18.8	89				
NORTHEAST-MKTG.	17961	4320	29.3	24.1	132	9757	19.3	54.3	87	2753	16.1	15.3	73				
EAST CENTRAL	11885	2146	14.6	18.1	99	8455	16.7	71.1	114	3189	18.7	26.8	127				
WEST CENTRAL	14090	1909	13.0	13.5	74	9833	19.4	69.8	112	3782	22.2	26.8	127				
SOUTH	24081	3290	22.3	13.7	75	15198	30.0	63.1	101	4983	29.2	20.7	98				
PACIFIC	12969	3075	20.9	23.7	130	7441	14.7	57.4	92	2355	13.8	18.2	86				
COUNTY SIZE A	32439	7345	49.8	22.6	124	17993	35.5	55.5	89	5638	33.0	17.4	82				
COUNTY SIZE B	24915	4229	28.7	17.0	93	16306	32.2	65.4	105	5502	32.2	22.1	105				
COUNTY SIZE C	12930	1889	12.8	14.6	80	8901	17.6	68.8	110	2974	17.4	23.0	109				
COUNTY SIZE D	10703	1277	8.7	11.9	66	7485	14.8	69.9	112	2949	17.3	27.6	131				
METRO CENTRAL CITY	24518	4369	29.6	17.8	98	13237	26.1	54.0	86	4504	26.4	18.4	87				
METRO SUBURBAN	35919	7556	51.3	21.0	116	23232	45.8	64.7	103	7576	44.4	21.1	100				
NON METRO	20549	2814	19.1	13.7	75	14215	28.0	69.2	111	4983	29.2	24.2	115				
TOP 5 ADI'S	18341	4548	30.9	24.8	136	9241	18.2	50.4	81	2909	17.0	15.9	75				
TOP 10 ADI'S	25378	5955	40.4	23.5	129	13688	27.0	53.9	86	3994	23.4	15.7	75				
TOP 20 ADI'S	36488	8060	54.7	22.1	121	20544	40.5	56.3	90	6578	38.6	18.0	86				
HSHLD INC. $50,000 OR MORE	6612	1556	10.6	23.5	129	4578	9.0	69.2	111	1263	7.4	19.1	91				
$40,000 OR MORE	12659	3024	20.5	23.9	131	8601	17.0	67.9	109	2510	14.7	19.8	94				
$30,000 OR MORE	24698	5671	38.5	23.0	126	16672	32.9	67.5	108	5314	31.1	21.5	102				
$25,000 OR MORE	32077	7277	49.4	22.7	125	21773	43.0	67.9	108	6951	40.7	21.7	103				
$20,000 - $24,999	9144	1528	10.4	16.7	92	5769	11.4	63.1	101	2190	12.8	24.0	114				
$15,000 - $19,999	8728	1487	10.1	17.0	94	5563	11.0	63.7	102	2031	11.9	23.3	110				
$10,000 - $14,999	12562	2160	14.7	17.2	94	8083	15.9	64.3	103	2631	15.4	20.9	99				
UNDER $10,000	18475	2289	15.5	12.4	68	9497	18.7	51.4	82	3260	19.1	17.6	84				
HOUSEHOLD OF 1 PERSON	11987	1468	10.0	12.2	67	6286	12.4	52.4	84	1927	11.3	16.1	76				
2 PEOPLE	26577	4724	32.0	17.8	98	16172	31.9	60.8	97	5024	29.4	18.9	90				
3 OR 4 PEOPLE	30617	6023	40.9	19.7	108	20418	40.3	66.7	107	7001	41.0	22.9	109				
5 OR MORE PEOPLE	11804	2525	17.1	21.4	118	7808	15.4	66.1	106	3111	18.2	26.4	125				
NO CHILD IN HSHLD	46165	8066	54.7	17.5	96	27688	54.6	60.0	96	8838	51.8	19.1	91				
CHILD(REN) UNDER 2 YRS	5325	754	5.1	14.2	78	3211	6.3	60.3	96	1160	6.8	21.8	103				
2 - 5 YEARS	14221	2332	15.8	16.4	90	8911	17.6	62.7	100	3375	19.8	23.7	113				
6 - 11 YEARS	15117	2991	20.3	19.8	109	10187	20.1	67.4	108	3784	22.2	25.0	119				
12 - 17 YEARS	16611	3348	22.7	20.2	111	11308	22.3	68.1	109	4020	23.6	24.2	115				
RESIDENCE OWNED	55884	10574	71.7	18.9	104	37595	74.2	67.3	107	12853	75.3	23.0	109				
VALUE: $50,000 OR MORE	31744	6978	47.3	22.0	121	21188	41.8	66.7	107	6998	41.0	22.0	105				
VALUE: UNDER $50,000	24140	3597	24.4	14.9	82	16407	32.4	68.0	109	5855	34.3	24.3	115				

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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WHIPPED TOPPING (CREAM TYPE) - TYPES
(FEMALE HOMEMAKERS)

0607
P-19

		TOTAL U.S. '000	AEROSOL A '000	AEROSOL B % DOWN	AEROSOL C % ACROSS	AEROSOL D INDX	FROZEN/REFRIGERATED A '000	FROZEN/REFRIGERATED B % DOWN	FROZEN/REFRIGERATED C % ACROSS	FROZEN/REFRIGERATED D INDX	POWDER A '000	POWDER B % DOWN	POWDER C % ACROSS	POWDER D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	14740	100.0	18.2	100	50684	100.0	62.6	100	17063	100.0	21.1	100				
MAGAZINES	QUINTILE 1	15799	3491	23.7	22.1	121	10510	20.7	66.5	106	3637	21.3	23.0	109				
	QUINTILE 2	17259	3579	24.3	20.7	114	11599	22.9	67.2	107	3962	23.2	23.0	109				
	QUINTILE 3	13545	2341	15.9	17.3	95	8715	17.2	64.3	103	2885	16.9	21.3	101				
	QUINTILE 4	15133	2440	16.6	16.1	89	9276	18.3	61.3	98	2922	17.1	19.3	92				
	QUINTILE 5	19250	2889	19.6	15.0	82	10584	20.9	55.0	88	3657	21.4	19.0	90				
NEWSPAPERS	QUINTILE 1	12413	2550	17.3	20.5	113	8111	16.0	65.3	104	2525	14.8	20.3	97				
	QUINTILE 2	24116	4799	32.6	19.9	109	15517	30.6	64.3	103	4994	29.3	20.7	98				
	QUINTILE 3	11261	2203	14.9	19.6	107	7075	14.0	62.8	100	2371	13.9	21.1	100				
	QUINTILE 4	20255	3431	23.3	16.9	93	12696	25.0	62.7	100	4581	26.8	22.6	107				
	QUINTILE 5	12940	1756	11.9	13.6	75	7286	14.4	56.3	90	2592	15.2	20.0	95				
OUTDOOR	QUINTILE 1	14852	3155	21.4	21.2	117*	9500	18.7	64.0	102	3381	19.8	22.8	108				
	QUINTILE 2	15725	2917	19.8	18.6	102	9883	19.5	62.8	100	3301	19.3	21.0	100				
	QUINTILE 3	16330	2896	19.6	17.7	97	10299	20.3	63.1	101	3495	20.5	21.4	102				
	QUINTILE 4	16744	2962	20.1	17.7	97	10336	20.4	61.7	99	3573	20.9	21.3	101				
	QUINTILE 5	17334	2810	19.1	16.2	89	10666	21.0	61.5	98	3313	19.4	19.1	91				
RADIO-DRIVE TIME	QUINTILE 1	15911	3014	20.4	18.9	104	10071	19.9	63.3	101	3306	19.4	20.8	99				
	QUINTILE 2	14837	2700	18.3	18.2	100	9548	18.8	64.4	103	3105	18.2	20.9	99				
	QUINTILE 3	15339	3082	20.9	20.1	110	9379	18.5	61.1	98	3410	20.0	22.2	106				
	QUINTILE 4	16723	3137	21.3	18.8	103	10568	20.9	63.2	101	3318	19.4	19.8	94				
	QUINTILE 5	18176	2806	19.0	15.4	85	11119	21.9	61.2	98	3924	23.0	21.6	102				
RADIO-MID-DAY	TERCILE 1	21020	4119	27.9	19.6	108	13253	26.1	63.0	101	4636	27.2	22.1	105				
	TERCILE 2	21610	4127	28.0	19.1	105	13885	27.4	64.3	103	4903	28.7	22.7	108				
	TERCILE 3	38355	6494	44.1	16.9	93	23547	46.5	61.4	98	7524	44.1	19.6	93				
RADIO-TOTAL	QUINTILE 1	15988	3017	20.5	18.9	104	10101	19.9	63.2	101	3301	19.3	20.6	98				
	QUINTILE 2	15626	3020	20.5	19.3	106	9837	19.4	63.0	101	3614	21.2	23.1	110				
	QUINTILE 3	16723	3280	22.3	19.6	108	10770	21.2	64.4	103	3427	20.1	20.5	97				
	QUINTILE 4	16342	3110	21.1	19.0	105	10197	20.1	62.4	100	3470	20.3	21.2	101				
	QUINTILE 5	16306	2313	15.7	14.2	78	9779	19.3	60.0	96	3250	19.0	19.9	95				
TV-PRIME TIME	QUINTILE 1	15953	2687	18.2	16.8	93	9765	19.3	61.2	98	3403	19.9	21.3	101				
	QUINTILE 2	16137	3024	20.5	18.7	103	10268	20.3	63.6	102	3308	19.4	20.5	97				
	QUINTILE 3	16420	3430	23.3	20.9	115	10652	21.0	64.9	104	3731	21.9	22.7	108				
	QUINTILE 4	16687	2954	20.0	17.7	97	10428	20.6	62.5	100	3522	20.6	21.1	100				
	QUINTILE 5	15789	2646	18.0	16.8	92	9572	18.9	60.6	97	3100	18.2	19.6	93				
TV-DAYTIME	TERCILE 1	27736	4627	31.4	16.7	92	16998	33.5	61.3	98	5802	34.0	20.9	99				
	TERCILE 2	26489	4750	32.2	17.9	99	16997	33.5	64.2	103	5982	35.1	22.6	107				
	TERCILE 3	26761	5363	36.4	20.0	110	16689	32.9	62.4	100	5279	30.9	19.7	94				
TV-TOTAL	QUINTILE 1	16345	2442	16.6	14.9	82	9749	19.2	59.6	95	3539	20.7	21.7	103				
	QUINTILE 2	16447	3057	20.7	18.6	102	10921	21.5	66.4	106	3578	21.0	21.8	103				
	QUINTILE 3	15980	3076	20.9	19.2	106	9984	19.7	62.5	100	3284	19.2	20.6	98				
	QUINTILE 4	15887	3494	23.7	22.0	121	9929	19.6	62.5	100	3416	20.0	21.5	102				
	QUINTILE 5	16326	2670	18.1	16.4	90	10101	19.9	61.9	99	3245	19.0	19.9	94				
MAGAZINES-NEWSPAPERS: DUAL		20721	4526	30.7	21.8	120	13582	26.8	65.5	105	4470	26.2	21.6	102				
MAGAZINE IMPERATIVE		19186	3725	25.3	19.4	107	12775	25.2	66.6	106	4600	27.0	24.0	114				
NEWSPAPER IMPERATIVE		21899	3898	26.4	17.8	98	13677	27.0	62.5	100	4248	24.9	19.4	92				
MAGAZINES-OUTDOOR: DUAL		15451	3226	21.9	20.9	115	10408	20.5	67.4	108	3407	20.0	22.1	105				
MAGAZINE IMPERATIVE		25953	5230	35.5	20.2	111	17075	33.7	65.8	105	5929	34.7	22.8	108				
OUTDOOR IMPERATIVE		24400	4091	27.8	16.8	92	14448	28.5	59.2	95	4991	29.3	20.5	97				
MAGAZINES-RADIO: DUAL		18049	3762	25.5	20.8	115	11947	23.6	66.2	106	4103	24.0	22.7	108				
MAGAZINE IMPERATIVE		23571	4807	32.6	20.4	112	15651	30.9	66.4	106	5254	30.8	22.3	106				
RADIO IMPERATIVE		23278	3965	26.9	17.0	94	13984	27.6	60.1	96	4748	27.8	20.4	97				
MAGAZINES-TELEVISION: DUAL		15459	3057	20.7	19.8	109	10394	20.5	67.2	107	3576	21.0	23.1	110				
MAGAZINE IMPERATIVE		25829	5538	37.6	21.4	118	17033	33.6	65.9	105	5699	33.4	22.1	105				
TELEVISION IMPERATIVE		26039	3735	25.3	14.3	79	15420	30.4	59.2	95	5305	31.1	20.4	97				
NEWSPAPERS-OUTDOOR: DUAL		16605	3541	24.0	21.3	117	10691	21.1	64.4	103	3444	20.2	20.7	98				
NEWSPAPER IMPERATIVE		26834	5276	35.8	19.7	108	17303	34.1	64.5	103	5483	32.1	20.4	97				
OUTDOOR IMPERATIVE		23346	4062	27.6	17.4	96	14446	28.5	61.9	99	5374	31.5	23.0	109				
NEWSPAPERS-RADIO: DUAL		17133	3391	23.0	19.8	109	11005	21.7	64.2	103	3781	22.2	22.1	105				
NEWSPAPER IMPERATIVE		25892	5149	34.9	19.9	109	16655	32.9	64.3	103	5031	29.5	19.4	92				
RADIO IMPERATIVE		23167	4021	27.3	17.4	95	14379	28.4	62.1	99	5026	29.5	21.7	103				
NEWSPAPERS-TELEVISION: DUAL		17159	3276	22.2	19.1	105	11337	22.4	66.1	106	3560	20.9	20.7	98				
NEWSPAPER IMPERATIVE		26214	5383	36.5	20.5	113	16561	32.7	63.2	101	5304	31.1	20.2	96				
TELEVISION IMPERATIVE		23412	3568	24.2	15.2	84	14179	28.0	60.6	97	5252	30.8	22.4	106				
OUTDOOR-RADIO: DUAL		15303	3158	21.4	20.6	113	10106	19.9	66.0	106	3598	21.1	23.5	112				
OUTDOOR IMPERATIVE		24901	4454	30.2	17.9	98	15364	30.3	61.7	99	5112	30.0	20.5	97				
RADIO IMPERATIVE		26492	4933	33.5	18.6	102	16509	32.6	62.3	100	5487	32.2	20.7	98				
OUTDOOR-TELEVISION: DUAL		14794	2433	16.5	16.4	90	9647	19.0	65.2	104	3374	19.8	22.8	108				
OUTDOOR IMPERATIVE		25437	5374	36.5	21.1	116	15999	31.6	62.9	100	5402	31.7	21.2	101				
TELEVISION IMPERATIVE		27877	4856	32.9	17.4	96	17313	34.2	62.1	99	6016	35.3	21.6	102				
RADIO-TELEVISION: DUAL		15996	3076	20.9	19.2	106	9808	19.4	61.3	98	3294	19.3	20.6	98				
RADIO IMPERATIVE		25478	5005	34.0	19.6	108	16355	32.3	64.2	103	5514	32.3	21.6	103				
TELEVISION IMPERATIVE		26573	4260	28.9	16.0	88	16816	33.2	63.3	101	5838	34.2	22.0	104				

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WHIPPED TOPPING (CREAM TYPE) - TYPES
(FEMALE HOMEMAKERS)

0608
P-19

	TOTAL U.S. '000	AEROSOL A '000	AEROSOL B % DOWN	AEROSOL C % ACROSS	AEROSOL D INDX	FROZEN/REFRIGERATED A '000	FROZEN/REFRIGERATED B % DOWN	FROZEN/REFRIGERATED C % ACROSS	FROZEN/REFRIGERATED D INDX	POWDER A '000	POWDER B % DOWN	POWDER C % ACROSS	POWDER D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	14740	100.0	18.2	100	50684	100.0	62.6	100	17063	100.0	21.1	100				
ATLANTIC MONTHLY	415	**53	0.4	12.8	70	*269	0.5	64.8	104	**43	0.3	10.4	49				
BARRON'S	453	**130	0.9	28.7	158	*240	0.5	53.0	85	**120	0.7	26.5	126				
BETTER HOMES & GARDENS	16256	3057	20.7	18.8	103	11330	22.4	69.7	111	3967	23.2	24.4	116				
BON APPETIT	2535	590	4.0	23.3	128	1540	3.0	60.7	97	516	3.0	20.4	97				
BUSINESS WEEK	1278	*262	1.8	20.5	113	742	1.5	58.1	93	*174	1.0	13.6	65				
CAR AND DRIVER	378	**72	0.5	19.0	105	*219	0.4	57.9	93	**27	0.2	7.1	34				
CBS MAGAZINE NETWORK (GROSS)	1498	427	2.9	28.5	157	949	1.9	63.4	101	255	1.5	17.0	81				
CHANGING TIMES	1505	*231	1.6	15.3	84	917	1.8	60.9	97	278	1.6	18.5	88				
COLONIAL HOMES	1231	200	1.4	16.2	89	800	1.6	65.0	104	235	1.4	19.1	91				
CONDE NAST MAG. PKG. (GROSS)	14146	3002	20.4	21.2	117	8789	17.3	62.1	99	2889	16.9	20.4	97				
CONSUMERS DIGEST	1323	*349	2.4	26.4	145	821	1.6	62.1	99	258	1.5	19.5	93				
COSMOPOLITAN	7102	1677	11.4	23.6	130	4404	8.7	62.0	99	1462	8.6	20.6	98				
COUNTRY LIVING	2481	589	4.0	23.7	130	1859	3.7	74.9	120	625	3.7	25.2	120				
CUISINE	1472	439	3.0	29.8	164	908	1.8	61.7	99	*292	1.7	19.8	94				
CYCLE WORLD	425	**111	0.8	26.1	143	*319	0.6	75.1	120	**99	0.6	23.3	111				
DCI:CREATIVE IDEAS FOR LIV	2510	484	3.3	19.3	106	1838	3.6	73.2	117	701	4.1	27.9	133				
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	1176	8.0	17.6	97	4749	9.4	70.9	113	1625	9.5	24.3	115				
DISCOVER	894	*142	1.0	15.9	87	497	1.0	55.6	89	*138	0.8	15.4	73				
EBONY	3507	661	4.5	18.8	104	1732	3.4	49.4	79	515	3.0	14.7	70				
ESQUIRE	1083	*146	1.0	13.5	74	541	1.1	50.0	80	*167	1.0	15.4	73				
ESSENCE	1830	291	2.0	15.9	87	916	1.8	50.1	80	276	1.6	15.1	72				
FAMILY CIRCLE	15930	3578	24.3	22.5	123	11223	22.1	70.5	113	4202	24.6	26.4	125				
THE FAMILY HANDYMAN	1126	*251	1.7	22.3	122	826	1.6	73.4	117	332	1.9	29.5	140				
FAMILY WEEKLY	11468	2145	14.6	18.7	103	7792	15.4	67.9	109	2804	16.4	24.5	116				
FIELD & STREAM	2234	368	2.5	16.5	91	1564	3.1	70.0	112	610	3.6	27.3	130				
FOOD & WINE	579	*164	1.1	28.3	156	293	0.6	50.6	81	*156	0.9	26.9	128				
FORBES	728	*251	1.7	34.5	189	413	0.8	56.7	91	**160	0.9	22.0	104				
FORTUNE	906	*185	1.3	20.4	112	480	0.9	53.0	85	**153	0.9	16.9	80				
GENTLEMEN'S QUARTERLY	791	*191	1.3	24.1	133	426	0.8	53.9	86	**129	0.8	16.3	77				
GLAMOUR	5265	1078	7.3	20.5	112	3459	6.8	65.7	105	1096	6.4	20.8	99				
GOLF DIGEST	636	**104	0.7	16.4	90	460	0.9	72.3	116	*127	0.7	20.0	95				
GOLF DIGEST/TENNIS (GROSS)	1186	*208	1.4	17.5	96	765	1.5	64.5	103	*226	1.3	19.1	90				
GOLF MAGAZINE	441	**83	0.6	18.8	103	326	0.6	73.9	118	**78	0.5	17.7	84				
GOLF MAGAZINE/SKI (GROSS)	922	*161	1.1	17.5	96	648	1.3	70.3	112	*186	1.1	20.2	96				
GOOD HOUSEKEEPING	16487	3198	21.7	19.4	107	11430	22.6	69.3	111	3776	22.1	22.9	109				
HARPER'S BAZAAR	2423	446	3.0	18.4	101	1389	2.7	57.3	92	511	3.0	21.1	100				
HEALTH	1994	363	2.5	18.2	100	1239	2.4	62.1	99	489	2.9	24.5	116				
HEARST MAG CORP. BUY (GROSS)	44101	9319	63.2	21.1	116	29683	58.6	67.3	108	10176	59.6	23.1	110				
HEARST MAN POWER (GROSS)	1993	511	3.5	25.6	141	1413	2.8	70.9	113	479	2.8	24.0	114				
HEARST WOMAN POWER (GROSS)	31274	6531	44.3	20.9	115	21115	41.7	67.5	108	7345	43.0	23.5	111				
HOUSE BEAUTIFUL	3623	862	5.8	23.8	131	2441	4.8	67.4	108	780	4.6	21.5	102				
INC.	283	**68	0.5	24.0	132	*143	0.3	50.5	81	**75	0.4	26.5	126				
JET	2928	568	3.9	19.4	107	1491	2.9	50.9	81	505	3.0	17.2	82				
LADIES' HOME JOURNAL	11918	2464	16.7	20.7	114	8519	16.8	71.5	114	2848	16.7	23.9	113				
LHJ FAMILY GRP COMBO(GROSS)	16764	3415	23.2	20.4	112	11807	23.3	70.4	113	4022	23.6	24.0	114				
LIFE	4254	881	6.0	20.7	114	2568	5.1	60.4	96	865	5.1	20.3	97				
L.A. TIMES HOME MAGAZINE	1145	502	3.4	43.8	241	587	1.2	51.3	82	**130	0.8	11.4	54				
MADEMOISELLE	2884	685	4.6	23.8	130	1797	3.5	62.3	100	633	3.7	21.9	104				
MC CALL'S	13460	2638	17.9	19.6	108	9554	18.9	71.0	113	3237	19.0	24.0	114				
MC CALL'S/WRK MOTHER (GROSS)	14606	2867	19.5	19.6	108	10331	20.4	70.7	113	3497	20.5	23.9	114				
MECHANIX ILLUSTRATED	772	*182	1.2	23.6	130	452	0.9	58.5	94	*161	0.9	20.9	99				
METROPOLITAN HOME	967	*217	1.5	22.4	123	558	1.1	57.7	92	*181	1.1	18.7	89				
MONEY	1588	469	3.2	29.5	162	964	1.9	60.7	97	279	1.6	17.6	83				
MOTHER EARTH NEWS	1002	*180	1.2	18.0	99	709	1.4	70.8	113	270	1.6	26.9	128				
MS.	825	*124	0.8	15.0	83	453	0.9	54.9	88	*159	0.9	19.3	91				
NATIONAL ENQUIRER	10336	1832	12.4	17.7	97	6905	13.6	66.8	107	2413	14.1	23.3	111				
NATIONAL GEOGRAPHIC	9597	2127	14.4	22.2	122	6340	12.5	66.1	106	2073	12.1	21.6	103				
NATIONAL SUNDAY MAGAZINE PKG	49558	10023	68.0	20.2	111	31924	63.0	64.4	103	10378	60.8	20.9	99				
NATURAL HISTORY	573	**59	0.4	10.3	57	306	0.6	53.4	85	**49	0.3	8.6	41				
NEW WOMAN	1699	297	2.0	17.5	96	1028	2.0	60.5	97	365	2.1	21.5	102				
NEW YORK INCLUDING CUE	443	*104	0.7	23.5	129	*177	0.3	40.0	64	**36	0.2	8.1	39				
THE NEW YORKER	1270	226	1.5	17.8	98	630	1.2	49.6	79	*211	1.2	16.6	79				
NEWSWEEK	6277	1320	9.0	21.0	116	3848	7.6	61.3	98	1223	7.2	19.5	92				
THE N.Y. TIMES DAILY EDITION	1205	249	1.7	20.7	114	498	1.0	41.3	66	*157	0.9	13.0	62				
THE N.Y. TIMES MAGAZINE	2081	453	3.1	21.8	120	820	1.6	39.4	63	*238	1.4	11.4	54				
OMNI	788	*147	1.0	18.7	102	454	0.9	57.6	92	*177	1.0	22.5	107				
ON CABLE	1158	*182	1.2	15.7	86	767	1.5	66.2	106	402	2.4	34.7	165				
1001 HOME IDEAS	2852	588	4.0	20.6	113	2049	4.0	71.8	115	685	4.0	24.0	114				
ORGANIC GARDENING	1658	284	1.9	17.1	94	1132	2.2	68.3	109	445	2.6	26.8	127				
OUTDOOR LIFE	896	*154	1.0	17.2	94	650	1.3	72.5	116	*195	1.1	21.8	103				
PARADE MAGAZINE	24275	5110	34.7	21.1	116	15409	30.4	63.5	101	4904	28.7	20.2	96				

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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WHIPPED TOPPING (CREAM TYPE) - TYPES
(FEMALE HOMEMAKERS)

0609
P-19

	TOTAL U.S. '000	AEROSOL A '000	AEROSOL B % DOWN	AEROSOL C % ACROSS	AEROSOL D INDX	FROZEN/REFRIGERATED A '000	FROZEN/REFRIGERATED B % DOWN	FROZEN/REFRIGERATED C % ACROSS	FROZEN/REFRIGERATED D INDX	POWDER A '000	POWDER B % DOWN	POWDER C % ACROSS	POWDER D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	14740	100.0	18.2	100	50684	100.0	62.6	100	17063	100.0	21.1	100				
PARENTS	3845	635	4.3	16.5	91	2588	5.1	67.3	108	841	4.9	21.9	104				
PENTHOUSE	831	**161	1.1	19.4	106	458	0.9	55.1	88	*160	0.9	19.3	91				
PEOPLE	11645	2672	18.1	22.9	126	7481	14.8	64.2	103	2412	14.1	20.7	98				
PLAYBOY	2006	433	2.9	21.6	119	1179	2.3	58.8	94	331	1.9	16.5	78				
POPULAR HOT RODDING	297	**43	0.3	14.5	80	*194	0.4	65.3	104	**50	0.3	16.8	80				
POPULAR MECHANICS	1018	*266	1.8	26.1	144	762	1.5	74.9	120	*251	1.5	24.7	117				
POPULAR SCIENCE	878	*194	1.3	22.1	121	530	1.0	60.4	96	*180	1.1	20.5	97				
PREVENTION	3913	731	5.0	18.7	103	2550	5.0	65.2	104	737	4.3	18.8	89				
PSYCHOLOGY TODAY	1710	341	2.3	19.9	110	1125	2.2	65.8	105	301	1.8	17.6	84				
READER'S DIGEST	22204	4476	30.4	20.2	111	15151	29.9	68.2	109	5042	29.5	22.7	108				
REDBOOK	7684	1656	11.2	21.6	118	5281	10.4	68.7	110	2107	12.3	27.4	130				
ROAD & TRACK	410	**74	0.5	18.0	99	*313	0.6	76.3	122	**106	0.6	25.9	123				
ROLLING STONE	969	*217	1.5	22.4	123	651	1.3	67.2	107	*211	1.2	21.8	103				
RUNNER'S WORLD	298	**30	0.2	10.1	55	*196	0.4	65.8	105	**51	0.3	17.1	81				
SATURDAY EVENING POST	1169	*176	1.2	15.1	83	719	1.4	61.5	98	268	1.6	22.9	109				
SCIENCE 84	587	**162	1.1	27.6	152	372	0.7	63.4	101	**77	0.5	13.1	62				
SCIENCE DIGEST	482	**120	0.8	24.9	137	302	0.6	62.7	100	*139	0.8	28.8	137				
SCIENTIFIC AMERICAN	594	**86	0.6	14.5	80	342	0.7	57.6	92	**82	0.5	13.8	66				
SELF	2089	379	2.6	18.1	100	1319	2.6	63.1	101	457	2.7	21.9	104				
SEVENTEEN	2411	510	3.5	21.2	116	1453	2.9	60.3	96	531	3.1	22.0	105				
SKI	480	**79	0.5	16.5	90	322	0.6	67.1	107	**109	0.6	22.7	108				
SMITHSONIAN	2760	510	3.5	18.5	102	1680	3.3	60.9	97	542	3.2	19.6	93				
SOAP OPERA DIGEST	3013	652	4.4	21.6	119	1921	3.8	63.8	102	739	4.3	24.5	116				
SOUTHERN LIVING	4184	692	4.7	16.5	91	2912	5.7	69.6	111	925	5.4	22.1	105				
SPORT	559	**156	1.1	27.9	153	353	0.7	63.1	101	**109	0.6	19.5	93				
THE SPORTING NEWS	436	**110	0.7	25.2	139	*357	0.7	81.9	131	**116	0.7	26.6	126				
SPORTS AFIELD	493	**125	0.8	25.4	139	348	0.7	70.6	113	**89	0.5	18.1	86				
SPORTS ILLUSTRATED	2758	516	3.5	18.7	103	1921	3.8	69.7	111	637	3.7	23.1	110				
STAR	7456	1610	10.9	21.6	119	4972	9.8	66.7	107	1504	8.8	20.2	96				
SUNDAY	24936	5351	36.3	21.5	118	15748	31.1	63.2	101	5006	29.3	20.1	95				
SUNSET	2124	545	3.7	25.7	141	1390	2.7	65.4	105	413	2.4	19.4	92				
TV GUIDE	21661	4368	29.6	20.2	111	14144	27.9	65.3	104	4855	28.5	22.4	106				
TENNIS	550	**104	0.7	18.9	104	305	0.6	55.5	89	**99	0.6	18.0	85				
TIME	8880	2025	13.7	22.8	125	5588	11.0	62.9	101	1723	10.1	19.4	92				
TOWN & COUNTRY	917	*157	1.1	17.1	94	548	1.1	59.8	95	*164	1.0	17.9	85				
TRAVEL & LEISURE	972	*168	1.1	17.3	95	624	1.2	64.2	103	*184	1.1	18.9	90				
TRUE STORY	3356	590	4.0	17.6	97	2190	4.3	65.3	104	948	5.6	28.2	134				
U.S.NEWS & WORLD REPORT	3410	699	4.7	20.5	113	2189	4.3	64.2	103	633	3.7	18.6	88				
USA TODAY	1759	364	2.5	20.7	114	1200	2.4	68.2	109	407	2.4	23.1	110				
US	1873	398	2.7	21.2	117	1248	2.5	66.6	106	465	2.7	24.8	118				
VOGUE	3909	862	5.8	22.1	121	2213	4.4	56.6	90	703	4.1	18.0	85				
WALL STREET JOURNAL	1886	332	2.3	17.6	97	1113	2.2	59.0	94	302	1.8	16.0	76				
WEIGHT WATCHERS	2120	497	3.4	23.4	129	1537	3.0	72.5	116	580	3.4	27.4	130				
WOMAN'S DAY	14172	2988	20.3	21.1	116	9861	19.5	69.6	111	3570	20.9	25.2	120				
WORKING MOTHER	1146	*229	1.6	20.0	110	778	1.5	67.9	108	259	1.5	22.6	107				
WORKING WOMAN	1322	295	2.0	22.3	123	888	1.8	67.2	107	287	1.7	21.7	103				
WORLD TENNIS	163	**59	0.4	36.2	199	**104	0.2	63.8	102	**13	0.1	8.0	38				
ZIFF-DAVIS MAG NETWK (GROSS)	2532	396	2.7	15.6	86	1654	3.3	65.3	104	439	2.6	17.3	82				
BLAIR INSERTS	43657	9135	62.0	20.9	115	27640	54.5	63.3	101	8875	52.0	20.3	96				
DAILY NEWSPAPERS																	
READ ANY	51633	9951	67.5	19.3	106	33067	65.2	64.0	102	10904	63.9	21.1	100				
READ ONE	43463	8292	56.3	19.1	105	27645	54.5	63.6	102	9220	54.0	21.2	101				
READ TWO OR MORE	8170	1659	11.3	20.3	112	5422	10.7	66.4	106	1684	9.9	20.6	98				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	10485	71.1	19.9	109	33805	66.7	64.2	103	10937	64.1	20.8	99				
READ ONE	46126	9121	61.9	19.8	109	29489	58.2	63.9	102	9476	55.5	20.5	98				
READ TWO OR MORE	6552	1364	9.3	20.8	114	4315	8.5	65.9	105	1461	8.6	22.3	106				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	29.30				28.09				28.56							
30 DAY REACH	71455	13090	88.8	18.3	101	44633	88.1	62.5	100	15306	89.7	21.4	102				
50 SHWG - 30 DAY AV FREQ	14.56	15.46				14.83				14.99							
30 DAY REACH	67742	12462	84.5	18.4	101	42381	83.6	62.6	100	14617	85.7	21.6	102				
25 SHWG - 30 DAY AV FREQ	7.94	8.25				8.02				8.05							
30 DAY REACH	62117	11686	79.3	18.8	103	39136	77.2	63.0	101	13564	79.5	21.8	104				
CABLE TV: HOME WIRED	32077	6061	41.1	18.9	104	22116	43.6	68.9	110	7453	43.7	23.2	110				
HOME NOT WIRED	48909	8678	58.9	17.7	97	28568	56.4	58.4	93	9610	56.3	19.6	93				
HAVE PAY CABLE	15935	3213	21.8	20.2	111	11045	21.8	69.3	111	3721	21.8	23.4	111				

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WHIPPED TOPPING (CREAM TYPE) - TYPES
(FEMALE HOMEMAKERS)

0610
P-19

	TOTAL U.S. '000	AEROSOL A '000	AEROSOL B % DOWN	AEROSOL C % ACROSS	AEROSOL D INDX	FROZEN/REFRIGERATED A '000	FROZEN/REFRIGERATED B % DOWN	FROZEN/REFRIGERATED C % ACROSS	FROZEN/REFRIGERATED D INDX	POWDER A '000	POWDER B % DOWN	POWDER C % ACROSS	POWDER D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	14740	100.0	18.2	100	50684	100.0	62.6	100	17063	100.0	21.1	100				
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	8504	57.7	19.4	106	28105	55.5	64.0	102	9334	54.7	21.3	101				
10:00 AM - 3:00 PM	30659	5838	39.6	19.0	105	19688	38.8	64.2	103	6938	40.7	22.6	107				
3:00 PM - 7:00 PM	31045	5823	39.5	18.8	103	19710	38.9	63.5	101	6325	37.1	20.4	97				
7:00 PM - MIDNIGHT	15767	2980	20.2	18.9	104	9658	19.1	61.3	98	3204	18.8	20.3	96				
MIDNIGHT - 6:00 AM	9120	1848	12.5	20.3	111	5949	11.7	65.2	104	2061	12.1	22.6	107				
6:00 AM - MIDNIGHT	58527	11212	76.1	19.2	105	37269	73.5	63.7	102	12620	74.0	21.6	102				
ENTIRE DAY	59311	11416	77.4	19.2	106	37722	74.4	63.6	102	12773	74.9	21.5	102				
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	3373	22.9	20.9	115	10913	21.5	67.5	108	3629	21.3	22.4	107				
ALL NEWS	2256	587	4.0	26.0	143	1342	2.6	59.5	95	332	1.9	14.7	70				
AOR/PROGRESSIVE	3874	879	6.0	22.7	125	2477	4.9	63.9	102	879	5.2	22.7	108				
BEAUTIFUL MUSIC	5660	1069	7.3	18.9	104	3631	7.2	64.2	103	1146	6.7	20.2	96				
BLACK	2204	329	2.2	14.9	82	1113	2.2	50.5	81	371	2.2	16.8	80				
CLASSICAL	1418	309	2.1	21.8	120	771	1.5	54.4	87	*241	1.4	17.0	81				
CHR/ROCK	9538	1802	12.2	18.9	104	6134	12.1	64.3	103	2004	11.7	21.0	100				
COUNTRY	12648	2044	13.9	16.2	89	8578	16.9	67.8	108	3035	17.8	24.0	114				
GOLDEN OLDIES	1191	*278	1.9	23.3	128	749	1.5	62.9	100	*268	1.6	22.5	107				
MOR/NOSTALGIA	4757	966	6.6	20.3	112	2969	5.9	62.4	100	1075	6.3	22.6	107				
NEWS/TALK	3863	900	6.1	23.3	128	2387	4.7	61.8	99	712	4.2	18.4	87				
RELIGIOUS	3084	411	2.8	13.3	73	1753	3.5	56.8	91	576	3.4	18.7	89				
SOFT ROCK	521	**93	0.6	17.9	98	298	0.6	57.2	91	**113	0.7	21.7	103				
URBAN CONTEMPORARY	1585	253	1.7	16.0	88	659	1.3	41.6	66	245	1.4	15.5	73				
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	493	3.3	15.1	83	1918	3.8	58.8	94	800	4.7	24.5	116				
ABC DIRECTION	2316	572	3.9	24.7	136	1565	3.1	67.6	108	620	3.6	26.8	127				
ABC ENTERTAINMENT	4834	941	6.4	19.5	107	3089	6.1	63.9	102	1054	6.2	21.8	103				
ABC FM	2202	387	2.6	17.6	97	1384	2.7	62.9	100	608	3.6	27.6	131				
ABC INFORMATION	5425	1141	7.7	21.0	116	3576	7.1	65.9	105	1200	7.0	22.1	105				
ABC ROCK	1677	341	2.3	20.3	112	1022	2.0	60.9	97	388	2.3	23.1	110				
CBS	4430	845	5.7	19.1	105	2988	5.9	67.4	108	878	5.1	19.8	94				
MUTUAL	4992	1136	7.7	22.8	125	3335	6.6	66.8	107	1354	7.9	27.1	129				
NBC	4679	1189	8.1	25.4	140	3292	6.5	70.4	112	1133	6.6	24.2	115				
RADIORADIO	1994	335	2.3	16.8	92	1258	2.5	63.1	101	483	2.8	24.2	115				
RKO ONE	2298	389	2.6	16.9	93	1394	2.8	60.7	97	315	1.8	13.7	65				
RKO TWO	3311	583	4.0	17.6	97	2095	4.1	63.3	101	617	3.6	18.6	88				
THE SOURCE	2114	492	3.3	23.3	128	1270	2.5	60.1	96	492	2.9	23.3	110				
NON-WIRED : BLAIR	8654	1620	11.0	18.7	103	5632	11.1	65.1	104	2089	12.2	24.1	115				
INTERNET	12025	2559	17.4	21.3	117	7456	14.7	62.0	99	2474	14.5	20.6	98				
KATZ RADIO GROUP	15359	3469	23.5	22.6	124	9795	19.3	63.8	102	3042	17.8	19.8	94				
SUPERNET	10628	1756	11.9	16.5	91	6825	13.5	64.2	103	2325	13.6	21.9	104				
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	1434	9.7	16.6	91	5297	10.5	61.2	98	1817	10.6	21.0	100				
WKDAY 9:00 AM - 1:00 PM	12163	2004	13.6	16.5	91	7414	14.6	61.0	97	2592	15.2	21.3	101				
WKDAY 1:00 PM - 4:30 PM	16150	2546	17.3	15.8	87	9914	19.6	61.4	98	3411	20.0	21.1	100				
WKDAY 4:30 PM - 7:30 PM	22463	3816	25.9	17.0	93	13694	27.0	61.0	97	4554	26.7	20.3	96				
WKDAY 7:30 PM - 8:00 PM	31795	5603	38.0	17.6	97	19637	38.7	61.8	99	6561	38.5	20.6	98				
WKDAY 11:00 PM - 11:30 PM	23977	4117	27.9	17.2	94	15352	30.3	64.0	102	5577	32.7	23.3	110				
WKDAY 11:30 PM - 1:00 AM	7703	1412	9.6	18.3	101	4977	9.8	64.6	103	1861	10.9	24.2	115				
M-SAT 8-11 PM+SUN 7-11 PM	33800	6143	41.7	18.2	100	21172	41.8	62.6	100	7193	42.2	21.3	101				
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	1187	8.1	18.2	100	3850	7.6	58.9	94	1287	7.5	19.7	93				
ANOTHER WORLD N	4620	615	4.2	13.3	73	2907	5.7	62.9	101	1012	5.9	21.9	104				
AS THE WORLD TURNS C	5614	811	5.5	14.4	79	3483	6.9	62.0	99	1244	7.3	22.2	105				
CAPITOL C	3396	535	3.6	15.8	87	2092	4.1	61.6	98	781	4.6	23.0	109				
CBS MORN. NEWS 1 C	1446	204	1.4	14.1	78	843	1.7	58.3	93	325	1.9	22.5	107				
CBS MORN. NEWS 2 C	1207	178	1.2	14.7	81	686	1.4	56.8	91	260	1.5	21.5	102				
DAYS OF OUR LIVES N	5877	830	5.6	14.1	78	3894	7.7	66.3	106	1305	7.6	22.2	105				
FACTS OF LIFE - DAYTIME N	2290	477	3.2	20.8	114	1460	2.9	63.8	102	549	3.2	24.0	114				
FAMILY FEUD A	3023	476	3.2	15.7	87	1702	3.4	56.3	90	586	3.4	19.4	92				
GENERAL HOSPITAL A	6097	931	6.3	15.3	84	3577	7.1	58.7	94	1192	7.0	19.6	93				
GOOD MORNING, AMERICA-730 A	3515	603	4.1	17.2	94	2251	4.4	64.0	102	865	5.1	24.6	117				
GOOD MORNING, AMERICA-830 A	2818	503	3.4	17.8	98	1893	3.7	67.2	107	646	3.8	22.9	109				
GUIDING LIGHT C	5339	936	6.4	17.5	96	3305	6.5	61.9	99	1135	6.7	21.3	101				
ONE LIFE TO LIVE A	4478	679	4.6	15.2	83	2658	5.2	59.4	95	849	5.0	19.0	90				
PRESS YOUR LUCK C	2244	326	2.2	14.5	80	1355	2.7	60.4	96	527	3.1	23.5	111				
PRICE IS RIGHT 1 C	4348	601	4.1	13.8	76	2687	5.3	61.8	99	966	5.7	22.2	105				
PRICE IS RIGHT 2 C	5014	695	4.7	13.9	76	3152	6.2	62.9	100	1161	6.8	23.2	110				
RYAN'S HOPE A	3150	594	4.0	18.9	104	1771	3.5	56.2	90	640	3.8	20.3	96				
SALE OF THE CENTURY N	2695	464	3.1	17.2	95	1643	3.2	61.0	97	560	3.3	20.8	99				
SEARCH FOR TOMORROW N	2319	300	2.0	12.9	71	1488	2.9	64.2	103	422	2.5	18.2	86				
TODAY SHOW 1 N	2693	448	3.0	16.6	91	1595	3.1	59.2	95	442	2.6	16.4	78				
TODAY SHOW 2 N	2498	381	2.6	15.3	84	1503	3.0	60.2	96	491	2.9	19.7	93				
$25,000 PYRAMID C	2753	371	2.5	13.5	74	1563	3.1	56.8	91	645	3.8	23.4	111				
WHEEL OF FORTUNE N	4388	703	4.8	16.0	88	2676	5.3	61.0	97	940	5.5	21.4	102				
YOUNG AND THE RESTLESS C	5695	800	5.4	14.0	77	3582	7.1	62.9	101	1211	7.1	21.3	101				
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	404	2.7	23.0	126	1092	2.2	62.0	99	350	2.1	19.9	94				
NBA PLAYOFF GAME -1 C	1136	254	1.7	22.4	123	780	1.5	68.7	110	263	1.5	23.2	110				
NBC MAJOR LEAGUE PRE-GAME N	953	**121	0.8	12.7	70	589	1.2	61.8	99	*240	1.4	25.2	120				
SPORTSWORLD - SUN N	1233	221	1.5	17.9	98	894	1.8	72.5	116	333	2.0	27.0	128				
SUNDAY MORNING C	1611	228	1.5	14.2	78	953	1.9	59.2	95	332	1.9	20.6	98				

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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WHIPPED TOPPING (CREAM TYPE) - TYPES
(FEMALE HOMEMAKERS)

0611
P-19

		TOTAL U.S. '000	AEROSOL A '000	AEROSOL B % DOWN	AEROSOL C % ACROSS	AEROSOL D INDX	FROZEN/REFRIGERATED A '000	FROZEN/REFRIGERATED B % DOWN	FROZEN/REFRIGERATED C % ACROSS	FROZEN/REFRIGERATED D INDX	POWDER A '000	POWDER B % DOWN	POWDER C % ACROSS	POWDER D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	14740	100.0	18.2	100	50684	100.0	62.6	100	17063	100.0	21.1	100				
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	4147	28.1	15.9	87	16164	31.9	62.0	99	5379	31.5	20.6	98				
NETWORK AFFILIATES - LATE		20261	3498	23.7	17.3	95	13069	25.8	64.5	103	4732	27.7	23.4	111				
INDEPENDENTS - LATE		2076	450	3.1	21.7	119	1144	2.3	55.1	88	360	2.1	17.3	82				
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	1884	12.8	18.0	99	6677	13.2	63.9	102	2206	12.9	21.1	100				
ABC MONDAY NIGHT MOVIE	A	6412	1215	8.2	18.9	104	3982	7.9	62.1	99	1244	7.3	19.4	92				
ABC SUNDAY NIGHT MOVIE	A	12407	2283	15.5	18.4	101	7533	14.9	60.7	97	2642	15.5	21.3	101				
ABC WORLD NEWS TONIGHT	A	6176	1025	7.0	16.6	91	3886	7.7	62.9	101	1237	7.2	20.0	95				
AFTERMASH	C	5863	1062	7.2	18.1	100	3729	7.4	63.6	102	1308	7.7	22.3	106				
ALICE	C	9594	1780	12.1	18.6	102	6068	12.0	63.2	101	2034	11.9	21.2	101				
AMERICAN PARADE	C	6622	1028	7.0	15.5	85	4078	8.0	61.6	98	1426	8.4	21.5	102				
BENSON	A	10886	1951	13.2	17.9	98	6563	12.9	60.3	96	2191	12.8	20.1	96				
BLUE THUNDER	A	5036	884	6.0	17.6	96	3277	6.5	65.1	104	1233	7.2	24.5	116				
CAGNEY & LACEY	C	9965	1830	12.4	18.4	101	6395	12.6	64.2	103	2111	12.4	21.2	101				
CBS EVENING NEWS-DEAN	C	3491	640	4.3	18.3	101	2068	4.1	59.2	95	638	3.7	18.3	87				
CBS EVENING NEWS-RATHER	C	7123	1252	8.5	17.6	97	4470	8.8	62.8	100	1615	9.5	22.7	108				
CBS SAT. NEWS-SCHIEFFER	C	3621	621	4.2	17.1	94	2239	4.4	61.8	99	621	3.6	17.1	81				
CBS SATURDAY NIGHT MOVIE	C	5436	1018	6.9	18.7	103	3518	6.9	64.7	103	1147	6.7	21.1	100				
CBS WEDNESDAY NIGHT MOVIE	C	6100	1016	6.9	16.7	92	3647	7.2	59.8	96	1287	7.5	21.1	100				
CHEERS	N	8889	1817	12.3	20.4	112	5783	11.4	65.1	104	2248	13.2	25.3	120				
DALLAS	C	22109	3970	26.9	18.0	99	13780	27.2	62.3	100	4665	27.3	21.1	100				
DIFF'RENT STROKES	N	6940	1096	7.4	15.8	87	4378	8.6	63.1	101	1469	8.6	21.2	100				
DOUBLE TROUBLE	N	7223	1333	9.0	18.5	101	4705	9.3	65.1	104	1665	9.8	23.1	109				
DUCK FACTORY	N	5595	1026	7.0	18.3	101	3577	7.1	63.9	102	1378	8.1	24.6	117				
DUKES OF HAZZARD	C	5768	900	6.1	15.6	86	3764	7.4	65.3	104	1234	7.2	21.4	102				
DYNASTY	A	20053	3520	23.9	17.6	96	12024	23.7	60.0	96	3949	23.1	19.7	93				
FACTS OF LIFE	N	8087	1632	11.1	20.2	111	5140	10.1	63.6	102	1873	11.0	23.2	110				
FALCON CREST	C	20046	3261	22.1	16.3	89	12918	25.5	64.4	103	4225	24.8	21.1	100				
FALL GUY	A	9084	1631	11.1	18.0	99	5654	11.2	62.2	99	2184	12.8	24.0	114				
FAMILY TIES	N	7964	1509	10.2	18.9	104	5090	10.0	63.9	102	1819	10.7	22.8	108				
FANTASY ISLAND	A	7687	1244	8.4	16.2	89	4500	8.9	58.5	94	1485	8.7	19.3	92				
FOULUPS,BLEEPS & BLUNDERS	A	8861	1665	11.3	18.8	103	5451	10.8	61.5	98	1932	11.3	21.8	103				
FOUR SEASONS	C	5095	1021	6.9	20.0	110	3130	6.2	61.4	98	1161	6.8	22.8	108				
GIMME A BREAK	N	8838	1560	10.6	17.7	97	5432	10.7	61.5	98	1947	11.4	22.0	105				
HART TO HART	A	8978	1279	8.7	14.2	78	5519	10.9	61.5	98	1941	11.4	21.6	103				
HILL STREET BLUES	N	8590	1740	11.8	20.3	111	5641	11.1	65.7	105	1992	11.7	23.2	110				
HOTEL	A	14085	2438	16.5	17.3	95	8683	17.1	61.6	99	2877	16.9	20.4	97				
JEFFERSONS	C	9360	1748	11.9	18.7	103	5695	11.2	60.8	97	1941	11.4	20.7	98				
JENNIFER SLEPT HERE	N	5841	978	6.6	16.7	92	3762	7.4	64.4	103	1274	7.5	21.8	104				
KATE & ALLIE	C	9206	1646	11.2	17.9	98	5832	11.5	63.3	101	1923	11.3	20.9	99				
KNIGHT RIDER	N	7076	1326	9.0	18.7	103	4349	8.6	61.5	98	1520	8.9	21.5	102				
LOVE BOAT	A	12219	2062	14.0	16.9	93	7278	14.4	59.6	95	2302	13.5	18.8	89				
MAGNUM PI	C	11199	1858	12.6	16.6	91	7112	14.0	63.5	101	2387	14.0	21.3	101				
MAMA'S FAMILY	N	6057	1110	7.5	18.3	101	3758	7.4	62.0	99	1415	8.3	23.4	111				
MASTER, THE	N	3598	671	4.6	18.6	102	2357	4.7	65.5	105	826	4.8	23.0	109				
MATT HOUSTON	A	6344	1130	7.7	17.8	98	3895	7.7	61.4	98	1524	8.9	24.0	114				
NBC MONDAY NIGHT MOVIE	N	11994	2124	14.4	17.7	97	7607	15.0	63.4	101	2663	15.6	22.2	105				
NBC NIGHTLY NEWS	N	5132	768	5.2	15.0	82	3135	6.2	61.1	98	1037	6.1	20.2	96				
NBC NIGHTLY NEWS-SAT	N	3375	461	3.1	13.7	75	2063	4.1	61.1	98	567	3.3	16.8	80				
NBC NIGHTLY NEWS-SUN	N	3130	574	3.9	18.3	101	1975	3.9	63.1	101	713	4.2	22.8	108				
NBC SUNDAY NIGHT MOVIE	N	8284	1664	11.3	20.1	110	5146	10.2	62.1	99	1820	10.7	22.0	104				
NEWHART	C	9240	1647	11.2	17.8	98	5981	11.8	64.7	103	2068	12.1	22.4	106				
ONE DAY AT A TIME	C	7288	1229	8.3	16.9	93	4610	9.1	63.3	101	1687	9.9	23.1	110				
PEOPLE ARE FUNNY	N	4855	876	5.9	18.0	99	3078	6.1	63.4	101	1248	7.3	25.7	122				
REAL PEOPLE	N	8869	1524	10.3	17.2	94	5797	11.4	65.4	104	1930	11.3	21.8	103				
REMINGTON STEELE	N	7743	1421	9.6	18.4	101	4797	9.5	62.0	99	1542	9.0	19.9	95				
RIPLEY'S BELIEVE IT - NOT	A	5345	1049	7.1	19.6	108	3672	7.2	68.7	110	1142	6.7	21.4	101				
RIPTIDE	N	6988	1420	9.6	20.3	112	4545	9.0	65.0	104	1583	9.3	22.7	108				
SCARECROW & MRS. KING	C	10002	1583	10.7	15.8	87	6241	12.3	62.4	100	1850	10.8	18.5	88				
SIMON & SIMON	C	10638	1807	12.3	17.0	93	6884	13.6	64.7	103	2368	13.9	22.3	106				
60 MINUTES	C	13293	2213	15.0	16.6	91	8142	16.1	61.3	98	2729	16.0	20.5	97				
ST. ELSEWHERE	N	7017	1511	10.3	21.5	118	4649	9.2	66.3	106	1680	9.8	23.9	114				
THREE'S COMPANY	A	10917	2050	13.9	18.8	103	6879	13.6	63.0	101	2380	13.9	21.8	103				
T.J. HOOKER	A	9204	1526	10.4	16.6	91	5423	10.7	58.9	94	1878	11.0	20.4	97				
TONIGHT SHOW	N	2372	475	3.2	20.0	110	1542	3.0	65.0	104	562	3.3	23.7	112				
TRAPPER JOHN, M.D.	C	9846	1685	11.4	17.1	94	6147	12.1	62.4	100	2234	13.1	22.7	108				
TV BLOOPERS & PRAC. JOKES	N	9105	1580	10.7	17.4	95	5649	11.1	62.0	99	2077	12.2	22.8	108				
20/20	A	9387	1608	10.9	17.1	94	5993	11.8	63.8	102	2046	12.0	21.8	103				
WEBSTER	A	11067	2030	13.8	18.3	101	6737	13.3	60.9	97	2336	13.7	21.1	100				
WORLD NEWS - SUN	A	3062	487	3.3	15.9	87	1985	3.9	64.8	104	601	3.5	19.6	93				
YELLOW ROSE	N	4978	839	5.7	16.9	93	3330	6.6	66.9	107	1079	6.3	21.7	103				
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	2076	14.1	23.4	128	6408	12.6	72.2	115	2230	13.1	25.1	119				
BASKETBALL - COLLEGE GAMES		4080	923	6.3	22.6	124	3064	6.0	75.1	120	1170	6.9	28.7	136				
BASKETBALL - PRO GAMES		3607	848	5.8	23.5	129	2613	5.2	72.4	116	896	5.3	24.8	118				
BOWLING		3883	948	6.4	24.4	134	2677	5.3	68.9	110	1172	6.9	30.2	143				
BOXING		3928	793	5.4	20.2	111	2611	5.2	66.5	106	1028	6.0	26.2	124				
FOOTBALL - COLLEGE GAMES		6366	1406	9.5	22.1	121	4717	9.3	74.1	118	1730	10.1	27.2	129				
FOOTBALL - PRO GAMES		11300	2341	15.9	20.7	114	8667	17.1	76.7	123	2789	16.3	24.7	117				
GOLF		3378	860	5.8	25.5	140	2475	4.9	73.3	117	760	4.5	22.5	107				
POST-SEASON COLL. FOOTBALL		4906	861	5.8	17.5	96	3545	7.0	72.3	115	1330	7.8	27.1	129				
POST-SEASON PRO FOOTBALL		6120	1462	9.9	23.9	131	4587	9.1	75.0	120	1653	9.7	27.0	128				
TENNIS		3033	617	4.2	20.3	112	1915	3.8	63.1	101	593	3.5	19.6	93				
WRESTLING - PROFESSIONAL		3344	774	5.3	23.1	127	2279	4.5	68.2	109	1067	6.3	31.9	151				

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WHIPPED TOPPING (CREAM TYPE): BRANDS
(FEMALE HOMEMAKERS)

0612
P-19

	TOTAL U.S. '000	COOL WHIP A '000	COOL WHIP B % DOWN	COOL WHIP C % ACROSS	COOL WHIP D INDX	DREAM WHIP A '000	DREAM WHIP B % DOWN	DREAM WHIP C % ACROSS	DREAM WHIP D INDX	REDDI-WHIP A '000	REDDI-WHIP B % DOWN	REDDI-WHIP C % ACROSS	REDDI-WHIP D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	45890	100.0	56.7	100	16091	100.0	19.9	100	9707	100.0	12.0	100				
18 - 24	9282	4446	9.7	47.9	85	1822	11.3	19.6	99	683	7.0	7.4	61				
25 - 34	19072	11119	24.2	58.3	103	3919	24.4	20.5	103	2439	25.1	12.8	107				
35 - 44	14591	8903	19.4	61.0	108	2999	18.6	20.6	103	2055	21.2	14.1	118				
45 - 54	11345	6929	15.1	61.1	108	2290	14.2	20.2	102	1615	16.6	14.2	119				
55 - 64	11635	6778	14.8	58.3	103	2493	15.5	21.4	108	1477	15.2	12.7	106				
65 OR OLDER	15061	7715	16.8	51.2	90	2569	16.0	17.1	86	1439	14.8	9.6	80				
18 - 34	28354	15565	33.9	54.9	97	5740	35.7	20.2	102	3122	32.2	11.0	92				
18 - 49	48339	28008	61.0	57.9	102	9876	61.4	20.4	103	5971	61.5	12.4	103				
25 - 54	45008	26952	58.7	59.9	106	9208	57.2	20.5	103	6108	62.9	13.6	113				
35 - 49	19985	12443	27.1	62.3	110	4136	25.7	20.7	104	2849	29.3	14.3	119				
50 OR OLDER	32647	17882	39.0	54.8	97	6216	38.6	19.0	96	3736	38.5	11.4	95				
GRADUATED COLLEGE	11155	6059	13.2	54.3	96	1943	12.1	17.4	88	1509	15.5	13.5	113				
ATTENDED COLLEGE	13682	8413	18.3	61.5	109	2845	17.7	20.8	105	1804	18.6	13.2	110				
GRADUATED HIGH SCHOOL	33880	20100	43.8	59.3	105	7133	44.3	21.1	106	4355	44.9	12.9	107				
DID NOT GRADUATE HIGH SCHOOL	22270	11319	24.7	50.8	90	4172	25.9	18.7	94	2039	21.0	9.2	76				
EMPLOYED	40306	23325	50.8	57.9	102	7749	48.2	19.2	97	5285	54.4	13.1	109				
EMPLOYED FULL-TIME	32850	18570	40.5	56.5	100	6115	38.0	18.6	94	4252	43.8	12.9	108				
EMPLOYED PART-TIME	7456	4755	10.4	63.8	113	1635	10.2	21.9	110	1033	10.6	13.9	116				
NOT EMPLOYED	40680	22565	49.2	55.5	98	8342	51.8	20.5	103	4422	45.6	10.9	91				
PROFESSIONAL/MANAGER	10392	5894	12.8	56.7	100	1785	11.1	17.2	86	1434	14.8	13.8	115				
TECH/CLERICAL/SALES	17574	10660	23.2	60.7	107	3595	22.3	20.5	103	2529	26.1	14.4	120				
PRECISION/CRAFT	985	503	1.1	51.1	90	**208	1.3	21.1	106	**174	1.8	17.7	147				
OTHER EMPLOYED	11354	6268	13.7	55.2	97	2162	13.4	19.0	96	1148	11.8	10.1	84				
SINGLE	9863	4395	9.6	44.6	79	1537	9.6	15.6	78	1143	11.8	11.6	97				
MARRIED	51375	31627	68.9	61.6	109	11338	70.5	22.1	111	6504	67.0	12.7	106				
DIVORCED/SEPARATED/WIDOWED	19748	9867	21.5	50.0	88	3216	20.0	16.3	82	2059	21.2	10.4	87				
PARENTS	32590	19885	43.3	61.0	108	7152	44.4	21.9	110	4175	43.0	12.8	107				
WHITE	70416	41509	90.5	58.9	104	14379	89.4	20.4	103	8632	88.9	12.3	102				
BLACK	8778	3512	7.7	40.0	71	1394	8.7	15.9	80	780	8.0	8.9	74				
OTHER	1791	*869	1.9	48.5	86	**319	2.0	17.8	90	**295	3.0	16.5	137				
NORTHEAST-CENSUS	17786	9484	20.7	53.3	94	2943	18.3	16.5	83	3180	32.8	17.9	149				
NORTH CENTRAL	20741	13431	29.3	64.8	114	5231	32.5	25.2	127	1968	20.3	9.5	79				
SOUTH	27775	15143	33.0	54.5	96	5223	32.5	18.8	95	2435	25.1	8.8	73				
WEST	14683	7832	17.1	53.3	94	2694	16.7	18.3	92	2124	21.9	14.5	121				
NORTHEAST-MKTG.	17961	8742	19.0	48.7	86	2518	15.6	14.0	71	3208	33.0	17.9	149				
EAST CENTRAL	11885	7750	16.9	65.2	115	2998	18.6	25.2	127	1463	15.1	12.3	103				
WEST CENTRAL	14090	9040	19.7	64.2	113	3570	22.2	25.3	128	1128	11.6	8.0	67				
SOUTH	24081	13620	29.7	56.6	100	4698	29.2	19.5	98	1880	19.4	7.8	65				
PACIFIC	12969	6738	14.7	52.0	92	2309	14.3	17.8	90	2027	20.9	15.6	130				
COUNTY SIZE A	32439	15950	34.8	49.2	87	5249	32.6	16.2	81	5194	53.5	16.0	134				
COUNTY SIZE B	24915	14908	32.5	59.8	106	5170	32.1	20.8	104	2803	28.9	11.3	94				
COUNTY SIZE C	12930	8255	18.0	63.8	113	2789	17.3	21.6	109	1089	11.2	8.4	70				
COUNTY SIZE D	10703	6777	14.8	63.3	112	2884	17.9	26.9	136	621	6.4	5.8	48				
METRO CENTRAL CITY	24518	12000	26.1	48.9	86	4192	26.1	17.1	86	2893	29.8	11.8	98				
METRO SUBURBAN	35919	20904	45.6	58.2	103	7127	44.3	19.8	100	5287	54.5	14.7	123				
NON METRO	20549	12986	28.3	63.2	112	4773	29.7	23.2	117	1527	15.7	7.4	62				
TOP 5 ADI'S	18341	8424	18.4	45.9	81	2660	16.5	14.5	73	3348	34.5	18.3	152				
TOP 10 ADI'S	25378	11998	26.1	47.3	83	3699	23.0	14.6	73	4275	44.0	16.8	141				
TOP 20 ADI'S	36488	18283	39.8	50.1	88	6171	38.4	16.9	85	5606	57.8	15.4	128				
HSHLD INC. $50,000 OR MORE	6612	4189	9.1	63.4	112	1128	7.0	17.1	86	1161	12.0	17.6	146				
$40,000 OR MORE	12659	7841	17.1	61.9	109	2356	14.6	18.6	94	2252	23.2	17.8	148				
$30,000 OR MORE	24698	15083	32.9	61.1	108	5021	31.2	20.3	102	4093	42.2	16.6	138				
$25,000 OR MORE	32077	19804	43.2	61.7	109	6611	41.1	20.6	104	5260	54.2	16.4	137				
$20,000 - $24,999	9144	5305	11.6	58.0	102	2151	13.4	23.5	118	976	10.1	10.7	89				
$15,000 - $19,999	8728	5064	11.0	58.0	102	1894	11.8	21.7	109	899	9.3	10.3	86				
$10,000 - $14,999	12562	7258	15.8	57.8	102	2451	15.2	19.5	98	1395	14.4	11.1	93				
UNDER $10,000	18475	8459	18.4	45.8	81	2985	18.6	16.2	81	1177	12.1	6.4	53				
HOUSEHOLD OF 1 PERSON	11987	5503	12.0	45.9	81	1777	11.0	14.8	75	872	9.0	7.3	61				
2 PEOPLE	26577	14647	31.9	55.1	97	4809	29.9	18.1	91	3037	31.3	11.4	95				
3 OR 4 PEOPLE	30617	18633	40.6	60.9	107	6489	40.3	21.2	107	4203	43.3	13.7	115				
5 OR MORE PEOPLE	11804	7107	15.5	60.2	106	3017	18.7	25.6	129	1594	16.4	13.5	113				
NO CHILD IN HSHLD	46165	24827	54.1	53.8	95	8322	51.7	18.0	91	5279	54.4	11.4	95				
CHILD(REN) UNDER 2 YRS	5325	2857	6.2	53.7	95	1087	6.8	20.4	103	*445	4.6	8.4	70				
2 - 5 YEARS	14221	7943	17.3	55.9	99	3155	19.6	22.2	112	1532	15.8	10.8	90				
6 - 11 YEARS	15117	9434	20.6	62.4	110	3580	22.2	23.7	119	1973	20.3	13.1	109				
12 - 17 YEARS	16611	10499	22.9	63.2	112	3828	23.8	23.0	116	2274	23.4	13.7	114				
RESIDENCE OWNED	55884	34349	74.9	61.5	108	12140	75.4	21.7	109	7234	74.5	12.9	108				
VALUE: $50,000 OR MORE	31744	19226	41.9	60.6	107	6591	41.0	20.8	105	5084	52.4	16.0	134				
VALUE: UNDER $50,000	24140	15123	33.0	62.6	111	5549	34.5	23.0	116	2151	22.2	8.9	74				

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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WHIPPED TOPPING (CREAM TYPE): BRANDS
(FEMALE HOMEMAKERS)

0613
P-19

		TOTAL U.S. '000	COOL WHIP A '000	COOL WHIP B % DOWN	COOL WHIP C % ACROSS	COOL WHIP D INDX	DREAM WHIP A '000	DREAM WHIP B % DOWN	DREAM WHIP C % ACROSS	DREAM WHIP D INDX	REDDI-WHIP A '000	REDDI-WHIP B % DOWN	REDDI-WHIP C % ACROSS	REDDI-WHIP D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	45890	100.0	56.7	100	16091	100.0	19.9	100	9707	100.0	12.0	100				
MAGAZINES	QUINTILE 1	15799	9434	20.6	59.7	105	3468	21.6	22.0	110	2416	24.9	15.3	128				
	QUINTILE 2	17259	10407	22.7	60.3	106	3760	23.4	21.8	110	2475	25.5	14.3	120				
	QUINTILE 3	13545	8054	17.6	59.5	105	2750	17.1	20.3	102	1513	15.6	11.2	93				
	QUINTILE 4	15133	8503	18.5	56.2	99	2829	17.6	18.7	94	1598	16.5	10.6	88				
	QUINTILE 5	19250	9492	20.7	49.3	87	3285	20.4	17.1	86	1704	17.6	8.9	74				
NEWSPAPERS	QUINTILE 1	12413	7529	16.4	60.7	107	2411	15.0	19.4	98	1865	19.2	15.0	125				
	QUINTILE 2	24116	14053	30.6	58.3	103	4760	29.6	19.7	99	3315	34.2	13.7	115				
	QUINTILE 3	11261	6402	14.0	56.9	100	2234	13.9	19.8	100	1465	15.1	13.0	109				
	QUINTILE 4	20255	11441	24.9	56.5	100	4260	26.5	21.0	106	2097	21.6	10.4	86				
	QUINTILE 5	12940	6464	14.1	50.0	88	2426	15.1	18.7	94	964	9.9	7.4	62				
OUTDOOR	QUINTILE 1	14852	8598	18.7	57.9	102	3198	19.9	21.5	108	2130	21.9	14.3	120				
	QUINTILE 2	15725	8938	19.5	56.8	100	2998	18.6	19.1	96	1933	19.9	12.3	103				
	QUINTILE 3	16330	9519	20.7	58.3	103	3285	20.4	20.1	101	1951	20.1	11.9	100				
	QUINTILE 4	16744	9251	20.2	55.2	98	3454	21.5	20.6	104	1953	20.1	11.7	97				
	QUINTILE 5	17334	9584	20.9	55.3	98	3157	19.6	18.2	92	1739	17.9	10.0	84				
RADIO-DRIVE TIME	QUINTILE 1	15911	9178	20.0	57.7	102	3139	19.5	19.7	99	1987	20.5	12.5	104				
	QUINTILE 2	14837	8811	19.2	59.4	105	2950	18.3	19.9	100	1722	17.7	11.6	97				
	QUINTILE 3	15339	8492	18.5	55.4	98	3186	19.8	20.8	105	2304	23.7	15.0	125				
	QUINTILE 4	16723	9429	20.5	56.4	100	3123	19.4	18.7	94	1991	20.5	11.9	99				
	QUINTILE 5	18176	9980	21.7	54.9	97	3693	23.0	20.3	102	1703	17.5	9.4	78				
RADIO-MID-DAY	TERCILE 1	21020	12092	26.3	57.5	102	4326	26.9	20.6	104	2686	27.7	12.8	107				
	TERCILE 2	21610	12616	27.5	58.4	103	4641	28.8	21.5	108	2679	27.6	12.4	103				
	TERCILE 3	38355	21182	46.2	55.2	97	7125	44.3	18.6	93	4341	44.7	11.3	94				
RADIO-TOTAL	QUINTILE 1	15988	9144	19.9	57.2	101	3124	19.4	19.5	98	2041	21.0	12.8	107				
	QUINTILE 2	15626	9054	19.7	57.9	102	3432	21.3	22.0	111	1883	19.4	12.1	101				
	QUINTILE 3	16723	9868	21.5	59.0	104	3210	19.9	19.2	97	2371	24.4	14.2	118				
	QUINTILE 4	16342	8982	19.6	55.0	97	3240	20.1	19.8	100	2081	21.4	12.7	106				
	QUINTILE 5	16306	8843	19.3	54.2	96	3085	19.2	18.9	95	1331	13.7	8.2	68				
TV-PRIME TIME	QUINTILE 1	15953	8901	19.4	55.8	98	3185	19.8	20.0	100	1715	17.7	10.8	90				
	QUINTILE 2	16137	9379	20.4	58.1	103	3112	19.3	19.3	97	2134	22.0	13.2	110				
	QUINTILE 3	16420	9777	21.3	59.5	105	3540	22.0	21.6	109	2237	23.0	13.6	114				
	QUINTILE 4	16687	9337	20.3	56.0	99	3307	20.6	19.8	100	2086	21.5	12.5	104				
	QUINTILE 5	15789	8496	18.5	53.8	95	2948	18.3	18.7	94	1535	15.8	9.7	81				
TV-DAYTIME	TERCILE 1	27736	15617	34.0	56.3	99	5366	33.3	19.3	97	2872	29.6	10.4	86				
	TERCILE 2	26489	15399	33.6	58.1	103	5692	35.4	21.5	108	3051	31.4	11.5	96				
	TERCILE 3	26761	14873	32.4	55.6	98	5033	31.3	18.8	95	3783	39.0	14.1	118				
TV-TOTAL	QUINTILE 1	16345	8824	19.2	54.0	95	3324	20.7	20.3	102	1510	15.6	9.2	77				
	QUINTILE 2	16447	10074	22.0	61.3	108	3396	21.1	20.6	104	1989	20.5	12.1	101				
	QUINTILE 3	15980	9123	19.9	57.1	101	3053	19.0	19.1	96	2013	20.7	12.6	105				
	QUINTILE 4	15887	9099	19.8	57.3	101	3149	19.6	19.8	100	2375	24.5	14.9	125				
	QUINTILE 5	16326	8770	19.1	53.7	95	3170	19.7	19.4	98	1819	18.7	11.1	93				
MAGAZINES-NEWSPAPERS: DUAL		20721	12291	26.8	59.3	105	4253	26.4	20.5	103	3294	33.9	15.9	133				
MAGAZINE IMPERATIVE		19186	11441	24.9	59.6	105	4341	27.0	22.6	114	2344	24.1	12.2	102				
NEWSPAPER IMPERATIVE		21899	12599	27.5	57.5	102	4071	25.3	18.6	94	2607	26.9	11.9	99				
MAGAZINES-OUTDOOR: DUAL		15451	9370	20.4	60.6	107	3202	19.9	20.7	104	2236	23.0	14.5	121				
MAGAZINE IMPERATIVE		25953	15397	33.6	59.3	105	5671	35.2	21.9	110	3528	36.3	13.6	113				
OUTDOOR IMPERATIVE		24400	13209	28.8	54.1	96	4583	28.5	18.8	95	2620	27.0	10.7	90				
MAGAZINES-RADIO: DUAL		18049	10794	23.5	59.8	106	3907	24.3	21.6	109	2557	26.3	14.2	118				
MAGAZINE IMPERATIVE		23571	14040	30.6	59.6	105	4985	31.0	21.1	106	3382	34.8	14.3	120				
RADIO IMPERATIVE		23278	12910	28.1	55.5	98	4472	27.8	19.2	97	2554	26.3	11.0	92				
MAGAZINES-TELEVISION: DUAL		15459	9499	20.7	61.4	108	3327	20.7	21.5	108	2096	21.6	13.6	113				
MAGAZINE IMPERATIVE		25829	15249	33.2	59.0	104	5488	34.1	21.2	107	3857	39.7	14.9	125				
TELEVISION IMPERATIVE		26039	14046	30.6	53.9	95	4994	31.0	19.2	97	2192	22.6	8.4	70				
NEWSPAPERS-OUTDOOR: DUAL		16605	9946	21.7	59.9	106	3262	20.3	19.6	99	2545	26.2	15.3	128				
NEWSPAPER IMPERATIVE		26834	15673	34.2	58.4	103	5266	32.7	19.6	99	3612	37.2	13.5	112				
OUTDOOR IMPERATIVE		23346	12898	28.1	55.2	97	4950	30.8	21.2	107	2515	25.9	10.8	90				
NEWSPAPERS-RADIO: DUAL		17133	10062	21.9	58.7	104	3606	22.4	21.0	106	2302	23.7	13.4	112				
NEWSPAPER IMPERATIVE		25892	15129	33.0	58.4	103	4763	29.6	18.4	93	3638	37.5	14.1	117				
RADIO IMPERATIVE		23167	13000	28.3	56.1	99	4692	29.2	20.3	102	2519	26.0	10.9	91				
NEWSPAPERS-TELEVISION: DUAL		17159	10374	22.6	60.5	107	3372	21.0	19.7	99	2213	22.8	12.9	108				
NEWSPAPER IMPERATIVE		26214	14975	32.6	57.1	101	5061	31.5	19.3	97	3882	40.0	14.8	124				
TELEVISION IMPERATIVE		23412	12911	28.1	55.1	97	4889	30.4	20.9	105	2098	21.6	9.0	75				
OUTDOOR-RADIO: DUAL		15303	9209	20.1	60.2	106	3391	21.1	22.2	112	2124	21.9	13.9	116				
OUTDOOR IMPERATIVE		24901	13894	30.3	55.8	98	4708	29.3	18.9	95	2972	30.6	11.9	100				
RADIO IMPERATIVE		26492	15136	33.0	57.1	101	5265	32.7	19.9	100	3283	33.8	12.4	103				
OUTDOOR-TELEVISION: DUAL		14794	8860	19.3	59.9	106	3145	19.5	21.3	107	1565	16.1	10.6	88				
OUTDOOR IMPERATIVE		25437	14490	31.6	57.0	101	5013	31.2	19.7	99	3698	38.1	14.5	121				
TELEVISION IMPERATIVE		27877	15832	34.5	56.8	100	5727	35.6	20.5	103	3017	31.1	10.8	90				
RADIO-TELEVISION: DUAL		15996	8901	19.4	55.6	98	3075	19.1	19.2	97	2080	21.4	13.0	108				
RADIO IMPERATIVE		25478	15010	32.7	58.9	104	5249	32.6	20.6	104	3338	34.4	13.1	109				
TELEVISION IMPERATIVE		26573	15296	33.3	57.6	102	5519	34.3	20.8	105	2566	26.4	9.7	81				

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WHIPPED TOPPING (CREAM TYPE): BRANDS
(FEMALE HOMEMAKERS)

0614
P-19

	TOTAL U.S. '000	COOL WHIP A '000	COOL WHIP B % DOWN	COOL WHIP C % ACROSS	COOL WHIP D INDX	DREAM WHIP A '000	DREAM WHIP B % DOWN	DREAM WHIP C % ACROSS	DREAM WHIP D INDX	REDDI-WHIP A '000	REDDI-WHIP B % DOWN	REDDI-WHIP C % ACROSS	REDDI-WHIP D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	45890	100.0	56.7	100	16091	100.0	19.9	100	9707	100.0	12.0	100				
ATLANTIC MONTHLY	415	*255	0.6	61.4	108	**43	0.3	10.4	52	**40	0.4	9.6	80				
BARRON'S	453	*224	0.5	49.4	87	**115	0.7	25.4	128	**106	1.1	23.4	195				
BETTER HOMES & GARDENS	16256	10424	22.7	64.1	113	3768	23.4	23.2	117	2059	21.2	12.7	106				
BON APPETIT	2535	1395	3.0	55.0	97	473	2.9	18.7	94	369	3.8	14.6	121				
BUSINESS WEEK	1278	667	1.5	52.2	92	*170	1.1	13.3	67	*192	2.0	15.0	125				
CAR AND DRIVER	378	*217	0.5	57.4	101	**27	0.2	7.1	36	**46	0.5	12.2	102				
CBS MAGAZINE NETWORK (GROSS)	1498	917	2.0	61.2	108	*241	1.5	16.1	81	*312	3.2	20.8	174				
CHANGING TIMES	1505	837	1.8	55.6	98	257	1.6	17.1	86	*160	1.6	10.6	89				
COLONIAL HOMES	1231	743	1.6	60.4	107	229	1.4	18.6	94	*127	1.3	10.3	86				
CONDE NAST MAG. PKG. (GROSS)	14146	7946	17.3	56.2	99	2780	17.3	19.7	99	2050	21.1	14.5	121				
CONSUMERS DIGEST	1323	762	1.7	57.6	102	256	1.6	19.3	97	*212	2.2	16.0	134				
COSMOPOLITAN	7102	4025	8.8	56.7	100	1400	8.7	19.7	99	1146	11.8	16.1	135				
COUNTRY LIVING	2481	1731	3.8	69.8	123	599	3.7	24.1	122	354	3.6	14.3	119				
CUISINE	1472	846	1.8	57.5	101	*280	1.7	19.0	96	361	3.7	24.5	205				
CYCLE WORLD	425	*305	0.7	71.8	127	**99	0.6	23.3	117	**68	0.7	16.0	133				
DCI:CREATIVE IDEAS FOR LIV	2510	1665	3.6	66.3	117	688	4.3	27.4	138	342	3.5	13.6	114				
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	4303	9.4	64.3	113	1580	9.8	23.6	119	759	7.8	11.3	95				
DISCOVER	894	440	1.0	49.2	87	*125	0.8	14.0	70	**87	0.9	9.7	81				
EBONY	3507	1517	3.3	43.3	76	477	3.0	13.6	68	410	4.2	11.7	98				
ESQUIRE	1083	504	1.1	46.5	82	*164	1.0	15.1	76	**80	0.8	7.4	62				
ESSENCE	1830	794	1.7	43.4	77	269	1.7	14.7	74	*187	1.9	10.2	85				
FAMILY CIRCLE	15930	10093	22.0	63.4	112	4004	24.9	25.1	127	2381	24.5	14.9	125				
THE FAMILY HANDYMAN	1126	732	1.6	65.0	115	322	2.0	28.6	144	*172	1.8	15.3	127				
FAMILY WEEKLY	11468	7284	15.9	63.5	112	2662	16.5	23.2	117	1260	13.0	11.0	92				
FIELD & STREAM	2234	1397	3.0	62.5	110	593	3.7	26.5	134	*251	2.6	11.2	94				
FOOD & WINE	579	266	0.6	45.9	81	**145	0.9	25.0	126	**124	1.3	21.4	179				
FORBES	728	382	0.8	52.5	93	**160	1.0	22.0	111	**178	1.8	24.5	204				
FORTUNE	906	428	0.9	47.2	83	**151	0.9	16.7	84	**164	1.7	18.1	151				
GENTLEMEN'S QUARTERLY	791	405	0.9	51.2	90	**129	0.8	16.3	82	**100	1.0	12.6	105				
GLAMOUR	5265	3126	6.8	59.4	105	1057	6.6	20.1	101	772	8.0	14.7	122				
GOLF DIGEST	636	427	0.9	67.1	118	**116	0.7	18.2	92	**72	0.7	11.3	94				
GOLF DIGEST/TENNIS (GROSS)	1186	702	1.5	59.2	104	*210	1.3	17.7	89	**145	1.5	12.2	102				
GOLF MAGAZINE	441	*297	0.6	67.3	119	**78	0.5	17.7	89	**73	0.8	16.6	138				
GOLF MAGAZINE/SKI (GROSS)	922	603	1.3	65.4	115	*178	1.1	19.3	97	**117	1.2	12.7	106				
GOOD HOUSEKEEPING	16487	10433	22.7	63.3	112	3607	22.4	21.9	110	2098	21.6	12.7	106				
HARPER'S BAZAAR	2423	1241	2.7	51.2	90	498	3.1	20.6	103	361	3.7	14.9	124				
HEALTH	1994	1134	2.5	56.9	100	483	3.0	24.2	122	*251	2.6	12.6	105				
HEARST MAG CORP. BUY (GROSS)	44101	27023	58.9	61.3	108	9762	60.7	22.1	111	6136	63.2	13.9	116				
HEARST MAN POWER (GROSS)	1993	1314	2.9	65.9	116	479	3.0	24.0	121	*334	3.4	16.8	140				
HEARST WOMAN POWER (GROSS)	31274	19235	41.9	61.5	109	7024	43.7	22.5	113	4240	43.7	13.6	113				
HOUSE BEAUTIFUL	3623	2173	4.7	60.0	106	744	4.6	20.5	103	585	6.0	16.1	135				
INC.	283	**120	0.3	42.4	75	**75	0.5	26.5	133	**67	0.7	23.7	198				
JET	2928	1272	2.8	43.4	77	478	3.0	16.3	82	349	3.6	11.9	99				
LADIES' HOME JOURNAL	11918	7609	16.6	63.8	113	2745	17.1	23.0	116	1625	16.7	13.6	114				
LHJ FAMILY GRP COMBO(GROSS)	16764	10587	23.1	63.2	111	3893	24.2	23.2	117	2314	23.8	13.8	115				
LIFE	4254	2202	4.8	51.8	91	815	5.1	19.2	96	637	6.6	15.0	125				
L.A. TIMES HOME MAGAZINE	1145	529	1.2	46.2	82	**106	0.7	9.3	47	422	4.3	36.9	307				
MADEMOISELLE	2884	1622	3.5	56.2	99	613	3.8	21.3	107	413	4.3	14.3	119				
MC CALL'S	13460	8720	19.0	64.8	114	3058	19.0	22.7	114	1625	16.7	12.1	101				
MC CALL'S/WRK MOTHER (GROSS)	14606	9377	20.4	64.2	113	3303	20.5	22.6	114	1783	18.4	12.2	102				
MECHANIX ILLUSTRATED	772	396	0.9	51.3	91	*161	1.0	20.9	105	**142	1.5	18.4	153				
METROPOLITAN HOME	967	528	1.2	54.6	96	*180	1.1	18.6	94	*191	2.0	19.8	165				
MONEY	1588	871	1.9	54.8	97	270	1.7	17.0	86	308	3.2	19.4	162				
MOTHER EARTH NEWS	1002	583	1.3	58.2	103	*246	1.5	24.6	124	*119	1.2	11.9	99				
MS.	825	401	0.9	48.6	86	*158	1.0	19.2	96	**76	0.8	9.2	77				
NATIONAL ENQUIRER	10336	6208	13.5	60.1	106	2345	14.6	22.7	114	1280	13.2	12.4	103				
NATIONAL GEOGRAPHIC	9597	5809	12.7	60.5	107	1981	12.3	20.6	104	1242	12.8	12.9	108				
NATIONAL SUNDAY MAGAZINE PKG	49558	29043	63.3	58.6	103	9882	61.4	19.9	100	6933	71.4	14.0	117				
NATURAL HISTORY	573	292	0.6	51.0	90	**49	0.3	8.6	43	**40	0.4	7.0	58				
NEW WOMAN	1699	855	1.9	50.3	89	353	2.2	20.8	105	*222	2.3	13.1	109				
NEW YORK INCLUDING CUE	443	*167	0.4	37.7	67	**24	0.1	5.4	27	**99	1.0	22.3	186				
THE NEW YORKER	1270	584	1.3	46.0	81	*203	1.3	16.0	80	*169	1.7	13.3	111				
NEWSWEEK	6277	3522	7.7	56.1	99	1190	7.4	19.0	95	974	10.0	15.5	129				
THE N.Y. TIMES DAILY EDITION	1205	453	1.0	37.6	66	**126	0.8	10.5	53	*201	2.1	16.7	139				
THE N.Y. TIMES MAGAZINE	2081	760	1.7	36.5	64	*205	1.3	9.9	50	402	4.1	19.3	161				
OMNI	788	425	0.9	53.9	95	*168	1.0	21.3	107	**124	1.3	15.7	131				
ON CABLE	1158	697	1.5	60.2	106	*345	2.1	29.8	150	**115	1.2	9.9	83				
1001 HOME IDEAS	2852	1844	4.0	64.7	114	665	4.1	23.3	117	438	4.5	15.4	128				
ORGANIC GARDENING	1658	997	2.2	60.1	106	416	2.6	25.1	126	*189	1.9	11.4	95				
OUTDOOR LIFE	896	604	1.3	67.4	119	*188	1.2	21.0	106	**119	1.2	13.3	111				
PARADE MAGAZINE	24275	13883	30.3	57.2	101	4671	29.0	19.2	97	3701	38.1	15.2	127				

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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WHIPPED TOPPING (CREAM TYPE): BRANDS
(FEMALE HOMEMAKERS)

0615
P-19

	TOTAL U.S. '000	COOL WHIP A '000	COOL WHIP B % DOWN	COOL WHIP C % ACROSS	COOL WHIP D INDX	DREAM WHIP A '000	DREAM WHIP B % DOWN	DREAM WHIP C % ACROSS	DREAM WHIP D INDX	REDDI-WHIP A '000	REDDI-WHIP B % DOWN	REDDI-WHIP C % ACROSS	REDDI-WHIP D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	45890	100.0	56.7	100	16091	100.0	19.9	100	9707	100.0	12.0	100				
PARENTS	3845	2316	5.0	60.2	106	799	5.0	20.8	105	454	4.7	11.8	99				
PENTHOUSE	831	402	0.9	48.4	85	*148	0.9	17.8	90	**134	1.4	16.1	135				
PEOPLE	11645	6609	14.4	56.8	100	2304	14.3	19.8	100	1966	20.3	16.9	141				
PLAYBOY	2006	1026	2.2	51.1	90	323	2.0	16.1	81	285	2.9	14.2	119				
POPULAR HOT RODDING	297	*184	0.4	62.0	109	**50	0.3	16.8	85	**35	0.4	11.8	98				
POPULAR MECHANICS	1018	722	1.6	70.9	125	*251	1.6	24.7	124	**171	1.8	16.8	140				
POPULAR SCIENCE	878	477	1.0	54.3	96	*174	1.1	19.8	100	**159	1.6	18.1	151				
PREVENTION	3913	2233	4.9	57.1	101	704	4.4	18.0	91	550	5.7	14.1	117				
PSYCHOLOGY TODAY	1710	943	2.1	55.1	97	252	1.6	14.7	74	264	2.7	15.4	129				
READER'S DIGEST	22204	13751	30.0	61.9	109	4811	29.9	21.7	109	3067	31.6	13.8	115				
REDBOOK	7684	4777	10.4	62.2	110	2017	12.5	26.2	132	996	10.3	13.0	108				
ROAD & TRACK	410	*306	0.7	74.6	132	**95	0.6	23.2	117	**52	0.5	12.7	106				
ROLLING STONE	969	616	1.3	63.6	112	*198	1.2	20.4	103	*165	1.7	17.0	142				
RUNNER'S WORLD	298	*165	0.4	55.4	98	**51	0.3	17.1	86	**28	0.3	9.4	78				
SATURDAY EVENING POST	1169	659	1.4	56.4	99	252	1.6	21.6	108	**119	1.2	10.2	85				
SCIENCE 84	587	367	0.8	62.5	110	**77	0.5	13.1	66	**113	1.2	19.3	161				
SCIENCE DIGEST	482	272	0.6	56.4	100	*139	0.9	28.8	145	**78	0.8	16.2	135				
SCIENTIFIC AMERICAN	594	280	0.6	47.1	83	**73	0.5	12.3	62	**61	0.6	10.3	86				
SELF	2089	1236	2.7	59.2	104	448	2.8	21.4	108	255	2.6	12.2	102				
SEVENTEEN	2411	1351	2.9	56.0	99	503	3.1	20.9	105	*311	3.2	12.9	108				
SKI	480	306	0.7	63.8	113	**101	0.6	21.0	106	**44	0.5	9.2	76				
SMITHSONIAN	2760	1553	3.4	56.3	99	508	3.2	18.4	93	396	4.1	14.3	120				
SOAP OPERA DIGEST	3013	1739	3.8	57.7	102	691	4.3	22.9	115	484	5.0	16.1	134				
SOUTHERN LIVING	4184	2638	5.7	63.0	111	892	5.5	21.3	107	417	4.3	10.0	83				
SPORT	559	325	0.7	58.1	103	**105	0.7	18.8	95	**108	1.1	19.3	161				
THE SPORTING NEWS	436	*344	0.7	78.9	139	**115	0.7	26.4	133	**77	0.8	17.7	147				
SPORTS AFIELD	493	320	0.7	64.9	115	**89	0.6	18.1	91	**86	0.9	17.4	146				
SPORTS ILLUSTRATED	2758	1738	3.8	63.0	111	612	3.8	22.2	112	338	3.5	12.3	102				
STAR	7456	4406	9.6	59.1	104	1443	9.0	19.4	97	1145	11.8	15.4	128				
SUNDAY	24936	14088	30.7	56.5	100	4828	30.0	19.4	97	3810	39.3	15.3	127				
SUNSET	2124	1238	2.7	58.3	103	413	2.6	19.4	98	*276	2.8	13.0	108				
TV GUIDE	21661	12904	28.1	59.6	105	4613	28.7	21.3	107	3161	32.6	14.6	122				
TENNIS	550	*274	0.6	49.8	88	**94	0.6	17.1	86	**73	0.8	13.3	111				
TIME	8880	5059	11.0	57.0	101	1668	10.4	18.8	95	1369	14.1	15.4	129				
TOWN & COUNTRY	917	482	1.1	52.6	93	*152	0.9	16.6	83	**112	1.2	12.2	102				
TRAVEL & LEISURE	972	598	1.3	61.5	109	*173	1.1	17.8	90	*133	1.4	13.7	114				
TRUE STORY	3356	1947	4.2	58.0	102	888	5.5	26.5	133	376	3.9	11.2	93				
U.S.NEWS & WORLD REPORT	3410	1968	4.3	57.7	102	616	3.8	18.1	91	514	5.3	15.1	126				
USA TODAY	1759	1068	2.3	60.7	107	401	2.5	22.8	115	*264	2.7	15.0	125				
US	1873	1167	2.5	62.3	110	440	2.7	23.5	118	278	2.9	14.8	124				
VOGUE	3909	1962	4.3	50.2	89	663	4.1	17.0	85	610	6.3	15.6	130				
WALL STREET JOURNAL	1886	1004	2.2	53.2	94	282	1.8	15.0	75	*246	2.5	13.0	109				
WEIGHT WATCHERS	2120	1431	3.1	67.5	119	565	3.5	26.7	134	354	3.6	16.7	139				
WOMAN'S DAY	14172	8912	19.4	62.9	111	3408	21.2	24.0	121	2111	21.7	14.9	124				
WORKING MOTHER	1146	657	1.4	57.3	101	*245	1.5	21.4	108	**158	1.6	13.8	115				
WORKING WOMAN	1322	822	1.8	62.2	110	268	1.7	20.3	102	*214	2.2	16.2	135				
WORLD TENNIS	*163	**103	0.2	63.2	112	**13	0.1	8.0	40	**33	0.3	20.2	169				
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1429	3.1	56.4	100	423	2.6	16.7	84	238	2.5	9.4	78				
BLAIR INSERTS	43657	24964	54.4	57.2	101	8460	52.6	19.4	98	6521	67.2	14.9	125				
DAILY NEWSPAPERS																	
READ ANY	51633	30174	65.8	58.4	103	10308	64.1	20.0	100	6770	69.7	13.1	109				
READ ONE	43463	25169	54.8	57.9	102	8693	54.0	20.0	101	5565	57.3	12.8	107				
READ TWO OR MORE	8170	5005	10.9	61.3	108	1616	10.0	19.8	100	1206	12.4	14.8	123				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	30698	66.9	58.3	103	10380	64.5	19.7	99	7270	74.9	13.8	115				
READ ONE	46126	26671	58.1	57.8	102	8969	55.7	19.4	98	6296	64.9	13.6	114				
READ TWO OR MORE	6552	4027	8.8	61.5	108	1411	8.8	21.5	108	973	10.0	14.9	124				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.84				28.32				28.75							
30 DAY REACH	71455	40399	88.0	56.5	100	14396	89.5	20.1	101	8775	90.4	12.3	102				
50 SHWG - 30 DAY AV FREQ	14.56	14.70				14.84				15.18							
30 DAY REACH	67742	38328	83.5	56.6	100	13778	85.6	20.3	102	8339	85.9	12.3	103				
25 SHWG - 30 DAY AV FREQ	7.94	7.93				7.99				8.08							
30 DAY REACH	62117	35462	77.3	57.1	101	12750	79.2	20.5	103	7841	80.8	12.6	105				
CABLE TV: HOME WIRED	32077	20235	44.1	63.1	111	7055	43.8	22.0	111	4068	41.9	12.7	106				
HOME NOT WIRED	48909	25655	55.9	52.5	93	9036	56.2	18.5	93	5639	58.1	11.5	96				
HAVE PAY CABLE	15935	10180	22.2	63.9	113	3575	22.2	22.4	113	2373	24.4	14.9	124				

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WHIPPED TOPPING (CREAM TYPE): BRANDS
(FEMALE HOMEMAKERS)

0616
P-19

	TOTAL U.S. '000	COOL WHIP A '000	COOL WHIP B % DOWN	COOL WHIP C % ACROSS	COOL WHIP D INDX	DREAM WHIP A '000	DREAM WHIP B % DOWN	DREAM WHIP C % ACROSS	DREAM WHIP D INDX	REDDI-WHIP A '000	REDDI-WHIP B % DOWN	REDDI-WHIP C % ACROSS	REDDI-WHIP D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	45890	100.0	56.7	100	16091	100.0	19.9	100	9707	100.0	12.0	100				
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	25619	55.8	58.3	103	8828	54.9	20.1	101	5766	59.4	13.1	110				
10:00 AM - 3:00 PM	30659	18030	39.3	58.8	104	6506	40.4	21.2	107	3786	39.0	12.3	103				
3:00 PM - 7:00 PM	31045	18019	39.3	58.0	102	5990	37.2	19.3	97	3929	40.5	12.7	106				
7:00 PM - MIDNIGHT	15767	8609	18.8	54.6	96	3028	18.8	19.2	97	1971	20.3	12.5	104				
MIDNIGHT - 6:00 AM	9120	5380	11.7	59.0	104	1946	12.1	21.3	107	1220	12.6	13.4	112				
6:00 AM - MIDNIGHT	58527	33875	73.8	57.9	102	11886	73.9	20.3	102	7485	77.1	12.8	107				
ENTIRE DAY	59311	34282	74.7	57.8	102	12030	74.8	20.3	102	7656	78.9	12.9	108				
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	10064	21.9	62.2	110	3366	20.9	20.8	105	2372	24.4	14.7	122				
ALL NEWS	2256	1182	2.6	52.4	92	310	1.9	13.7	69	456	4.7	20.2	169				
AOR/PROGRESSIVE	3874	2229	4.9	57.5	102	846	5.3	21.8	110	610	6.3	15.7	131				
BEAUTIFUL MUSIC	5660	3268	7.1	57.7	102	1067	6.6	18.9	95	716	7.4	12.7	106				
BLACK	2204	1022	2.2	46.4	82	356	2.2	16.2	81	233	2.4	10.6	88				
CLASSICAL	1418	700	1.5	49.4	87	*239	1.5	16.9	85	*149	1.5	10.5	88				
CHR/ROCK	9538	5589	12.2	58.6	103	1876	11.7	19.7	99	1188	12.2	12.5	104				
COUNTRY	12648	7844	17.1	62.0	109	2925	18.2	23.1	116	1279	13.2	10.1	84				
GOLDEN OLDIES	1191	687	1.5	57.7	102	*213	1.3	17.9	90	**162	1.7	13.6	113				
MOR/NOSTALGIA	4757	2548	5.6	53.6	95	1031	6.4	21.7	109	667	6.9	14.0	117				
NEWS/TALK	3863	2083	4.5	53.9	95	688	4.3	17.8	90	617	6.4	16.0	133				
RELIGIOUS	3084	1544	3.4	50.1	88	531	3.3	17.2	87	*232	2.4	7.5	63				
SOFT ROCK	521	*285	0.6	54.7	97	**98	0.6	18.8	95	**67	0.7	12.9	107				
URBAN CONTEMPORARY	1585	591	1.3	37.3	66	*215	1.3	13.6	68	*161	1.7	10.2	85				
HIRED NETWORKS:																	
ABC CONTEMPORARY	3261	1767	3.9	54.2	96	766	4.8	23.5	118	303	3.1	9.3	78				
ABC DIRECTION	2316	1383	3.0	59.7	105	610	3.8	26.3	133	377	3.9	16.3	136				
ABC ENTERTAINMENT	4834	2837	6.2	58.7	104	971	6.0	20.1	101	693	7.1	14.3	120				
ABC FM	2202	1273	2.8	57.8	102	536	3.3	24.3	123	*254	2.6	11.5	96				
ABC INFORMATION	5425	3151	6.9	58.1	103	1141	7.1	21.0	106	796	8.2	14.7	122				
ABC ROCK	1677	919	2.0	54.8	97	382	2.4	22.8	115	*232	2.4	13.8	115				
CBS	4430	2669	5.8	60.2	106	827	5.1	18.7	94	602	6.2	13.6	113				
MUTUAL	4992	3170	6.9	63.5	112	1274	7.9	25.5	128	817	8.4	16.4	137				
NBC	4679	2994	6.5	64.0	113	1107	6.9	23.7	119	871	9.0	18.6	155				
RADIORADIO	1994	1133	2.5	56.8	100	457	2.8	22.9	115	*220	2.3	11.0	92				
RKO ONE	2298	1244	2.7	54.1	96	293	1.8	12.8	64	250	2.6	10.9	91				
RKO TWO	3311	1896	4.1	57.3	101	597	3.7	18.0	91	406	4.2	12.3	102				
THE SOURCE	2114	1193	2.6	56.4	100	441	2.7	20.9	105	334	3.4	15.8	132				
NON-HIRED : BLAIR	8654	5088	11.1	58.8	104	2003	12.4	23.1	116	1013	10.4	11.7	98				
INTERNET	12025	6685	14.6	55.6	98	2334	14.5	19.4	98	1849	19.0	15.4	128				
KATZ RADIO GROUP	15359	8890	19.4	57.9	102	2910	18.1	18.9	95	2462	25.4	16.0	134				
SUPERNET	10628	6299	13.7	59.3	105	2174	13.5	20.5	103	1172	12.1	11.0	92				
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	4833	10.5	55.8	99	1648	10.2	19.0	96	836	8.6	9.7	81				
WKDAY 9:00 AM - 1:00 PM	12163	6784	14.8	55.8	98	2421	15.0	19.9	100	1240	12.8	10.2	85				
WKDAY 1:00 PM - 4:30 PM	16150	9082	19.8	56.2	99	3200	19.9	19.8	100	1544	15.9	9.6	80				
WKDAY 4:30 PM - 7:30 PM	22463	12472	27.2	55.5	98	4303	26.7	19.2	96	2471	25.5	11.0	92				
WKDAY 7:30 PM - 8:00 PM	31795	17854	38.9	56.2	99	6151	38.2	19.3	97	3720	38.3	11.7	98				
WKDAY 11:00 PM - 11:30 PM	23977	14012	30.5	58.4	103	5271	32.8	22.0	111	2556	26.3	10.7	89				
WKDAY 11:30 PM - 1:00 AM	7703	4513	9.8	58.6	103	1770	11.0	23.0	116	900	9.3	11.7	97				
M-SAT 8-11 PM+SUN 7-11 PM	33800	19282	42.0	57.0	101	6780	42.1	20.1	101	4092	42.2	12.1	101				
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	3478	7.6	53.2	94	1217	7.6	18.6	94	778	8.0	11.9	99				
ANOTHER WORLD N	4620	2766	6.0	59.9	106	951	5.9	20.6	104	347	3.6	7.5	63				
AS THE WORLD TURNS C	5614	3231	7.0	57.6	102	1110	6.9	19.8	100	486	5.0	8.7	72				
CAPITOL C	3396	1959	4.3	57.7	102	728	4.5	21.4	108	320	3.3	9.4	79				
CBS MORN. NEWS 1 C	1446	751	1.6	51.9	92	293	1.8	20.3	102	95	1.0	6.6	55				
CBS MORN. NEWS 2 C	1207	614	1.3	50.9	90	247	1.5	20.5	103	95	1.0	7.9	66				
DAYS OF OUR LIVES N	5877	3659	8.0	62.3	110	1221	7.6	20.8	105	492	5.1	8.4	70				
FACTS OF LIFE - DAYTIME N	2290	1278	2.8	55.8	98	525	3.3	22.9	115	258	2.7	11.3	94				
FAMILY FEUD A	3023	1535	3.3	50.8	90	564	3.5	18.7	94	322	3.3	10.7	89				
GENERAL HOSPITAL A	6097	3123	6.8	51.2	90	1143	7.1	18.7	94	580	6.0	9.5	79				
GOOD MORNING, AMERICA-730 A	3515	2096	4.6	59.6	105	784	4.9	22.3	112	377	3.9	10.7	89				
GOOD MORNING, AMERICA-830 A	2818	1747	3.8	62.0	109	574	3.6	20.4	103	320	3.3	11.4	95				
GUIDING LIGHT C	5339	3045	6.6	57.0	101	1048	6.5	19.6	99	618	6.4	11.6	97				
ONE LIFE TO LIVE A	4478	2377	5.2	53.1	94	823	5.1	18.4	93	432	4.5	9.6	80				
PRESS YOUR LUCK C	2244	1267	2.8	56.5	100	497	3.1	22.1	111	227	2.3	10.1	84				
PRICE IS RIGHT 1 C	4348	2471	5.4	56.8	100	894	5.6	20.6	103	378	3.9	8.7	73				
PRICE IS RIGHT 2 C	5014	2903	6.3	57.9	102	1079	6.7	21.5	108	438	4.5	8.7	73				
RYAN'S HOPE A	3150	1597	3.5	50.7	89	615	3.8	19.5	98	414	4.3	13.1	110				
SALE OF THE CENTURY N	2695	1519	3.3	56.4	99	523	3.3	19.4	98	278	2.9	10.3	86				
SEARCH FOR TOMORROW N	2319	1433	3.1	61.8	109	373	2.3	16.1	81	210	2.2	9.1	76				
TODAY SHOW 1 N	2693	1371	3.0	50.9	90	413	2.6	15.3	77	270	2.8	10.0	84				
TODAY SHOW 2 N	2498	1363	3.0	54.6	96	473	2.9	18.9	95	167	1.7	6.7	56				
$25,000 PYRAMID C	2753	1440	3.1	52.3	92	620	3.9	22.5	113	237	2.4	8.6	72				
WHEEL OF FORTUNE N	4388	2460	5.4	56.1	99	897	5.6	20.4	103	404	4.2	9.2	77				
YOUNG AND THE RESTLESS C	5695	3270	7.1	57.4	101	1103	6.9	19.4	97	487	5.0	8.6	71				
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	970	2.1	55.1	97	328	2.0	18.6	94	270	2.8	15.3	128				
NBA PLAYOFF GAME -1 C	1136	679	1.5	59.8	105	234	1.5	20.6	104	*124	1.3	10.9	91				
NBC MAJOR LEAGUE PRE-GAME N	953	535	1.2	56.1	99	*238	1.5	25.0	126	**52	0.5	5.5	46				
SPORTSWORLD - SUN N	1233	825	1.8	66.9	118	319	2.0	25.9	130	*162	1.7	13.1	110				
SUNDAY MORNING C	1611	857	1.9	53.2	94	324	2.0	20.1	101	*160	1.6	9.9	83				

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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WHIPPED TOPPING (CREAM TYPE): BRANDS
(FEMALE HOMEMAKERS)

0617
P-19

		TOTAL U.S. '000	COOL WHIP A '000	COOL WHIP B % DOWN	COOL WHIP C % ACROSS	COOL WHIP D INDX	DREAM WHIP A '000	DREAM WHIP B % DOWN	DREAM WHIP C % ACROSS	DREAM WHIP D INDX	REDDI-WHIP A '000	REDDI-WHIP B % DOWN	REDDI-WHIP C % ACROSS	REDDI-WHIP D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	45890	100.0	56.7	100	16091	100.0	19.9	100	9707	100.0	12.0	100				
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	14690	32.0	56.4	99	5102	31.7	19.6	99	2644	27.2	10.1	85				
NETWORK AFFILIATES - LATE		20261	11914	26.0	58.8	104	4465	27.7	22.0	111	2165	22.3	10.7	89				
INDEPENDENTS - LATE		2076	1043	2.3	50.2	89	355	2.2	17.1	86	332	3.4	16.0	133				
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	10453	6109	13.3	58.4	103	2030	12.6	19.4	98	1276	13.1	12.2	102				
ABC MONDAY NIGHT MOVIE	A	6412	3638	7.9	56.7	100	1190	7.4	18.6	93	739	7.6	11.5	96				
ABC SUNDAY NIGHT MOVIE	A	12407	6803	14.8	54.8	97	2462	15.3	19.8	100	1489	15.3	12.0	100				
ABC WORLD NEWS TONIGHT	A	6176	3490	7.6	56.5	100	1190	7.4	19.3	97	722	7.4	11.7	98				
AFTERMASH	C	5863	3492	7.6	59.6	105	1237	7.7	21.1	106	784	8.1	13.4	112				
ALICE	C	9594	5619	12.2	58.6	103	1917	11.9	20.0	101	1226	12.6	12.8	107				
AMERICAN PARADE	C	6622	3628	7.9	54.8	97	1356	8.4	20.5	103	671	6.9	10.1	85				
BENSON	A	10886	5761	12.6	52.9	93	2005	12.5	18.4	93	1327	13.7	12.2	102				
BLUE THUNDER	A	5036	2954	6.4	58.7	104	1144	7.1	22.7	114	488	5.0	9.7	81				
CAGNEY & LACEY	C	9965	5820	12.7	58.4	103	2008	12.5	20.2	101	1174	12.1	11.8	98				
CBS EVENING NEWS-DEAN	C	3491	1811	3.9	51.9	92	596	3.7	17.1	86	463	4.8	13.3	111				
CBS EVENING NEWS-RATHER	C	7123	4010	8.7	56.3	99	1532	9.5	21.5	108	745	7.7	10.5	87				
CBS SAT. NEWS-SCHIEFFER	C	3621	1959	4.3	54.1	95	584	3.6	16.1	81	427	4.4	11.8	98				
CBS SATURDAY NIGHT MOVIE	C	5436	3196	7.0	58.8	104	1120	7.0	20.6	104	694	7.1	12.8	107				
CBS WEDNESDAY NIGHT MOVIE	C	6100	3294	7.2	54.0	95	1226	7.6	20.1	101	643	6.6	10.5	88				
CHEERS	N	8889	5199	11.3	58.5	103	2076	12.9	23.4	118	1251	12.9	14.1	117				
DALLAS	C	22109	12486	27.2	56.5	100	4441	27.6	20.1	101	2636	27.2	11.9	99				
DIFF'RENT STROKES	N	6940	3973	8.7	57.2	101	1386	8.6	20.0	101	776	8.0	11.2	93				
DOUBLE TROUBLE	N	7223	4290	9.3	59.4	105	1571	9.8	21.7	109	913	9.4	12.6	105				
DUCK FACTORY	N	5595	3199	7.0	57.2	101	1246	7.7	22.3	112	706	7.3	12.6	105				
DUKES OF HAZZARD	C	5768	3498	7.6	60.6	107	1182	7.3	20.5	103	622	6.4	10.8	90				
DYNASTY	A	20053	10722	23.4	53.5	94	3748	23.3	18.7	94	2363	24.3	11.8	98				
FACTS OF LIFE	N	8087	4736	10.3	58.6	103	1765	11.0	21.8	110	1092	11.2	13.5	113				
FALCON CREST	C	20046	11682	25.5	58.3	103	3981	24.7	19.9	100	2120	21.8	10.6	88				
FALL GUY	A	9084	5083	11.1	56.0	99	2032	12.6	22.4	113	1134	11.7	12.5	104				
FAMILY TIES	N	7964	4605	10.0	57.8	102	1724	10.7	21.6	109	918	9.5	11.5	96				
FANTASY ISLAND	A	7687	4100	8.9	53.3	94	1388	8.6	18.1	91	777	8.0	10.1	84				
FOULUPS,BLEEPS & BLUNDERS	A	8861	5023	10.9	56.7	100	1869	11.6	21.1	106	1176	12.1	13.3	111				
FOUR SEASONS	C	5095	2907	6.3	57.1	101	1112	6.9	21.8	110	710	7.3	13.9	116				
GIMME A BREAK	N	8838	4932	10.7	55.8	98	1844	11.5	20.9	105	972	10.0	11.0	92				
HART TO HART	A	8978	5086	11.1	56.6	100	1856	11.5	20.7	104	876	9.0	9.8	81				
HILL STREET BLUES	N	8590	5096	11.1	59.3	105	1865	11.6	21.7	109	1081	11.1	12.6	105				
HOTEL	A	14085	7850	17.1	55.7	98	2754	17.1	19.6	98	1661	17.1	11.8	98				
JEFFERSONS	C	9360	5234	11.4	55.9	99	1866	11.6	19.9	100	1167	12.0	12.5	104				
JENNIFER SLEPT HERE	N	5841	3399	7.4	58.2	103	1191	7.4	20.4	103	721	7.4	12.3	103				
KATE & ALLIE	C	9206	5267	11.5	57.2	101	1821	11.3	19.8	100	1054	10.9	11.4	96				
KNIGHT RIDER	N	7076	4035	8.8	57.0	101	1408	8.8	19.9	100	917	9.4	13.0	108				
LOVE BOAT	A	12219	6583	14.3	53.9	95	2166	13.5	17.7	89	1307	13.5	10.7	89				
MAGNUM PI	C	11199	6501	14.2	58.0	102	2161	13.4	19.3	97	1341	13.8	12.0	100				
MAMA'S FAMILY	N	6057	3455	7.5	57.0	101	1354	8.4	22.4	113	712	7.3	11.8	98				
MASTER, THE	N	3598	2172	4.7	60.4	107	774	4.8	21.5	108	373	3.8	10.4	86				
MATT HOUSTON	A	6344	3551	7.7	56.0	99	1376	8.6	21.7	109	720	7.4	11.3	95				
NBC MONDAY NIGHT MOVIE	N	11994	6834	14.9	57.0	101	2540	15.8	21.2	107	1399	14.4	11.7	97				
NBC NIGHTLY NEWS	N	5132	2881	6.3	56.1	99	1001	6.2	19.5	98	467	4.8	9.1	76				
NBC NIGHTLY NEWS-SAT	N	3375	1796	3.9	53.2	94	546	3.4	16.2	81	277	2.9	8.2	68				
NBC NIGHTLY NEWS-SUN	N	3130	1728	3.8	55.2	97	637	4.0	20.4	102	351	3.6	11.2	94				
NBC SUNDAY NIGHT MOVIE	N	8284	4718	10.3	57.0	101	1737	10.8	21.0	106	1024	10.5	12.4	103				
NEWHART	C	9240	5510	12.0	59.6	105	1984	12.3	21.5	108	1099	11.3	11.9	99				
ONE DAY AT A TIME	C	7288	4200	9.2	57.6	102	1534	9.5	21.0	106	775	8.0	10.6	89				
PEOPLE ARE FUNNY	N	4855	2898	6.3	59.7	105	1195	7.4	24.6	124	614	6.3	12.6	106				
REAL PEOPLE	N	8869	5358	11.7	60.4	107	1833	11.4	20.7	104	990	10.2	11.2	93				
REMINGTON STEELE	N	7743	4306	9.4	55.6	98	1449	9.0	18.7	94	867	8.9	11.2	93				
RIPLEY'S BELIEVE IT - NOT	A	5345	3316	7.2	62.0	109	1063	6.6	19.9	100	597	6.2	11.2	93				
RIPTIDE	N	6988	4197	9.1	60.1	106	1475	9.2	21.1	106	840	8.7	12.0	100				
SCARECROW & MRS. KING	C	10002	5672	12.4	56.7	100	1688	10.5	16.9	85	1017	10.5	10.2	85				
SIMON & SIMON	C	10638	6324	13.8	59.4	105	2252	14.0	21.2	107	1230	12.7	11.6	96				
60 MINUTES	C	13293	7242	15.8	54.5	96	2593	16.1	19.5	98	1639	16.9	12.3	103				
ST. ELSEWHERE	N	7017	4209	9.2	60.0	106	1535	9.5	21.9	110	952	9.8	13.6	113				
THREE'S COMPANY	A	10917	6348	13.8	58.1	103	2297	14.3	21.0	106	1292	13.3	11.8	99				
T.J. HOOKER	A	9204	4926	10.7	53.5	94	1773	11.0	19.3	97	979	10.1	10.6	89				
TONIGHT SHOW	N	2372	1424	3.1	60.0	106	540	3.4	22.8	115	279	2.9	11.8	98				
TRAPPER JOHN, M.D.	C	9846	5638	12.3	57.3	101	2098	13.0	21.3	107	1116	11.5	11.3	95				
TV BLOOPERS & PRAC. JOKES	N	9105	5161	11.2	56.7	100	1945	12.1	21.4	108	1077	11.1	11.8	99				
20/20	A	9387	5479	11.9	58.4	103	1950	12.1	20.8	105	1098	11.3	11.7	98				
WEBSTER	A	11067	5986	13.0	54.1	95	2145	13.3	19.4	98	1322	13.6	11.9	100				
WORLD NEWS - SUN	A	3062	1765	3.8	57.6	102	581	3.6	19.0	95	297	3.1	9.7	81				
YELLOW ROSE	N	4978	2958	6.4	59.4	105	1022	6.4	20.5	103	585	6.0	11.8	98				
TV VIEWING SPORTS EVENTS																		
BASEBALL		8878	5997	13.1	67.5	119	2155	13.4	24.3	122	1462	15.1	16.5	137				
BASKETBALL - COLLEGE GAMES		4080	2765	6.0	67.8	120	1091	6.8	26.7	135	638	6.6	15.6	130				
BASKETBALL - PRO GAMES		3607	2389	5.2	66.2	117	846	5.3	23.5	118	*562	5.8	15.6	130				
BOWLING		3883	2508	5.5	64.6	114	1077	6.7	27.7	140	704	7.3	18.1	151				
BOXING		3928	2309	5.0	58.8	104	1000	6.2	25.5	128	*515	5.3	13.1	109				
FOOTBALL - COLLEGE GAMES		6366	4270	9.3	67.1	118	1591	9.9	25.0	126	879	9.1	13.8	115				
FOOTBALL - PRO GAMES		11300	8112	17.7	71.8	127	2565	15.9	22.7	114	1521	15.7	13.5	112				
GOLF		3378	2220	4.8	65.7	116	725	4.5	21.5	108	*557	5.7	16.5	138				
POST-SEASON COLL. FOOTBALL		4906	3226	7.0	65.8	116	1252	7.8	25.5	128	631	6.5	12.9	107				
POST-SEASON PRO FOOTBALL		6120	4425	9.6	72.3	128	1579	9.8	25.8	130	1019	10.5	16.7	139				
TENNIS		3033	1774	3.9	58.5	103	593	3.7	19.6	98	*473	4.9	15.6	130				
WRESTLING - PROFESSIONAL		3344	2098	4.6	62.7	111	1019	6.3	30.5	153	*541	5.6	16.2	135				

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YOGURT (NOT BOUGHT FROZEN) BASE = ADULTS (167727) QUESTIONNAIRE PAGE P-23

	'000	%	UNWEIGHTED
4A. DO YOU YOURSELF EAT IT?			
YES	51672	30.8	5875
NO	116055	69.2	13235

	ALL		SOLE		PRIMARY		SECONDARY		
	'000	%	'000	%	'000	%	'000	%	UNWEIGHTED
IF YOU DO									
4B. WHICH TYPES DO YOU EAT?									
WITH FRUIT - PREMIXED	32327	19.3	19093	11.4	10112	6.0	3121	1.9	3567
WITH FRUIT - NOT PREMIXED	20454	12.2	8548	5.1	7695	4.6	4211	2.5	2304
OTHER FLAVORED	8475	5.1	2247	1.3	3321	2.0	2907	1.7	954
PLAIN (UNFLAVORED)	8989	5.4	3330	2.0	3165	1.9	2495	1.5	1039
DO NOT KNOW	2008	1.2							259
IF YOU EAT FLAVORED YOGURT									
4C. WHAT FLAVORS DO YOU EAT?									
APPLE	7924	4.7	278	.2	5105	3.0	2541	1.5	874
BANANA	8036	4.8	197	.1	5342	3.2	2497	1.5	864
BLUEBERRY	23466	14.0	1032	.6	17194	10.3	5239	3.1	2596
CHERRY	16730	10.0	474	.3	12036	7.2	4220	2.5	1820
COFFEE	2698	1.6	143	.1	1822	1.1	732	.4	330
LEMON	9061	5.4	373	.2	6038	3.6	2650	1.6	996
PEACH	17358	10.3	560	.3	11444	6.8	5354	3.2	1883
PINEAPPLE	12136	7.2	476	.3	8191	4.9	3469	2.1	1275
RASPBERRY	21890	13.1	868	.5	15867	9.5	5154	3.1	2402
STRAWBERRY	31501	18.8	2495	1.5	22948	13.7	6058	3.6	3405
VANILLA	7919	4.7	539	.3	5177	3.1	2203	1.3	913
OTHER	5797	3.5	428	.3	3038	1.8	2331	1.4	620
DO NOT KNOW	3500	2.1							443
4C. WHICH KINDS DO YOU EAT?									
LOW FAT	29878	17.8	21899	13.1	5661	3.4	2318	1.4	3357
REGULAR	26774	16.0	18796	11.2	4060	2.4	3918	2.3	3009
DO NOT KNOW	2999	1.8							367
4D. WHICH BRANDS DO YOU EAT?									
AXELROD	438	.3	91	.1	263	.2	84	.1	51
BORDEN	5522	3.3	1190	.7	3307	2.0	1025	.6	623
BREYERS	5156	3.1	634	.4	2963	1.8	1559	.9	616
CARNATION	2333	1.4	128	.1	1851	1.1	354	.2	236
CHAMBOURCY	417	.2	6	*	298	.2	114	.1	59
COLOMBO	3890	2.3	626	.4	2366	1.4	898	.5	467
DANNON	22014	13.1	6660	4.0	11719	7.0	3635	2.2	2571
ESPIRIT	941	.6			618	.4	323	.2	107
JERSEY MAID	1084	.6	200	.1	703	.4	181	.1	105
JOHNSTON'S	1410	.8	154	.1	970	.6	286	.2	160
KNUDSEN'S YOGURT PLUS	1542	.9	118	.1	1008	.6	416	.2	152
KNUDSEN - REGULAR	3970	2.4	916	.5	2130	1.3	924	.6	401
LA YOGURT	2881	1.7	420	.3	1890	1.1	571	.3	348
LIGHT'N LIVELY	8674	5.2	1341	.8	5265	3.1	2068	1.2	938
LUCERNE/SAFEWAY	4154	2.5	954	.6	2332	1.4	868	.5	418
MEADOW GOLD	1401	.8	216	.1	844	.5	341	.2	180
MELANGE	449	.3			289	.2	160	.1	45
NEW COUNTRY	1201	.7	88	.1	796	.5	317	.2	132
RICHE'	386	.2	10	*	309	.2	67	*	48
SEALTEST	2955	1.8	316	.2	1751	1.0	888	.5	332
SWEET'N LOW	2728	1.6	315	.2	1615	1.0	798	.5	268
WEIGHT WATCHERS	2147	1.3	240	.1	1193	.7	714	.4	218
WHITNEY	1118	.7	83	*	679	.4	357	.2	144
YAMI	1709	1.0	153	.1	1077	.6	480	.3	139
YOPLAIT - BREAKFAST STYLE	3564	2.1	246	.1	1967	1.2	1350	.8	377
YOPLAIT - CUSTARD STYLE	5258	3.1	603	.4	3083	1.8	1572	.9	587
YOPLAIT - ORIGINAL STYLE	10477	6.2	1711	1.0	5946	3.5	2820	1.7	1122
YUBI	1088	.6	159	.1	561	.3	368	.2	111
OTHER BRANDS	9211	5.5	3236	1.9	4216	2.5	1759	1.0	1010
DO NOT KNOW	1913	1.1							228

		'000	%	UNWEIGHTED
4E. ABOUT HOW MANY CUPS OF YOGURT DID YOU EAT IN THE LAST 30 DAYS?				
14 OR MORE	H	3859	2.3	480
8 - 13	H	4122	2.5	520
7	H	2990	1.8	361
6	H	3872	2.3	443
4 - 5	M	8100	4.8	939
2 - 3	M	12809	7.6	1409
1	L	6371	3.8	700
NONE	L	9550	5.7	1023

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YOGURT (NOT BOUGHT FROZEN): USAGE IN LAST 30 DAYS
(ADULTS)

0620
P-19

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS SIX OR MORE A '000	HEAVY USERS SIX OR MORE B % DOWN	HEAVY USERS SIX OR MORE C % ACROSS	HEAVY USERS SIX OR MORE D INDX	MEDIUM USERS TWO-FIVE A '000	MEDIUM USERS TWO-FIVE B % DOWN	MEDIUM USERS TWO-FIVE C % ACROSS	MEDIUM USERS TWO-FIVE D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL ADULTS	167727	51672	100.0	30.8	100	14843	100.0	8.8	100	20908	100.0	12.5	100	15921	100.0	9.5	100
MALES	79263	18125	35.1	22.9	74	5543	37.3	7.0	79	6911	33.1	8.7	70	5670	35.6	7.2	75
FEMALES	88464	33547	64.9	37.9	123	9300	62.7	10.5	119	13997	66.9	15.8	127	10250	64.4	11.6	122
18 - 24	28671	9567	18.5	33.4	108	2157	14.5	7.5	85	3997	19.1	13.9	112	3413	21.4	11.9	125
25 - 34	39536	14679	28.4	37.1	121	3769	25.4	9.5	108	5925	28.3	15.0	120	4986	31.3	12.6	133
35 - 44	28978	9847	19.1	34.0	110	2947	19.9	10.2	115	4002	19.1	13.8	111	2898	18.2	10.0	105
45 - 54	22345	6667	12.9	29.8	97	2065	13.9	9.2	104	2392	11.4	10.7	86	2210	13.9	9.9	104
55 - 64	22224	5614	10.9	25.3	82	2126	14.3	9.6	108	2278	10.9	10.3	82	1210	7.6	5.4	57
65 OR OLDER	25973	5297	10.3	20.4	66	1779	12.0	6.8	77	2315	11.1	8.9	72	1203	7.6	4.6	49
18 - 34	68207	24246	46.9	35.5	115	5926	39.9	8.7	98	9921	47.5	14.5	117	8399	52.8	12.3	130
18 - 49	108058	37493	72.6	34.7	113	9821	66.2	9.1	103	15193	72.7	14.1	113	12478	78.4	11.5	122
25 - 54	90859	31194	60.4	34.3	111	8781	59.2	9.7	109	12319	58.9	13.6	109	10095	63.4	11.1	117
35 - 49	39851	13247	25.6	33.2	108	3896	26.2	9.8	110	5272	25.2	13.2	106	4079	25.6	10.2	108
50 OR OLDER	59669	14179	27.4	23.8	77	5022	33.8	8.4	95	5715	27.3	9.6	77	3442	21.6	5.8	61
GRADUATED COLLEGE	28091	11802	22.8	42.0	136	3406	22.9	12.1	137	4763	22.8	17.0	136	3634	22.8	12.9	136
ATTENDED COLLEGE	28938	11111	21.5	38.4	125	2889	19.5	10.0	113	4498	21.5	15.5	125	3723	23.4	12.9	136
GRADUATED HIGH SCHOOL	65503	19034	36.8	29.1	94	5339	36.0	8.2	92	7624	36.5	11.6	93	6070	38.1	9.3	98
DID NOT GRADUATE HIGH SCHOOL	45195	9725	18.8	21.5	70	3209	21.6	7.1	80	4022	19.2	8.9	71	2494	15.7	5.5	58
EMPLOYED MALES	56429	13724	26.6	24.3	79	4277	28.8	7.6	86	5016	24.0	8.9	71	4431	27.8	7.9	83
EMPLOYED FEMALES	43971	19282	37.3	43.9	142	5313	35.8	12.1	137	7748	37.1	17.6	141	6222	39.1	14.2	149
EMPLOYED FULL-TIME	87773	28014	54.2	31.9	104	8098	54.6	9.2	104	10758	51.5	12.3	98	9158	57.5	10.4	110
EMPLOYED PART-TIME	12627	4992	9.7	39.5	128	1492	10.1	11.8	134	2006	9.6	15.9	127	1494	9.4	11.8	125
NOT EMPLOYED	67327	18666	36.1	27.7	90	5254	35.4	7.8	88	8144	39.0	12.1	97	5268	33.1	7.8	82
PROFESSIONAL/MANAGER	25845	10560	20.4	40.9	133	3097	20.9	12.0	135	4140	19.8	16.0	129	3323	20.9	12.9	135
TECH/CLERICAL/SALES	30895	11293	21.9	36.6	119	3137	21.1	10.2	115	4267	20.4	13.8	111	3889	24.4	12.6	133
PRECISION/CRAFT	12629	3068	5.9	24.3	79	1089	7.3	8.6	97	1065	5.1	8.4	68	914	5.7	7.2	76
OTHER EMPLOYED	31031	8085	15.6	26.1	85	2266	15.3	7.3	83	3291	15.7	10.6	85	2527	15.9	8.1	86
SINGLE	35557	12395	24.0	34.9	113	3059	20.6	8.6	97	5121	24.5	14.4	116	4215	26.5	11.9	125
MARRIED	103585	30890	59.8	29.8	97	9091	61.2	8.8	99	12299	58.8	11.9	95	9501	59.7	9.2	97
DIVORCED/SEPARATED/WIDOWED	28585	8387	16.2	29.3	95	2693	18.1	9.4	106	3489	16.7	12.2	98	2205	13.8	7.7	81
PARENTS	59295	19697	38.1	33.2	108	5314	35.8	9.0	101	7942	38.0	13.4	107	6441	40.5	10.9	114
WHITE	146081	45996	89.0	31.5	102	13032	87.8	8.9	101	18665	89.3	12.8	103	14299	89.8	9.8	103
BLACK	17974	4238	8.2	23.6	77	1350	9.1	7.5	85	1625	7.8	9.0	73	1263	7.9	7.0	74
OTHER	3672	1439	2.8	39.2	127	*462	3.1	12.6	142	*618	3.0	16.8	135	**359	2.3	9.8	103
NORTHEAST-CENSUS	37005	13259	25.7	35.8	116	4828	32.5	13.0	147	5036	24.1	13.6	109	3395	21.3	9.2	97
NORTH CENTRAL	42642	11020	21.3	25.8	84	2936	19.8	6.9	78	3959	18.9	9.3	74	4125	25.9	9.7	102
SOUTH	56777	13798	26.7	24.3	79	3428	23.1	6.0	68	5741	27.5	10.1	81	4629	29.1	8.2	86
WEST	31303	13596	26.3	43.4	141	3652	24.6	11.7	132	6173	29.5	19.7	158	3772	23.7	12.0	127
NORTHEAST-MKTG.	38125	14227	27.5	37.3	121	4900	33.0	12.9	145	5823	27.9	15.3	123	3504	22.0	9.2	97
EAST CENTRAL	24794	6248	12.1	25.2	82	1866	12.6	7.5	85	2172	10.4	8.8	70	2210	13.9	8.9	94
WEST CENTRAL	28511	7714	14.9	27.1	88	1985	13.4	7.0	79	2872	13.7	10.1	81	2858	18.0	10.0	106
SOUTH	48953	11277	21.8	23.0	75	2790	18.8	5.7	64	4439	21.2	9.1	73	4048	25.4	8.3	87
PACIFIC	27344	12205	23.6	44.6	145	3303	22.3	12.1	136	5602	26.8	20.5	164	3300	20.7	12.1	127
COUNTY SIZE A	69301	25433	49.2	36.7	119	7464	50.3	10.8	122	11009	52.7	15.9	127	6960	43.7	10.0	106
COUNTY SIZE B	50633	15024	29.1	29.7	96	4335	29.2	8.6	97	5376	25.7	10.6	85	5314	33.4	10.5	111
COUNTY SIZE C	26259	7536	14.6	28.7	93	2090	14.1	8.0	90	3125	14.9	11.9	95	2321	14.6	8.8	93
COUNTY SIZE D	21534	3680	7.1	17.1	55	954	6.4	4.4	50	1399	6.7	6.5	52	1327	8.3	6.2	65
METRO CENTRAL CITY	50014	17051	33.0	34.1	111	5461	36.8	10.9	123	6851	32.8	13.7	110	4739	29.8	9.5	100
METRO SUBURBAN	76832	25740	49.8	33.5	109	7115	47.9	9.3	105	10272	49.1	13.4	107	8354	52.5	10.9	115
NON METRO	40881	8881	17.2	21.7	71	2268	15.3	5.5	63	3786	18.1	9.3	74	2828	17.8	6.9	73
TOP 5 ADI'S	39550	15620	30.2	39.5	128	4828	32.5	12.2	138	6771	32.4	17.1	137	4021	25.3	10.2	107
TOP 10 ADI'S	54877	20897	40.4	38.1	124	6324	42.6	11.5	130	9063	43.3	16.5	132	5510	34.6	10.0	106
TOP 20 ADI'S	77516	28098	54.4	36.2	118	8242	55.5	10.6	120	11970	57.3	15.4	124	7886	49.5	10.2	107
HSHLD INC. $50,000 OR MORE	17257	6839	13.2	39.6	129	1839	12.4	10.7	120	3058	14.6	17.7	142	1942	12.2	11.3	119
$40,000 OR MORE	33235	12950	25.1	39.0	126	3728	25.1	11.2	127	5313	25.4	16.0	128	3909	24.6	11.8	124
$30,000 OR MORE	59693	22074	42.7	37.0	120	6082	41.0	10.2	115	9143	43.7	15.3	123	6849	43.0	11.5	121
$25,000 OR MORE	76275	28029	54.2	36.7	119	7840	52.8	10.3	116	11574	55.4	15.2	122	8615	54.1	11.3	119
$20,000 - $24,999	18607	5624	10.9	30.2	98	1353	9.1	7.3	82	2413	11.5	13.0	104	1859	11.7	10.0	105
$15,000 - $19,999	17175	4803	9.3	28.0	91	1327	8.9	7.7	87	1842	8.8	10.7	86	1635	10.3	9.5	100
$10,000 - $14,999	24569	6128	11.9	24.9	81	1982	13.4	8.1	91	2357	11.3	9.6	77	1789	11.2	7.3	77
UNDER $10,000	31101	7087	13.7	22.8	74	2341	15.8	7.5	85	2723	13.0	8.8	70	2023	12.7	6.5	69
HOUSEHOLD OF 1 PERSON	19441	5592	10.8	28.8	93	1762	11.9	9.1	102	2240	10.7	11.5	92	1590	10.0	8.2	86
2 PEOPLE	51803	14729	28.5	28.4	92	4491	30.3	8.7	98	6057	29.0	11.7	94	4180	26.3	8.1	85
3 OR 4 PEOPLE	66933	22232	43.0	33.2	108	6153	41.5	9.2	104	8730	41.8	13.0	105	7349	46.2	11.0	116
5 OR MORE PEOPLE	29550	9120	17.6	30.9	100	2438	16.4	8.3	93	3882	18.6	13.1	105	2801	17.6	9.5	100
NO CHILD IN HSHLD	96587	28254	54.7	29.3	95	8567	57.7	8.9	100	11397	54.5	11.8	95	8290	52.1	8.6	90
CHILD(REN) UNDER 2 YRS	10844	3472	6.7	32.0	104	719	4.8	6.6	75	1262	6.0	11.6	93	1492	9.4	13.8	145
2 - 5 YEARS	26358	8988	17.4	34.1	111	2491	16.8	9.5	107	3464	16.6	13.1	105	3033	19.1	11.5	121
6 - 11 YEARS	30453	10162	19.7	33.4	108	2684	18.1	8.8	100	4378	20.9	14.4	115	3101	19.5	10.2	107
12 - 17 YEARS	36575	11558	22.4	31.6	103	3159	21.3	8.6	98	4891	23.4	13.4	107	3508	22.0	9.6	101
RESIDENCE OWNED	117770	35228	68.2	29.9	97	9653	65.0	8.2	93	14476	69.2	12.3	99	11099	69.7	9.4	99
VALUE: $50,000 OR MORE	70166	24356	47.1	34.7	113	6767	45.6	9.6	109	10170	48.6	14.5	116	7419	46.6	10.6	111
VALUE: UNDER $50,000	47604	10872	21.0	22.8	74	2886	19.4	6.1	69	4306	20.6	9.0	73	3680	23.1	7.7	81

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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YOGURT (NOT BOUGHT FROZEN): USAGE IN LAST 30 DAYS
(ADULTS)

0621
P-19

		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS SIX OR MORE A '000	HEAVY USERS SIX OR MORE B % DOWN	HEAVY USERS SIX OR MORE C % ACROSS	HEAVY USERS SIX OR MORE D INDX	MEDIUM USERS TWO-FIVE A '000	MEDIUM USERS TWO-FIVE B % DOWN	MEDIUM USERS TWO-FIVE C % ACROSS	MEDIUM USERS TWO-FIVE D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL ADULTS		167727	51672	100.0	30.8	100	14843	100.0	8.8	100	20908	100.0	12.5	100	15921	100.0	9.5	100
MAGAZINES	QUINTILE 1	34022	13127	25.4	38.6	125	3801	25.6	11.2	126	5353	25.6	15.7	126	3973	25.0	11.7	123
	QUINTILE 2	34800	12148	23.5	34.9	113	3284	22.1	9.4	107	5061	24.2	14.5	117	3804	23.9	10.9	115
	QUINTILE 3	30514	9339	18.1	30.6	99	2785	18.8	9.1	103	3732	17.8	12.2	98	2822	17.7	9.2	97
	QUINTILE 4	33324	8862	17.2	26.6	86	2391	16.1	7.2	81	3603	17.2	10.8	87	2867	18.0	8.6	91
	QUINTILE 5	35066	8197	15.9	23.4	76	2582	17.4	7.4	83	3160	15.1	9.0	72	2454	15.4	7.0	74
NEWSPAPERS	QUINTILE 1	29107	9630	18.6	33.1	107	3029	20.4	10.4	118	4057	19.4	13.9	112	2543	16.0	8.7	92
	QUINTILE 2	49095	15719	30.4	32.0	104	4610	31.1	9.4	106	6264	30.0	12.8	102	4845	30.4	9.9	104
	QUINTILE 3	23107	7908	15.3	34.2	111	2329	15.7	10.1	114	3236	15.5	14.0	112	2343	14.7	10.1	107
	QUINTILE 4	33556	10246	19.8	30.5	99	2731	18.4	8.1	92	4111	19.7	12.3	98	3404	21.4	10.1	107
	QUINTILE 5	32863	8170	15.8	24.9	81	2143	14.4	6.5	74	3241	15.5	9.9	79	2786	17.5	8.5	89
OUTDOOR	QUINTILE 1	33431	11529	22.3	34.5	112	2931	19.7	8.8	99	4899	23.4	14.7	118	3699	23.2	11.1	117
	QUINTILE 2	33478	10959	21.2	32.7	106	3139	21.1	9.4	106	4216	20.2	12.6	101	3604	22.6	10.8	113
	QUINTILE 3	33574	10216	19.8	30.4	99	3410	23.0	10.2	115	4003	19.1	11.9	96	2802	17.6	8.3	88
	QUINTILE 4	33935	10274	19.9	30.3	98	2707	18.2	8.0	90	4209	20.1	12.4	99	3358	21.1	9.9	104
	QUINTILE 5	33310	8695	16.8	26.1	85	2656	17.9	8.0	90	3582	17.1	10.8	86	2457	15.4	7.4	78
RADIO-DRIVE TIME	QUINTILE 1	33136	10498	20.3	31.7	103	2896	19.5	8.7	99	4103	19.6	12.4	99	3500	22.0	10.6	111
	QUINTILE 2	31658	9532	18.4	30.1	98	2724	18.4	8.6	97	3964	19.0	12.5	100	2843	17.9	9.0	95
	QUINTILE 3	32541	11155	21.6	34.3	111	3367	22.7	10.3	117	4793	22.9	14.7	118	2994	18.8	9.2	97
	QUINTILE 4	34247	10646	20.6	31.1	101	2722	18.3	7.9	90	4248	20.3	12.4	100	3676	23.1	10.7	113
	QUINTILE 5	36144	9842	19.0	27.2	88	3134	21.1	8.7	98	3801	18.2	10.5	84	2908	18.3	8.0	85
RADIO-MID-DAY	TERCILE 1	45037	14280	27.6	31.7	103	4055	27.3	9.0	102	5807	27.8	12.9	103	4419	27.8	9.8	103
	TERCILE 2	44819	13779	26.7	30.7	100	3805	25.6	8.5	96	5725	27.4	12.8	102	4250	26.7	9.5	100
	TERCILE 3	77872	23612	45.7	30.3	98	6984	47.1	9.0	101	9377	44.8	12.0	97	7252	45.5	9.3	98
RADIO-TOTAL	QUINTILE 1	33763	11151	21.6	33.0	107	3011	20.3	8.9	101	4631	22.1	13.7	110	3510	22.0	10.4	110
	QUINTILE 2	33240	10105	19.6	30.4	99	2983	20.1	9.0	101	4049	19.4	12.2	98	3073	19.3	9.2	97
	QUINTILE 3	33408	10706	20.7	32.0	104	2870	19.3	8.6	97	4594	22.0	13.8	110	3242	20.4	9.7	102
	QUINTILE 4	34792	11109	21.5	31.9	104	3252	21.9	9.3	106	4552	21.8	13.1	105	3305	20.8	9.5	100
	QUINTILE 5	32524	8602	16.6	26.4	86	2727	18.4	8.4	95	3084	14.8	9.5	76	2791	17.5	8.6	90
TV-PRIME TIME	QUINTILE 1	33090	9607	18.6	29.0	94	2815	19.0	8.5	96	4063	19.4	12.3	99	2729	17.1	8.2	87
	QUINTILE 2	33357	10739	20.8	32.2	105	2963	20.0	8.9	100	4651	22.2	13.9	112	3125	19.6	9.4	99
	QUINTILE 3	33980	10231	19.8	30.1	98	3287	22.1	9.7	109	3734	17.9	11.0	88	3210	20.2	9.4	100
	QUINTILE 4	33854	11173	21.6	33.0	107	3066	20.7	9.1	102	4707	22.5	13.9	112	3400	21.4	10.0	106
	QUINTILE 5	33444	9922	19.2	29.7	96	2712	18.3	8.1	92	3753	18.0	11.2	90	3457	21.7	10.3	109
TV-DAYTIME	TERCILE 1	49121	13448	26.0	27.4	89	3760	25.3	7.7	86	5720	27.4	11.6	93	3968	24.9	8.1	85
	TERCILE 2	48823	15400	29.8	31.5	102	4308	29.0	8.8	100	6384	30.5	13.1	105	4709	29.6	9.6	102
	TERCILE 3	69782	22824	44.2	32.7	106	6775	45.6	9.7	110	8805	42.1	12.6	101	7243	45.5	10.4	109
TV-TOTAL	QUINTILE 1	33584	9045	17.5	26.9	87	2553	17.2	7.6	86	3909	18.7	11.6	93	2583	16.2	7.7	81
	QUINTILE 2	33441	9666	18.7	28.9	94	2809	18.9	8.4	95	4025	19.3	12.0	97	2832	17.8	8.5	89
	QUINTILE 3	33505	10807	20.9	32.3	105	3185	21.5	9.5	107	4420	21.1	13.2	106	3202	20.1	9.6	101
	QUINTILE 4	33466	10807	20.9	32.3	105	3037	20.5	9.1	103	4373	20.9	13.1	105	3397	21.3	10.2	107
	QUINTILE 5	33731	11348	22.0	33.6	109	3260	22.0	9.7	109	4181	20.0	12.4	99	3907	24.5	11.6	122
MAGAZINES-NEWSPAPERS: DUAL		44503	16281	31.5	36.6	119	4955	33.4	11.1	126	6783	32.4	15.2	122	4544	28.5	10.2	108
MAGAZINE IMPERATIVE		39363	13863	26.8	35.2	114	3639	24.5	9.2	104	5490	26.3	13.9	112	4734	29.7	12.0	127
NEWSPAPER IMPERATIVE		46441	12540	24.3	27.0	88	3824	25.8	8.2	93	4967	23.8	10.7	86	3749	23.5	8.1	85
MAGAZINES-OUTDOOR: DUAL		33726	13018	25.2	38.6	125	3464	23.3	10.3	116	5391	25.8	16.0	128	4164	26.2	12.3	130
MAGAZINE IMPERATIVE		52846	17504	33.9	33.1	108	5229	35.2	9.9	112	7176	34.3	13.6	109	5099	32.0	9.6	102
OUTDOOR IMPERATIVE		52140	14557	28.2	27.9	91	4355	29.3	8.4	94	5618	26.9	10.8	86	4584	28.8	8.8	93
MAGAZINES-RADIO: DUAL		37081	13729	26.6	37.0	120	3787	25.5	10.2	115	5584	26.7	15.1	121	4358	27.4	11.8	124
MAGAZINE IMPERATIVE		49747	17324	33.5	34.8	113	5041	34.0	10.1	115	7135	34.1	14.3	115	5148	32.3	10.3	109
RADIO IMPERATIVE		49208	13122	25.4	26.7	87	3693	24.9	7.5	85	5411	25.9	11.0	88	4018	25.2	8.2	86
MAGAZINES-TELEVISION: DUAL		33103	10962	21.2	33.1	107	2950	19.9	8.9	101	4663	22.3	14.1	113	3349	21.0	10.1	107
MAGAZINE IMPERATIVE		54575	20334	39.4	37.3	121	5843	39.4	10.7	121	8137	38.9	14.9	120	6354	39.9	11.6	123
TELEVISION IMPERATIVE		53249	13205	25.6	24.8	80	3953	26.6	7.4	84	5555	26.6	10.4	84	3697	23.2	6.9	73
NEWSPAPERS-OUTDOOR: DUAL		36255	13177	25.5	36.3	118	3860	26.0	10.6	120	5516	26.4	15.2	122	3802	23.9	10.5	110
NEWSPAPER IMPERATIVE		55591	16772	32.5	30.2	98	5153	34.7	9.3	105	6758	32.3	12.2	98	4861	30.5	8.7	92
OUTDOOR IMPERATIVE		48319	14869	28.8	30.8	100	4118	27.7	8.5	96	5693	27.2	11.8	95	5058	31.8	10.5	110
NEWSPAPERS-RADIO: DUAL		37242	12538	24.3	33.7	109	3590	24.2	9.6	109	5255	25.1	14.1	113	3693	23.2	9.9	104
NEWSPAPER IMPERATIVE		54423	17519	33.9	32.2	104	5354	36.1	9.8	111	7027	33.6	12.9	104	5138	32.3	9.4	99
RADIO IMPERATIVE		46650	14004	27.1	30.0	97	3659	24.7	7.8	89	5671	27.1	12.2	98	4675	29.4	10.0	106
NEWSPAPERS-TELEVISION: DUAL		35974	11127	21.5	30.9	100	3556	24.0	9.9	112	4578	21.9	12.7	102	2993	18.8	8.3	88
NEWSPAPER IMPERATIVE		56095	19432	37.6	34.6	112	5643	38.0	10.1	114	7835	37.5	14.0	112	5954	37.4	10.6	112
TELEVISION IMPERATIVE		47170	12788	24.7	27.1	88	3265	22.0	6.9	78	5466	26.1	11.6	93	4058	25.5	8.6	91
OUTDOOR-RADIO: DUAL		33748	11124	21.5	33.0	107	3001	20.2	8.9	100	4499	21.5	13.3	107	3624	22.8	10.7	113
OUTDOOR IMPERATIVE		52785	16840	32.6	31.9	104	4853	32.7	9.2	104	6833	32.7	12.9	104	5154	32.4	9.8	103
RADIO IMPERATIVE		52882	15926	30.8	30.1	98	4562	30.7	8.6	97	6741	32.2	12.7	102	4622	29.0	8.7	92
OUTDOOR-TELEVISION: DUAL		32030	9937	19.2	31.0	101	3013	20.3	9.4	106	3953	18.9	12.3	99	2972	18.7	9.3	98
OUTDOOR IMPERATIVE		54626	19082	36.9	34.9	113	5364	36.1	9.8	111	7648	36.6	14.0	112	6071	38.1	11.1	117
TELEVISION IMPERATIVE		54874	14961	29.0	27.3	88	4344	29.3	7.9	89	6249	29.9	11.4	91	4369	27.4	8.0	84
RADIO-TELEVISION: DUAL		33386	9872	19.1	29.6	96	2792	18.8	8.4	95	4280	20.5	12.8	103	2800	17.6	8.4	88
RADIO IMPERATIVE		53810	18061	35.0	33.6	109	5059	34.1	9.4	106	7118	34.0	13.2	106	5884	37.0	10.9	115
TELEVISION IMPERATIVE		54023	15287	29.6	28.3	92	4543	30.6	8.4	95	6325	30.3	11.7	94	4419	27.8	8.2	86

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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YOGURT (NOT BOUGHT FROZEN): USAGE IN LAST 30 DAYS
(ADULTS)

0622
P-19

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS SIX OR MORE A '000	HEAVY USERS SIX OR MORE B % DOWN	HEAVY USERS SIX OR MORE C % ACROSS	HEAVY USERS SIX OR MORE D INDX	MEDIUM USERS TWO-FIVE A '000	MEDIUM USERS TWO-FIVE B % DOWN	MEDIUM USERS TWO-FIVE C % ACROSS	MEDIUM USERS TWO-FIVE D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL ADULTS	167727	51672	100.0	30.8	100	14843	100.0	8.8	100	20908	100.0	12.5	100	15921	100.0	9.5	100
ATLANTIC MONTHLY	867	422	0.8	48.7	158	**146	1.0	16.8	190	*118	0.6	13.6	109	*158	1.0	18.2	192
BARRON'S	1580	541	1.0	34.2	111	**82	0.6	5.2	59	305	1.5	19.3	155	*154	1.0	9.7	103
BETTER HOMES & GARDENS	22203	8401	16.3	37.8	123	2307	15.5	10.4	117	3356	16.1	15.1	121	2738	17.2	12.3	130
BON APPETIT	3810	1813	3.5	47.6	154	448	3.0	11.8	133	844	4.0	22.2	178	521	3.3	13.7	144
BUSINESS WEEK	4663	1583	3.1	33.9	110	398	2.7	8.5	96	762	3.6	16.3	131	423	2.7	9.1	96
CAR AND DRIVER	3102	929	1.8	29.9	97	*283	1.9	9.1	103	354	1.7	11.4	92	292	1.8	9.4	99
CBS MAGAZINE NETWORK (GROSS)	7311	2409	4.7	33.0	107	920	6.2	12.6	142	809	3.9	11.1	89	680	4.3	9.3	98
CHANGING TIMES	3400	1101	2.1	32.4	105	352	2.4	10.4	117	427	2.0	12.6	101	321	2.0	9.4	99
COLONIAL HOMES	1796	665	1.3	37.0	120	*199	1.3	11.1	125	290	1.4	16.1	130	*176	1.1	9.8	103
CONDE NAST MAG. PKG. (GROSS)	19924	9277	18.0	46.6	151	2542	17.1	12.8	144	3802	18.2	19.1	153	2933	18.4	14.7	155
CONSUMERS DIGEST	3125	942	1.8	30.1	98	329	2.2	10.5	119	369	1.8	11.8	95	*244	1.5	7.8	82
COSMOPOLITAN	10577	4552	8.8	43.0	140	1126	7.6	10.6	120	1882	9.0	17.8	143	1544	9.7	14.6	154
COUNTRY LIVING	3746	1588	3.1	42.4	138	412	2.8	11.0	124	756	3.6	20.2	162	420	2.6	11.2	118
CUISINE	2214	930	1.8	42.0	136	210	1.4	9.5	107	456	2.2	20.6	165	*265	1.7	12.0	126
CYCLE WORLD	2394	752	1.5	31.4	102	*259	1.7	10.8	122	*262	1.3	10.9	88	*231	1.5	9.6	102
DCI:CREATIVE IDEAS FOR LIV	3068	1165	2.3	38.0	123	*281	1.9	9.2	103	444	2.1	14.5	116	440	2.8	14.3	151
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	3402	6.6	35.6	116	813	5.5	8.5	96	1331	6.4	13.9	112	1257	7.9	13.2	139
DISCOVER	2277	812	1.6	35.7	116	281	1.9	12.3	139	303	1.4	13.3	107	*229	1.4	10.1	106
EBONY	7187	1976	3.8	27.5	89	616	4.2	8.6	97	756	3.6	10.5	84	605	3.8	8.4	89
ESQUIRE	2560	781	1.5	30.5	99	270	1.8	10.5	119	301	1.4	11.8	94	*210	1.3	8.2	86
ESSENCE	3242	1065	2.1	32.9	107	343	2.3	10.6	120	322	1.5	9.9	80	400	2.5	12.3	130
FAMILY CIRCLE	19639	7947	15.4	40.5	131	2335	15.7	11.9	134	3242	15.5	16.5	132	2370	14.9	12.1	127
THE FAMILY HANDYMAN	3540	1047	2.0	29.6	96	354	2.4	10.0	113	347	1.7	9.8	79	347	2.2	9.8	103
FAMILY WEEKLY	23924	7130	13.8	29.8	97	2030	13.7	8.5	96	2776	13.3	11.6	93	2324	14.6	9.7	102
FIELD & STREAM	9883	2421	4.7	24.5	80	699	4.7	7.1	80	1063	5.1	10.8	86	659	4.1	6.7	70
FOOD & WINE	1030	460	0.9	44.7	145	*168	1.1	16.3	184	*189	0.9	18.3	147	**102	0.6	9.9	104
FORBES	2679	962	1.9	35.9	117	285	1.9	10.6	120	450	2.2	16.8	135	*227	1.4	8.5	89
FORTUNE	2931	1093	2.1	37.3	121	265	1.8	9.0	102	480	2.3	16.4	131	348	2.2	11.9	125
GENTLEMEN'S QUARTERLY	3481	1284	2.5	36.9	120	298	2.0	8.6	97	541	2.6	15.5	125	445	2.8	12.8	135
GLAMOUR	7163	3513	6.8	49.0	159	960	6.5	13.4	151	1482	7.1	20.7	166	1071	6.7	15.0	158
GOLF DIGEST	2355	680	1.3	28.9	94	*175	1.2	7.4	84	262	1.3	11.1	89	*243	1.5	10.3	109
GOLF DIGEST/TENNIS (GROSS)	3610	1100	2.1	30.5	99	298	2.0	8.3	93	426	2.0	11.8	95	376	2.4	10.4	110
GOLF MAGAZINE	2046	594	1.1	29.0	94	*138	0.9	6.7	76	264	1.3	12.9	104	*193	1.2	9.4	99
GOLF MAGAZINE/SKI (GROSS)	3547	1250	2.4	35.2	114	351	2.4	9.9	112	592	2.8	16.7	134	308	1.9	8.7	91
GOOD HOUSEKEEPING	20353	7744	15.0	38.0	124	2215	14.9	10.9	123	3070	14.7	15.1	121	2459	15.4	12.1	127
HARPER'S BAZAAR	3362	1587	3.1	47.2	153	442	3.0	13.1	149	631	3.0	18.8	151	514	3.2	15.3	161
HEALTH	2987	1187	2.3	39.7	129	307	2.1	10.3	116	566	2.7	18.9	152	*313	2.0	10.5	110
HEARST MAG CORP. BUY (GROSS)	67928	26265	50.8	38.7	126	7473	50.3	11.0	124	10653	51.0	15.7	126	8139	51.1	12.0	126
HEARST MAN POWER (GROSS)	11282	3263	6.3	28.9	94	1091	7.4	9.7	109	1130	5.4	10.0	80	1041	6.5	9.2	97
HEARST WOMAN POWER (GROSS)	40514	16277	31.5	40.2	130	4460	30.0	11.0	124	6602	31.6	16.3	131	5215	32.8	12.9	136
HOUSE BEAUTIFUL	4885	2032	3.9	41.6	135	625	4.2	12.8	145	909	4.3	18.6	149	498	3.1	10.2	107
INC.	1308	477	0.9	36.5	118	*134	0.9	10.2	116	*220	1.1	16.8	135	**123	0.8	9.4	99
JET	6498	1768	3.4	27.2	88	564	3.8	8.7	98	691	3.3	10.6	85	514	3.2	7.9	83
LADIES' HOME JOURNAL	14797	5932	11.5	40.1	130	1775	12.0	12.0	136	2229	10.7	15.1	121	1928	12.1	13.0	137
LHJ FAMILY GRP COMBO(GROSS)	21743	8894	17.2	40.9	133	2586	17.4	11.9	134	3598	17.2	16.5	133	2709	17.0	12.5	131
LIFE	9881	3570	6.9	36.1	117	1085	7.3	11.0	124	1539	7.4	15.6	125	946	5.9	9.6	101
L.A. TIMES HOME MAGAZINE	2775	1281	2.5	46.2	150	294	2.0	10.6	120	732	3.5	26.4	212	256	1.6	9.2	97
MADEMOISELLE	4219	1974	3.8	46.8	152	511	3.4	12.1	137	794	3.8	18.8	151	669	4.2	15.9	167
MC CALL'S	16422	6474	12.5	39.4	128	1525	10.3	9.3	105	2814	13.5	17.1	137	2135	13.4	13.0	137
MC CALL'S/WRK MOTHER (GROSS)	17919	6941	13.4	38.7	126	1653	11.1	9.2	104	3025	14.5	16.9	135	2263	14.2	12.6	133
MECHANIX ILLUSTRATED	4431	1193	2.3	26.9	87	535	3.6	12.1	136	383	1.8	8.6	69	*275	1.7	6.2	65
METROPOLITAN HOME	1504	667	1.3	44.3	144	*184	1.2	12.2	138	327	1.6	21.7	174	*156	1.0	10.4	109
MONEY	4723	1931	3.7	40.9	133	569	3.8	12.0	136	738	3.5	15.6	125	624	3.9	13.2	139
MOTHER EARTH NEWS	2325	971	1.9	41.8	136	*280	1.9	12.0	136	298	1.4	12.8	103	393	2.5	16.9	178
MS.	1189	541	1.0	45.5	148	*203	1.4	17.1	193	*213	1.0	17.9	144	*125	0.8	10.5	111
NATIONAL ENQUIRER	18892	5748	11.1	30.4	99	1852	12.5	9.8	111	2375	11.4	12.6	101	1521	9.6	8.1	85
NATIONAL GEOGRAPHIC	22129	8759	17.0	39.6	128	2378	16.0	10.7	121	3651	17.5	16.5	132	2729	17.1	12.3	130
NATIONAL SUNDAY MAGAZINE PKG	103750	34014	65.8	32.8	106	9902	66.7	9.5	108	13874	66.4	13.4	107	10238	64.3	9.9	104
NATURAL HISTORY	1379	569	1.1	41.3	134	*210	1.4	15.2	172	260	1.2	18.9	151	*100	0.6	7.3	76
NEW WOMAN	2289	947	1.8	41.4	134	*230	1.5	10.0	114	325	1.6	14.2	114	392	2.5	17.1	180
NEW YORK INCLUDING CUE	1088	474	0.9	43.6	141	*162	1.1	14.9	168	*191	0.9	17.6	141	*120	0.8	11.0	116
THE NEW YORKER	2459	1219	2.4	49.6	161	408	2.7	16.6	187	528	2.5	21.5	172	283	1.8	11.5	121
NEWSWEEK	16527	6195	12.0	37.5	122	1820	12.3	11.0	124	2558	12.2	15.5	124	1817	11.4	11.0	116
THE N.Y. TIMES DAILY EDITION	2739	1277	2.5	46.6	151	545	3.7	19.9	225	506	2.4	18.5	148	226	1.4	8.3	87
THE N.Y. TIMES MAGAZINE	4443	2169	4.2	48.8	158	949	6.4	21.4	241	746	3.6	16.8	135	475	3.0	10.7	113
OMNI	2799	1089	2.1	38.9	126	369	2.5	13.2	149	459	2.2	16.4	132	261	1.6	9.3	98
ON CABLE	2209	588	1.1	26.6	86	*205	1.4	9.3	105	*230	1.1	10.4	84	*154	1.0	7.0	73
1001 HOME IDEAS	3959	1775	3.4	44.8	146	504	3.4	12.7	144	803	3.8	20.3	163	469	2.9	11.8	125
ORGANIC GARDENING	3111	1185	2.3	38.1	124	388	2.6	12.5	141	458	2.2	14.7	118	340	2.1	10.9	115
OUTDOOR LIFE	5024	1091	2.1	21.7	70	336	2.3	6.7	76	456	2.2	9.1	73	299	1.9	6.0	63
PARADE MAGAZINE	51292	17064	33.0	33.3	108	5292	35.7	10.3	117	6958	33.3	13.6	109	4814	30.2	9.4	99

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YOGURT (NOT BOUGHT FROZEN): USAGE IN LAST 30 DAYS
(ADULTS)

0623
P-19

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS SIX OR MORE A '000	HEAVY USERS SIX OR MORE B % DOWN	HEAVY USERS SIX OR MORE C % ACROSS	HEAVY USERS SIX OR MORE D INDX	MEDIUM USERS TWO-FIVE A '000	MEDIUM USERS TWO-FIVE B % DOWN	MEDIUM USERS TWO-FIVE C % ACROSS	MEDIUM USERS TWO-FIVE D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL ADULTS	167727	51672	100.0	30.8	100	14843	100.0	8.8	100	20908	100.0	12.5	100	15921	100.0	9.5	100
PARENTS	5298	2238	4.3	42.2	137	375	2.5	7.1	80	1049	5.0	19.8	159	814	5.1	15.4	162
PENTHOUSE	5129	1506	2.9	29.4	95	418	2.8	8.1	92	693	3.3	13.5	108	396	2.5	7.7	81
PEOPLE	21070	8391	16.2	39.8	129	2273	15.3	10.8	122	3612	17.3	17.1	138	2507	15.7	11.9	125
PLAYBOY	10562	3299	6.4	31.2	101	971	6.5	9.2	104	1199	5.7	11.4	91	1129	7.1	10.7	113
POPULAR HOT RODDING	2498	413	0.8	16.5	54	**124	0.8	5.0	56	*164	0.8	6.6	53	**125	0.8	5.0	53
POPULAR MECHANICS	5887	1707	3.3	29.0	94	595	4.0	10.1	114	600	2.9	10.2	82	512	3.2	8.7	92
POPULAR SCIENCE	4317	1207	2.3	28.0	91	446	3.0	10.3	117	526	2.5	12.2	98	*234	1.5	5.4	57
PREVENTION	5792	2445	4.7	42.2	137	769	5.2	13.3	150	1030	4.9	17.8	143	645	4.1	11.1	117
PSYCHOLOGY TODAY	3284	1479	2.9	45.0	146	376	2.5	11.4	129	700	3.3	21.3	171	403	2.5	12.3	129
READER'S DIGEST	40046	12885	24.9	32.2	104	3679	24.8	9.2	104	5130	24.5	12.8	103	4076	25.6	10.2	107
REDBOOK	9584	3981	7.7	41.5	135	1120	7.5	11.7	132	1650	7.9	17.2	138	1212	7.6	12.6	133
ROAD & TRACK	2590	889	1.7	34.3	111	*371	2.5	14.3	162	255	1.2	9.8	79	*263	1.7	10.2	107
ROLLING STONE	3302	1365	2.6	41.3	134	364	2.5	11.0	125	619	3.0	18.7	150	382	2.4	11.6	122
RUNNER'S WORLD	1229	456	0.9	37.1	120	*151	1.0	12.3	139	*196	0.9	15.9	128	**109	0.7	8.9	93
SATURDAY EVENING POST	2110	683	1.3	32.4	105	*173	1.2	8.2	93	319	1.5	15.1	121	*192	1.2	9.1	96
SCIENCE 84	1543	710	1.4	46.0	149	*313	2.1	20.3	229	269	1.3	17.4	140	*128	0.8	8.3	87
SCIENCE DIGEST	1747	705	1.4	40.4	131	*171	1.2	9.8	111	*262	1.3	15.0	120	*272	1.7	15.6	164
SCIENTIFIC AMERICAN	1994	896	1.7	44.9	146	*262	1.8	13.1	148	293	1.4	14.7	118	*341	2.1	17.1	180
SELF	3119	1429	2.8	45.8	149	361	2.4	11.6	131	567	2.7	18.2	146	501	3.1	16.1	169
SEVENTEEN	3923	1505	2.9	38.4	125	360	2.4	9.2	104	608	2.9	15.5	124	537	3.4	13.7	144
SKI	1501	656	1.3	43.7	142	*213	1.4	14.2	160	328	1.6	21.9	175	**115	0.7	7.7	81
SMITHSONIAN	5976	2807	5.4	47.0	152	746	5.0	12.5	141	1135	5.4	19.0	152	925	5.8	15.5	163
SOAP OPERA DIGEST	4228	1285	2.5	30.4	99	311	2.1	7.4	83	586	2.8	13.9	111	388	2.4	9.2	97
SOUTHERN LIVING	6488	2237	4.3	34.5	112	533	3.6	8.2	93	887	4.2	13.7	110	817	5.1	12.6	133
SPORT	3500	961	1.9	27.5	89	340	2.3	9.7	110	387	1.9	11.1	89	*234	1.5	6.7	70
THE SPORTING NEWS	2456	762	1.5	31.0	101	*190	1.3	7.7	87	301	1.4	12.3	98	*271	1.7	11.0	116
SPORTS AFIELD	3648	851	1.6	23.3	76	325	2.2	8.9	101	*269	1.3	7.4	59	*258	1.6	7.1	75
SPORTS ILLUSTRATED	14484	4344	8.4	30.0	97	1234	8.3	8.5	96	1827	8.7	12.6	101	1282	8.1	8.9	93
STAR	12661	3903	7.6	30.8	100	1155	7.8	9.1	103	1648	7.9	13.0	104	1100	6.9	8.7	92
SUNDAY	52799	18110	35.0	34.3	111	5582	37.6	10.6	119	7186	34.4	13.6	109	5342	33.6	10.1	107
SUNSET	3513	1712	3.3	48.7	158	439	3.0	12.5	141	730	3.5	20.8	167	544	3.4	15.5	163
TV GUIDE	42766	13695	26.5	32.0	104	3910	26.3	9.1	103	5346	25.6	12.5	100	4438	27.9	10.4	109
TENNIS	1254	420	0.8	33.5	109	*122	0.8	9.7	110	*164	0.8	13.1	105	**133	0.8	10.6	112
TIME	22054	8438	16.3	38.3	124	2450	16.5	11.1	126	3477	16.6	15.8	126	2512	15.8	11.4	120
TOWN & COUNTRY	1555	647	1.3	41.6	135	*178	1.2	11.4	129	266	1.3	17.1	137	*203	1.3	13.1	138
TRAVEL & LEISURE	2173	771	1.5	35.5	115	*211	1.4	9.7	110	353	1.7	16.2	130	*207	1.3	9.5	100
TRUE STORY	4636	1125	2.2	24.3	79	387	2.6	8.3	94	401	1.9	8.6	69	336	2.1	7.2	76
U.S.NEWS & WORLD REPORT	10353	3616	7.0	34.9	113	1149	7.7	11.1	125	1410	6.7	13.6	109	1057	6.6	10.2	108
USA TODAY	4994	1711	3.3	34.3	111	493	3.3	9.9	112	757	3.6	15.2	122	460	2.9	9.2	97
US	3528	1287	2.5	36.5	118	353	2.4	10.0	113	483	2.3	13.7	110	451	2.8	12.8	135
VOGUE	5424	2361	4.6	43.5	141	710	4.8	13.1	148	959	4.6	17.7	142	692	4.3	12.8	134
WALL STREET JOURNAL	6292	2334	4.5	37.1	120	561	3.8	8.9	101	1038	5.0	16.5	132	735	4.6	11.7	123
WEIGHT WATCHERS	2762	1195	2.3	43.3	140	448	3.0	16.2	183	465	2.2	16.8	135	282	1.8	10.2	108
WOMAN'S DAY	16320	6650	12.9	40.7	132	1830	12.3	11.2	127	2734	13.1	16.8	134	2087	13.1	12.8	135
WORKING MOTHER	1496	467	0.9	31.2	101	*128	0.9	8.6	97	*212	1.0	14.2	114	**128	0.8	8.6	90
WORKING WOMAN	1851	864	1.7	46.7	152	*212	1.4	11.5	129	380	1.8	20.5	165	272	1.7	14.7	155
WORLD TENNIS	580	*196	0.4	33.8	110	**69	0.5	11.9	134	**75	0.4	12.9	104	**52	0.3	9.0	94
ZIFF-DAVIS MAG NETWK (GROSS)	12412	3904	7.6	31.5	102	1232	8.3	9.9	112	1446	6.9	11.7	93	1227	7.7	9.9	104
BLAIR INSERTS	91671	30860	59.7	33.7	109	9321	62.8	10.2	115	12547	60.0	13.7	110	8992	56.5	9.8	103
DAILY NEWSPAPERS																	
READ ANY	109190	34617	67.0	31.7	103	10362	69.8	9.5	107	14141	67.6	13.0	104	10115	63.5	9.3	98
READ ONE	89587	28397	55.0	31.7	103	8512	57.3	9.5	107	11451	54.8	12.8	103	8434	53.0	9.4	99
READ TWO OR MORE	19602	6220	12.0	31.7	103	1850	12.5	9.4	107	2690	12.9	13.7	110	1680	10.6	8.6	90
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	36024	69.7	32.9	107	10650	71.8	9.7	110	14616	69.9	13.3	107	10758	67.6	9.8	103
READ ONE	95074	30630	59.3	32.2	105	8947	60.3	9.4	106	12421	59.4	13.1	105	9262	58.2	9.7	103
READ TWO OR MORE	14588	5394	10.4	37.0	120	1703	11.5	11.7	132	2195	10.5	15.0	121	1496	9.4	10.3	108
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	30.54				29.30				30.86				31.25			
30 DAY REACH	149706	46932	90.8	31.3	102	13339	89.9	8.9	101	19011	90.9	12.7	102	14583	91.6	9.7	103
50 SHWG - 30 DAY AV FREQ	15.16	16.00				15.36				16.23				16.29			
30 DAY REACH	142406	44854	86.8	31.5	102	12750	85.9	9.0	101	18100	86.6	12.7	102	14003	88.0	9.8	104
25 SHWG - 30 DAY AV FREQ	8.23	8.60				8.18				8.76				8.77			
30 DAY REACH	131152	41736	80.8	31.8	103	11973	80.7	9.1	103	16775	80.2	12.8	103	12989	81.6	9.9	104
CABLE TV: HOME WIRED	66879	20839	40.3	31.2	101	5629	37.9	8.4	95	8455	40.4	12.6	101	6756	42.4	10.1	106
HOME NOT WIRED	100848	30833	59.7	30.6	99	9214	62.1	9.1	103	12454	59.6	12.3	99	9165	57.6	9.1	96
HAVE PAY CABLE	35024	12053	23.3	34.4	112	3272	22.0	9.3	106	4712	22.5	13.5	108	4069	25.6	11.6	122

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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YOGURT (NOT BOUGHT FROZEN): USAGE IN LAST 30 DAYS
(ADULTS)

0624
P-19

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS SIX OR MORE A '000	HEAVY USERS SIX OR MORE B % DOWN	HEAVY USERS SIX OR MORE C % ACROSS	HEAVY USERS SIX OR MORE D INDX	MEDIUM USERS TWO-FIVE A '000	MEDIUM USERS TWO-FIVE B % DOWN	MEDIUM USERS TWO-FIVE C % ACROSS	MEDIUM USERS TWO-FIVE D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL ADULTS	167727	51672	100.0	30.8	100	14843	100.0	8.8	100	20908	100.0	12.5	100	15921	100.0	9.5	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	30291	58.6	31.7	103	8627	58.1	9.0	102	12121	58.0	12.7	102	9542	59.9	10.0	105
10:00 AM - 3:00 PM	63599	19986	38.7	31.4	102	5457	36.8	8.6	97	8434	40.3	13.3	106	6094	38.3	9.6	101
3:00 PM - 7:00 PM	72097	23103	44.7	32.0	104	6324	42.6	8.8	99	9461	45.3	13.1	105	7318	46.0	10.2	107
7:00 PM - MIDNIGHT	36670	11625	22.5	31.7	103	3274	22.1	8.9	101	4834	23.1	13.2	106	3518	22.1	9.6	101
MIDNIGHT - 6:00 AM	21908	6750	13.1	30.8	100	1956	13.2	8.9	101	2792	13.4	12.7	102	2002	12.6	9.1	96
6:00 AM - MIDNIGHT	127571	40291	78.0	31.6	103	11350	76.5	8.9	101	16428	78.6	12.9	103	12513	78.6	9.8	103
ENTIRE DAY	129239	40823	79.0	31.6	103	11483	77.4	8.9	100	16670	79.7	12.9	103	12669	79.6	9.8	103
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	10930	21.2	32.1	104	2974	20.0	8.7	99	4524	21.6	13.3	107	3432	21.6	10.1	106
ALL NEWS	6062	2051	4.0	33.8	110	719	4.8	11.9	134	896	4.3	14.8	119	436	2.7	7.2	76
AOR/PROGRESSIVE	11884	4329	8.4	36.4	118	1041	7.0	8.8	99	1923	9.2	16.2	130	1365	8.6	11.5	121
BEAUTIFUL MUSIC	11180	3753	7.3	33.6	109	1064	7.2	9.5	108	1453	6.9	13.0	104	1236	7.8	11.1	116
BLACK	4538	1210	2.3	26.7	87	340	2.3	7.5	85	406	1.9	8.9	72	464	2.9	10.2	108
CLASSICAL	3857	1588	3.1	41.2	134	568	3.8	14.7	166	612	2.9	15.9	127	408	2.6	10.6	111
CHR/ROCK	21946	7611	14.7	34.7	113	1886	12.7	8.6	97	3232	15.5	14.7	118	2494	15.7	11.4	120
COUNTRY	27262	7272	14.1	26.7	87	1927	13.0	7.1	80	3047	14.6	11.2	90	2297	14.4	8.4	89
GOLDEN OLDIES	3339	1053	2.0	31.5	102	352	2.4	10.5	119	341	1.6	10.2	82	360	2.3	10.8	114
MOR/NOSTALGIA	10346	3367	6.5	32.5	106	1059	7.1	10.2	116	1328	6.4	12.8	103	980	6.2	9.5	100
NEWS/TALK	8929	2902	5.6	32.5	105	774	5.2	8.7	98	1335	6.4	15.0	120	793	5.0	8.9	94
RELIGIOUS	5488	1701	3.3	31.0	101	482	3.2	8.8	99	632	3.0	11.5	92	588	3.7	10.7	113
SOFT ROCK	1232	287	0.6	23.3	76	**66	0.4	5.4	61	**118	0.6	9.6	77	**103	0.6	8.4	88
URBAN CONTEMPORARY	3184	1066	2.1	33.5	109	380	2.6	11.9	135	465	2.2	14.6	117	*221	1.4	6.9	73
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	2033	3.9	29.4	95	537	3.6	7.8	88	919	4.4	13.3	107	576	3.6	8.3	88
ABC DIRECTION	5212	1655	3.2	31.8	103	591	4.0	11.3	128	546	2.6	10.5	84	517	3.2	9.9	105
ABC ENTERTAINMENT	10385	2866	5.5	27.6	90	786	5.3	7.6	86	1246	6.0	12.0	96	833	5.2	8.0	85
ABC FM	4762	1471	2.8	30.9	100	398	2.7	8.4	94	414	2.0	8.7	70	658	4.1	13.8	146
ABC INFORMATION	11339	3794	7.3	33.5	109	994	6.7	8.8	99	1689	8.1	14.9	119	1111	7.0	9.8	103
ABC ROCK	4878	1670	3.2	34.2	111	422	2.8	8.7	98	746	3.6	15.3	123	502	3.2	10.3	108
CBS	10709	3084	6.0	28.8	93	874	5.9	8.2	92	1356	6.5	12.7	102	854	5.4	8.0	84
MUTUAL	10251	2939	5.7	28.7	93	737	5.0	7.2	81	1221	5.8	11.9	96	981	6.2	9.6	101
NBC	12243	3650	7.1	29.8	97	1150	7.7	9.4	106	1622	7.8	13.2	106	878	5.5	7.2	76
RADIORADIO	4606	1558	3.0	33.8	110	450	3.0	9.8	110	537	2.6	11.7	94	572	3.6	12.4	131
RKO ONE	5148	1643	3.2	31.9	104	383	2.6	7.4	84	780	3.7	15.2	122	480	3.0	9.3	98
RKO TWO	7313	1970	3.8	26.9	87	447	3.0	6.1	69	832	4.0	11.4	91	691	4.3	9.4	100
THE SOURCE	5981	1943	3.8	32.5	105	439	3.0	7.3	83	841	4.0	14.1	113	664	4.2	11.1	117
NON-WIRED : BLAIR	19329	5973	11.6	30.9	100	1603	10.8	8.3	94	2511	12.0	13.0	104	1859	11.7	9.6	101
INTERNET	27139	9437	18.3	34.8	113	2563	17.3	9.4	107	3916	18.7	14.4	116	2958	18.6	10.9	115
KATZ RADIO GROUP	36319	12098	23.4	33.3	108	3247	21.9	8.9	101	5209	24.9	14.3	115	3642	22.9	10.0	106
SUPERNET	22361	6925	13.4	31.0	101	2073	14.0	9.3	105	2628	12.6	11.8	94	2224	14.0	9.9	105
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	14532	4510	8.7	31.0	101	1333	9.0	9.2	104	1828	8.7	12.6	101	1349	8.5	9.3	98
MKDAY 9:00 AM - 1:00 PM	18688	5435	10.5	29.1	94	1579	10.6	8.4	95	2332	11.2	12.5	100	1523	9.6	8.1	86
MKDAY 1:00 PM - 4:30 PM	24061	6811	13.2	28.3	92	1936	13.0	8.0	91	2870	13.7	11.9	96	2004	12.6	8.3	88
MKDAY 4:30 PM - 7:30 PM	44079	13009	25.2	29.5	96	3910	26.3	8.9	100	5448	26.1	12.4	99	3651	22.9	8.3	87
MKDAY 7:30 PM - 8:00 PM	61979	18059	34.9	29.1	95	5377	36.2	8.7	98	7540	36.1	12.2	98	5142	32.3	8.3	87
MKDAY 11:00 PM - 11:30 PM	49084	14412	27.9	29.4	95	4086	27.5	8.3	94	5959	28.5	12.1	97	4367	27.4	8.9	94
MKDAY 11:30 PM - 1:00 AM	16560	4823	9.3	29.1	95	1267	8.5	7.7	86	2097	10.0	12.7	102	1459	9.2	8.8	93
M-SAT 8-11 PM+SUN 7-11 PM	66967	20641	39.9	30.8	100	5961	40.2	8.9	101	8574	41.0	12.8	103	6106	38.4	9.1	96
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	9269	2714	5.3	29.3	95	760	5.1	8.2	93	1172	5.6	12.6	101	781	4.9	8.4	89
ANOTHER WORLD N	6138	1590	3.1	25.9	84	384	2.6	6.3	71	624	3.0	10.2	82	582	3.7	9.5	100
AS THE WORLD TURNS C	7707	1920	3.7	24.9	81	585	3.9	7.6	86	747	3.6	9.7	78	589	3.7	7.6	81
CAPITOL C	4688	1212	2.3	25.9	84	408	2.7	8.7	98	486	2.3	10.4	83	317	2.0	6.8	71
CBS MORN. NEWS 1 C	2792	657	1.3	23.5	76	177	1.2	6.3	72	289	1.4	10.4	83	191	1.2	6.8	72
CBS MORN. NEWS 2 C	2071	496	1.0	23.9	78	117	0.8	5.6	64	248	1.2	12.0	96	131	0.8	6.3	67
DAYS OF OUR LIVES N	8018	2456	4.8	30.6	99	664	4.5	8.3	94	1001	4.8	12.5	100	792	5.0	9.9	104
FACTS OF LIFE - DAYTIME N	3487	980	1.9	28.1	91	289	1.9	8.3	94	407	1.9	11.7	94	285	1.8	8.2	86
FAMILY FEUD A	4817	1167	2.3	24.2	79	357	2.4	7.4	84	500	2.4	10.4	83	310	1.9	6.4	68
GENERAL HOSPITAL A	8333	2399	4.6	28.8	93	648	4.4	7.8	88	1074	5.1	12.9	103	677	4.3	8.1	86
GOOD MORNING, AMERICA-730 A	5472	1677	3.2	30.6	99	432	2.9	7.9	89	653	3.1	11.9	96	592	3.7	10.8	114
GOOD MORNING, AMERICA-830 A	3965	1297	2.5	32.7	106	304	2.0	7.7	87	614	2.9	15.5	124	379	2.4	9.6	101
GUIDING LIGHT C	7542	2064	4.0	27.4	89	676	4.6	9.0	101	801	3.8	10.6	85	587	3.7	7.8	82
ONE LIFE TO LIVE A	6018	1791	3.5	29.8	97	548	3.7	9.1	103	771	3.7	12.8	103	473	3.0	7.9	83
PRESS YOUR LUCK C	3589	991	1.9	27.6	90	353	2.4	9.8	111	384	1.8	10.7	86	254	1.6	7.1	75
PRICE IS RIGHT 1 C	7418	1686	3.3	22.7	74	531	3.6	7.2	81	649	3.1	8.7	70	506	3.2	6.8	72
PRICE IS RIGHT 2 C	8276	1931	3.7	23.3	76	568	3.8	6.9	78	792	3.8	9.6	77	571	3.6	6.9	73
RYAN'S HOPE A	4358	1276	2.5	29.3	95	359	2.4	8.2	93	579	2.8	13.3	107	337	2.1	7.7	81
SALE OF THE CENTURY N	3749	1058	2.0	28.2	92	263	1.8	7.0	79	461	2.2	12.3	99	334	2.1	8.9	94
SEARCH FOR TOMORROW N	2884	967	1.9	33.5	109	252	1.7	8.7	99	379	1.8	13.1	105	336	2.1	11.7	123
TODAY SHOW 1 N	4869	1621	3.1	33.3	108	394	2.7	8.1	91	681	3.3	14.0	112	546	3.4	11.2	118
TODAY SHOW 2 N	4135	1196	2.3	28.9	94	343	2.3	8.3	94	494	2.4	11.9	96	358	2.2	8.7	91
$25,000 PYRAMID C	4361	1086	2.1	24.9	81	391	2.6	9.0	101	441	2.1	10.1	81	254	1.6	5.8	61
WHEEL OF FORTUNE N	6187	1748	3.4	28.3	92	488	3.3	7.9	89	807	3.9	13.0	105	453	2.8	7.3	77
YOUNG AND THE RESTLESS C	8186	2085	4.0	25.5	83	671	4.5	8.2	93	777	3.7	9.5	76	637	4.0	7.8	82
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	1350	2.6	28.6	93	347	2.3	7.3	83	617	3.0	13.1	105	386	2.4	8.2	86
NBA PLAYOFF GAME -1 C	5127	1399	2.7	27.3	89	370	2.5	7.2	82	705	3.4	13.8	110	324	2.0	6.3	67
NBC MAJOR LEAGUE PRE-GAME N	3945	1053	2.0	26.7	87	343	2.3	8.7	98	505	2.4	12.8	103	*205	1.3	5.2	55
SPORTSWORLD - SUN N	3370	862	1.7	25.6	83	257	1.7	7.6	86	423	2.0	12.6	101	181	1.1	5.4	57
SUNDAY MORNING C	4200	1241	2.4	29.5	96	278	1.9	6.6	75	581	2.8	13.8	111	381	2.4	9.1	96

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YOGURT (NOT BOUGHT FROZEN): USAGE IN LAST 30 DAYS
(ADULTS)

0625
P-19

		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS SIX OR MORE A '000	HEAVY USERS SIX OR MORE B % DOWN	HEAVY USERS SIX OR MORE C % ACROSS	HEAVY USERS SIX OR MORE D INDX	MEDIUM USERS TWO-FIVE A '000	MEDIUM USERS TWO-FIVE B % DOWN	MEDIUM USERS TWO-FIVE C % ACROSS	MEDIUM USERS TWO-FIVE D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL ADULTS		167727	51672	100.0	30.8	100	14843	100.0	8.8	100	20908	100.0	12.5	100	15921	100.0	9.5	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	14420	27.9	27.6	90	4287	28.9	8.2	93	5744	27.5	11.0	88	4388	27.6	8.4	88
NETWORK AFFILIATES - LATE		39164	11477	22.2	29.3	95	3268	22.0	8.3	94	4679	22.4	11.9	96	3529	22.2	9.0	95
INDEPENDENTS - LATE		5133	1814	3.5	35.3	115	598	4.0	11.7	132	799	3.8	15.6	125	417	2.6	8.1	86
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	6437	12.5	28.2	92	1952	13.2	8.6	97	2732	13.1	12.0	96	1754	11.0	7.7	81
ABC MONDAY NIGHT MOVIE	A	11258	3587	6.9	31.9	103	1039	7.0	9.2	104	1510	7.2	13.4	108	1038	6.5	9.2	97
ABC SUNDAY NIGHT MOVIE	A	23600	7821	15.1	33.1	108	2177	14.7	9.2	104	3213	15.4	13.6	109	2431	15.3	10.3	109
ABC WORLD NEWS TONIGHT	A	12801	3302	6.4	25.8	84	1027	6.9	8.0	91	1346	6.4	10.5	84	928	5.8	7.2	76
AFTERMASH	C	10966	2997	5.8	27.3	89	770	5.2	7.0	79	1345	6.4	12.3	98	882	5.5	8.0	85
ALICE	C	17050	4980	9.6	29.2	95	1660	11.2	9.7	110	1878	9.0	11.0	88	1442	9.1	8.5	89
AMERICAN PARADE	C	11998	3316	6.4	27.6	90	847	5.7	7.1	80	1529	7.3	12.7	102	940	5.9	7.8	83
BENSON	A	19258	5739	11.1	29.8	97	1685	11.4	8.7	99	2322	11.1	12.1	97	1732	10.9	9.0	95
BLUE THUNDER	A	11478	3088	6.0	26.9	87	964	6.5	8.4	95	1323	6.3	11.5	92	801	5.0	7.0	74
CAGNEY & LACEY	C	18263	5056	9.8	27.7	90	1627	11.0	8.9	101	1853	8.9	10.1	81	1576	9.9	8.6	91
CBS EVENING NEWS-DEAN	C	7733	2092	4.0	27.1	88	681	4.6	8.8	100	935	4.5	12.1	97	476	3.0	6.2	65
CBS EVENING NEWS-RATHER	C	15653	4372	8.5	27.9	91	1290	8.7	8.2	93	1708	8.2	10.9	88	1374	8.6	8.8	92
CBS SAT. NEWS-SCHIEFFER	C	8744	2353	4.6	26.9	87	687	4.6	7.9	89	993	4.7	11.4	91	673	4.2	7.7	81
CBS SATURDAY NIGHT MOVIE	C	12000	3477	6.7	29.0	94	994	6.7	8.3	94	1411	6.7	11.8	94	1072	6.7	8.9	94
CBS WEDNESDAY NIGHT MOVIE	C	11522	3411	6.6	29.6	96	994	6.7	8.6	97	1391	6.7	12.1	97	1025	6.4	8.9	94
CHEERS	N	16818	5963	11.5	35.5	115	1406	9.5	8.4	94	2556	12.2	15.2	122	2001	12.6	11.9	125
DALLAS	C	37510	11035	21.4	29.4	95	3100	20.9	8.3	93	4332	20.7	11.5	93	3604	22.6	9.6	101
DIFF'RENT STROKES	N	11258	3237	6.3	28.8	93	955	6.4	8.5	96	1312	6.3	11.7	93	970	6.1	8.6	91
DOUBLE TROUBLE	N	12248	4120	8.0	33.6	109	1101	7.4	9.0	102	1642	7.9	13.4	108	1377	8.6	11.2	118
DUCK FACTORY	N	11100	3822	7.4	34.4	112	926	6.2	8.3	94	1524	7.3	13.7	110	1371	8.6	12.4	130
DUKES OF HAZZARD	C	12353	3256	6.3	26.4	86	965	6.5	7.8	88	1276	6.1	10.3	83	1016	6.4	8.2	87
DYNASTY	A	33279	10299	19.9	30.9	100	2854	19.2	8.6	97	4542	21.7	13.6	109	2903	18.2	8.7	92
FACTS OF LIFE	N	13410	4403	8.5	32.8	107	1263	8.5	9.4	106	1797	8.6	13.4	108	1343	8.4	10.0	106
FALCON CREST	C	31093	9671	18.7	31.1	101	2558	17.2	8.2	93	3703	17.7	11.9	96	3410	21.4	11.0	116
FALL GUY	A	18649	5012	9.7	26.9	87	1597	10.8	8.6	97	2128	10.2	11.4	92	1287	8.1	6.9	73
FAMILY TIES	N	13101	4234	8.2	32.3	105	996	6.7	7.6	86	1784	8.5	13.6	109	1454	9.1	11.1	117
FANTASY ISLAND	A	13069	4055	7.8	31.0	101	1176	7.9	9.0	102	1587	7.6	12.1	97	1293	8.1	9.9	104
FOULUPS,BLEEPS & BLUNDERS	A	16588	5246	10.2	31.6	103	1534	10.3	9.2	104	2184	10.4	13.2	106	1528	9.6	9.2	97
FOUR SEASONS	C	9302	2732	5.3	29.4	95	776	5.2	8.3	94	1271	6.1	13.7	110	685	4.3	7.4	78
GIMME A BREAK	N	13955	4224	8.2	30.3	98	1038	7.0	7.4	84	1865	8.9	13.4	107	1320	8.3	9.5	100
HART TO HART	A	15735	4769	9.2	30.3	98	1463	9.9	9.3	105	1891	9.0	12.0	96	1414	8.9	9.0	95
HILL STREET BLUES	N	18257	6044	11.7	33.1	107	1726	11.6	9.5	107	2436	11.7	13.3	107	1881	11.8	10.3	109
HOTEL	A	24236	6886	13.3	28.4	92	1966	13.2	8.1	92	3122	14.9	12.9	103	1799	11.3	7.4	78
JEFFERSONS	C	17010	4713	9.1	27.7	90	1627	11.0	9.6	108	1881	9.0	11.1	89	1205	7.6	7.1	75
JENNIFER SLEPT HERE	N	9397	2850	5.5	30.3	98	831	5.6	8.8	100	1202	5.7	12.8	103	817	5.1	8.7	92
KATE & ALLIE	C	16762	4870	9.4	29.1	94	1547	10.4	9.2	104	1867	8.9	11.1	89	1456	9.1	8.7	92
KNIGHT RIDER	N	13164	4328	8.4	32.9	107	1355	9.1	10.3	116	1760	8.4	13.4	107	1213	7.6	9.2	97
LOVE BOAT	A	20400	6173	11.9	30.3	98	1722	11.6	8.4	95	2590	12.4	12.7	102	1862	11.7	9.1	96
MAGNUM PI	C	22543	6720	13.0	29.8	97	2032	13.7	9.0	102	2612	12.5	11.6	93	2076	13.0	9.2	97
MAMA'S FAMILY	N	9852	2859	5.5	29.0	94	1008	6.8	10.2	116	1109	5.3	11.3	90	742	4.7	7.5	79
MASTER, THE	N	8082	2389	4.6	29.6	96	714	4.8	8.8	100	1068	5.1	13.2	106	607	3.8	7.5	79
MATT HOUSTON	A	12881	3851	7.5	29.9	97	1153	7.8	9.0	101	1644	7.9	12.8	102	1053	6.6	8.2	86
NBC MONDAY NIGHT MOVIE	N	23889	7669	14.8	32.1	104	2200	14.8	9.2	104	3013	14.4	12.6	101	2456	15.4	10.3	108
NBC NIGHTLY NEWS	N	11156	3395	6.6	30.4	99	1035	7.0	9.3	105	1415	6.8	12.7	102	945	5.9	8.5	89
NBC NIGHTLY NEWS-SAT	N	7363	1908	3.7	25.9	84	596	4.0	8.1	91	706	3.4	9.6	77	605	3.8	8.2	87
NBC NIGHTLY NEWS-SUN	N	6214	1762	3.4	28.4	92	472	3.2	7.6	86	774	3.7	12.5	100	516	3.2	8.3	87
NBC SUNDAY NIGHT MOVIE	N	17590	5463	10.6	31.1	101	1514	10.2	8.6	97	2376	11.4	13.5	108	1572	9.9	8.9	94
NEWHART	C	16740	4816	9.3	28.8	93	1492	10.1	8.9	101	1784	8.5	10.7	85	1541	9.7	9.2	97
ONE DAY AT A TIME	C	11820	3735	7.2	31.6	103	1136	7.7	9.6	109	1427	6.8	12.1	97	1172	7.4	9.9	104
PEOPLE ARE FUNNY	N	9138	2546	4.9	27.9	90	876	5.9	9.6	108	964	4.6	10.5	85	706	4.4	7.7	81
REAL PEOPLE	N	15979	4532	8.8	28.4	92	1392	9.4	8.7	98	1753	8.4	11.0	88	1387	8.7	8.7	91
REMINGTON STEELE	N	14395	4462	8.6	31.0	101	1317	8.9	9.1	103	1787	8.5	12.4	100	1357	8.5	9.4	99
RIPLEY'S BELIEVE IT - NOT	A	11362	3548	6.9	31.2	101	1141	7.7	10.0	113	1280	6.1	11.3	90	1126	7.1	9.9	104
RIPTIDE	N	13920	4057	7.9	29.1	95	1139	7.7	8.2	92	1844	8.8	13.2	106	1074	6.7	7.7	81
SCARECROW & MRS. KING	C	17571	5368	10.4	30.6	99	1578	10.6	9.0	101	2230	10.7	12.7	102	1559	9.8	8.9	93
SIMON & SIMON	C	20208	5547	10.7	27.4	89	1678	11.3	8.3	94	2342	11.2	11.6	93	1527	9.6	7.6	80
60 MINUTES	C	27668	8308	16.1	30.0	97	2302	15.5	8.3	94	3630	17.4	13.1	105	2377	14.9	8.6	91
ST. ELSEWHERE	N	13699	4711	9.1	34.4	112	1141	7.7	8.3	94	1951	9.3	14.2	114	1618	10.2	11.8	124
THREE'S COMPANY	A	20632	6346	12.3	30.8	100	1799	12.1	8.7	99	2529	12.1	12.3	98	2018	12.7	9.8	103
T.J. HOOKER	A	17136	4897	9.5	28.6	93	1575	10.6	9.2	104	1973	9.4	11.5	92	1350	8.5	7.9	83
TONIGHT SHOW	N	4963	1529	3.0	30.8	100	411	2.8	8.3	94	636	3.0	12.8	103	482	3.0	9.7	102
TRAPPER JOHN, M.D.	C	16332	4664	9.0	28.6	93	1614	10.9	9.9	112	1564	7.5	9.6	77	1486	9.3	9.1	96
TV BLOOPERS & PRAC. JOKES	N	18881	5582	10.8	29.6	96	1513	10.2	8.0	91	2397	11.5	12.7	102	1672	10.5	8.9	93
20/20	A	18315	5327	10.3	29.1	94	1520	10.2	8.3	94	2149	10.3	11.7	94	1658	10.4	9.1	95
WEBSTER	A	18722	5611	10.9	30.0	97	1651	11.1	8.8	100	2284	10.9	12.2	98	1676	10.5	9.0	94
WORLD NEWS - SUN	A	5327	1526	3.0	28.6	93	507	3.4	9.5	108	642	3.1	12.1	97	377	2.4	7.1	75
YELLOW ROSE	N	8370	2445	4.7	29.2	95	842	5.7	10.1	114	930	4.4	11.1	89	673	4.2	8.0	85
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	6557	12.7	25.4	82	2168	14.6	8.4	95	2400	11.5	9.3	74	1990	12.5	7.7	81
BASKETBALL - COLLEGE GAMES		14468	3938	7.6	27.2	88	1234	8.3	8.5	96	1369	6.5	9.5	76	1335	8.4	9.2	97
BASKETBALL - PRO GAMES		12124	3344	6.5	27.6	90	1003	6.8	8.3	93	1343	6.4	11.1	89	998	6.3	8.2	87
BOWLING		9412	2531	4.9	26.9	87	923	6.2	9.8	111	954	4.6	10.1	81	654	4.1	6.9	73
BOXING		15409	4143	8.0	26.9	87	1689	11.4	11.0	124	1252	6.0	8.1	65	1202	7.5	7.8	82
FOOTBALL - COLLEGE GAMES		21400	5963	11.5	27.9	90	1954	13.2	9.1	103	2090	10.0	9.8	78	1918	12.0	9.0	94
FOOTBALL - PRO GAMES		35944	10951	21.2	30.5	99	3199	21.6	8.9	101	3927	18.8	10.9	88	3825	24.0	10.6	112
GOLF		9759	2764	5.3	28.3	92	808	5.4	8.3	94	1236	5.9	12.7	102	720	4.5	7.4	78
POST-SEASON COLL. FOOTBALL		18123	5284	10.2	29.2	95	1684	11.3	9.3	105	1976	9.5	10.9	87	1623	10.2	9.0	94
POST-SEASON PRO FOOTBALL		22091	6689	12.9	30.3	98	1574	10.6	7.1	81	2640	12.6	12.0	96	2476	15.6	11.2	118
TENNIS		6764	2619	5.1	38.7	126	1004	6.8	14.8	168	836	4.0	12.4	99	779	4.9	11.5	121
WRESTLING - PROFESSIONAL		9695	2268	4.4	23.4	76	881	5.9	9.1	103	773	3.7	8.0	64	*614	3.9	6.3	67

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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YOGURT (NOT BOUGHT FROZEN): USAGE IN LAST 30 DAYS
(MALES)

0626
P-19

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS SIX OR MORE A '000	HEAVY USERS SIX OR MORE B % DOWN	HEAVY USERS SIX OR MORE C % ACROSS	HEAVY USERS SIX OR MORE D INDX	MEDIUM USERS TWO-FIVE A '000	MEDIUM USERS TWO-FIVE B % DOWN	MEDIUM USERS TWO-FIVE C % ACROSS	MEDIUM USERS TWO-FIVE D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL MALES	79263	18125	100.0	22.9	100	5543	100.0	7.0	100	6911	100.0	8.7	100	5670	100.0	7.2	100
HOUSEHOLD HEADS	66405	14791	81.6	22.3	97	4813	86.8	7.2	104	5549	80.3	8.4	96	4430	78.1	6.7	93
18 - 24	13945	3790	20.9	27.2	119	996	18.0	7.1	102	1487	21.5	10.7	122	1308	23.1	9.4	131
25 - 34	19334	5436	30.0	28.1	123	1446	26.1	7.5	107	2094	30.3	10.8	124	1896	33.4	9.8	137
35 - 44	14196	3387	18.7	23.9	104	1063	19.2	7.5	107	1309	18.9	9.2	106	1016	17.9	7.2	100
45 - 54	10896	2511	13.9	23.0	101	884	15.9	8.1	116	785	11.4	7.2	83	842	14.9	7.7	108
55 - 64	10378	1638	9.0	15.8	69	661	11.9	6.4	91	667	9.7	6.4	74	*310	5.5	3.0	42
65 OR OLDER	10514	1364	7.5	13.0	57	494	8.9	4.7	67	570	8.2	5.4	62	*299	5.3	2.8	40
18 - 34	33279	9226	50.9	27.7	121	2442	44.1	7.3	105	3581	51.8	10.8	123	3203	56.5	9.6	135
18 - 49	52904	13957	77.0	26.4	115	4002	72.2	7.6	108	5310	76.8	10.0	115	4645	81.9	8.8	123
25 - 54	44426	11334	62.5	25.5	112	3393	61.2	7.6	109	4188	60.6	9.4	108	3753	66.2	8.4	118
35 - 49	19625	4731	26.1	24.1	105	1560	28.1	7.9	114	1729	25.0	8.8	101	1442	25.4	7.3	103
50 OR OLDER	26359	4167	23.0	15.8	69	1541	27.8	5.8	84	1601	23.2	6.1	70	1026	18.1	3.9	54
GRADUATED COLLEGE	15982	5248	29.0	32.8	144	1444	26.1	9.0	129	2030	29.4	12.7	146	1774	31.3	11.1	155
ATTENDED COLLEGE	13629	3843	21.2	28.2	123	1109	20.0	8.1	116	1530	22.1	11.2	129	1204	21.2	8.8	123
GRADUATED HIGH SCHOOL	28591	5735	31.6	20.1	88	1721	31.0	6.0	86	2160	31.3	7.6	87	1854	32.7	6.5	91
DID NOT GRADUATE HIGH SCHOOL	21061	3299	18.2	15.7	69	1269	22.9	6.0	86	1191	17.2	5.7	65	839	14.8	4.0	56
EMPLOYED FULL-TIME	52316	12588	69.5	24.1	105	3903	70.4	7.5	107	4584	66.3	8.8	100	4100	72.3	7.8	110
EMPLOYED PART-TIME	4113	1136	6.3	27.6	121	*374	6.7	9.1	130	*432	6.3	10.5	120	*330	5.8	8.0	112
NOT EMPLOYED	22834	4401	24.3	19.3	84	1267	22.9	5.5	79	1895	27.4	8.3	95	1240	21.9	5.4	76
PROFESSIONAL/MANAGER	15034	4480	24.7	29.8	130	1384	25.0	9.2	132	1719	24.9	11.4	131	1376	24.3	9.2	128
TECH/CLERICAL/SALES	11255	2738	15.1	24.3	106	823	14.8	7.3	105	847	12.3	7.5	86	1068	18.8	9.5	133
PRECISION/CRAFT	11607	2631	14.5	22.7	99	906	16.3	7.8	112	948	13.7	8.2	94	777	13.7	6.7	94
OTHER EMPLOYED	18534	3876	21.4	20.9	91	1165	21.0	6.3	90	1502	21.7	8.1	93	1209	21.3	6.5	91
SINGLE	19562	5606	30.9	28.7	125	1425	25.7	7.3	104	2304	33.3	11.8	135	1877	33.1	9.6	134
MARRIED	51896	11095	61.2	21.4	93	3655	65.9	7.0	101	4060	58.7	7.8	90	3380	59.6	6.5	91
DIVORCED/SEPARATED/WIDOWED	7804	1424	7.9	18.2	80	464	8.4	5.9	85	547	7.9	7.0	80	*413	7.3	5.3	74
PARENTS	25372	5856	32.3	23.1	101	1841	33.2	7.3	104	2014	29.1	7.9	91	2001	35.3	7.9	110
WHITE	69658	16170	89.2	23.2	102	4994	90.1	7.2	103	6188	89.5	8.9	102	4989	88.0	7.2	100
BLACK	7909	1518	8.4	19.2	84	451	8.1	5.7	82	550	8.0	7.0	80	518	9.1	6.5	92
OTHER	1696	*437	2.4	25.8	113	**99	1.8	5.8	83	**174	2.5	10.3	118	**164	2.9	9.7	135
NORTHEAST-CENSUS	17202	5016	27.7	29.2	128	1804	32.5	10.5	150	1809	26.2	10.5	121	1402	24.7	8.2	114
NORTH CENTRAL	20461	4019	22.2	19.6	86	1130	20.4	5.5	79	1336	19.3	6.5	75	1552	27.4	7.6	106
SOUTH	26695	4540	25.0	17.0	74	1304	23.5	4.9	70	1767	25.6	6.6	76	1470	25.9	5.5	77
WEST	14906	4550	25.1	30.5	133	1305	23.5	8.8	125	2000	28.9	13.4	154	1246	22.0	8.4	117
NORTHEAST-MKTG.	17962	5349	29.5	29.8	130	1865	33.6	10.4	148	2002	29.0	11.1	128	1483	26.2	8.3	115
EAST CENTRAL	11741	2126	11.7	18.1	79	659	11.9	5.6	80	746	10.8	6.4	73	720	12.7	6.1	86
WEST CENTRAL	13518	2781	15.3	20.6	90	782	14.1	5.8	83	931	13.5	6.9	79	1068	18.8	7.9	110
SOUTH	23168	3805	21.0	16.4	72	1069	19.3	4.6	66	1414	20.5	6.1	70	1322	23.3	5.7	80
PACIFIC	12874	4064	22.4	31.6	138	1168	21.1	9.1	130	1819	26.3	14.1	162	1077	19.0	8.4	117
COUNTY SIZE A	32596	9066	50.0	27.8	122	2905	52.4	8.9	127	3460	50.1	10.6	122	2701	47.6	8.3	116
COUNTY SIZE B	23814	5460	30.1	22.9	100	1622	29.3	6.8	97	1946	28.2	8.2	94	1892	33.4	7.9	111
COUNTY SIZE C	12663	2497	13.8	19.7	86	683	12.3	5.4	77	1069	15.5	8.4	97	746	13.2	5.9	82
COUNTY SIZE D	10190	1102	6.1	10.8	47	**333	6.0	3.3	47	*437	6.3	4.3	49	*332	5.9	3.3	46
METRO CENTRAL CITY	23190	6052	33.4	26.1	114	2065	37.3	8.9	127	2116	30.6	9.1	105	1871	33.0	8.1	113
METRO SUBURBAN	36920	9192	50.7	24.9	109	2778	50.1	7.5	108	3487	50.5	9.4	108	2927	51.6	7.9	111
NON METRO	19152	2881	15.9	15.0	66	701	12.6	3.7	52	1308	18.9	6.8	78	872	15.4	4.6	64
TOP 5 ADI'S	18703	5887	32.5	31.5	138	1851	33.4	9.9	142	2210	32.0	11.8	136	1826	32.2	9.8	136
TOP 10 ADI'S	26158	7725	42.6	29.5	129	2401	43.3	9.2	131	2978	43.1	11.4	131	2346	41.4	9.0	125
TOP 20 ADI'S	36612	10291	56.8	28.1	123	3118	56.3	8.5	122	4027	58.3	11.0	126	3146	55.5	8.6	120
HSHLD INC. $50,000 OR MORE	9326	2648	14.6	28.4	124	792	14.3	8.5	121	1016	14.7	10.9	125	840	14.8	9.0	126
$40,000 OR MORE	18002	5287	29.2	29.4	128	1724	31.1	9.6	137	1901	27.5	10.6	121	1662	29.3	9.2	129
$30,000 OR MORE	31361	8796	48.5	28.0	123	2708	48.9	8.6	123	3380	48.9	10.8	124	2708	47.8	8.6	121
$25,000 OR MORE	39858	10939	60.4	27.4	120	3496	63.1	8.8	125	4128	59.7	10.4	119	3315	58.5	8.3	116
$20,000 - $24,999	8664	1785	9.8	20.6	90	466	8.4	5.4	77	757	11.0	8.7	100	*561	9.9	6.5	91
$15,000 - $19,999	7964	1459	8.0	18.3	80	*328	5.9	4.1	59	567	8.2	7.1	82	564	9.9	7.1	99
$10,000 - $14,999	11093	2118	11.7	19.1	83	683	12.3	6.2	88	775	11.2	7.0	80	660	11.6	5.9	83
UNDER $10,000	11683	1824	10.1	15.6	68	569	10.3	4.9	70	684	9.9	5.9	67	571	10.1	4.9	68
HOUSEHOLD OF 1 PERSON	7453	1663	9.2	22.3	98	506	9.1	6.8	97	688	10.0	9.2	106	469	8.3	6.3	88
2 PEOPLE	24757	5034	27.8	20.3	89	1615	29.1	6.5	93	2160	31.3	8.7	100	1258	22.2	5.1	71
3 OR 4 PEOPLE	32682	8028	44.3	24.6	107	2288	41.3	7.0	100	2884	41.7	8.8	101	2856	50.4	8.7	122
5 OR MORE PEOPLE	14370	3401	18.8	23.7	104	1134	20.5	7.9	113	1179	17.1	8.2	94	1088	19.2	7.6	106
NO CHILD IN HSHLD	46768	10232	56.5	21.9	96	3090	55.7	6.6	94	4196	60.7	9.0	103	2947	52.0	6.3	88
CHILD(REN) UNDER 2 YRS	4799	1109	6.1	23.1	101	*228	4.1	4.8	68	*417	6.0	8.7	100	*465	8.2	9.7	135
2 - 5 YEARS	11125	2676	14.8	24.1	105	948	17.1	8.5	122	744	10.8	6.7	77	983	17.3	8.8	124
6 - 11 YEARS	14193	3341	18.4	23.5	103	978	17.6	6.9	99	1169	16.9	8.2	94	1193	21.0	8.4	118
12 - 17 YEARS	17402	3908	21.6	22.5	98	1276	23.0	7.3	105	1384	20.0	8.0	91	1248	22.0	7.2	100
RESIDENCE OWNED	56398	12136	67.0	21.5	94	3733	67.3	6.6	95	4610	66.7	8.2	94	3793	66.9	6.7	94
VALUE: $50,000 OR MORE	34811	8569	47.2	24.6	108	2713	48.9	7.8	111	3226	46.7	9.3	106	2620	46.2	7.5	105
VALUE: UNDER $50,000	21587	3576	19.7	16.6	72	1020	18.4	4.7	68	1384	20.0	6.4	74	1173	20.7	5.4	76

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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YOGURT (NOT BOUGHT FROZEN): USAGE IN LAST 30 DAYS
(MALES)

0627
P-19

		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS SIX OR MORE A '000	HEAVY USERS SIX OR MORE B % DOWN	HEAVY USERS SIX OR MORE C % ACROSS	HEAVY USERS SIX OR MORE D INDX	MEDIUM USERS TWO-FIVE A '000	MEDIUM USERS TWO-FIVE B % DOWN	MEDIUM USERS TWO-FIVE C % ACROSS	MEDIUM USERS TWO-FIVE D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL MALES		79263	18125	100.0	22.9	100	5543	100.0	7.0	100	6911	100.0	8.7	100	5670	100.0	7.2	100
MAGAZINES	QUINTILE 1	16033	4557	25.1	28.4	124	1550	28.0	9.7	138	1762	25.5	11.0	126	1245	22.0	7.8	109
	QUINTILE 2	15354	4112	22.7	26.8	117	1064	19.2	6.9	99	1520	22.0	9.9	114	1528	26.9	10.0	139
	QUINTILE 3	15888	3417	18.9	21.5	94	1077	19.4	6.8	97	1357	19.6	8.5	98	984	17.4	6.2	87
	QUINTILE 4	17310	3566	19.7	20.6	90	1087	19.6	6.3	90	1372	19.9	7.9	91	1108	19.5	6.4	89
	QUINTILE 5	14677	2473	13.6	16.8	74	767	13.8	5.2	75	900	13.0	6.1	70	806	14.2	5.5	77
NEWSPAPERS	QUINTILE 1	15277	3810	21.0	24.9	109	1234	22.3	8.1	116	1441	20.9	9.4	108	1135	20.0	7.4	104
	QUINTILE 2	22745	5472	30.2	24.1	105	1746	31.5	7.7	110	2045	29.6	9.0	103	1681	29.6	7.4	103
	QUINTILE 3	10692	2692	14.9	25.2	110	699	12.6	6.5	93	1101	15.9	10.3	118	893	15.7	8.4	117
	QUINTILE 4	11646	2683	14.8	23.0	101	791	14.3	6.8	97	1002	14.5	8.6	99	891	15.7	7.7	107
	QUINTILE 5	18903	3468	19.1	18.3	80	1074	19.4	5.7	81	1322	19.1	7.0	80	1072	18.9	5.7	79
OUTDOOR	QUINTILE 1	16620	4440	24.5	26.7	117	1129	20.4	6.8	97	1898	27.5	11.4	131	1413	24.9	8.5	119
	QUINTILE 2	16377	4015	22.2	24.5	107	1218	22.0	7.4	106	1481	21.4	9.0	104	1316	23.2	8.0	112
	QUINTILE 3	15995	3415	18.8	21.4	93	1190	21.5	7.4	106	1241	18.0	7.8	89	983	17.3	6.1	86
	QUINTILE 4	15592	3524	19.4	22.6	99	1126	20.3	7.2	103	1221	17.7	7.8	90	1176	20.7	7.5	105
	QUINTILE 5	14679	2731	15.1	18.6	81	880	15.9	6.0	86	1070	15.5	7.3	84	781	13.8	5.3	74
RADIO-DRIVE TIME	QUINTILE 1	15746	3248	17.9	20.6	90	875	15.8	5.6	79	1380	20.0	8.8	101	993	17.5	6.3	88
	QUINTILE 2	15067	3419	18.9	22.7	99	1219	22.0	8.1	116	1233	17.8	8.2	94	967	17.1	6.4	90
	QUINTILE 3	15631	4278	23.6	27.4	120	1368	24.7	8.8	125	1696	24.5	10.9	124	1214	21.4	7.8	109
	QUINTILE 4	16245	3853	21.3	23.7	104	968	17.5	6.0	85	1420	20.5	8.7	100	1466	25.9	9.0	126
	QUINTILE 5	16573	3327	18.4	20.1	88	1113	20.1	6.7	96	1182	17.1	7.1	82	1031	18.2	6.2	87
RADIO-MID-DAY	TERCILE 1	21788	4965	27.4	22.8	100	1440	26.0	6.6	95	1916	27.7	8.8	101	1609	28.4	7.4	103
	TERCILE 2	21151	4649	25.6	22.0	96	1422	25.7	6.7	96	1863	27.0	8.8	101	1364	24.1	6.4	90
	TERCILE 3	36323	8510	47.0	23.4	102	2681	48.4	7.4	106	3132	45.3	8.6	99	2697	47.6	7.4	104
RADIO-TOTAL	QUINTILE 1	15977	3691	20.4	23.1	101	995	18.0	6.2	89	1594	23.1	10.0	114	1102	19.4	6.9	96
	QUINTILE 2	15923	3487	19.2	21.9	96	1094	19.7	6.9	98	1299	18.8	8.2	94	1094	19.3	6.9	96
	QUINTILE 3	14980	3993	22.0	26.7	117	1231	22.2	8.2	118	1531	22.2	10.2	117	1231	21.7	8.2	115
	QUINTILE 4	17123	3953	21.8	23.1	101	1313	23.7	7.7	110	1437	20.8	8.4	96	1203	21.2	7.0	98
	QUINTILE 5	15260	3001	16.6	19.7	86	911	16.4	6.0	85	1050	15.2	6.9	79	1040	18.3	6.8	95
TV-PRIME TIME	QUINTILE 1	15674	3433	18.9	21.9	96	945	17.0	6.0	86	1313	19.0	8.4	96	1176	20.7	7.5	105
	QUINTILE 2	15944	4011	22.1	25.2	110	1294	23.3	8.1	116	1584	22.9	9.9	114	1132	20.0	7.1	99
	QUINTILE 3	16037	3525	19.4	22.0	96	1292	23.3	8.1	115	1234	17.9	7.7	88	999	17.6	6.2	87
	QUINTILE 4	15412	3573	19.7	23.2	101	1012	18.3	6.6	94	1501	21.7	9.7	112	1060	18.7	6.9	96
	QUINTILE 5	16194	3583	19.8	22.1	97	1001	18.1	6.2	88	1279	18.5	7.9	91	1304	23.0	8.1	113
TV-DAYTIME	TERCILE 1	19156	3751	20.7	19.6	86	1074	19.4	5.6	80	1509	21.8	7.9	90	1168	20.6	6.1	85
	TERCILE 2	19343	4226	23.3	21.8	96	1377	24.8	7.1	102	1647	23.8	8.5	98	1202	21.2	6.2	87
	TERCILE 3	40764	10148	56.0	24.9	109	3093	55.8	7.6	108	3754	54.3	9.2	106	3301	58.2	8.1	113
TV-TOTAL	QUINTILE 1	15844	3352	18.5	21.2	93	901	16.3	5.7	81	1304	18.9	8.2	94	1148	20.2	7.2	101
	QUINTILE 2	15767	3606	19.9	22.9	100	1195	21.6	7.6	108	1359	19.7	8.6	99	1053	18.6	6.7	93
	QUINTILE 3	15775	3946	21.8	25.0	109	1273	23.0	8.1	115	1634	23.6	10.4	119	1039	18.3	6.6	92
	QUINTILE 4	15903	3368	18.6	21.2	93	978	17.6	6.1	88	1299	18.8	8.2	94	1091	19.2	6.9	96
	QUINTILE 5	15974	3853	21.3	24.1	105	1197	21.6	7.5	107	1316	19.0	8.2	94	1340	23.6	8.4	117
MAGAZINES-NEWSPAPERS: DUAL		21225	5858	32.3	27.6	121	1871	33.8	8.8	126	2262	32.7	10.7	122	1725	30.4	8.1	114
MAGAZINE IMPERATIVE		17728	4447	24.5	25.1	110	1270	22.9	7.2	102	1654	23.9	9.3	107	1524	26.9	8.6	120
NEWSPAPER IMPERATIVE		22987	4669	25.8	20.3	89	1454	26.2	6.3	90	1693	24.5	7.4	84	1522	26.8	6.6	93
MAGAZINES-OUTDOOR: DUAL		16244	4601	25.4	28.3	124	1182	21.3	7.3	104	1897	27.4	11.7	134	1522	26.8	9.4	131
MAGAZINE IMPERATIVE		24016	5852	32.3	24.4	107	2031	36.6	8.5	121	2069	29.9	8.6	99	1752	30.9	7.3	102
OUTDOOR IMPERATIVE		26020	5598	30.9	21.5	94	1783	32.2	6.9	98	2126	30.8	8.2	94	1689	29.8	6.5	91
MAGAZINES-RADIO: DUAL		16918	4521	24.9	26.7	117	1279	23.1	7.6	108	1820	26.3	10.8	123	1421	25.1	8.4	117
MAGAZINE IMPERATIVE		23456	6213	34.3	26.5	116	1958	35.3	8.3	119	2322	33.6	9.9	114	1933	34.1	8.2	115
RADIO IMPERATIVE		23900	4833	26.7	20.2	88	1481	26.7	6.2	89	1848	26.7	7.7	89	1505	26.5	6.3	88
MAGAZINES-TELEVISION: DUAL		15791	3900	21.5	24.7	108	1182	21.3	7.5	107	1379	20.0	8.7	100	1339	23.6	8.5	119
MAGAZINE IMPERATIVE		25476	6822	37.6	26.8	117	2045	36.9	8.0	115	2717	39.3	10.7	122	2060	36.3	8.1	113
TELEVISION IMPERATIVE		25744	5053	27.9	19.6	86	1540	27.8	6.0	86	2103	30.4	8.2	94	1410	24.9	5.5	77
NEWSPAPERS-OUTDOOR: DUAL		17628	4812	26.5	27.3	119	1484	26.8	8.4	120	1889	27.3	10.7	123	1439	25.4	8.2	114
NEWSPAPER IMPERATIVE		26414	5868	32.4	22.2	97	1948	35.1	7.4	105	2108	30.5	8.0	92	1812	32.0	6.9	96
OUTDOOR IMPERATIVE		23059	5295	29.2	23.0	100	1470	26.5	6.4	91	2030	29.4	8.8	101	1795	31.7	7.8	109
NEWSPAPERS-RADIO: DUAL		17996	4420	24.4	24.6	107	1306	23.6	7.3	104	1813	26.2	10.1	116	1300	22.9	7.2	101
NEWSPAPER IMPERATIVE		26269	6507	35.9	24.8	108	2053	37.0	7.8	112	2370	34.3	9.0	103	2084	36.8	7.9	111
RADIO IMPERATIVE		21342	4736	26.1	22.2	97	1410	25.4	6.6	94	1767	25.6	8.3	95	1558	27.5	7.3	102
NEWSPAPERS-TELEVISION: DUAL		17359	4130	22.8	23.8	104	1308	23.6	7.5	108	1548	22.4	8.9	102	1274	22.5	7.3	103
NEWSPAPER IMPERATIVE		26889	6752	37.3	25.1	110	2095	37.8	7.8	111	2606	37.7	9.7	111	2051	36.2	7.6	107
TELEVISION IMPERATIVE		21698	4652	25.7	21.4	94	1334	24.1	6.1	88	1895	27.4	8.7	100	1423	25.1	6.6	92
OUTDOOR-RADIO: DUAL		16456	3991	22.0	24.3	106	1071	19.3	6.5	93	1617	23.4	9.8	113	1303	23.0	7.9	111
OUTDOOR IMPERATIVE		25870	6387	35.2	24.7	108	1946	35.1	7.5	108	2464	35.7	9.5	109	1977	34.9	7.6	107
RADIO IMPERATIVE		23943	5155	28.4	21.5	94	1667	30.1	7.0	100	1927	27.9	8.0	92	1561	27.5	6.5	91
OUTDOOR-TELEVISION: DUAL		15918	3882	21.4	24.4	107	1294	23.3	8.1	116	1432	20.7	9.0	103	1155	20.4	7.3	101
OUTDOOR IMPERATIVE		26398	6596	36.4	25.0	109	1831	33.0	6.9	99	2619	37.9	9.9	114	2146	37.8	8.1	114
TELEVISION IMPERATIVE		24851	5218	28.8	21.0	92	1603	28.9	6.5	92	1969	28.5	7.9	91	1646	29.0	6.6	93
RADIO-TELEVISION: DUAL		15584	3491	19.3	22.4	98	997	18.0	6.4	91	1395	20.2	9.0	103	1099	19.4	7.1	99
RADIO IMPERATIVE		25472	6041	33.3	23.7	104	1768	31.9	6.9	99	2435	35.2	9.6	110	1838	32.4	7.2	101
TELEVISION IMPERATIVE		25578	5912	32.6	23.1	101	1883	34.0	7.4	105	2235	32.3	8.7	100	1793	31.6	7.0	98

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YOGURT (NOT BOUGHT FROZEN): USAGE IN LAST 30 DAYS
(MALES)

0628
P-19

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS SIX OR MORE A '000	HEAVY USERS SIX OR MORE B % DOWN	HEAVY USERS SIX OR MORE C % ACROSS	HEAVY USERS SIX OR MORE D INDX	MEDIUM USERS TWO-FIVE A '000	MEDIUM USERS TWO-FIVE B % DOWN	MEDIUM USERS TWO-FIVE C % ACROSS	MEDIUM USERS TWO-FIVE D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL MALES	79263	18125	100.0	22.9	100	5543	100.0	7.0	100	6911	100.0	8.7	100	5670	100.0	7.2	100
ATLANTIC MONTHLY	452	*203	1.1	44.9	196	**30	0.5	6.6	95	**57	0.8	12.6	145	**116	2.0	25.7	359
BARRON'S	1058	220	1.2	20.8	91	**35	0.6	3.3	47	*114	1.6	10.8	124	**71	1.3	6.7	94
BETTER HOMES & GARDENS	4773	1220	6.7	25.6	112	394	7.1	8.3	118	433	6.3	9.1	104	393	6.9	8.2	115
BON APPETIT	1037	402	2.2	38.8	170	**101	1.8	9.7	139	*179	2.6	17.3	198	**122	2.2	11.8	164
BUSINESS WEEK	3193	856	4.7	26.8	117	250	4.5	7.8	112	360	5.2	11.3	129	*246	4.3	7.7	108
CAR AND DRIVER	2705	752	4.1	27.8	122	*225	4.1	8.3	119	294	4.3	10.9	125	*234	4.1	8.7	121
CBS MAGAZINE NETWORK (GROSS)	5678	1679	9.3	29.6	129	659	11.9	11.6	166	547	7.9	9.6	110	472	8.3	8.3	116
CHANGING TIMES	1847	417	2.3	22.6	99	*180	3.2	9.7	139	**95	1.4	5.1	59	*141	2.5	7.6	107
COLONIAL HOMES	492	*137	0.8	27.8	122	**59	1.1	12.0	171	**40	0.6	8.1	93	**38	0.7	7.7	108
CONDE NAST MAG. PKG. (GROSS)	2066	336	1.9	16.3	71	*116	2.1	5.6	80	*127	1.8	6.1	71	*93	1.6	4.5	63
CONSUMERS DIGEST	1719	362	2.0	21.1	92	*135	2.4	7.9	112	**152	2.2	8.8	101	**75	1.3	4.4	61
COSMOPOLITAN	1762	367	2.0	20.8	91	*124	2.2	7.0	101	*125	1.8	7.1	81	**118	2.1	6.7	94
COUNTRY LIVING	1110	316	1.7	28.5	124	**88	1.6	7.9	113	*147	2.1	13.2	152	**80	1.4	7.2	101
CUISINE	660	*146	0.8	22.1	97	**40	0.7	6.1	87	**81	1.2	12.3	141	**25	0.4	3.8	53
CYCLE WORLD	1924	513	2.8	26.7	117	*187	3.4	9.7	139	*166	2.4	8.6	99	*160	2.8	8.3	116
DCI:CREATIVE IDEAS FOR LIV	437	**69	0.4	15.8	69	**13	0.2	3.0	43	**27	0.4	6.2	71	**28	0.5	6.4	90
DCI:CREAT.IDEA/SO.LIV(GROSS)	2491	573	3.2	23.0	101	*156	2.8	6.3	90	*243	3.5	9.8	112	*174	3.1	7.0	98
DISCOVER	1279	311	1.7	24.3	106	**94	1.7	7.3	105	*154	2.2	12.0	138	**62	1.1	4.8	68
EBONY	2898	524	2.9	18.1	79	*126	2.3	4.3	62	*209	3.0	7.2	83	*190	3.4	6.6	92
ESQUIRE	1384	294	1.6	21.2	93	**94	1.7	6.8	97	*143	2.1	10.3	119	**57	1.0	4.1	58
ESSENCE	850	*193	1.1	22.7	99	**56	1.0	6.6	94	**57	0.8	6.7	77	**80	1.4	9.4	132
FAMILY CIRCLE	2430	583	3.2	24.0	105	*245	4.4	10.1	144	*162	2.3	6.7	76	*175	3.1	7.2	101
THE FAMILY HANDYMAN	2356	540	3.0	22.9	100	*148	2.7	6.3	90	*176	2.5	7.5	86	*215	3.8	9.1	128
FAMILY WEEKLY	11533	2462	13.6	21.3	93	653	11.8	5.7	81	879	12.7	7.6	87	931	16.4	8.1	113
FIELD & STREAM	7444	1450	8.0	19.5	85	482	8.7	6.5	93	537	7.8	7.2	83	432	7.6	5.8	81
FOOD & WINE	416	*99	0.5	23.8	104	**22	0.4	5.3	76	**41	0.6	9.9	113	**36	0.6	8.7	121
FORBES	1865	475	2.6	25.5	111	*150	2.7	8.0	115	222	3.2	11.9	137	*102	1.8	5.5	76
FORTUNE	1849	494	2.7	26.7	117	*115	2.1	6.2	89	184	2.7	10.0	114	*194	3.4	10.5	147
GENTLEMEN'S QUARTERLY	2284	614	3.4	26.9	118	*173	3.1	7.6	108	*242	3.5	10.6	122	*199	3.5	8.7	122
GLAMOUR	538	*100	0.6	18.6	81	**54	1.0	10.0	144	**23	0.3	4.3	49	**24	0.4	4.5	62
GOLF DIGEST	1649	350	1.9	21.2	93	*90	1.6	5.5	78	*131	1.9	7.9	91	**130	2.3	7.9	110
GOLF DIGEST/TENNIS (GROSS)	2294	515	2.8	22.4	98	*140	2.5	6.1	87	*194	2.8	8.5	97	*182	3.2	7.9	111
GOLF MAGAZINE	1577	362	2.0	23.0	100	**97	1.7	6.2	88	*157	2.3	10.0	114	*108	1.9	6.8	96
GOLF MAGAZINE/SKI (GROSS)	2487	694	3.8	27.9	122	*187	3.4	7.5	108	362	5.2	14.6	167	*145	2.6	5.8	82
GOOD HOUSEKEEPING	2569	567	3.1	22.1	97	*172	3.1	6.7	96	224	3.2	8.7	100	*171	3.0	6.7	93
HARPER'S BAZAAR	431	**92	0.5	21.3	93	**33	0.6	7.7	109	**32	0.5	7.4	85	**27	0.5	6.3	88
HEALTH	788	*173	1.0	22.0	96	**60	1.1	7.6	109	**86	1.2	10.9	125	**27	0.5	3.4	48
HEARST MAG CORP. BUY (GROSS)	18781	4589	25.3	24.4	107	1576	28.4	8.4	120	1579	22.8	8.4	96	1434	25.3	7.6	107
HEARST MAN POWER (GROSS)	9169	2336	12.9	25.5	111	771	13.9	8.4	120	766	11.1	8.4	96	799	14.1	8.7	122
HEARST WOMAN POWER (GROSS)	5452	1194	6.6	21.9	96	410	7.4	7.5	108	407	5.9	7.5	86	377	6.6	6.9	97
HOUSE BEAUTIFUL	1020	271	1.5	26.6	116	**123	2.2	12.1	172	**116	1.7	11.4	130	**32	0.6	3.1	44
INC.	993	345	1.9	34.7	152	**88	1.6	8.9	127	*158	2.3	15.9	182	**100	1.8	10.1	141
JET	2808	548	3.0	19.5	85	*169	3.0	6.0	86	*198	2.9	7.1	81	*181	3.2	6.4	90
LADIES' HOME JOURNAL	1868	346	1.9	18.5	81	**154	2.8	8.2	118	*123	1.8	6.6	76	**69	1.2	3.7	52
LHJ FAMILY GRP COMBO(GROSS)	3582	773	4.3	21.6	94	304	5.5	8.5	121	313	4.5	8.7	100	*156	2.8	4.4	61
LIFE	4817	1323	7.3	27.5	120	460	8.3	9.5	137	587	8.5	12.2	140	276	4.9	5.7	80
L.A. TIMES HOME MAGAZINE	1465	481	2.7	32.8	144	*149	2.7	10.2	145	250	3.6	17.1	196	*82	1.4	5.6	78
MADEMOISELLE	460	**56	0.3	12.2	53	**15	0.3	3.3	47	**6	0.1	1.3	15	**36	0.6	7.8	109
MC CALL'S	1764	305	1.7	17.3	76	**85	1.5	4.8	69	**100	1.4	5.7	65	**121	2.1	6.9	96
MC CALL'S/WRK MOTHER (GROSS)	2062	343	1.9	16.6	73	**93	1.7	4.5	64	*114	1.6	5.5	63	**136	2.4	6.6	92
MECHANIX ILLUSTRATED	3625	771	4.3	21.3	93	*334	6.0	9.2	132	232	3.4	6.4	73	*205	3.6	5.7	79
METROPOLITAN HOME	495	*111	0.6	22.4	98	**35	0.6	7.1	101	**41	0.6	8.3	95	**36	0.6	7.3	102
MONEY	3017	1103	6.1	36.6	160	370	6.7	12.3	175	395	5.7	13.1	150	338	6.0	11.2	157
MOTHER EARTH NEWS	1203	328	1.8	27.3	119	**117	2.1	9.7	139	**97	1.4	8.1	92	**114	2.0	9.5	132
MS.	*257	**50	0.3	19.5	85	**38	0.7	14.8	211	**5	0.1	1.9	22	**7	0.1	2.7	38
NATIONAL ENQUIRER	6921	1427	7.9	20.6	90	422	7.6	6.1	87	554	8.0	8.0	92	452	8.0	6.5	91
NATIONAL GEOGRAPHIC	11626	3432	18.9	29.5	129	998	18.0	8.6	123	1383	20.0	11.9	136	1051	18.5	9.0	126
NATIONAL SUNDAY MAGAZINE PKG	49424	12264	67.7	24.8	109	3744	67.5	7.6	108	4692	67.9	9.5	109	3829	67.5	7.7	108
NATURAL HISTORY	753	*193	1.1	25.6	112	**66	1.2	8.8	125	*93	1.3	12.4	142	**34	0.6	4.5	63
NEW WOMAN	*296	**24	0.1	8.1	35	**0	0.0	0.0	0	**8	0.1	2.7	31	**16	0.3	5.4	76
NEW YORK INCLUDING CUE	541	*160	0.9	29.6	129	**60	1.1	11.1	159	**60	0.9	11.1	127	**40	0.7	7.4	103
THE NEW YORKER	1078	426	2.4	39.5	173	*196	3.5	18.2	260	*143	2.1	13.3	152	**88	1.6	8.2	114
NEWSWEEK	9602	2697	14.9	28.1	123	778	14.0	8.1	116	1073	15.5	11.2	128	847	14.9	8.8	123
THE N.Y. TIMES DAILY EDITION	1376	502	2.8	36.5	160	253	4.6	18.4	263	155	2.2	11.3	129	*94	1.7	6.8	95
THE N.Y. TIMES MAGAZINE	2110	859	4.7	40.7	178	391	7.1	18.5	265	252	3.6	11.9	137	216	3.8	10.2	143
OMNI	1927	623	3.4	32.3	141	*215	3.9	11.2	160	282	4.1	14.6	168	*125	2.2	6.5	91
ON CABLE	911	*143	0.8	15.7	69	**50	0.9	5.5	78	**70	1.0	7.7	88	**24	0.4	2.6	37
1001 HOME IDEAS	927	*254	1.4	27.4	120	**90	1.6	9.7	139	**105	1.5	11.3	130	**60	1.1	6.5	90
ORGANIC GARDENING	1430	308	1.7	21.5	94	**88	1.6	6.2	88	**134	1.9	9.4	107	**85	1.5	5.9	83
OUTDOOR LIFE	4064	720	4.0	17.7	77	242	4.4	6.0	85	274	4.0	6.7	77	*205	3.6	5.0	71
PARADE MAGAZINE	24538	6379	35.2	26.0	114	2053	37.0	8.4	120	2487	36.0	10.1	116	1839	32.4	7.5	105

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YOGURT (NOT BOUGHT FROZEN): USAGE IN LAST 30 DAYS
(MALES)

0629
P-19

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS SIX OR MORE A '000	HEAVY USERS SIX OR MORE B % DOWN	HEAVY USERS SIX OR MORE C % ACROSS	HEAVY USERS SIX OR MORE D INDX	MEDIUM USERS TWO-FIVE A '000	MEDIUM USERS TWO-FIVE B % DOWN	MEDIUM USERS TWO-FIVE C % ACROSS	MEDIUM USERS TWO-FIVE D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL MALES	79263	18125	100.0	22.9	100	5543	100.0	7.0	100	6911	100.0	8.7	100	5670	100.0	7.2	100
PARENTS	1126	260	1.4	23.1	101	**62	1.1	5.5	79	**111	1.6	9.9	113	**86	1.5	7.6	107
PENTHOUSE	4157	1150	6.3	27.7	121	318	5.7	7.6	109	528	7.6	12.7	146	304	5.4	7.3	102
PEOPLE	7591	2144	11.8	28.2	124	703	12.7	9.3	132	827	12.0	10.9	125	615	10.8	8.1	113
PLAYBOY	8379	2361	13.0	28.2	123	636	11.5	7.6	109	956	13.8	11.4	131	769	13.6	9.2	128
POPULAR HOT RODDING	2110	300	1.7	14.2	62	**83	1.5	3.9	56	**134	1.9	6.4	73	**83	1.5	3.9	55
POPULAR MECHANICS	4850	1253	6.9	25.8	113	410	7.4	8.5	121	449	6.5	9.3	106	395	7.0	8.1	114
POPULAR SCIENCE	3397	844	4.7	24.8	109	*273	4.9	8.0	115	392	5.7	11.5	132	*179	3.2	5.3	74
PREVENTION	1720	440	2.4	25.6	112	*136	2.5	7.9	113	*205	3.0	11.9	137	**99	1.7	5.8	80
PSYCHOLOGY TODAY	1344	405	2.2	30.1	132	**126	2.3	9.4	134	*168	2.4	12.5	143	*111	2.0	8.3	115
READER'S DIGEST	16016	3514	19.4	21.9	96	995	18.0	6.2	89	1279	18.5	8.0	92	1240	21.9	7.7	108
REDBOOK	1121	*260	1.4	23.2	101	**114	2.1	10.2	145	**58	0.8	5.2	59	**88	1.6	7.9	110
ROAD & TRACK	2161	664	3.7	30.7	134	*286	5.2	13.2	189	*190	2.7	8.8	101	*188	3.3	8.7	122
ROLLING STONE	1948	654	3.6	33.6	147	*190	3.4	9.8	139	*246	3.6	12.6	145	*218	3.8	11.2	156
RUNNER'S WORLD	899	*287	1.6	31.9	140	**109	2.0	12.1	173	**139	2.0	15.5	177	**39	0.7	4.3	61
SATURDAY EVENING POST	841	**133	0.7	15.8	69	**30	0.5	3.6	51	**65	0.9	7.7	89	**39	0.7	4.6	65
SCIENCE 84	841	212	1.2	25.2	110	**56	1.0	6.7	95	*114	1.6	13.6	155	**42	0.7	5.0	70
SCIENCE DIGEST	1194	457	2.5	38.3	167	**92	1.7	7.7	110	**150	2.2	12.6	144	*215	3.8	18.0	252
SCIENTIFIC AMERICAN	1379	479	2.6	34.7	152	**110	2.0	8.0	114	*150	2.2	10.9	125	*218	3.8	15.8	221
SELF	436	**58	0.3	13.3	58	**21	0.4	4.8	69	**17	0.2	3.9	45	**20	0.4	4.6	64
SEVENTEEN	614	**93	0.5	15.1	66	**8	0.1	1.3	19	**44	0.6	7.2	82	**41	0.7	6.7	93
SKI	910	332	1.8	36.5	160	**90	1.6	9.9	141	*205	3.0	22.5	258	**37	0.7	4.1	57
SMITHSONIAN	2937	1026	5.7	34.9	153	291	5.2	9.9	142	350	5.1	11.9	137	386	6.8	13.1	184
SOAP OPERA DIGEST	545	**72	0.4	13.2	58	**27	0.5	5.0	71	**11	0.2	2.0	23	**33	0.6	6.1	85
SOUTHERN LIVING	2054	504	2.8	24.5	107	*142	2.6	6.9	99	*215	3.1	10.5	120	**146	2.6	7.1	99
SPORT	2799	677	3.7	24.2	106	*220	4.0	7.9	112	*280	4.1	10.0	115	*177	3.1	6.3	88
THE SPORTING NEWS	1938	478	2.6	24.7	108	**126	2.3	6.5	93	*188	2.7	9.7	111	*164	2.9	8.5	118
SPORTS AFIELD	3125	625	3.4	20.0	87	*269	4.9	8.6	123	*167	2.4	5.3	61	*189	3.3	6.0	85
SPORTS ILLUSTRATED	11159	2652	14.6	23.8	104	832	15.0	7.5	107	1067	15.4	9.6	110	753	13.3	6.7	94
STAR	4095	772	4.3	18.9	82	*209	3.8	5.1	73	278	4.0	6.8	78	*285	5.0	7.0	97
SUNDAY	25169	6522	36.0	25.9	113	2077	37.5	8.3	118	2434	35.2	9.7	111	2012	35.5	8.0	112
SUNSET	1294	475	2.6	36.7	161	**98	1.8	7.6	108	*194	2.8	15.0	172	**184	3.2	14.2	199
TV GUIDE	18508	4464	24.6	24.1	105	1514	27.3	8.2	117	1511	21.9	8.2	94	1440	25.4	7.8	109
TENNIS	645	*166	0.9	25.7	113	**50	0.9	7.8	111	**63	0.9	9.8	112	**52	0.9	8.1	113
TIME	12124	3622	20.0	29.9	131	1085	19.6	8.9	128	1490	21.6	12.3	141	1046	18.4	8.6	121
TOWN & COUNTRY	493	**122	0.7	24.7	108	**45	0.8	9.1	131	**44	0.6	8.9	102	**33	0.6	6.7	94
TRAVEL & LEISURE	1122	241	1.3	21.5	94	**40	0.7	3.6	51	**121	1.8	10.8	124	**80	1.4	7.1	100
TRUE STORY	690	**74	0.4	10.7	47	**40	0.7	5.8	83	**19	0.3	2.8	32	**15	0.3	2.2	30
U.S.NEWS & WORLD REPORT	6571	1744	9.6	26.5	116	585	10.6	8.9	127	622	9.0	9.5	109	537	9.5	8.2	114
USA TODAY	3120	833	4.6	26.7	117	241	4.3	7.7	110	398	5.8	12.8	146	195	3.4	6.3	87
US	1315	317	1.7	24.1	105	**63	1.1	4.8	69	*141	2.0	10.7	123	**113	2.0	8.6	120
VOGUE	632	**122	0.7	19.3	84	**27	0.5	4.3	61	**82	1.2	13.0	149	**14	0.2	2.2	31
WALL STREET JOURNAL	4247	1251	6.9	29.5	129	307	5.5	7.2	103	532	7.7	12.5	144	413	7.3	9.7	136
WEIGHT WATCHERS	398	**99	0.5	24.9	109	**44	0.8	11.1	158	**29	0.4	7.3	84	**26	0.5	6.5	91
WOMAN'S DAY	1139	213	1.2	18.7	82	**41	0.7	3.6	51	**77	1.1	6.8	78	**95	1.7	8.3	117
WORKING MOTHER	*298	**38	0.2	12.8	56	**8	0.1	2.7	38	**15	0.2	5.0	58	**15	0.3	5.0	70
WORKING WOMAN	327	**68	0.4	20.8	91	**18	0.3	5.5	79	**16	0.2	4.9	56	**34	0.6	10.4	145
WORLD TENNIS	397	*115	0.6	29.0	127	**44	0.8	11.1	158	**35	0.5	8.8	101	**36	0.6	9.1	127
ZIFF-DAVIS MAG NETWK (GROSS)	9635	2622	14.5	27.2	119	792	14.3	8.2	118	1005	14.5	10.4	120	825	14.6	8.6	120
BLAIR INSERTS	43762	11318	62.4	25.9	113	3585	64.7	8.2	117	4326	62.6	9.9	113	3407	60.1	7.8	109
DAILY NEWSPAPERS																	
READ ANY	52459	12556	69.3	23.9	105	3845	69.4	7.3	105	4793	69.4	9.1	105	3918	69.1	7.5	104
READ ONE	41891	10098	55.7	24.1	105	3025	54.6	7.2	103	3857	55.8	9.2	106	3216	56.7	7.7	107
READ TWO OR MORE	10568	2458	13.6	23.3	102	820	14.8	7.8	111	935	13.5	8.8	101	702	12.4	6.6	93
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	51929	12876	71.0	24.8	108	3969	71.6	7.6	109	4923	71.2	9.5	109	3984	70.3	7.7	107
READ ONE	44561	10922	60.3	24.5	107	3362	60.7	7.5	108	4214	61.0	9.5	108	3347	59.0	7.5	105
READ TWO OR MORE	7368	1954	10.8	26.5	116	607	11.0	8.2	118	710	10.3	9.6	111	637	11.2	8.6	121
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	29.63	32.11				28.93				35.34				31.26			
30 DAY REACH	71522	16809	92.7	23.5	103	5106	92.1	7.1	102	6398	92.6	8.9	103	5306	93.6	7.4	104
50 SHWG - 30 DAY AV FREQ	15.55	16.76				14.96				18.61				16.30			
30 DAY REACH	68168	16116	88.9	23.6	103	4948	89.3	7.3	104	6071	87.8	8.9	102	5097	89.9	7.5	105
25 SHWG - 30 DAY AV FREQ	8.43	9.08				8.11				10.08				8.82			
30 DAY REACH	62898	14840	81.9	23.6	103	4547	82.0	7.2	103	5598	81.0	8.9	102	4695	82.8	7.5	104
CABLE TV: HOME WIRED	31664	7117	39.3	22.5	98	2189	39.5	6.9	99	2594	37.5	8.2	94	2333	41.1	7.4	103
HOME NOT WIRED	47599	11008	60.7	23.1	101	3354	60.5	7.0	101	4317	62.5	9.1	104	3337	58.9	7.0	98
HAVE PAY CABLE	17139	4355	24.0	25.4	111	1325	23.9	7.7	111	1534	22.2	9.0	103	1496	26.4	8.7	122

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YOGURT (NOT BOUGHT FROZEN): USAGE IN LAST 30 DAYS
(MALES)

0630
P-19

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS %	ALL USERS D INDX	HEAVY USERS SIX OR MORE A '000	HEAVY USERS SIX OR MORE B % DOWN	HEAVY USERS SIX OR MORE C % ACROSS %	HEAVY USERS SIX OR MORE D INDX	MEDIUM USERS TWO-FIVE A '000	MEDIUM USERS TWO-FIVE B % DOWN	MEDIUM USERS TWO-FIVE C % ACROSS %	MEDIUM USERS TWO-FIVE D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS %	LIGHT USERS ONE OR LESS D INDX
TOTAL MALES	79263	18125	100.0	22.9	100	5543	100.0	7.0	100	6911	100.0	8.7	100	5670	100.0	7.2	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	47626	11223	61.9	23.6	103	3482	62.8	7.3	105	4287	62.0	9.0	103	3454	60.9	7.3	101
10:00 AM - 3:00 PM	29926	6681	36.9	22.3	98	1967	35.5	6.6	94	2676	38.7	8.9	103	2038	35.9	6.8	95
3:00 PM - 7:00 PM	37666	8887	49.0	23.6	103	2698	48.7	7.2	102	3496	50.6	9.3	106	2693	47.5	7.1	100
7:00 PM - MIDNIGHT	18909	4731	26.1	25.0	109	1450	26.2	7.7	110	1890	27.3	10.0	115	1391	24.5	7.4	103
MIDNIGHT - 6:00 AM	11822	2750	15.2	23.3	102	853	15.4	7.2	103	1107	16.0	9.4	107	790	13.9	6.7	93
6:00 AM - MIDNIGHT	63254	14881	82.1	23.5	103	4571	82.5	7.2	103	5739	83.0	9.1	104	4571	80.6	7.2	101
ENTIRE DAY	64057	15088	83.2	23.6	103	4630	83.5	7.2	103	5818	84.2	9.1	104	4641	81.9	7.2	101
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16598	4015	22.2	24.2	106	1220	22.0	7.4	105	1717	24.8	10.3	119	1077	19.0	6.5	91
ALL NEWS	3542	936	5.2	26.4	116	341	6.2	9.6	138	377	5.5	10.6	122	218	3.8	6.2	86
AOR/PROGRESSIVE	7465	2102	11.6	28.2	123	500	9.0	6.7	96	904	13.1	12.1	139	698	12.3	9.4	131
BEAUTIFUL MUSIC	5061	1344	7.4	26.6	116	467	8.4	9.2	132	432	6.3	8.5	98	445	7.8	8.8	123
BLACK	1914	417	2.3	21.8	95	*137	2.5	7.2	102	**132	1.9	6.9	79	**148	2.6	7.7	108
CLASSICAL	2304	767	4.2	33.3	146	248	4.5	10.8	154	341	4.9	14.8	170	178	3.1	7.7	108
CHR/ROCK	10663	2718	15.0	25.5	111	799	14.4	7.5	107	1046	15.1	9.8	113	873	15.4	8.2	114
COUNTRY	13919	2520	13.9	18.1	79	718	13.0	5.2	74	987	14.3	7.1	81	814	14.4	5.8	82
GOLDEN OLDIES	2040	572	3.2	28.0	123	*207	3.7	10.1	145	*158	2.3	7.7	89	*207	3.7	10.1	142
MOR/NOSTALGIA	5105	1149	6.3	22.5	98	420	7.6	8.2	118	456	6.6	8.9	102	273	4.8	5.3	75
NEWS/TALK	4764	1066	5.9	22.4	98	357	6.4	7.5	107	444	6.4	9.3	107	264	4.7	5.5	77
RELIGIOUS	2164	425	2.3	19.6	86	*113	2.0	5.2	75	**160	2.3	7.4	85	*153	2.7	7.1	99
SOFT ROCK	623	**89	0.5	14.3	62	**25	0.5	4.0	57	**27	0.4	4.3	50	**37	0.7	5.9	83
URBAN CONTEMPORARY	1331	290	1.6	21.8	95	**75	1.4	5.6	81	**104	1.5	7.8	90	**111	2.0	8.3	117
WIRED NETWORKS:																	
ABC CONTEMPORARY	3186	746	4.1	23.4	102	*197	3.6	6.2	88	290	4.2	9.1	104	*258	4.6	8.1	113
ABC DIRECTION	2724	766	4.2	28.1	123	312	5.6	11.5	164	209	3.0	7.7	88	246	4.3	9.0	126
ABC ENTERTAINMENT	5256	972	5.4	18.5	81	301	5.4	5.7	82	428	6.2	8.1	93	*244	4.3	4.6	65
ABC FM	2263	420	2.3	18.6	81	*122	2.2	5.4	77	*117	1.7	5.2	59	**180	3.2	8.0	111
ABC INFORMATION	5618	1283	7.1	22.8	100	405	7.3	7.2	103	580	8.4	10.3	118	297	5.2	5.3	74
ABC ROCK	2857	760	4.2	26.6	116	*159	2.9	5.6	80	329	4.8	11.5	132	*271	4.8	9.5	133
CBS	5953	1273	7.0	21.4	94	407	7.3	6.8	98	549	7.9	9.2	106	317	5.6	5.3	74
MUTUAL	4979	953	5.3	19.1	84	277	5.0	5.6	80	354	5.1	7.1	82	322	5.7	6.5	90
NBC	7279	1606	8.9	22.1	96	531	9.6	7.3	104	703	10.2	9.7	111	372	6.6	5.1	71
RADIORADIO	2389	624	3.4	26.1	114	223	4.0	9.3	133	*185	2.7	7.7	89	*216	3.8	9.0	126
RKO ONE	2583	671	3.7	26.0	114	*209	3.8	8.1	116	286	4.1	11.1	127	*176	3.1	6.8	95
RKO TWO	3674	751	4.1	20.4	89	*186	3.4	5.1	72	282	4.1	7.7	88	*283	5.0	7.7	108
THE SOURCE	3514	855	4.7	24.3	106	*228	4.1	6.5	93	395	5.7	11.2	129	*232	4.1	6.6	92
NON-WIRED : BLAIR	9864	2319	12.8	23.5	103	687	12.4	7.0	100	884	12.8	9.0	103	748	13.2	7.6	106
INTERNET	13522	3482	19.2	25.8	113	1049	18.9	7.8	111	1326	19.2	9.8	112	1106	19.5	8.2	114
KATZ RADIO GROUP	19321	4662	25.7	24.1	106	1521	27.4	7.9	113	1919	27.8	9.9	114	1222	21.6	6.3	88
SUPERNET	10739	2548	14.1	23.7	104	745	13.4	6.9	99	885	12.8	8.2	95	918	16.2	8.5	119
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	5106	1136	6.3	22.2	97	335	6.0	6.6	94	407	5.9	8.0	91	394	6.9	7.7	108
WKDAY 9:00 AM - 1:00 PM	5383	1046	5.8	19.4	85	317	5.7	5.9	84	407	5.9	7.6	87	322	5.7	6.0	84
WKDAY 1:00 PM - 4:30 PM	6469	1203	6.6	18.6	81	360	6.5	5.6	80	468	6.8	7.2	83	375	6.6	5.8	81
WKDAY 4:30 PM - 7:30 PM	19661	4420	24.4	22.5	98	1352	24.4	6.9	98	1746	25.3	8.9	102	1322	23.3	6.7	94
WKDAY 7:30 PM - 8:00 PM	27579	5974	33.0	21.7	95	1826	32.9	6.6	95	2347	34.0	8.5	98	1800	31.7	6.5	91
WKDAY 11:00 PM - 11:30 PM	22964	5093	28.1	22.2	97	1493	26.9	6.5	93	2036	29.5	8.9	102	1564	27.6	6.8	95
WKDAY 11:30 PM - 1:00 AM	8158	1923	10.6	23.6	103	523	9.4	6.4	92	791	11.4	9.7	111	610	10.8	7.5	105
M-SAT 8-11 PM+SUN 7-11 PM	30140	6853	37.8	22.7	99	2101	37.9	7.0	100	2644	38.3	8.8	101	2108	37.2	7.0	98
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	2048	368	2.0	18.0	79	*115	2.1	5.6	80	*161	2.3	7.9	90	*93	1.6	4.5	63
ANOTHER WORLD N	1214	130	0.7	10.7	47	**20	0.4	1.6	24	*73	1.1	6.0	69	**37	0.7	3.0	43
AS THE WORLD TURNS C	1740	274	1.5	15.7	69	**91	1.6	5.2	75	*73	1.1	4.2	48	*110	1.9	6.3	88
CAPITOL C	1016	182	1.0	17.9	78	**77	1.4	7.6	108	**46	0.7	4.5	52	**59	1.0	5.8	81
CBS MORN. NEWS 1 C	1203	188	1.0	15.6	68	**58	1.0	4.8	69	*80	1.2	6.7	76	**50	0.9	4.2	58
CBS MORN. NEWS 2 C	773	79	0.4	10.2	45	**19	0.3	2.5	35	*31	0.4	4.0	46	**30	0.5	3.9	54
DAYS OF OUR LIVES N	1629	253	1.4	15.5	68	*51	0.9	3.1	45	*134	1.9	8.2	94	*68	1.2	4.2	58
FACTS OF LIFE - DAYTIME N	961	210	1.2	21.9	96	**73	1.3	7.6	109	**75	1.1	7.8	90	**63	1.1	6.6	92
FAMILY FEUD A	1390	220	1.2	15.8	69	*112	2.0	8.1	115	*49	0.7	3.5	40	**59	1.0	4.2	59
GENERAL HOSPITAL A	1463	221	1.2	15.1	66	*51	0.9	3.5	50	*118	1.7	8.1	93	*52	0.9	3.6	50
GOOD MORNING, AMERICA-730 A	1705	411	2.3	24.1	105	109	2.0	6.4	91	167	2.4	9.8	112	134	2.4	7.9	110
GOOD MORNING, AMERICA-830 A	889	245	1.4	27.6	121	*48	0.9	5.4	77	*132	1.9	14.8	170	*66	1.2	7.4	104
GUIDING LIGHT C	1754	304	1.7	17.3	76	*128	2.3	7.3	104	*69	1.0	3.9	45	*107	1.9	6.1	85
ONE LIFE TO LIVE A	1100	204	1.1	18.5	81	*57	1.0	5.2	74	*104	1.5	9.5	108	**44	0.8	4.0	56
PRESS YOUR LUCK C	1222	223	1.2	18.2	80	*87	1.6	7.1	102	*59	0.9	4.8	55	**77	1.4	6.3	88
PRICE IS RIGHT 1 C	2692	408	2.3	15.2	66	103	1.9	3.8	55	153	2.2	5.7	65	*153	2.7	5.7	79
PRICE IS RIGHT 2 C	2764	413	2.3	14.9	65	*93	1.7	3.4	48	162	2.3	5.9	67	157	2.8	5.7	79
RYAN'S HOPE A	880	153	0.8	17.4	76	*75	1.4	8.5	122	**42	0.6	4.8	55	**37	0.7	4.2	59
SALE OF THE CENTURY N	926	186	1.0	20.1	88	**41	0.7	4.4	63	*68	1.0	7.3	84	**77	1.4	8.3	116
SEARCH FOR TOMORROW N	359	*61	0.3	17.0	74	**11	0.2	3.1	44	**25	0.4	7.0	80	**25	0.4	7.0	97
TODAY SHOW 1 N	1890	485	2.7	25.7	112	118	2.1	6.2	89	145	2.1	7.7	88	222	3.9	11.7	164
TODAY SHOW 2 N	1344	230	1.3	17.1	75	*67	1.2	5.0	71	59	0.9	4.4	50	*103	1.8	7.7	107
$25,000 PYRAMID C	1462	218	1.2	14.9	65	*65	1.2	4.4	64	*70	1.0	4.8	55	**82	1.4	5.6	78
WHEEL OF FORTUNE N	1497	261	1.4	17.4	76	*62	1.1	4.1	59	*113	1.6	7.5	87	*86	1.5	5.7	80
YOUNG AND THE RESTLESS C	1954	285	1.6	14.6	64	*100	1.8	5.1	73	*63	0.9	3.2	37	*122	2.2	6.2	87
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	2755	655	3.6	23.8	104	165	3.0	6.0	86	263	3.8	9.5	109	227	4.0	8.2	115
NBA PLAYOFF GAME -1 C	3881	947	5.2	24.4	107	275	5.0	7.1	101	433	6.3	11.2	128	239	4.2	6.2	86
NBC MAJOR LEAGUE PRE-GAME N	2805	718	4.0	25.6	112	*242	4.4	8.6	123	343	5.0	12.2	140	**133	2.3	4.7	66
SPORTSWORLD - SUN N	2041	457	2.5	22.4	98	114	2.1	5.6	80	242	3.5	11.9	136	*101	1.8	4.9	69
SUNDAY MORNING C	2555	712	3.9	27.9	122	156	2.8	6.1	87	273	4.0	10.7	123	*282	5.0	11.0	154

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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YOGURT (NOT BOUGHT FROZEN): USAGE IN LAST 30 DAYS
(MALES)

0631
P-19

		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS %	ALL USERS D INDX	HEAVY USERS SIX OR MORE A '000	HEAVY USERS SIX OR MORE B % DOWN	HEAVY USERS SIX OR MORE C % ACROSS %	HEAVY USERS SIX OR MORE D INDX	MEDIUM USERS TWO-FIVE A '000	MEDIUM USERS TWO-FIVE B % DOWN	MEDIUM USERS TWO-FIVE C % ACROSS %	MEDIUM USERS TWO-FIVE D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS %	LIGHT USERS ONE OR LESS D INDX
TOTAL MALES		79263	18125	100.0	22.9	100	5543	100.0	7.0	100	6911	100.0	8.7	100	5670	100.0	7.2	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		24321	5373	29.6	22.1	97	1687	30.4	6.9	99	2077	30.1	8.5	98	1610	28.4	6.6	93
NETWORK AFFILIATES - LATE		17197	3733	20.6	21.7	95	1067	19.2	6.2	89	1520	22.0	8.8	101	1146	20.2	6.7	93
INDEPENDENTS - LATE		2887	787	4.3	27.3	119	288	5.2	10.0	143	286	4.1	9.9	114	213	3.8	7.4	103
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	11301	2147	11.8	19.0	83	715	12.9	6.3	90	860	12.4	7.6	87	572	10.1	5.1	71
ABC MONDAY NIGHT MOVIE	A	4379	995	5.5	22.7	99	352	6.4	8.0	115	397	5.7	9.1	104	246	4.3	5.6	79
ABC SUNDAY NIGHT MOVIE	A	9910	2434	13.4	24.6	107	767	13.8	7.7	111	880	12.7	8.9	102	788	13.9	8.0	111
ABC WORLD NEWS TONIGHT	A	6212	1393	7.7	22.4	98	469	8.5	7.5	108	552	8.0	8.9	102	372	6.6	6.0	84
AFTERMASH	C	4575	908	5.0	19.8	87	268	4.8	5.9	84	368	5.3	8.0	92	*271	4.8	5.9	83
ALICE	C	6777	1242	6.9	18.3	80	437	7.9	6.4	92	404	5.8	6.0	68	401	7.1	5.9	83
AMERICAN PARADE	C	4868	1005	5.5	20.6	90	294	5.3	6.0	86	372	5.4	7.6	88	340	6.0	7.0	98
BENSON	A	7593	1596	8.8	21.0	92	452	8.2	6.0	85	620	9.0	8.2	94	525	9.3	6.9	97
BLUE THUNDER	A	6036	1099	6.1	18.2	80	332	6.0	5.5	79	467	6.8	7.7	89	300	5.3	5.0	69
CAGNEY & LACEY	C	7698	1587	8.8	20.6	90	558	10.1	7.2	104	534	7.7	6.9	80	494	8.7	6.4	90
CBS EVENING NEWS-DEAN	C	4066	735	4.1	18.1	79	*224	4.0	5.5	79	284	4.1	7.0	80	*227	4.0	5.6	78
CBS EVENING NEWS-RATHER	C	8092	1831	10.1	22.6	99	531	9.6	6.6	94	675	9.8	8.3	96	625	11.0	7.7	108
CBS SAT. NEWS-SCHIEFFER	C	4795	947	5.2	19.7	86	316	5.7	6.6	94	309	4.5	6.4	74	321	5.7	6.7	94
CBS SATURDAY NIGHT MOVIE	C	6034	1384	7.6	22.9	100	444	8.0	7.4	105	455	6.6	7.5	86	485	8.6	8.0	112
CBS WEDNESDAY NIGHT MOVIE	C	4993	1195	6.6	23.9	105	375	6.8	7.5	107	462	6.7	9.3	106	357	6.3	7.2	100
CHEERS	N	6976	1867	10.3	26.8	117	634	11.4	9.1	130	609	8.8	8.7	100	624	11.0	8.9	125
DALLAS	C	13575	2609	14.4	19.2	84	862	15.6	6.3	91	832	12.0	6.1	70	915	16.1	6.7	94
DIFF'RENT STROKES	N	3684	640	3.5	17.4	76	216	3.9	5.9	84	225	3.3	6.1	70	*199	3.5	5.4	76
DOUBLE TROUBLE	N	4462	1048	5.8	23.5	103	286	5.2	6.4	92	362	5.2	8.1	93	*401	7.1	9.0	126
DUCK FACTORY	N	4810	1174	6.5	24.4	107	423	7.6	8.8	126	320	4.6	6.7	76	431	7.6	9.0	125
DUKES OF HAZZARD	C	5951	1151	6.4	19.3	85	345	6.2	5.8	83	430	6.2	7.2	83	376	6.6	6.3	88
DYNASTY	A	11325	2505	13.8	22.1	97	810	14.6	7.2	102	1022	14.8	9.0	104	673	11.9	5.9	83
FACTS OF LIFE	N	4512	917	5.1	20.3	89	297	5.4	6.6	94	323	4.7	7.2	82	*297	5.2	6.6	92
FALCON CREST	C	9215	1938	10.7	21.0	92	686	12.4	7.4	106	594	8.6	6.4	74	659	11.6	7.2	100
FALL GUY	A	8604	1822	10.1	21.2	93	586	10.6	6.8	97	757	11.0	8.8	101	480	8.5	5.6	78
FAMILY TIES	N	4179	905	5.0	21.7	95	252	4.5	6.0	86	349	5.0	8.4	96	305	5.4	7.3	102
FANTASY ISLAND	A	4781	995	5.5	20.8	91	305	5.5	6.4	91	396	5.7	8.3	95	294	5.2	6.1	86
FOULUPS,BLEEPS & BLUNDERS	A	6697	1643	9.1	24.5	107	476	8.6	7.1	102	692	10.0	10.3	119	475	8.4	7.1	99
FOUR SEASONS	C	3873	771	4.3	19.9	87	*191	3.4	4.9	71	*314	4.5	8.1	93	*266	4.7	6.9	96
GIMME A BREAK	N	4310	804	4.4	18.7	82	*220	4.0	5.1	73	339	4.9	7.9	90	*245	4.3	5.7	79
HART TO HART	A	5751	1234	6.8	21.5	94	386	7.0	6.7	96	524	7.6	9.1	105	324	5.7	5.6	79
HILL STREET BLUES	N	8568	1944	10.7	22.7	99	669	12.1	7.8	112	652	9.4	7.6	87	623	11.0	7.3	102
HOTEL	A	8801	1663	9.2	18.9	83	509	9.2	5.8	83	716	10.4	8.1	93	438	7.7	5.0	70
JEFFERSONS	C	6978	1158	6.4	16.6	73	422	7.6	6.0	86	401	5.8	5.7	66	335	5.9	4.8	67
JENNIFER SLEPT HERE	N	3021	512	2.8	16.9	74	*188	3.4	6.2	89	*174	2.5	5.8	66	*150	2.6	5.0	69
KATE & ALLIE	C	6811	1505	8.3	22.1	97	515	9.3	7.6	108	469	6.8	6.9	79	521	9.2	7.6	107
KNIGHT RIDER	N	5256	1137	6.3	21.6	95	438	7.9	8.3	119	425	6.1	8.1	93	274	4.8	5.2	73
LOVE BOAT	A	7174	1463	8.1	20.4	89	420	7.6	5.9	84	607	8.8	8.5	97	437	7.7	6.1	85
MAGNUM PI	C	10438	2452	13.5	23.5	103	723	13.0	6.9	99	871	12.6	8.3	96	858	15.1	8.2	115
MAMA'S FAMILY	N	3488	712	3.9	20.4	89	243	4.4	7.0	100	248	3.6	7.1	82	*220	3.9	6.3	88
MASTER, THE	N	4127	811	4.5	19.7	86	308	5.6	7.5	107	359	5.2	8.7	100	*143	2.5	3.5	48
MATT HOUSTON	A	5978	1210	6.7	20.2	89	327	5.9	5.5	78	501	7.2	8.4	96	382	6.7	6.4	89
NBC MONDAY NIGHT MOVIE	N	10446	2547	14.1	24.4	107	833	15.0	8.0	114	920	13.3	8.8	101	794	14.0	7.6	106
NBC NIGHTLY NEWS	N	5571	1185	6.5	21.3	93	388	7.0	7.0	100	490	7.1	8.8	101	306	5.4	5.5	77
NBC NIGHTLY NEWS-SAT	N	3675	759	4.2	20.7	90	273	4.9	7.4	106	205	3.0	5.6	64	*281	5.0	7.6	107
NBC NIGHTLY NEWS-SUN	N	2905	590	3.3	20.3	89	203	3.7	7.0	100	201	2.9	6.9	79	*185	3.3	6.4	89
NBC SUNDAY NIGHT MOVIE	N	8352	1919	10.6	23.0	100	527	9.5	6.3	90	942	13.6	11.3	129	450	7.9	5.4	75
NEWHART	C	6864	1474	8.1	21.5	94	522	9.4	7.6	109	463	6.7	6.7	77	490	8.6	7.1	100
ONE DAY AT A TIME	C	3866	679	3.7	17.6	77	246	4.4	6.4	91	256	3.7	6.6	76	*178	3.1	4.6	64
PEOPLE ARE FUNNY	N	3956	777	4.3	19.6	86	313	5.6	7.9	113	240	3.5	6.1	70	*223	3.9	5.6	79
REAL PEOPLE	N	6305	1197	6.6	19.0	83	405	7.3	6.4	92	392	5.7	6.2	71	400	7.1	6.3	89
REMINGTON STEELE	N	5884	1296	7.2	22.0	96	420	7.6	7.1	102	444	6.4	7.5	87	432	7.6	7.3	103
RIPLEY'S BELIEVE IT - NOT	A	5706	1320	7.3	23.1	101	364	6.6	6.4	91	451	6.5	7.9	91	505	8.9	8.9	124
RIPTIDE	N	6202	1270	7.0	20.5	90	312	5.6	5.0	72	563	8.1	9.1	104	395	7.0	6.4	89
SCARECROW & MRS. KING	C	6513	1384	7.6	21.2	93	453	8.2	7.0	99	601	8.7	9.2	106	330	5.8	5.1	71
SIMON & SIMON	C	8593	1859	10.3	21.6	95	565	10.2	6.6	94	769	11.1	8.9	103	525	9.3	6.1	85
60 MINUTES	C	13342	3058	16.9	22.9	100	918	16.6	6.9	98	1232	17.8	9.2	106	908	16.0	6.8	95
ST. ELSEWHERE	N	6029	1530	8.4	25.4	111	429	7.7	7.1	102	519	7.5	8.6	99	582	10.3	9.7	135
THREE'S COMPANY	A	8565	1875	10.3	21.9	96	519	9.4	6.1	87	779	11.3	9.1	104	577	10.2	6.7	94
T.J. HOOKER	A	7400	1530	8.4	20.7	90	531	9.6	7.2	103	578	8.4	7.8	90	422	7.4	5.7	80
TONIGHT SHOW	N	2433	599	3.3	24.6	108	171	3.1	7.0	101	233	3.4	9.6	110	195	3.4	8.0	112
TRAPPER JOHN, M.D.	C	5958	1138	6.3	19.1	84	365	6.6	6.1	88	311	4.5	5.2	60	462	8.1	7.8	108
TV BLOOPERS & PRAC. JOKES	N	9086	1895	10.5	20.9	91	489	8.8	5.4	77	757	11.0	8.3	96	649	11.4	7.1	100
20/20	A	8306	1780	9.8	21.4	94	535	9.7	6.4	92	697	10.1	8.4	96	548	9.7	6.6	92
WEBSTER	A	6788	1402	7.7	20.7	90	379	6.8	5.6	80	562	8.1	8.3	95	461	8.1	6.8	95
WORLD NEWS - SUN	A	2036	417	2.3	20.5	90	*118	2.1	5.8	83	*170	2.5	8.3	96	**129	2.3	6.3	89
YELLOW ROSE	N	3174	550	3.0	17.3	76	*160	2.9	5.0	72	222	3.2	7.0	80	*169	3.0	5.3	74
TV VIEWING SPORTS EVENTS																		
BASEBALL		16307	3002	16.6	18.4	81	1003	18.1	6.2	88	1165	16.9	7.1	82	835	14.7	5.1	72
BASKETBALL - COLLEGE GAMES		10054	2144	11.8	21.3	93	602	10.9	6.0	86	790	11.4	7.9	90	753	13.3	7.5	105
BASKETBALL - PRO GAMES		8248	1685	9.3	20.4	89	*431	7.8	5.2	75	712	10.3	8.6	99	541	9.5	6.6	92
BOWLING		5356	1102	6.1	20.6	90	*499	9.0	9.3	133	*354	5.1	6.6	76	**250	4.4	4.7	65
BOXING		11255	2535	14.0	22.5	98	1040	18.8	9.2	132	758	11.0	6.7	77	737	13.0	6.5	92
FOOTBALL - COLLEGE GAMES		14647	3317	18.3	22.6	99	1177	21.2	8.0	115	1086	15.7	7.4	85	1054	18.6	7.2	101
FOOTBALL - PRO GAMES		23581	5575	30.8	23.6	103	1686	30.4	7.1	102	1975	28.6	8.4	96	1914	33.8	8.1	113
GOLF		6145	1202	6.6	19.6	86	*401	7.2	6.5	93	477	6.9	7.8	89	*323	5.7	5.3	73
POST-SEASON COLL. FOOTBALL		12828	3071	16.9	23.9	105	1150	20.7	9.0	128	1049	15.2	8.2	94	873	15.4	6.8	95
POST-SEASON PRO FOOTBALL		15397	3789	20.9	24.6	108	1025	18.5	6.7	95	1411	20.4	9.2	105	1354	23.9	8.8	123
TENNIS		3483	1144	6.3	32.8	144	*443	8.0	12.7	182	*364	5.3	10.5	120	*337	5.9	9.7	135
WRESTLING - PROFESSIONAL		6023	1248	6.9	20.7	91	*472	8.5	7.8	112	*450	6.5	7.5	86	**326	5.7	5.4	76

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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YOGURT (NOT BOUGHT FROZEN): USAGE IN LAST 30 DAYS
(FEMALES)

0632
P-19

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS SIX OR MORE A '000	HEAVY USERS SIX OR MORE B % DOWN	HEAVY USERS SIX OR MORE C % ACROSS	HEAVY USERS SIX OR MORE D INDX	MEDIUM USERS TWO-FIVE A '000	MEDIUM USERS TWO-FIVE B % DOWN	MEDIUM USERS TWO-FIVE C % ACROSS	MEDIUM USERS TWO-FIVE D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL FEMALES	88464	33547	100.0	37.9	100	9300	100.0	10.5	100	13997	100.0	15.8	100	10250	100.0	11.6	100
FEMALE HOMEMAKERS	80986	30582	91.2	37.8	100	8793	94.5	10.9	103	12604	90.0	15.6	98	9185	89.6	11.3	98
EMPLOYED MOTHERS	18702	8129	24.2	43.5	115	2046	22.0	10.9	104	3398	24.3	18.2	115	2685	26.2	14.4	124
18 - 24	14726	5777	17.2	39.2	103	1162	12.5	7.9	75	2510	17.9	17.0	108	2105	20.5	14.3	123
25 - 34	20202	9243	27.6	45.8	121	2322	25.0	11.5	109	3830	27.4	19.0	120	3091	30.2	15.3	132
35 - 44	14781	6460	19.3	43.7	115	1885	20.3	12.8	121	2694	19.2	18.2	115	1882	18.4	12.7	110
45 - 54	11449	4157	12.4	36.3	96	1181	12.7	10.3	98	1607	11.5	14.0	89	1369	13.4	12.0	103
55 - 64	11846	3976	11.9	33.6	89	1466	15.8	12.4	118	1611	11.5	13.6	86	900	8.8	7.6	66
65 OR OLDER	15459	3933	11.7	25.4	67	1285	13.8	8.3	79	1745	12.5	11.3	71	904	8.8	5.8	50
18 - 34	34928	15020	44.8	43.0	113	3484	37.5	10.0	95	6341	45.3	18.2	115	5196	50.7	14.9	128
18 - 49	55154	23536	70.2	42.7	113	5819	62.6	10.6	100	9883	70.6	17.9	113	7834	76.4	14.2	123
25 - 54	46433	19860	59.2	42.8	113	5388	57.9	11.6	110	8131	58.1	17.5	111	6341	61.9	13.7	118
35 - 49	20226	8515	25.4	42.1	111	2335	25.1	11.5	110	3543	25.3	17.5	111	2638	25.7	13.0	113
50 OR OLDER	33310	10012	29.8	30.1	79	3481	37.4	10.5	99	4114	29.4	12.4	78	2417	23.6	7.3	63
GRADUATED COLLEGE	12110	6555	19.5	54.1	143	1962	21.1	16.2	154	2733	19.5	22.6	143	1860	18.1	15.4	133
ATTENDED COLLEGE	15309	7267	21.7	47.5	125	1780	19.1	11.6	111	2969	21.2	19.4	123	2519	24.6	16.5	142
GRADUATED HIGH SCHOOL	36912	13299	39.6	36.0	95	3618	38.9	9.8	93	5464	39.0	14.8	94	4217	41.1	11.4	99
DID NOT GRADUATE HIGH SCHOOL	24134	6426	19.2	26.6	70	1940	20.9	8.0	76	2831	20.2	11.7	74	1655	16.1	6.9	59
EMPLOYED FULL-TIME	35457	15427	46.0	43.5	115	4194	45.1	11.8	113	6174	44.1	17.4	110	5058	49.3	14.3	123
EMPLOYED PART-TIME	8514	3856	11.5	45.3	119	1118	12.0	13.1	125	1574	11.2	18.5	117	1164	11.4	13.7	118
NOT EMPLOYED	44494	14265	42.5	32.1	85	3987	42.9	9.0	85	6250	44.7	14.0	89	4028	39.3	9.1	78
PROFESSIONAL/MANAGER	10811	6081	18.1	56.2	148	1713	18.4	15.8	151	2421	17.3	22.4	142	1947	19.0	18.0	155
TECH/CLERICAL/SALES	19640	8556	25.5	43.6	115	2315	24.9	11.8	112	3420	24.4	17.4	110	2821	27.5	14.4	124
PRECISION/CRAFT	1023	*438	1.3	42.8	113	**184	2.0	18.0	171	**117	0.8	11.4	72	**137	1.3	13.4	116
OTHER EMPLOYED	12498	4209	12.5	33.7	89	1101	11.8	8.8	84	1790	12.8	14.3	91	1318	12.9	10.5	91
SINGLE	15995	6789	20.2	42.4	112	1634	17.6	10.2	97	2817	20.1	17.6	111	2338	22.8	14.6	126
MARRIED	51689	19795	59.0	38.3	101	5436	58.5	10.5	100	8238	58.9	15.9	101	6120	59.7	11.8	102
DIVORCED/SEPARATED/WIDOWED	20780	6964	20.8	33.5	88	2230	24.0	10.7	102	2942	21.0	14.2	89	1792	17.5	8.6	74
PARENTS	33922	13841	41.3	40.8	108	3473	37.3	10.2	97	5928	42.4	17.5	110	4440	43.3	13.1	113
WHITE	76422	29825	88.9	39.0	103	8038	86.4	10.5	100	12478	89.1	16.3	103	9310	90.8	12.2	105
BLACK	10066	2720	8.1	27.0	71	899	9.7	8.9	85	1075	7.7	10.7	67	745	7.3	7.4	64
OTHER	1976	1002	3.0	50.7	134	**362	3.9	18.3	174	**444	3.2	22.5	142	**195	1.9	9.9	85
NORTHEAST-CENSUS	19803	8243	24.6	41.6	110	3023	32.5	15.3	145	3227	23.1	16.3	103	1993	19.4	10.1	87
NORTH CENTRAL	22181	7001	20.9	31.6	83	1805	19.4	8.1	77	2624	18.7	11.8	75	2572	25.1	11.6	100
SOUTH	30082	9257	27.6	30.8	81	2125	22.8	7.1	67	3974	28.4	13.2	83	3159	30.8	10.5	91
WEST	16398	9046	27.0	55.2	145	2347	25.2	14.3	136	4173	29.8	25.4	161	2527	24.7	15.4	133
NORTHEAST-MKTG.	20163	8878	26.5	44.0	116	3035	32.6	15.1	143	3821	27.3	19.0	120	2022	19.7	10.0	87
EAST CENTRAL	13054	4123	12.3	31.6	83	1207	13.0	9.2	88	1426	10.2	10.9	69	1490	14.5	11.4	99
WEST CENTRAL	14993	4933	14.7	32.9	87	1202	12.9	8.0	76	1941	13.9	12.9	82	1790	17.5	11.9	103
SOUTH	25785	7472	22.3	29.0	76	1721	18.5	6.7	63	3026	21.6	11.7	74	2726	26.6	10.6	91
PACIFIC	14470	8141	24.3	56.3	148	2134	22.9	14.7	140	3784	27.0	26.2	165	2223	21.7	15.4	133
COUNTY SIZE A	36705	16367	48.8	44.6	118	4559	49.0	12.4	118	7549	53.9	20.6	130	4259	41.6	11.6	100
COUNTY SIZE B	26819	9564	28.5	35.7	94	2712	29.2	10.1	96	3430	24.5	12.8	81	3422	33.4	12.8	110
COUNTY SIZE C	13597	5039	15.0	37.1	98	1407	15.1	10.3	98	2056	14.7	15.1	96	1575	15.4	11.6	100
COUNTY SIZE D	11344	2578	7.7	22.7	60	622	6.7	5.5	52	962	6.9	8.5	54	995	9.7	8.8	76
METRO CENTRAL CITY	26825	10999	32.8	41.0	108	3396	36.5	12.7	120	4735	33.8	17.7	112	2868	28.0	10.7	92
METRO SUBURBAN	39912	16548	49.3	41.5	109	4337	46.6	10.9	103	6785	48.5	17.0	107	5427	52.9	13.6	117
NON METRO	21728	6000	17.9	27.6	73	1567	16.8	7.2	69	2477	17.7	11.4	72	1956	19.1	9.0	78
TOP 5 ADI'S	20847	9733	29.0	46.7	123	2977	32.0	14.3	136	4562	32.6	21.9	138	2195	21.4	10.5	91
TOP 10 ADI'S	28719	13172	39.3	45.9	121	3924	42.2	13.7	130	6085	43.5	21.2	134	3164	30.9	11.0	95
TOP 20 ADI'S	40904	17807	53.1	43.5	115	5124	55.1	12.5	119	7943	56.7	19.4	123	4740	46.2	11.6	100
HSHLD INC. $50,000 OR MORE	7931	4191	12.5	52.8	139	1047	11.3	13.2	126	2042	14.6	25.7	163	1101	10.7	13.9	120
$40,000 OR MORE	15233	7663	22.8	50.3	133	2004	21.5	13.2	125	3412	24.4	22.4	142	2246	21.9	14.7	127
$30,000 OR MORE	28333	13278	39.6	46.9	124	3374	36.3	11.9	113	5763	41.2	20.3	129	4141	40.4	14.6	126
$25,000 OR MORE	36417	17090	50.9	46.9	124	4344	46.7	11.9	113	7446	53.2	20.4	129	5300	51.7	14.6	126
$20,000 - $24,999	9943	3840	11.4	38.6	102	887	9.5	8.9	85	1655	11.8	16.6	105	1298	12.7	13.1	113
$15,000 - $19,999	9211	3344	10.0	36.3	96	999	10.7	10.8	103	1275	9.1	13.8	87	1070	10.4	11.6	100
$10,000 - $14,999	13477	4010	12.0	29.8	78	1298	14.0	9.6	92	1582	11.3	11.7	74	1130	11.0	8.4	72
UNDER $10,000	19418	5263	15.7	27.1	71	1772	19.1	9.1	87	2039	14.6	10.5	66	1452	14.2	7.5	65
HOUSEHOLD OF 1 PERSON	11987	3929	11.7	32.8	86	1256	13.5	10.5	100	1552	11.1	12.9	82	1121	10.9	9.4	81
2 PEOPLE	27046	9695	28.9	35.8	95	2876	30.9	10.6	101	3898	27.8	14.4	91	2922	28.5	10.8	93
3 OR 4 PEOPLE	34251	14203	42.3	41.5	109	3864	41.5	11.3	107	5846	41.8	17.1	108	4494	43.8	13.1	113
5 OR MORE PEOPLE	15180	5720	17.1	37.7	99	1303	14.0	8.6	82	2703	19.3	17.8	113	1714	16.7	11.3	97
NO CHILD IN HSHLD	49819	18022	53.7	36.2	95	5477	58.9	11.0	105	7202	51.5	14.5	91	5343	52.1	10.7	93
CHILD(REN) UNDER 2 YRS	6045	2363	7.0	39.1	103	*491	5.3	8.1	77	845	6.0	14.0	88	1027	10.0	17.0	147
2 - 5 YEARS	15233	6313	18.8	41.4	109	1543	16.6	10.1	96	2720	19.4	17.9	113	2051	20.0	13.5	116
6 - 11 YEARS	16260	6822	20.3	42.0	111	1706	18.3	10.5	100	3208	22.9	19.7	125	1908	18.6	11.7	101
12 - 17 YEARS	19173	7650	22.8	39.9	105	1883	20.2	9.8	93	3507	25.1	18.3	116	2260	22.0	11.8	102
RESIDENCE OWNED	61371	23092	68.8	37.6	99	5920	63.7	9.6	92	9866	70.5	16.1	102	7306	71.3	11.9	103
VALUE: $50,000 OR MORE	35355	15797	47.1	44.7	118	4055	43.6	11.5	109	6944	49.6	19.6	124	4799	46.8	13.6	117
VALUE: UNDER $50,000	26016	7295	21.7	28.0	74	1866	20.1	7.2	68	2923	20.9	11.2	71	2507	24.5	9.6	83

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YOGURT (NOT BOUGHT FROZEN): USAGE IN LAST 30 DAYS
(FEMALES)

0633
P-19

		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS SIX OR MORE A '000	HEAVY USERS SIX OR MORE B % DOWN	HEAVY USERS SIX OR MORE C % ACROSS	HEAVY USERS SIX OR MORE D INDX	MEDIUM USERS TWO-FIVE A '000	MEDIUM USERS TWO-FIVE B % DOWN	MEDIUM USERS TWO-FIVE C % ACROSS	MEDIUM USERS TWO-FIVE D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL FEMALES		88464	33547	100.0	37.9	100	9300	100.0	10.5	100	13997	100.0	15.8	100	10250	100.0	11.6	100
MAGAZINES	QUINTILE 1	17988	8570	25.5	47.6	126	2251	24.2	12.5	119	3591	25.7	20.0	126	2728	26.6	15.2	131
	QUINTILE 2	19446	8036	24.0	41.3	109	2220	23.9	11.4	109	3541	25.3	18.2	115	2275	22.2	11.7	101
	QUINTILE 3	14626	5921	17.6	40.5	107	1708	18.4	11.7	111	2375	17.0	16.2	103	1839	17.9	12.6	109
	QUINTILE 4	16014	5296	15.8	33.1	87	1305	14.0	8.1	78	2231	15.9	13.9	88	1760	17.2	11.0	95
	QUINTILE 5	20389	5724	17.1	28.1	74	1815	19.5	8.9	85	2260	16.1	11.1	70	1649	16.1	8.1	70
NEWSPAPERS	QUINTILE 1	13830	5820	17.3	42.1	111	1795	19.3	13.0	123	2616	18.7	18.9	120	1409	13.7	10.2	88
	QUINTILE 2	26350	10247	30.5	38.9	103	2865	30.8	10.9	103	4218	30.1	16.0	101	3164	30.9	12.0	104
	QUINTILE 3	12415	5216	15.5	42.0	111	1630	17.5	13.1	125	2136	15.3	17.2	109	1450	14.1	11.7	101
	QUINTILE 4	21911	7563	22.5	34.5	91	1940	20.9	8.9	84	3109	22.2	14.2	90	2514	24.5	11.5	99
	QUINTILE 5	13960	4701	14.0	33.7	89	1069	11.5	7.7	73	1918	13.7	13.7	87	1714	16.7	12.3	106
OUTDOOR	QUINTILE 1	16810	7089	21.1	42.2	111	1803	19.4	10.7	102	3001	21.4	17.9	113	2286	22.3	13.6	117
	QUINTILE 2	17101	6944	20.7	40.6	107	1921	20.7	11.2	107	2735	19.5	16.0	101	2288	22.3	13.4	115
	QUINTILE 3	17579	6801	20.3	38.7	102	2220	23.9	12.6	120	2762	19.7	15.7	99	1819	17.7	10.3	89
	QUINTILE 4	18343	6750	20.1	36.8	97	1581	17.0	8.6	82	2988	21.3	16.3	103	2181	21.3	11.9	103
	QUINTILE 5	18631	5964	17.8	32.0	84	1776	19.1	9.5	91	2512	17.9	13.5	85	1676	16.4	9.0	78
RADIO-DRIVE TIME	QUINTILE 1	17390	7250	21.6	41.7	110	2021	21.7	11.6	111	2722	19.4	15.7	99	2507	24.5	14.4	124
	QUINTILE 2	16591	6113	18.2	36.8	97	1505	16.2	9.1	86	2732	19.5	16.5	104	1876	18.3	11.3	98
	QUINTILE 3	16910	6877	20.5	40.7	107	1999	21.5	11.8	112	3097	22.1	18.3	116	1781	17.4	10.5	91
	QUINTILE 4	18002	6793	20.2	37.7	100	1754	18.9	9.7	93	2828	20.2	15.7	99	2211	21.6	12.3	106
	QUINTILE 5	19572	6515	19.4	33.3	88	2021	21.7	10.3	98	2618	18.7	13.4	85	1876	18.3	9.6	83
RADIO-MID-DAY	TERCILE 1	23248	9315	27.8	40.1	106	2615	28.1	11.2	107	3890	27.8	16.7	106	2810	27.4	12.1	104
	TERCILE 2	23667	9130	27.2	38.6	102	2383	25.6	10.1	96	3862	27.6	16.3	103	2886	28.2	12.2	105
	TERCILE 3	41549	15102	45.0	36.3	96	4302	46.3	10.4	98	6245	44.6	15.0	95	4555	44.4	11.0	95
RADIO-TOTAL	QUINTILE 1	17786	7460	22.2	41.9	111	2016	21.7	11.3	108	3037	21.7	17.1	108	2408	23.5	13.5	117
	QUINTILE 2	17316	6618	19.7	38.2	101	1890	20.3	10.9	104	2750	19.6	15.9	100	1979	19.3	11.4	99
	QUINTILE 3	18428	6713	20.0	36.4	96	1639	17.6	8.9	85	3063	21.9	16.6	105	2011	19.6	10.9	94
	QUINTILE 4	17669	7156	21.3	40.5	107	1940	20.9	11.0	104	3115	22.3	17.6	111	2101	20.5	11.9	103
	QUINTILE 5	17265	5600	16.7	32.4	86	1815	19.5	10.5	100	2034	14.5	11.8	74	1751	17.1	10.1	88
TV-PRIME TIME	QUINTILE 1	17416	6174	18.4	35.5	93	1870	20.1	10.7	102	2751	19.7	15.8	100	1553	15.2	8.9	77
	QUINTILE 2	17413	6729	20.1	38.6	102	1669	17.9	9.6	91	3067	21.9	17.6	111	1993	19.4	11.4	99
	QUINTILE 3	17943	6706	20.0	37.4	99	1995	21.5	11.1	106	2500	17.9	13.9	88	2211	21.6	12.3	106
	QUINTILE 4	18442	7600	22.7	41.2	109	2054	22.1	11.1	106	3206	22.9	17.4	110	2341	22.8	12.7	110
	QUINTILE 5	17250	6338	18.9	36.7	97	1711	18.4	9.9	94	2474	17.7	14.3	91	2153	21.0	12.5	108
TV-DAYTIME	TERCILE 1	29966	9697	28.9	32.4	85	2686	28.9	9.0	85	4210	30.1	14.0	89	2801	27.3	9.3	81
	TERCILE 2	29480	11174	33.3	37.9	100	2931	31.5	9.9	95	4736	33.8	16.1	102	3507	34.2	11.9	103
	TERCILE 3	29018	12676	37.8	43.7	115	3683	39.6	12.7	121	5051	36.1	17.4	110	3942	38.5	13.6	117
TV-TOTAL	QUINTILE 1	17740	5693	17.0	32.1	85	1652	17.8	9.3	89	2606	18.6	14.7	93	1435	14.0	8.1	70
	QUINTILE 2	17674	6059	18.1	34.3	90	1614	17.4	9.1	87	2666	19.0	15.1	95	1779	17.4	10.1	87
	QUINTILE 3	17730	6862	20.5	38.7	102	1912	20.6	10.8	103	2787	19.9	15.7	99	2163	21.1	12.2	105
	QUINTILE 4	17563	7439	22.2	42.4	112	2059	22.1	11.7	112	3074	22.0	17.5	111	2306	22.5	13.1	113
	QUINTILE 5	17757	7495	22.3	42.2	111	2062	22.2	11.6	110	2865	20.5	16.1	102	2568	25.1	14.5	125
MAGAZINES-NEWSPAPERS: DUAL		23278	10423	31.1	44.8	118	3084	33.2	13.2	126	4521	32.3	19.4	123	2819	27.5	12.1	105
MAGAZINE IMPERATIVE		21634	9415	28.1	43.5	115	2370	25.5	11.0	104	3836	27.4	17.7	112	3210	31.3	14.8	128
NEWSPAPER IMPERATIVE		23455	7871	23.5	33.6	88	2370	25.5	10.1	96	3275	23.4	14.0	88	2227	21.7	9.5	82
MAGAZINES-OUTDOOR: DUAL		17482	8418	25.1	48.2	127	2282	24.5	13.1	124	3494	25.0	20.0	126	2642	25.8	15.1	130
MAGAZINE IMPERATIVE		28830	11651	34.7	40.4	107	3198	34.4	11.1	106	5107	36.5	17.7	112	3347	32.7	11.6	100
OUTDOOR IMPERATIVE		26119	8959	26.7	34.3	90	2572	27.7	9.8	94	3492	24.9	13.4	84	2895	28.2	11.1	96
MAGAZINES-RADIO: DUAL		20162	9208	27.4	45.7	120	2508	27.0	12.4	118	3763	26.9	18.7	118	2937	28.7	14.6	126
MAGAZINE IMPERATIVE		26292	11111	33.1	42.3	111	3083	33.2	11.7	112	4813	34.4	18.3	116	3215	31.4	12.2	106
RADIO IMPERATIVE		25308	8289	24.7	32.8	86	2213	23.8	8.7	83	3563	25.5	14.1	89	2513	24.5	9.9	86
MAGAZINES-TELEVISION: DUAL		17312	7062	21.1	40.8	108	1768	19.0	10.2	97	3284	23.5	19.0	120	2011	19.6	11.6	100
MAGAZINE IMPERATIVE		29099	13512	40.3	46.4	122	3798	40.8	13.1	124	5420	38.7	18.6	118	4295	41.9	14.8	127
TELEVISION IMPERATIVE		27505	8152	24.3	29.6	78	2413	25.9	8.8	83	3452	24.7	12.6	79	2287	22.3	8.3	72
NEWSPAPERS-OUTDOOR: DUAL		18628	8365	24.9	44.9	118	2376	25.5	12.8	121	3626	25.9	19.5	123	2363	23.1	12.7	109
NEWSPAPER IMPERATIVE		29178	10904	32.5	37.4	99	3206	34.5	11.0	105	4650	33.2	15.9	101	3048	29.7	10.4	90
OUTDOOR IMPERATIVE		25260	9574	28.5	37.9	100	2648	28.5	10.5	100	3663	26.2	14.5	92	3263	31.8	12.9	111
NEWSPAPERS-RADIO: DUAL		19246	8118	24.2	42.2	111	2284	24.6	11.9	113	3442	24.6	17.9	113	2393	23.3	12.4	107
NEWSPAPER IMPERATIVE		28155	11012	32.8	39.1	103	3301	35.5	11.7	112	4657	33.3	16.5	105	3054	29.8	10.8	94
RADIO IMPERATIVE		25308	9269	27.6	36.6	97	2248	24.2	8.9	84	3903	27.9	15.4	97	3117	30.4	12.3	106
NEWSPAPERS-TELEVISION: DUAL		18615	6997	20.9	37.6	99	2248	24.2	12.1	115	3031	21.7	16.3	103	1719	16.8	9.2	80
NEWSPAPER IMPERATIVE		29207	12680	37.8	43.4	114	3548	38.2	12.1	116	5229	37.4	17.9	113	3904	38.1	13.4	115
TELEVISION IMPERATIVE		25472	8136	24.3	31.9	84	1930	20.8	7.6	72	3571	25.5	14.0	89	2635	25.7	10.3	89
OUTDOOR-RADIO: DUAL		17292	7133	21.3	41.3	109	1929	20.7	11.2	106	2882	20.6	16.7	105	2321	22.6	13.4	116
OUTDOOR IMPERATIVE		26915	10453	31.2	38.8	102	2907	31.3	10.8	103	4369	31.2	16.2	103	3177	31.0	11.8	102
RADIO IMPERATIVE		28938	10771	32.1	37.2	98	2895	31.1	10.0	95	4815	34.4	16.6	105	3061	29.9	10.6	91
OUTDOOR-TELEVISION: DUAL		16112	6056	18.1	37.6	99	1718	18.5	10.7	101	2522	18.0	15.7	99	1816	17.7	11.3	97
OUTDOOR IMPERATIVE		28228	12487	37.2	44.2	117	3533	38.0	12.5	119	5029	35.9	17.8	113	3925	38.3	13.9	120
TELEVISION IMPERATIVE		30024	9744	29.0	32.5	86	2741	29.5	9.1	87	4280	30.6	14.3	90	2722	26.6	9.1	78
RADIO-TELEVISION: DUAL		17803	6381	19.0	35.8	95	1796	19.3	10.1	96	2885	20.6	16.2	102	1701	16.6	9.6	82
RADIO IMPERATIVE		28338	12021	35.8	42.4	112	3291	35.4	11.6	110	4683	33.5	16.5	104	4047	39.5	14.3	123
TELEVISION IMPERATIVE		28445	9375	27.9	33.0	87	2659	28.6	9.3	89	4090	29.2	14.4	91	2626	25.6	9.2	80

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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YOGURT (NOT BOUGHT FROZEN): USAGE IN LAST 30 DAYS
(FEMALES)

0634
P-19

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS SIX OR MORE A '000	HEAVY USERS SIX OR MORE B % DOWN	HEAVY USERS SIX OR MORE C % ACROSS	HEAVY USERS SIX OR MORE D INDX	MEDIUM USERS TWO-FIVE A '000	MEDIUM USERS TWO-FIVE B % DOWN	MEDIUM USERS TWO-FIVE C % ACROSS	MEDIUM USERS TWO-FIVE D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL FEMALES	88464	33547	100.0	37.9	100	9300	100.0	10.5	100	13997	100.0	15.8	100	10250	100.0	11.6	100
ATLANTIC MONTHLY	415	*219	0.7	52.8	139	**116	1.2	28.0	266	**60	0.4	14.5	91	**42	0.4	10.1	87
BARRON'S	522	321	1.0	61.5	162	**47	0.5	9.0	86	**191	1.4	36.6	231	**83	0.8	15.9	137
BETTER HOMES & GARDENS	17429	7180	21.4	41.2	109	1913	20.6	11.0	104	2923	20.9	16.8	106	2344	22.9	13.4	116
BON APPETIT	2772	1411	4.2	50.9	134	347	3.7	12.5	119	665	4.8	24.0	152	399	3.9	14.4	124
BUSINESS WEEK	1469	727	2.2	49.5	131	*148	1.6	10.1	96	402	2.9	27.4	173	*177	1.7	12.0	104
CAR AND DRIVER	397	*177	0.5	44.6	118	**59	0.6	14.9	141	**60	0.4	15.1	96	**59	0.6	14.9	128
CBS MAGAZINE NETWORK (GROSS)	1633	730	2.2	44.7	118	*261	2.8	16.0	152	*261	1.9	16.0	101	*208	2.0	12.7	110
CHANGING TIMES	1554	685	2.0	44.1	116	*172	1.8	11.1	105	332	2.4	21.4	135	*180	1.8	11.6	100
COLONIAL HOMES	1304	528	1.6	40.5	107	*140	1.5	10.7	102	250	1.8	19.2	121	*137	1.3	10.5	91
CONDE NAST MAG. PKG. (GROSS)	17858	8941	26.7	50.1	132	2426	26.1	13.6	129	3675	26.3	20.6	130	2839	27.7	15.9	137
CONSUMERS DIGEST	1406	580	1.7	41.3	109	*194	2.1	13.8	131	*217	1.6	15.4	98	*169	1.6	12.0	104
COSMOPOLITAN	8815	4185	12.5	47.5	125	1002	10.8	11.4	108	1757	12.6	19.9	126	1427	13.9	16.2	140
COUNTRY LIVING	2636	1272	3.8	48.3	127	323	3.5	12.3	117	609	4.4	23.1	146	340	3.3	12.9	111
CUISINE	1554	785	2.3	50.5	133	*170	1.8	10.9	104	375	2.7	24.1	153	*240	2.3	15.4	133
CYCLE WORLD	469	*238	0.7	50.7	134	**72	0.8	15.4	146	**95	0.7	20.3	128	**71	0.7	15.1	131
DCI:CREATIVE IDEAS FOR LIV	2631	1096	3.3	41.7	110	*267	2.9	10.1	97	417	3.0	15.8	100	412	4.0	15.7	135
DCI:CREAT IDEA/SO.LIV(GROSS)	7065	2829	8.4	40.0	106	657	7.1	9.3	88	1089	7.8	15.4	97	1083	10.6	15.3	132
DISCOVER	998	502	1.5	50.3	133	*186	2.0	18.6	177	*148	1.1	14.8	94	*167	1.6	16.7	144
EBONY	4289	1452	4.3	33.9	89	491	5.3	11.4	109	547	3.9	12.8	81	415	4.0	9.7	84
ESQUIRE	1176	487	1.5	41.4	109	*176	1.9	15.0	142	*158	1.1	13.4	85	*153	1.5	13.0	112
ESSENCE	2392	872	2.6	36.5	96	288	3.1	12.0	115	264	1.9	11.0	70	321	3.1	13.4	116
FAMILY CIRCLE	17209	7365	22.0	42.8	113	2090	22.5	12.1	116	3080	22.0	17.9	113	2195	21.4	12.8	110
THE FAMILY HANDYMAN	1184	507	1.5	42.8	113	*205	2.2	17.3	165	*170	1.2	14.4	91	**131	1.3	11.1	95
FAMILY WEEKLY	12391	4667	13.9	37.7	99	1377	14.8	11.1	106	1897	13.6	15.3	97	1393	13.6	11.2	97
FIELD & STREAM	2438	970	2.9	39.8	105	*217	2.3	8.9	85	527	3.8	21.6	137	*227	2.2	9.3	80
FOOD & WINE	614	360	1.1	58.6	155	*146	1.6	23.8	226	*148	1.1	24.1	152	**66	0.6	10.7	93
FORBES	813	487	1.5	59.9	158	*135	1.5	16.6	158	*228	1.6	28.0	177	**125	1.2	15.4	133
FORTUNE	1083	599	1.8	55.3	146	*150	1.6	13.9	132	*295	2.1	27.2	172	**154	1.5	14.2	123
GENTLEMEN'S QUARTERLY	1197	670	2.0	56.0	148	*125	1.3	10.4	99	*299	2.1	25.0	158	*245	2.4	20.5	177
GLAMOUR	6625	3412	10.2	51.5	136	906	9.7	13.7	130	1459	10.4	22.0	139	1048	10.2	15.8	137
GOLF DIGEST	707	331	1.0	46.8	123	**86	0.9	12.2	116	**131	0.9	18.5	117	**114	1.1	16.1	139
GOLF DIGEST/TENNIS (GROSS)	1316	585	1.7	44.5	117	*158	1.7	12.0	114	*232	1.7	17.6	111	*194	1.9	14.7	127
GOLF MAGAZINE	469	*232	0.7	49.5	130	**41	0.4	8.7	83	**107	0.8	22.8	144	**85	0.8	18.1	156
GOLF MAGAZINE/SKI (GROSS)	1060	556	1.7	52.5	138	*163	1.8	15.4	146	*230	1.6	21.7	137	*163	1.6	15.4	133
GOOD HOUSEKEEPING	17784	7177	21.4	40.4	106	2043	22.0	11.5	109	2846	20.3	16.0	101	2288	22.3	12.9	111
HARPER'S BAZAAR	2931	1495	4.5	51.0	135	409	4.4	14.0	133	600	4.3	20.5	129	487	4.8	16.6	143
HEALTH	2199	1014	3.0	46.1	122	248	2.7	11.3	107	480	3.4	21.8	138	*286	2.8	13.0	112
HEARST MAG CORP. BUY (GROSS)	49148	21676	64.6	44.1	116	5897	63.4	12.0	114	9074	64.8	18.5	117	6705	65.4	13.6	118
HEARST MAN POWER (GROSS)	2113	928	2.8	43.9	116	*320	3.4	15.1	144	365	2.6	17.3	109	243	2.4	11.5	99
HEARST WOMAN POWER (GROSS)	35062	15084	45.0	43.0	113	4050	43.5	11.6	110	6195	44.3	17.7	112	4839	47.2	13.8	119
HOUSE BEAUTIFUL	3865	1761	5.2	45.6	120	503	5.4	13.0	124	793	5.7	20.5	130	466	4.5	12.1	104
INC.	315	*132	0.4	41.9	111	**46	0.5	14.6	139	**63	0.5	20.0	126	**24	0.2	7.6	66
JET	3690	1220	3.6	33.1	87	395	4.2	10.7	102	493	3.5	13.4	84	333	3.2	9.0	78
LADIES' HOME JOURNAL	12930	5586	16.7	43.2	114	1621	17.4	12.5	119	2106	15.0	16.3	103	1859	18.1	14.4	124
LHJ FAMILY GRP COMBO(GROSS)	18161	8121	24.2	44.7	118	2283	24.5	12.6	120	3285	23.5	18.1	114	2554	24.9	14.1	121
LIFE	5065	2247	6.7	44.4	117	625	6.7	12.3	117	952	6.8	18.8	119	670	6.5	13.2	114
L.A. TIMES HOME MAGAZINE	1310	800	2.4	61.1	161	*144	1.5	11.0	105	481	3.4	36.7	232	*174	1.7	13.3	115
MADEMOISELLE	3759	1918	5.7	51.0	135	497	5.3	13.2	126	788	5.6	21.0	132	633	6.2	16.8	145
MC CALL'S	14658	6169	18.4	42.1	111	1441	15.5	9.8	94	2714	19.4	18.5	117	2014	19.6	13.7	119
MC CALL'S/MRK MOTHER (GROSS)	15857	6598	19.7	41.6	110	1560	16.8	9.8	94	2911	20.8	18.4	116	2127	20.8	13.4	116
MECHANIX ILLUSTRATED	809	422	1.3	52.2	138	*200	2.2	24.7	235	**151	1.1	18.7	118	**71	0.7	8.8	76
METROPOLITAN HOME	1009	556	1.7	55.1	145	*149	1.6	14.8	140	287	2.1	28.4	180	*120	1.2	11.9	103
MONEY	1707	828	2.5	48.5	128	*199	2.1	11.7	111	343	2.5	20.1	127	*286	2.8	16.8	145
MOTHER EARTH NEWS	1123	643	1.9	57.3	151	*162	1.7	14.4	137	*202	1.4	18.0	114	*279	2.7	24.8	214
MS.	932	491	1.5	52.7	139	*165	1.8	17.7	168	*208	1.5	22.3	141	*119	1.2	12.8	110
NATIONAL ENQUIRER	11971	4321	12.9	36.1	95	1430	15.4	11.9	114	1821	13.0	15.2	96	1069	10.4	8.9	77
NATIONAL GEOGRAPHIC	10503	5327	15.9	50.7	134	1380	14.8	13.1	125	2268	16.2	21.6	136	1679	16.4	16.0	138
NATIONAL SUNDAY MAGAZINE PKG	54325	21750	64.8	40.0	106	6158	66.2	11.3	108	9183	65.6	16.9	107	6409	62.5	11.8	102
NATURAL HISTORY	626	376	1.1	60.1	158	*144	1.5	23.0	219	*167	1.2	26.7	169	**65	0.6	10.4	90
NEW WOMAN	1992	923	2.8	46.3	122	*230	2.5	11.5	110	317	2.3	15.9	101	376	3.7	18.9	163
NEW YORK INCLUDING CUE	547	314	0.9	57.4	151	*103	1.1	18.8	179	*131	0.9	23.9	151	**80	0.8	14.6	126
THE NEW YORKER	1380	793	2.4	57.5	152	212	2.3	15.4	146	386	2.8	28.0	177	196	1.9	14.2	123
NEWSWEEK	6925	3498	10.4	50.5	133	1042	11.2	15.0	143	1486	10.6	21.5	136	970	9.5	14.0	121
THE N.Y. TIMES DAILY EDITION	1363	775	2.3	56.9	150	292	3.1	21.4	204	351	2.5	25.8	163	*132	1.3	9.7	84
THE N.Y. TIMES MAGAZINE	2333	1310	3.9	56.2	148	558	6.0	23.9	228	494	3.5	21.2	134	258	2.5	11.1	95
OMNI	872	466	1.4	53.4	141	*153	1.6	17.5	167	*177	1.3	20.3	128	*136	1.3	15.6	135
ON CABLE	1298	445	1.3	34.3	90	*155	1.7	11.9	114	**160	1.1	12.3	78	**130	1.3	10.0	86
1001 HOME IDEAS	3032	1521	4.5	50.2	132	414	4.5	13.7	130	698	5.0	23.0	145	409	4.0	13.5	116
ORGANIC GARDENING	1680	878	2.6	52.3	138	299	3.2	17.8	169	*324	2.3	19.3	122	*254	2.5	15.1	130
OUTDOOR LIFE	960	371	1.1	38.6	102	**94	1.0	9.8	93	*182	1.3	19.0	120	**94	0.9	9.8	85
PARADE MAGAZINE	26755	10686	31.9	39.9	105	3239	34.8	12.1	115	4471	31.9	16.7	106	2975	29.0	11.1	96

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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YOGURT (NOT BOUGHT FROZEN): USAGE IN LAST 30 DAYS
(FEMALES)

0635
P-19

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS SIX OR MORE A '000	HEAVY USERS SIX OR MORE B % DOWN	HEAVY USERS SIX OR MORE C % ACROSS	HEAVY USERS SIX OR MORE D INDX	MEDIUM USERS TWO-FIVE A '000	MEDIUM USERS TWO-FIVE B % DOWN	MEDIUM USERS TWO-FIVE C % ACROSS	MEDIUM USERS TWO-FIVE D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL FEMALES	88464	33547	100.0	37.9	100	9300	100.0	10.5	100	13997	100.0	15.8	100	10250	100.0	11.6	100
PARENTS	4173	1978	5.9	47.4	125	313	3.4	7.5	71	938	6.7	22.5	142	727	7.1	17.4	150
PENTHOUSE	973	357	1.1	36.7	97	**100	1.1	10.3	98	**166	1.2	17.1	108	**92	0.9	9.5	82
PEOPLE	13479	6247	18.6	46.3	122	1570	16.9	11.6	111	2785	19.9	20.7	131	1893	18.5	14.0	121
PLAYBOY	2183	938	2.8	43.0	113	334	3.6	15.3	146	*243	1.7	11.1	70	361	3.5	16.5	143
POPULAR HOT RODDING	388	**112	0.3	28.9	76	**41	0.4	10.6	101	**30	0.2	7.7	49	**41	0.4	10.6	91
POPULAR MECHANICS	1037	454	1.4	43.8	115	**185	2.0	17.8	170	**151	1.1	14.6	92	**117	1.1	11.3	97
POPULAR SCIENCE	920	363	1.1	39.5	104	*173	1.9	18.8	179	**135	1.0	14.7	93	**56	0.5	6.1	53
PREVENTION	4071	2005	6.0	49.3	130	634	6.8	15.6	148	825	5.9	20.3	128	546	5.3	13.4	116
PSYCHOLOGY TODAY	1940	1074	3.2	55.4	146	250	2.7	12.9	123	532	3.8	27.4	173	*292	2.8	15.1	130
READER'S DIGEST	24031	9371	27.9	39.0	103	2684	28.9	11.2	106	3851	27.5	16.0	101	2835	27.7	11.8	102
REDBOOK	8464	3722	11.1	44.0	116	1006	10.8	11.9	113	1592	11.4	18.8	119	1124	11.0	13.3	115
ROAD & TRACK	429	*225	0.7	52.4	138	**84	0.9	19.6	186	**65	0.5	15.2	96	**75	0.7	17.5	151
ROLLING STONE	1355	711	2.1	52.5	138	*174	1.9	12.8	122	373	2.7	27.5	174	*164	1.6	12.1	104
RUNNER'S WORLD	329	*169	0.5	51.4	135	**42	0.5	12.8	121	**57	0.4	17.3	109	**69	0.7	21.0	181
SATURDAY EVENING POST	1268	550	1.6	43.4	114	*143	1.5	11.3	107	254	1.8	20.0	127	*153	1.5	12.1	104
SCIENCE 84	702	497	1.5	70.8	187	*257	2.8	36.6	348	*154	1.1	21.9	139	**86	0.8	12.3	106
SCIENCE DIGEST	553	248	0.7	44.8	118	**79	0.8	14.3	136	**111	0.8	20.1	127	**57	0.6	10.3	89
SCIENTIFIC AMERICAN	615	417	1.2	67.8	179	*152	1.6	24.7	235	*143	1.0	23.3	147	**122	1.2	19.8	171
SELF	2683	1371	4.1	51.1	135	340	3.7	12.7	121	551	3.9	20.5	130	480	4.7	17.9	154
SEVENTEEN	3309	1412	4.2	42.7	113	352	3.8	10.6	101	564	4.0	17.0	108	496	4.8	15.0	129
SKI	591	324	1.0	54.8	145	**123	1.3	20.8	198	*123	0.9	20.8	132	**78	0.8	13.2	114
SMITHSONIAN	3039	1780	5.3	58.6	154	456	4.9	15.0	143	786	5.6	25.9	163	539	5.3	17.7	153
SOAP OPERA DIGEST	3683	1213	3.6	32.9	87	*284	3.1	7.7	73	575	4.1	15.6	99	354	3.5	9.6	83
SOUTHERN LIVING	4434	1733	5.2	39.1	103	390	4.2	8.8	84	672	4.8	15.2	96	671	6.5	15.1	131
SPORT	701	*285	0.8	40.7	107	**120	1.3	17.1	163	**107	0.8	15.3	96	**57	0.6	8.1	70
THE SPORTING NEWS	518	*283	0.8	54.6	144	**64	0.7	12.4	118	**112	0.8	21.6	137	**107	1.0	20.7	178
SPORTS AFIELD	523	*226	0.7	43.2	114	**56	0.6	10.7	102	**102	0.7	19.5	123	**69	0.7	13.2	114
SPORTS ILLUSTRATED	3325	1691	5.0	50.9	134	402	4.3	12.1	115	760	5.4	22.9	144	529	5.2	15.9	137
STAR	8567	3131	9.3	36.5	96	946	10.2	11.0	105	1370	9.8	16.0	101	816	8.0	9.5	82
SUNDAY	27630	11588	34.5	41.9	111	3506	37.7	12.7	121	4752	34.0	17.2	109	3331	32.5	12.1	104
SUNSET	2219	1237	3.7	55.7	147	341	3.7	15.4	146	536	3.8	24.2	153	360	3.5	16.2	140
TV GUIDE	24258	9230	27.5	38.0	100	2397	25.8	9.9	94	3835	27.4	15.8	100	2999	29.3	12.4	107
TENNIS	609	*254	0.8	41.7	110	**72	0.8	11.8	112	**101	0.7	16.6	105	**81	0.8	13.3	115
TIME	9929	4817	14.4	48.5	128	1365	14.7	13.7	131	1986	14.2	20.0	126	1466	14.3	14.8	127
TOWN & COUNTRY	1062	525	1.6	49.4	130	*133	1.4	12.5	119	*222	1.6	20.9	132	*170	1.7	16.0	138
TRAVEL & LEISURE	1051	529	1.6	50.3	133	*171	1.8	16.3	155	*232	1.7	22.1	140	*127	1.2	12.1	104
TRUE STORY	3946	1051	3.1	26.6	70	348	3.7	8.8	84	382	2.7	9.7	61	*321	3.1	8.1	70
U.S.NEWS & WORLD REPORT	3782	1872	5.6	49.5	131	564	6.1	14.9	142	788	5.6	20.8	132	520	5.1	13.7	119
USA TODAY	1874	877	2.6	46.8	123	253	2.7	13.5	128	359	2.6	19.2	121	265	2.6	14.1	122
US	2213	970	2.9	43.8	116	290	3.1	13.1	125	342	2.4	15.5	98	338	3.3	15.3	132
VOGUE	4792	2239	6.7	46.7	123	684	7.4	14.3	136	878	6.3	18.3	116	678	6.6	14.1	122
WALL STREET JOURNAL	2045	1083	3.2	53.0	140	254	2.7	12.4	118	507	3.6	24.8	157	322	3.1	15.7	136
WEIGHT WATCHERS	2364	1096	3.3	46.4	122	404	4.3	17.1	163	436	3.1	18.4	117	256	2.5	10.8	93
WOMAN'S DAY	15182	6437	19.2	42.4	112	1789	19.2	11.8	112	2657	19.0	17.5	111	1991	19.4	13.1	113
WORKING MOTHER	1198	429	1.3	35.8	94	*120	1.3	10.0	95	*197	1.4	16.4	104	**113	1.1	9.4	81
WORKING WOMAN	1523	796	2.4	52.3	138	*195	2.1	12.8	122	364	2.6	23.9	151	*238	2.3	15.6	135
WORLD TENNIS	*183	**81	0.2	44.3	117	**25	0.3	13.7	130	**39	0.3	21.3	135	**17	0.2	9.3	80
ZIFF-DAVIS MAG NETWK (GROSS)	2776	1283	3.8	46.2	122	439	4.7	15.8	150	441	3.2	15.9	100	402	3.9	14.5	125
BLAIR INSERTS	47909	19541	58.2	40.8	108	5736	61.7	12.0	114	8221	58.7	17.2	108	5585	54.5	11.7	101
DAILY NEWSPAPERS																	
READ ANY	56731	22061	65.8	38.9	103	6516	70.1	11.5	109	9348	66.8	16.5	104	6197	60.5	10.9	94
READ ONE	47696	18299	54.5	38.4	101	5487	59.0	11.5	109	7593	54.2	15.9	101	5219	50.9	10.9	94
READ TWO OR MORE	9034	3762	11.2	41.6	110	1029	11.1	11.4	108	1754	12.5	19.4	123	978	9.5	10.8	93
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	57732	23148	69.0	40.1	106	6681	71.8	11.6	110	9693	69.3	16.8	106	6774	66.1	11.7	101
READ ONE	50513	19707	58.7	39.0	103	5585	60.1	11.1	105	8207	58.6	16.2	103	5915	57.7	11.7	101
READ TWO OR MORE	7219	3440	10.3	47.7	126	1095	11.8	15.2	144	1485	10.6	20.6	130	860	8.4	11.9	103
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.04	29.66				29.53				28.59				31.24			
30 DAY REACH	78184	30124	89.8	38.5	102	8233	88.5	10.5	100	12613	90.1	16.1	102	9277	90.5	11.9	102
50 SHWG - 30 DAY AV FREQ	14.80	15.58				15.61				15.03				16.29			
30 DAY REACH	74239	28738	85.7	38.7	102	7802	83.9	10.5	100	12030	85.9	16.2	102	8907	86.9	12.0	104
25 SHWG - 30 DAY AV FREQ	8.05	8.34				8.23				8.11				8.75			
30 DAY REACH	68254	26896	80.2	39.4	104	7426	79.8	10.9	103	11176	79.8	16.4	103	8294	80.9	12.2	105
CABLE TV: HOME WIRED	35215	13723	40.9	39.0	103	3440	37.0	9.8	93	5860	41.9	16.6	105	4423	43.2	12.6	108
HOME NOT WIRED	53250	19825	59.1	37.2	98	5860	63.0	11.0	105	8137	58.1	15.3	97	5828	56.9	10.9	94
HAVE PAY CABLE	17885	7698	22.9	43.0	114	1947	20.9	10.9	104	3179	22.7	17.8	112	2573	25.1	14.4	124

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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YOGURT (NOT BOUGHT FROZEN): USAGE IN LAST 30 DAYS
(FEMALES)

0636
P-19

	TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	HEAVY USERS SIX OR MORE A '000	HEAVY USERS SIX OR MORE B % DOWN	HEAVY USERS SIX OR MORE C % ACROSS	HEAVY USERS SIX OR MORE D INDX	MEDIUM USERS TWO-FIVE A '000	MEDIUM USERS TWO-FIVE B % DOWN	MEDIUM USERS TWO-FIVE C % ACROSS	MEDIUM USERS TWO-FIVE D INDX	LIGHT USERS ONE OR LESS A '000	LIGHT USERS ONE OR LESS B % DOWN	LIGHT USERS ONE OR LESS C % ACROSS	LIGHT USERS ONE OR LESS D INDX
TOTAL FEMALES	88464	33547	100.0	37.9	100	9300	100.0	10.5	100	13997	100.0	15.8	100	10250	100.0	11.6	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	47994	19067	56.8	39.7	105	5145	55.3	10.7	102	7834	56.0	16.3	103	6089	59.4	12.7	109
10:00 AM - 3:00 PM	33674	13305	39.7	39.5	104	3491	37.5	10.4	99	5758	41.1	17.1	108	4056	39.6	12.0	104
3:00 PM - 7:00 PM	34431	14217	42.4	41.3	109	3626	39.0	10.5	100	5966	42.6	17.3	110	4625	45.1	13.4	116
7:00 PM - MIDNIGHT	17761	6894	20.6	38.8	102	1824	19.6	10.3	98	2944	21.0	16.6	105	2126	20.7	12.0	103
MIDNIGHT - 6:00 AM	10087	4000	11.9	39.7	105	1103	11.9	10.9	104	1684	12.0	16.7	106	1213	11.8	12.0	104
6:00 AM - MIDNIGHT	64318	25411	75.7	39.5	104	6779	72.9	10.5	100	10689	76.4	16.6	105	7942	77.5	12.3	107
ENTIRE DAY	65181	25734	76.7	39.5	104	6853	73.7	10.5	100	10853	77.5	16.7	105	8028	78.3	12.3	106
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	17411	6915	20.6	39.7	105	1753	18.8	10.1	96	2807	20.1	16.1	102	2355	23.0	13.5	117
ALL NEWS	2520	1115	3.3	44.2	117	378	4.1	15.0	143	519	3.7	20.6	130	218	2.1	8.7	75
AOR/PROGRESSIVE	4419	2227	6.6	50.4	133	541	5.8	12.2	116	1019	7.3	23.1	146	667	6.5	15.1	130
BEAUTIFUL MUSIC	6119	2410	7.2	39.4	104	598	6.4	9.8	93	1021	7.3	16.7	105	791	7.7	12.9	112
BLACK	2623	793	2.4	30.2	80	*203	2.2	7.7	74	274	2.0	10.4	66	316	3.1	12.0	104
CLASSICAL	1553	821	2.4	52.9	139	*320	3.4	20.6	196	*271	1.9	17.5	110	*230	2.2	14.8	128
CHR/ROCK	11282	4893	14.6	43.4	114	1086	11.7	9.6	92	2186	15.6	19.4	122	1620	15.8	14.4	124
COUNTRY	13343	4752	14.2	35.6	94	1208	13.0	9.1	86	2060	14.7	15.4	98	1483	14.5	11.1	96
GOLDEN OLDIES	1299	482	1.4	37.1	98	*145	1.6	11.2	106	*183	1.3	14.1	89	*153	1.5	11.8	102
MOR/NOSTALGIA	5241	2218	6.6	42.3	112	639	6.9	12.2	116	872	6.2	16.6	105	707	6.9	13.5	116
NEWS/TALK	4165	1836	5.5	44.1	116	417	4.5	10.0	95	890	6.4	21.4	135	529	5.2	12.7	110
RELIGIOUS	3324	1276	3.8	38.4	101	369	4.0	11.1	106	472	3.4	14.2	90	435	4.2	13.1	113
SOFT ROCK	609	*199	0.6	32.7	86	**41	0.4	6.7	64	**91	0.7	14.9	94	**66	0.6	10.8	94
URBAN CONTEMPORARY	1853	776	2.3	41.9	110	304	3.3	16.4	156	361	2.6	19.5	123	*111	1.1	6.0	52
WIRED NETWORKS:																	
ABC CONTEMPORARY	3724	1287	3.8	34.6	91	340	3.7	9.1	87	629	4.5	16.9	107	318	3.1	8.5	74
ABC DIRECTION	2488	889	2.7	35.7	94	279	3.0	11.2	107	338	2.4	13.6	86	272	2.7	10.9	94
ABC ENTERTAINMENT	5129	1893	5.6	36.9	97	485	5.2	9.5	90	819	5.9	16.0	101	590	5.8	11.5	99
ABC FM	2498	1051	3.1	42.1	111	*276	3.0	11.0	105	297	2.1	11.9	75	478	4.7	19.1	165
ABC INFORMATION	5721	2511	7.5	43.9	116	589	6.3	10.3	98	1109	7.9	19.4	123	814	7.9	14.2	123
ABC ROCK	2021	910	2.7	45.0	119	*263	2.8	13.0	124	416	3.0	20.6	130	*231	2.3	11.4	99
CBS	4756	1811	5.4	38.1	100	467	5.0	9.8	93	807	5.8	17.0	107	538	5.2	11.3	98
MUTUAL	5272	1986	5.9	37.7	99	459	4.9	8.7	83	868	6.2	16.5	104	659	6.4	12.5	108
NBC	4964	2044	6.1	41.2	109	619	6.7	12.5	119	919	6.6	18.5	117	506	4.9	10.2	88
RADIORADIO	2218	935	2.8	42.2	111	*226	2.4	10.2	97	352	2.5	15.9	100	357	3.5	16.1	139
RKO ONE	2565	972	2.9	37.9	100	*174	1.9	6.8	65	493	3.5	19.2	121	304	3.0	11.9	102
RKO TWO	3640	1219	3.6	33.5	88	261	2.8	7.2	68	550	3.9	15.1	95	408	4.0	11.2	97
THE SOURCE	2467	1089	3.2	44.1	116	*211	2.3	8.6	81	446	3.2	18.1	114	432	4.2	17.5	151
NON-WIRED : BLAIR	9466	3654	10.9	38.6	102	916	9.8	9.7	92	1627	11.6	17.2	109	1111	10.8	11.7	101
INTERNET	13616	5956	17.8	43.7	115	1514	16.3	11.1	106	2590	18.5	19.0	120	1852	18.1	13.6	117
KATZ RADIO GROUP	16998	7435	22.2	43.7	115	1726	18.6	10.2	97	3289	23.5	19.3	122	2420	23.6	14.2	123
SUPERNET	11622	4377	13.0	37.7	99	1328	14.3	11.4	109	1744	12.5	15.0	95	1306	12.7	11.2	97
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	9425	3374	10.1	35.8	94	998	10.7	10.6	101	1421	10.2	15.1	95	955	9.3	10.1	87
MKDAY 9:00 AM - 1:00 PM	13304	4389	13.1	33.0	87	1262	13.6	9.5	90	1925	13.8	14.5	91	1202	11.7	9.0	78
MKDAY 1:00 PM - 4:30 PM	17591	5608	16.7	31.9	84	1577	17.0	9.0	85	2402	17.2	13.7	86	1630	15.9	9.3	80
MKDAY 4:30 PM - 7:30 PM	24418	8589	25.6	35.2	93	2558	27.5	10.5	100	3702	26.4	15.2	96	2329	22.7	9.5	82
MKDAY 7:30 PM - 8:00 PM	34400	12085	36.0	35.1	93	3551	38.2	10.3	98	5193	37.1	15.1	95	3341	32.6	9.7	84
MKDAY 11:00 PM - 11:30 PM	26120	9319	27.8	35.7	94	2593	27.9	9.9	94	3923	28.0	15.0	95	2804	27.4	10.7	93
MKDAY 11:30 PM - 1:00 AM	8402	2900	8.6	34.5	91	744	8.0	8.9	84	1306	9.3	15.5	98	849	8.3	10.1	87
M-SAT 8-11 PM+SUN 7-11 PM	36828	13788	41.1	37.4	99	3860	41.5	10.5	100	5930	42.4	16.1	102	3997	39.0	10.9	94
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	7221	2345	7.0	32.5	86	645	6.9	8.9	85	1012	7.2	14.0	89	689	6.7	9.5	82
ANOTHER WORLD N	4924	1459	4.3	29.6	78	364	3.9	7.4	70	550	3.9	11.2	71	545	5.3	11.1	96
AS THE WORLD TURNS C	5966	1646	4.9	27.6	73	494	5.3	8.3	79	673	4.8	11.3	71	479	4.7	8.0	69
CAPITOL C	3672	1030	3.1	28.1	74	332	3.6	9.0	86	441	3.2	12.0	76	258	2.5	7.0	61
CBS MORN. NEWS 1 C	1590	469	1.4	29.5	78	119	1.3	7.5	71	209	1.5	13.1	83	141	1.4	8.9	77
CBS MORN. NEWS 2 C	1298	416	1.2	32.0	85	98	1.1	7.6	72	217	1.6	16.7	106	101	1.0	7.8	67
DAYS OF OUR LIVES N	6389	2203	6.6	34.5	91	612	6.6	9.6	91	867	6.2	13.6	86	724	7.1	11.3	98
FACTS OF LIFE - DAYTIME N	2526	770	2.3	30.5	80	215	2.3	8.5	81	332	2.4	13.1	83	223	2.2	8.8	76
FAMILY FEUD A	3427	947	2.8	27.6	73	246	2.6	7.2	68	450	3.2	13.1	83	251	2.4	7.3	63
GENERAL HOSPITAL A	6870	2178	6.5	31.7	84	597	6.4	8.7	83	956	6.8	13.9	88	625	6.1	9.1	79
GOOD MORNING, AMERICA-730 A	3767	1267	3.8	33.6	89	324	3.5	8.6	82	486	3.5	12.9	82	457	4.5	12.1	105
GOOD MORNING, AMERICA-830 A	3076	1051	3.1	34.2	90	256	2.8	8.3	79	483	3.5	15.7	99	313	3.1	10.2	88
GUIDING LIGHT C	5789	1759	5.2	30.4	80	548	5.9	9.5	90	732	5.2	12.6	80	480	4.7	8.3	72
ONE LIFE TO LIVE A	4918	1587	4.7	32.3	85	491	5.3	10.0	95	667	4.8	13.6	86	429	4.2	8.7	75
PRESS YOUR LUCK C	2367	767	2.3	32.4	85	266	2.9	11.2	107	325	2.3	13.7	87	176	1.7	7.4	64
PRICE IS RIGHT 1 C	4727	1278	3.8	27.0	71	429	4.6	9.1	86	496	3.5	10.5	66	354	3.5	7.5	65
PRICE IS RIGHT 2 C	5511	1518	4.5	27.5	73	475	5.1	8.6	82	630	4.5	11.4	72	413	4.0	7.5	65
RYAN'S HOPE A	3479	1122	3.3	32.3	85	284	3.1	8.2	78	538	3.8	15.5	98	300	2.9	8.6	74
SALE OF THE CENTURY N	2823	872	2.6	30.9	81	222	2.4	7.9	75	393	2.8	13.9	88	257	2.5	9.1	79
SEARCH FOR TOMORROW N	2525	906	2.7	35.9	95	241	2.6	9.5	91	354	2.5	14.0	89	311	3.0	12.3	106
TODAY SHOW 1 N	2979	1137	3.4	38.2	101	277	3.0	9.3	88	536	3.8	18.0	114	324	3.2	10.9	94
TODAY SHOW 2 N	2792	966	2.9	34.6	91	276	3.0	9.9	94	435	3.1	15.6	98	255	2.5	9.1	79
$25,000 PYRAMID C	2899	868	2.6	29.9	79	326	3.5	11.2	107	370	2.6	12.8	81	172	1.7	5.9	51
WHEEL OF FORTUNE N	4689	1487	4.4	31.7	84	426	4.6	9.1	86	694	5.0	14.8	94	367	3.6	7.8	68
YOUNG AND THE RESTLESS C	6231	1800	5.4	28.9	76	571	6.1	9.2	87	714	5.1	11.5	72	515	5.0	8.3	71
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1972	695	2.1	35.2	93	182	2.0	9.2	88	354	2.5	18.0	113	159	1.6	8.1	70
NBA PLAYOFF GAME -1 C	1246	453	1.4	36.4	96	*95	1.0	7.6	73	272	1.9	21.8	138	*86	0.8	6.9	60
NBC MAJOR LEAGUE PRE-GAME N	1140	*335	1.0	29.4	77	**101	1.1	8.9	84	**162	1.2	14.2	90	**72	0.7	6.3	55
SPORTSWORLD - SUN N	1328	405	1.2	30.5	80	*143	1.5	10.8	102	*181	1.3	13.6	86	*81	0.8	6.1	53
SUNDAY MORNING C	1645	529	1.6	32.2	85	*122	1.3	7.4	71	308	2.2	18.7	118	*99	1.0	6.0	52

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YOGURT (NOT BOUGHT FROZEN): USAGE IN LAST 30 DAYS
(FEMALES)

0637
P-19

		TOTAL U.S.	ALL USERS A	B % DOWN	C % ACROSS	D INDX	HEAVY USERS SIX OR MORE A	B % DOWN	C % ACROSS	D INDX	MEDIUM USERS TWO-FIVE A	B % DOWN	C % ACROSS	D INDX	LIGHT USERS ONE OR LESS A	B % DOWN	C % ACROSS	D INDX
		'000	'000				'000				'000				'000			
TOTAL FEMALES		88464	33547	100.0	37.9	100	9300	100.0	10.5	100	13997	100.0	15.8	100	10250	100.0	11.6	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		27970	9047	27.0	32.3	85	2600	28.0	9.3	88	3667	26.2	13.1	83	2779	27.1	9.9	86
NETWORK AFFILIATES - LATE		21966	7744	23.1	35.3	93	2202	23.7	10.0	95	3159	22.6	14.4	91	2383	23.2	10.8	94
INDEPENDENTS - LATE		2247	1027	3.1	45.7	121	310	3.3	13.8	131	513	3.7	22.8	144	204	2.0	9.1	78
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	11524	4290	12.8	37.2	98	1237	13.3	10.7	102	1872	13.4	16.2	103	1182	11.5	10.3	89
ABC MONDAY NIGHT MOVIE	A	6879	2591	7.7	37.7	99	687	7.4	10.0	95	1113	8.0	16.2	102	791	7.7	11.5	99
ABC SUNDAY NIGHT MOVIE	A	13690	5387	16.1	39.3	104	1410	15.2	10.3	98	2334	16.7	17.0	108	1643	16.0	12.0	104
ABC WORLD NEWS TONIGHT	A	6589	1908	5.7	29.0	76	558	6.0	8.5	81	794	5.7	12.1	76	557	5.4	8.5	73
AFTERMASH	C	6391	2089	6.2	32.7	86	501	5.4	7.8	75	977	7.0	15.3	97	611	6.0	9.6	83
ALICE	C	10273	3738	11.1	36.4	96	1223	13.2	11.9	113	1474	10.5	14.3	91	1041	10.2	10.1	87
AMERICAN PARADE	C	7130	2311	6.9	32.4	85	554	6.0	7.8	74	1158	8.3	16.2	103	600	5.9	8.4	73
BENSON	A	11665	4143	12.3	35.5	94	1234	13.3	10.6	101	1702	12.2	14.6	92	1208	11.8	10.4	89
BLUE THUNDER	A	5442	1989	5.9	36.5	96	632	6.8	11.6	110	856	6.1	15.7	99	501	4.9	9.2	79
CAGNEY & LACEY	C	10565	3469	10.3	32.8	87	1068	11.5	10.1	96	1319	9.4	12.5	79	1082	10.6	10.2	88
CBS EVENING NEWS-DEAN	C	3668	1357	4.0	37.0	98	456	4.9	12.4	118	651	4.7	17.7	112	249	2.4	6.8	59
CBS EVENING NEWS-RATHER	C	7561	2541	7.6	33.6	89	759	8.2	10.0	95	1033	7.4	13.7	86	749	7.3	9.9	85
CBS SAT. NEWS-SCHIEFFER	C	3948	1406	4.2	35.6	94	371	4.0	9.4	89	683	4.9	17.3	109	352	3.4	8.9	77
CBS SATURDAY NIGHT MOVIE	C	5966	2094	6.2	35.1	93	550	5.9	9.2	88	957	6.8	16.0	101	587	5.7	9.8	85
CBS WEDNESDAY NIGHT MOVIE	C	6529	2216	6.6	33.9	90	619	6.7	9.5	90	929	6.6	14.2	90	668	6.5	10.2	88
CHEERS	N	9842	4096	12.2	41.6	110	772	8.3	7.8	75	1947	13.9	19.8	125	1377	13.4	14.0	121
DALLAS	C	23935	8427	25.1	35.2	93	2238	24.1	9.4	89	3500	25.0	14.6	92	2689	26.2	11.2	97
DIFF'RENT STROKES	N	7574	2597	7.7	34.3	90	739	7.9	9.8	93	1087	7.8	14.4	91	771	7.5	10.2	88
DOUBLE TROUBLE	N	7786	3072	9.2	39.5	104	816	8.8	10.5	100	1280	9.1	16.4	104	976	9.5	12.5	108
DUCK FACTORY	N	6290	2647	7.9	42.1	111	504	5.4	8.0	76	1204	8.6	19.1	121	939	9.2	14.9	129
DUKES OF HAZZARD	C	6402	2106	6.3	32.9	87	620	6.7	9.7	92	845	6.0	13.2	83	640	6.2	10.0	86
DYNASTY	A	21955	7794	23.2	35.5	94	2045	22.0	9.3	89	3520	25.1	16.0	101	2230	21.8	10.2	88
FACTS OF LIFE	N	8898	3486	10.4	39.2	103	966	10.4	10.9	103	1474	10.5	16.6	105	1045	10.2	11.7	101
FALCON CREST	C	21877	7732	23.0	35.3	93	1872	20.1	8.6	81	3109	22.2	14.2	90	2751	26.8	12.6	109
FALL GUY	A	10045	3189	9.5	31.7	84	1011	10.9	10.1	96	1371	9.8	13.6	86	807	7.9	8.0	69
FAMILY TIES	N	8922	3329	9.9	37.3	98	744	8.0	8.3	79	1436	10.3	16.1	102	1149	11.2	12.9	111
FANTASY ISLAND	A	8288	3060	9.1	36.9	97	871	9.4	10.5	100	1191	8.5	14.4	91	998	9.7	12.0	104
FOULUPS,BLEEPS & BLUNDERS	A	9891	3603	10.7	36.4	96	1058	11.4	10.7	102	1492	10.7	15.1	95	1052	10.3	10.6	92
FOUR SEASONS	C	5429	1961	5.8	36.1	95	585	6.3	10.8	102	957	6.8	17.6	111	419	4.1	7.7	67
GIMME A BREAK	N	9646	3419	10.2	35.4	93	818	8.8	8.5	81	1527	10.9	15.8	100	1074	10.5	11.1	96
HART TO HART	A	9983	3535	10.5	35.4	93	1078	11.6	10.8	103	1367	9.8	13.7	87	1090	10.6	10.9	94
HILL STREET BLUES	N	9688	4100	12.2	42.3	112	1057	11.4	10.9	104	1785	12.8	18.4	116	1258	12.3	13.0	112
HOTEL	A	15435	5224	15.6	33.8	89	1457	15.7	9.4	90	2406	17.2	15.6	99	1361	13.3	8.8	76
JEFFERSONS	C	10031	3555	10.6	35.4	93	1205	13.0	12.0	114	1480	10.6	14.8	93	870	8.5	8.7	75
JENNIFER SLEPT HERE	N	6376	2338	7.0	36.7	97	642	6.9	10.1	96	1028	7.3	16.1	102	667	6.5	10.5	90
KATE & ALLIE	C	9951	3365	10.0	33.8	89	1033	11.1	10.4	99	1397	10.0	14.0	89	935	9.1	9.4	81
KNIGHT RIDER	N	7908	3191	9.5	40.4	106	917	9.9	11.6	110	1335	9.5	16.9	107	939	9.2	11.9	102
LOVE BOAT	A	13226	4710	14.0	35.6	94	1301	14.0	9.8	94	1983	14.2	15.0	95	1426	13.9	10.8	93
MAGNUM PI	C	12105	4268	12.7	35.3	93	1309	14.1	10.8	103	1741	12.4	14.4	91	1218	11.9	10.1	87
MAMA'S FAMILY	N	6364	2147	6.4	33.7	89	765	8.2	12.0	114	861	6.2	13.5	86	522	5.1	8.2	71
MASTER, THE	N	3955	1579	4.7	39.9	105	406	4.4	10.3	98	708	5.1	17.9	113	464	4.5	11.7	101
MATT HOUSTON	A	6903	2641	7.9	38.3	101	827	8.9	12.0	114	1143	8.2	16.6	105	671	6.5	9.7	84
NBC MONDAY NIGHT MOVIE	N	13443	5122	15.3	38.1	100	1367	14.7	10.2	97	2093	15.0	15.6	98	1662	16.2	12.4	107
NBC NIGHTLY NEWS	N	5585	2210	6.6	39.6	104	647	7.0	11.6	110	925	6.6	16.6	105	639	6.2	11.4	99
NBC NIGHTLY NEWS-SAT	N	3688	1149	3.4	31.2	82	324	3.5	8.8	84	502	3.6	13.6	86	324	3.2	8.8	76
NBC NIGHTLY NEWS-SUN	N	3310	1172	3.5	35.4	93	269	2.9	8.1	77	573	4.1	17.3	109	330	3.2	10.0	86
NBC SUNDAY NIGHT MOVIE	N	9238	3544	10.6	38.4	101	988	10.6	10.7	102	1435	10.3	15.5	98	1122	10.9	12.1	105
NEWHART	C	9876	3342	10.0	33.8	89	970	10.4	9.8	93	1321	9.4	13.4	85	1051	10.3	10.6	92
ONE DAY AT A TIME	C	7954	3055	9.1	38.4	101	890	9.6	11.2	106	1171	8.4	14.7	93	994	9.7	12.5	108
PEOPLE ARE FUNNY	N	5182	1769	5.3	34.1	90	563	6.1	10.9	103	724	5.2	14.0	88	482	4.7	9.3	80
REAL PEOPLE	N	9674	3335	9.9	34.5	91	987	10.6	10.2	97	1361	9.7	14.1	89	988	9.6	10.2	88
REMINGTON STEELE	N	8511	3166	9.4	37.2	98	897	9.6	10.5	100	1343	9.6	15.8	100	925	9.0	10.9	94
RIPLEY'S BELIEVE IT - NOT	A	5656	2228	6.6	39.4	104	778	8.4	13.8	131	829	5.9	14.7	93	621	6.1	11.0	95
RIPTIDE	N	7718	2787	8.3	36.1	95	826	8.9	10.7	102	1281	9.2	16.6	105	680	6.6	8.8	76
SCARECROW & MRS. KING	C	11058	3984	11.9	36.0	95	1126	12.1	10.2	97	1629	11.6	14.7	93	1229	12.0	11.1	96
SIMON & SIMON	C	11615	3688	11.0	31.8	84	1113	12.0	9.6	91	1573	11.2	13.5	86	1002	9.8	8.6	74
60 MINUTES	C	14326	5250	15.6	36.6	97	1383	14.9	9.7	92	2398	17.1	16.7	106	1469	14.3	10.3	88
ST. ELSEWHERE	N	7670	3181	9.5	41.5	109	713	7.7	9.3	88	1432	10.2	18.7	118	1036	10.1	13.5	117
THREE'S COMPANY	A	12068	4471	13.3	37.0	98	1280	13.8	10.6	101	1750	12.5	14.5	92	1441	14.1	11.9	103
T.J. HOOKER	A	9735	3367	10.0	34.6	91	1044	11.2	10.7	102	1395	10.0	14.3	91	927	9.0	9.5	82
TONIGHT SHOW	N	2531	931	2.8	36.8	97	240	2.6	9.5	90	403	2.9	15.9	101	287	2.8	11.3	98
TRAPPER JOHN, M.D.	C	10374	3526	10.5	34.0	90	1249	13.4	12.0	115	1253	9.0	12.1	76	1024	10.0	9.9	85
TV BLOOPERS & PRAC. JOKES	N	9795	3687	11.0	37.6	99	1024	11.0	10.5	99	1639	11.7	16.7	106	1023	10.0	10.4	90
20/20	A	10009	3546	10.6	35.4	93	985	10.6	9.8	94	1451	10.4	14.5	92	1110	10.8	11.1	96
WEBSTER	A	11934	4210	12.5	35.3	93	1272	13.7	10.7	101	1722	12.3	14.4	91	1216	11.9	10.2	88
WORLD NEWS - SUN	A	3291	1109	3.3	33.7	89	389	4.2	11.8	112	472	3.4	14.3	91	*248	2.4	7.5	65
YELLOW ROSE	N	5196	1895	5.6	36.5	96	682	7.3	13.1	125	708	5.1	13.6	86	504	4.9	9.7	84
TV VIEWING SPORTS EVENTS																		
BASEBALL		9552	3555	10.6	37.2	98	1164	12.5	12.2	116	1235	8.8	12.9	82	1156	11.3	12.1	104
BASKETBALL - COLLEGE GAMES		4414	1793	5.3	40.6	107	632	6.8	14.3	136	*580	4.1	13.1	83	*582	5.7	13.2	114
BASKETBALL - PRO GAMES		3876	1659	4.9	42.8	113	571	6.1	14.7	140	631	4.5	16.3	103	*457	4.5	11.8	102
BOWLING		4056	1428	4.3	35.2	93	*424	4.6	10.5	99	601	4.3	14.8	94	*404	3.9	10.0	86
BOXING		4154	1609	4.8	38.7	102	*650	7.0	15.6	149	*494	3.5	11.9	75	*465	4.5	11.2	97
FOOTBALL - COLLEGE GAMES		6754	2646	7.9	39.2	103	777	8.4	11.5	109	1004	7.2	14.9	94	864	8.4	12.8	110
FOOTBALL - PRO GAMES		12364	5376	16.0	43.5	115	1514	16.3	12.2	116	1951	13.9	15.8	100	1911	18.6	15.5	133
GOLF		3615	1562	4.7	43.2	114	*407	4.4	11.3	107	759	5.4	21.0	133	*397	3.9	11.0	95
POST-SEASON COLL. FOOTBALL		5296	2213	6.6	41.8	110	*535	5.8	10.1	96	928	6.6	17.5	111	750	7.3	14.2	122
POST-SEASON PRO FOOTBALL		6693	2900	8.6	43.3	114	549	5.9	8.2	78	1229	8.8	18.4	116	1122	10.9	16.8	145
TENNIS		3281	1475	4.4	45.0	119	561	6.0	17.1	163	*472	3.4	14.4	91	*441	4.3	13.4	116
WRESTLING - PROFESSIONAL		3672	1020	3.0	27.8	73	*409	4.4	11.1	106	*323	2.3	8.8	56	*288	2.8	7.8	68

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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YOGURT (NOT BOUGHT FROZEN) - TYPES
(ADULTS)

0638
P-19

	TOTAL U.S. '000	WITH FRUIT-PREMIXED A '000	B DOWN	B % ACROSS	C INDX	D	WITH FRUIT-NOT PREMIXED A '000	B DOWN	B % ACROSS	C INDX	D	OTHER FLAVORED A '000	B DOWN	B % ACROSS	C INDX	D	PLAIN (UNFLAVORED) A '000	B DOWN	B % ACROSS	C INDX	D
TOTAL ADULTS	167727	32327	100.0	19.3	100		20454	100.0	12.2	100		8475	100.0	5.1	100		8989	100.0	5.4	100	
MALES	79263	10969	33.9	13.8	72		7669	37.5	9.7	79		3053	36.0	3.9	76		2778	30.9	3.5	65	
FEMALES	88464	21358	66.1	24.1	125		12785	62.5	14.5	119		5422	64.0	6.1	121		6211	69.1	7.0	131	
18 - 24	28671	6157	19.0	21.5	111		4404	21.5	15.4	126		1713	20.2	6.0	118		1320	14.7	4.6	86	
25 - 34	39536	9123	28.2	23.1	120		6687	32.7	16.9	139		2240	26.4	5.7	112		2429	27.0	6.1	115	
35 - 44	28978	6261	19.4	21.6	112		4070	19.9	14.0	115		1781	21.0	6.1	122		1593	17.7	5.5	103	
45 - 54	22345	4360	13.5	19.5	101		2159	10.6	9.7	79		955	11.3	4.3	85		1164	12.9	5.2	97	
55 - 64	22224	3616	11.2	16.3	84		1645	8.0	7.4	61		755	8.9	3.4	67		1167	13.0	5.3	98	
65 OR OLDER	25973	2810	8.7	10.8	56		1490	7.3	5.7	47		1031	12.2	4.0	79		1317	14.7	5.1	95	
18 - 34	68207	15280	47.3	22.4	116		11090	54.2	16.3	133		3953	46.6	5.8	115		3749	41.7	5.5	103	
18 - 49	108058	23724	73.4	22.0	114		16262	79.5	15.0	123		6179	72.9	5.7	113		5960	66.3	5.5	103	
25 - 54	90859	19744	61.1	21.7	113		12916	63.1	14.2	117		4976	58.7	5.5	108		5185	57.7	5.7	106	
35 - 49	39851	8444	26.1	21.2	110		5172	25.3	13.0	106		2226	26.3	5.6	111		2211	24.6	5.5	104	
50 OR OLDER	59669	8603	26.6	14.4	75		4191	20.5	7.0	58		2296	27.1	3.8	76		3029	33.7	5.1	95	
GRADUATED COLLEGE	28091	6622	20.5	23.6	122		5714	27.9	20.3	167		1962	23.2	7.0	138		2796	31.1	10.0	186	
ATTENDED COLLEGE	28938	7033	21.8	24.3	126		4783	23.4	16.5	136		1904	22.5	6.6	130		2091	23.3	7.2	135	
GRADUATED HIGH SCHOOL	65503	12781	39.5	19.5	101		6809	33.3	10.4	85		2751	32.5	4.2	83		2634	29.3	4.0	75	
DID NOT GRADUATE HIGH SCHOOL	45195	5890	18.2	13.0	68		3148	15.4	7.0	57		1858	21.9	4.1	81		1468	16.3	3.2	61	
EMPLOYED MALES	56429	8409	26.0	14.9	77		5998	29.3	10.6	87		2111	24.9	3.7	74		2180	24.3	3.9	72	
EMPLOYED FEMALES	43971	12316	38.1	28.0	145		7938	38.8	18.1	148		3019	35.6	6.9	136		3460	38.5	7.9	147	
EMPLOYED FULL-TIME	87773	17481	54.1	19.9	103		11960	58.2	13.6	111		4408	52.0	5.0	99		4647	51.7	5.3	99	
EMPLOYED PART-TIME	12627	3245	10.0	25.7	133		2036	10.0	16.1	132		722	8.5	5.7	113		993	11.0	7.9	147	
NOT EMPLOYED	67327	11602	35.9	17.2	89		6518	31.9	9.7	79		3344	39.5	5.0	98		3349	37.3	5.0	93	
PROFESSIONAL/MANAGER	25845	6140	19.0	23.8	123		5116	25.0	19.8	162		1703	20.1	6.6	130		2440	27.1	9.4	176	
TECH/CLERICAL/SALES	30895	7402	22.9	24.0	124		4700	23.0	15.2	125		1632	19.3	5.3	105		1717	19.1	5.6	104	
PRECISION/CRAFT	12629	1968	6.1	15.6	81		1198	5.9	9.5	78		*529	6.2	4.2	83		*365	4.1	2.9	54	
OTHER EMPLOYED	31031	5216	16.1	16.8	87		2921	14.3	9.4	77		1267	14.9	4.1	81		1118	12.4	3.6	67	
SINGLE	35557	7485	23.2	21.1	109		5521	27.0	15.5	127		2573	30.4	7.2	143		2126	23.7	6.0	112	
MARRIED	103585	19751	61.1	19.1	99		11908	58.2	11.5	94		4732	55.8	4.6	90		5375	59.8	5.2	97	
DIVORCED/SEPARATED/WIDOWED	28585	5091	15.7	17.8	92		3025	14.8	10.6	87		1170	13.8	4.1	81		1489	16.6	5.2	97	
PARENTS	59295	13132	40.6	22.1	115		7891	38.6	13.3	109		3027	35.7	5.1	101		2823	31.4	4.8	89	
WHITE	146081	28909	89.4	19.8	103		18254	89.2	12.5	102		7359	86.8	5.0	100		8082	89.9	5.5	103	
BLACK	17974	2512	7.8	14.0	73		1509	7.4	8.4	69		938	11.1	5.2	103		560	6.2	3.1	58	
OTHER	3672	*906	2.8	24.7	128		*692	3.4	18.8	155		**178	2.1	4.8	96		**346	3.8	9.4	176	
NORTHEAST-CENSUS	37005	7857	24.3	21.2	110		5337	26.1	14.4	118		2173	25.6	5.9	116		2458	27.3	6.6	124	
NORTH CENTRAL	42642	7293	22.6	17.1	89		4014	19.6	9.4	77		1770	20.9	4.2	82		1613	17.9	3.8	71	
SOUTH	56777	8986	27.8	15.8	82		4524	22.1	8.0	65		2647	31.2	4.7	92		2036	22.6	3.6	67	
WEST	31303	8191	25.3	26.2	136		6579	32.2	21.0	172		1885	22.2	6.0	119		2882	32.1	9.2	172	
NORTHEAST-MKTG.	38125	8236	25.5	21.6	112		5961	29.1	15.6	128		2528	29.8	6.6	131		2551	28.4	6.7	125	
EAST CENTRAL	24794	3814	11.8	15.4	80		2597	12.7	10.5	86		1088	12.8	4.4	87		945	10.5	3.8	71	
WEST CENTRAL	28511	5366	16.6	18.8	98		2630	12.9	9.2	76		1358	16.0	4.8	94		1127	12.5	4.0	74	
SOUTH	48953	7658	23.7	15.6	81		3327	16.3	6.8	56		1797	21.2	3.7	73		1739	19.3	3.6	66	
PACIFIC	27344	7253	22.4	26.5	138		5939	29.0	21.7	178		1704	20.1	6.2	123		2627	29.2	9.6	179	
COUNTY SIZE A	69301	15148	46.9	21.9	113		11210	54.8	16.2	133		4650	54.9	6.7	133		4646	51.7	6.7	125	
COUNTY SIZE B	50633	9954	30.8	19.7	102		5176	25.3	10.2	84		2190	25.8	4.3	86		2825	31.4	5.6	104	
COUNTY SIZE C	26259	4683	14.5	17.8	93		2943	14.4	11.2	92		1105	13.0	4.2	83		1157	12.9	4.4	82	
COUNTY SIZE D	21534	2542	7.9	11.8	61		1125	5.5	5.2	43		530	6.3	2.5	49		*361	4.0	1.7	31	
METRO CENTRAL CITY	50014	10447	32.3	20.9	108		6622	32.4	13.2	109		2726	32.2	5.5	108		3455	38.4	6.9	129	
METRO SUBURBAN	76832	16349	50.6	21.3	110		10741	52.5	14.0	115		4190	49.4	5.5	108		4308	47.9	5.6	105	
NON METRO	40881	5531	17.1	13.5	70		3091	15.1	7.6	62		1559	18.4	3.8	75		1226	13.6	3.0	56	
TOP 5 ADI'S	39550	9341	28.9	23.6	123		6935	33.9	17.5	144		2500	29.5	6.3	125		2909	32.4	7.4	137	
TOP 10 ADI'S	54877	12176	37.7	22.2	115		9213	45.0	16.8	138		3556	42.0	6.5	128		3872	43.1	7.1	132	
TOP 20 ADI'S	77516	16733	51.8	21.6	112		12396	60.6	16.0	131		4934	58.2	6.4	126		5292	58.9	6.8	127	
HSHLD INC. $50,000 OR MORE	17257	4079	12.6	23.6	123		2993	14.6	17.3	142		1206	14.2	7.0	138		1445	16.1	8.4	156	
$40,000 OR MORE	33235	7589	23.5	22.8	118		5846	28.6	17.6	144		2140	25.3	6.4	127		2641	29.4	7.9	148	
$30,000 OR MORE	59693	13594	42.1	22.8	118		9563	46.8	16.0	131		3412	40.3	5.7	113		4219	46.9	7.1	132	
$25,000 OR MORE	76275	17463	54.0	22.9	119		11961	58.5	15.7	129		4334	51.1	5.7	112		5112	56.9	6.7	125	
$20,000 - $24,999	18607	3289	10.2	17.7	92		2271	11.1	12.2	100		1127	13.3	6.1	120		886	9.9	4.8	89	
$15,000 - $19,999	17175	3074	9.5	17.9	93		1806	8.8	10.5	86		834	9.8	4.9	96		859	9.6	5.0	93	
$10,000 - $14,999	24569	4162	12.9	16.9	88		2397	11.7	9.8	80		938	11.1	3.8	76		1049	11.7	4.3	80	
UNDER $10,000	31101	4339	13.4	14.0	72		2020	9.9	6.5	53		1241	14.6	4.0	79		1085	12.1	3.5	65	
HOUSEHOLD OF 1 PERSON	19441	3321	10.3	17.1	89		1906	9.3	9.8	80		936	11.0	4.8	95		1308	14.6	6.7	126	
2 PEOPLE	51803	8570	26.5	16.5	86		5810	28.4	11.2	92		2183	25.8	4.2	83		3020	33.6	5.8	109	
3 OR 4 PEOPLE	66933	14457	44.7	21.6	112		9271	45.3	13.9	114		3788	44.7	5.7	112		3574	39.8	5.3	100	
5 OR MORE PEOPLE	29550	5978	18.5	20.2	105		3467	17.0	11.7	96		1568	18.5	5.3	105		1088	12.1	3.7	69	
NO CHILD IN HSHLD	96587	16997	52.6	17.6	91		10968	53.6	11.4	93		4752	56.1	4.9	97		5825	64.8	6.0	113	
CHILD(REN) UNDER 2 YRS	10844	2290	7.1	21.1	110		1569	7.7	14.5	119		*532	6.3	4.9	97		*347	3.9	3.2	60	
2 - 5 YEARS	26358	5850	18.1	22.2	115		3824	18.7	14.5	119		1535	18.1	5.8	115		1141	12.7	4.3	81	
6 - 11 YEARS	30453	6651	20.6	21.8	113		4097	20.0	13.5	110		1596	18.8	5.2	104		1359	15.1	4.5	83	
12 - 17 YEARS	36575	7738	23.9	21.2	110		4290	21.0	11.7	96		1843	21.7	5.0	100		1551	17.3	4.2	79	
RESIDENCE OWNED	117770	22041	68.2	18.7	97		13444	65.7	11.4	94		5697	67.2	4.8	96		5876	65.4	5.0	93	
VALUE: $50,000 OR MORE	70166	14793	45.8	21.1	109		10046	49.1	14.3	117		4008	47.3	5.7	113		4414	49.1	6.3	117	
VALUE: UNDER $50,000	47604	7248	22.4	15.2	79		3398	16.6	7.1	59		1689	19.9	3.5	70		1462	16.3	3.1	57	

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YOGURT (NOT BOUGHT FROZEN) - TYPES
(ADULTS)

0639
P-19

		TOTAL U.S. '000	WITH FRUIT-PREMIXED A '000	B % DOWN	C % ACROSS	D INDX	WITH FRUIT-NOT PREMIXED A '000	B % DOWN	C % ACROSS	D INDX	OTHER FLAVORED A '000	B % DOWN	C % ACROSS	D INDX	PLAIN (UNFLAVORED) A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS		167727	32327	100.0	19.3	100	20454	100.0	12.2	100	8475	100.0	5.1	100	8989	100.0	5.4	100
MAGAZINES	QUINTILE 1	34022	8389	26.0	24.7	128	5358	26.2	15.8	129	2148	25.3	6.3	125	2412	26.8	7.1	132
	QUINTILE 2	34800	7607	23.5	21.9	113	5190	25.4	14.9	122	2156	25.4	6.2	123	2418	26.9	6.9	130
	QUINTILE 3	30514	5649	17.5	18.5	96	3825	18.7	12.5	103	1420	16.8	4.7	92	1632	18.2	5.3	100
	QUINTILE 4	33324	5614	17.4	16.8	87	3270	16.0	9.8	80	1521	17.9	4.6	90	1185	13.2	3.6	66
	QUINTILE 5	35066	5068	15.7	14.5	75	2801	13.7	8.0	66	1230	14.5	3.5	69	1342	14.9	3.8	71
NEWSPAPERS	QUINTILE 1	29107	5906	18.3	20.3	105	3709	18.1	12.7	104	1656	19.5	5.7	113	1855	20.6	6.4	119
	QUINTILE 2	49095	9770	30.2	19.9	103	6382	31.2	13.0	107	2393	28.2	4.9	96	2881	32.1	5.9	109
	QUINTILE 3	23107	4937	15.3	21.4	111	3138	15.3	13.6	111	1303	15.4	5.6	112	1211	13.5	5.2	98
	QUINTILE 4	33556	6647	20.6	19.8	103	4008	19.6	11.9	98	1545	18.2	4.6	91	1775	19.7	5.3	99
	QUINTILE 5	32863	5067	15.7	15.4	80	3218	15.7	9.8	80	1579	18.6	4.8	95	1267	14.1	3.9	72
OUTDOOR	QUINTILE 1	33431	7319	22.6	21.9	114	5102	24.9	15.3	125	2069	24.4	6.2	122	2178	24.2	6.5	122
	QUINTILE 2	33478	6574	20.3	19.6	102	4559	22.3	13.6	112	1521	17.9	4.5	90	1862	20.7	5.6	104
	QUINTILE 3	33574	6669	20.6	19.9	103	3704	18.1	11.0	90	1990	23.5	5.9	117	1781	19.8	5.3	99
	QUINTILE 4	33935	6389	19.8	18.8	98	4028	19.7	11.9	97	1543	18.2	4.5	90	1721	19.1	5.1	95
	QUINTILE 5	33310	5376	16.6	16.1	84	3062	15.0	9.2	75	1352	16.0	4.1	80	1447	16.1	4.3	81
RADIO-DRIVE TIME	QUINTILE 1	33136	6642	20.5	20.0	104	4056	19.8	12.2	100	1567	18.5	4.7	94	1640	18.2	4.9	92
	QUINTILE 2	31658	6144	19.0	19.4	101	3881	19.0	12.3	101	1606	18.9	5.1	100	1448	16.1	4.6	85
	QUINTILE 3	32541	6854	21.2	21.1	109	4758	23.3	14.6	120	1949	23.0	6.0	119	2059	22.9	6.3	118
	QUINTILE 4	34247	6694	20.7	19.5	101	4154	20.3	12.1	99	1598	18.9	4.7	92	2027	22.5	5.9	110
	QUINTILE 5	36144	5993	18.5	16.6	86	3605	17.6	10.0	82	1755	20.7	4.9	96	1814	20.2	5.0	94
RADIO-MID-DAY	TERCILE 1	45037	9097	28.1	20.2	105	5741	28.1	12.7	105	2278	26.9	5.1	100	2386	26.5	5.3	99
	TERCILE 2	44819	8588	26.6	19.2	99	5337	26.1	11.9	98	2397	28.3	5.3	106	2492	27.7	5.6	104
	TERCILE 3	77872	14642	45.3	18.8	98	9376	45.8	12.0	99	3799	44.8	4.9	97	4110	45.7	5.3	98
RADIO-TOTAL	QUINTILE 1	33763	7147	22.1	21.2	110	4440	21.7	13.2	108	1725	20.4	5.1	101	1693	18.8	5.0	94
	QUINTILE 2	33240	6300	19.5	19.0	98	4023	19.7	12.1	99	1738	20.5	5.2	103	1710	19.0	5.1	96
	QUINTILE 3	33408	6797	21.0	20.3	106	4328	21.2	13.0	106	1597	18.8	4.8	95	1936	21.5	5.8	108
	QUINTILE 4	34792	6826	21.1	19.6	102	4551	22.2	13.1	107	1884	22.2	5.4	107	2267	25.2	6.5	122
	QUINTILE 5	32524	5256	16.3	16.2	84	3112	15.2	9.6	78	1530	18.1	4.7	93	1383	15.4	4.3	79
TV-PRIME TIME	QUINTILE 1	33090	5950	18.4	18.0	93	3563	17.4	10.8	88	1701	20.1	5.1	102	1548	17.2	4.7	87
	QUINTILE 2	33357	6835	21.1	20.5	106	3956	19.3	11.9	97	1703	20.1	5.1	101	1609	17.9	4.8	90
	QUINTILE 3	33980	6374	19.7	18.8	97	4073	19.9	12.0	98	1623	19.2	4.8	95	1992	22.2	5.9	109
	QUINTILE 4	33854	7176	22.2	21.2	110	4662	22.8	13.8	113	1883	22.2	5.6	110	1878	20.9	5.5	104
	QUINTILE 5	33444	5991	18.5	17.9	93	4200	20.5	12.6	103	1565	18.5	4.7	93	1964	21.8	5.9	110
TV-DAYTIME	TERCILE 1	49121	8419	26.0	17.1	89	4705	23.0	9.6	79	2077	24.5	4.2	84	2347	26.1	4.8	89
	TERCILE 2	48823	9817	30.4	20.1	104	5980	29.2	12.2	100	2361	27.9	4.8	96	2535	28.2	5.2	97
	TERCILE 3	69782	14091	43.6	20.2	105	9769	47.8	14.0	115	4036	47.6	5.8	114	4107	45.7	5.9	110
TV-TOTAL	QUINTILE 1	33584	5446	16.8	16.2	84	3350	16.4	10.0	82	1571	18.5	4.7	93	1639	18.2	4.9	91
	QUINTILE 2	33441	6415	19.8	19.2	100	3217	15.7	9.6	79	1487	17.5	4.4	88	1345	15.0	4.0	75
	QUINTILE 3	33505	6669	20.6	19.9	103	4526	22.1	13.5	111	1599	18.9	4.8	94	1804	20.1	5.4	100
	QUINTILE 4	33466	6895	21.3	20.6	107	4413	21.6	13.2	108	1949	23.0	5.8	115	1982	22.0	5.9	111
	QUINTILE 5	33731	6901	21.3	20.5	106	4948	24.2	14.7	120	1869	22.1	5.5	110	2218	24.7	6.6	123
MAGAZINES-NEWSPAPERS: DUAL		44503	10211	31.6	22.9	119	6586	32.2	14.8	121	2714	32.0	6.1	121	3306	36.8	7.4	139
MAGAZINE IMPERATIVE		39363	8772	27.1	22.3	116	5968	29.2	15.2	124	2384	28.1	6.1	120	2394	26.6	6.1	113
NEWSPAPER IMPERATIVE		46441	7666	23.7	16.5	86	4788	23.4	10.3	85	1871	22.1	4.0	80	1938	21.6	4.2	78
MAGAZINES-OUTDOOR: DUAL		33726	8163	25.3	24.2	126	5728	28.0	17.0	139	2184	25.8	6.5	128	2353	26.2	7.0	130
MAGAZINE IMPERATIVE		52846	11010	34.1	20.8	108	6893	33.7	13.0	107	2954	34.9	5.6	111	3329	37.0	6.3	118
OUTDOOR IMPERATIVE		52140	8990	27.8	17.2	89	5619	27.5	10.8	88	2323	27.4	4.5	88	2485	27.6	4.8	89
MAGAZINES-RADIO: DUAL		37081	8478	26.2	22.9	119	5963	29.2	16.1	132	2249	26.5	6.1	120	2389	26.6	6.4	120
MAGAZINE IMPERATIVE		49747	10826	33.5	21.8	113	7182	35.1	14.4	118	2849	33.6	5.7	113	3589	39.9	7.2	135
RADIO IMPERATIVE		49208	8333	25.8	16.9	88	4808	23.5	9.8	80	1969	23.2	4.0	79	1945	21.6	4.0	74
MAGAZINES-TELEVISION: DUAL		33103	7025	21.7	21.2	110	4245	20.8	12.8	105	1650	19.5	5.0	99	1813	20.2	5.5	102
MAGAZINE IMPERATIVE		54575	12553	38.8	23.0	119	9063	44.3	16.6	136	3456	40.8	6.3	125	3998	44.5	7.3	137
TELEVISION IMPERATIVE		53249	8218	25.4	15.4	80	4426	21.6	8.3	68	2189	25.8	4.1	81	1940	21.6	3.6	68
NEWSPAPERS-OUTDOOR: DUAL		36255	8248	25.5	22.7	118	5380	26.3	14.8	122	2008	23.7	5.5	110	2363	26.3	6.5	122
NEWSPAPER IMPERATIVE		55591	10389	32.1	18.7	97	6369	31.1	11.5	94	2777	32.8	5.0	99	3099	34.5	5.6	104
OUTDOOR IMPERATIVE		48319	9374	29.0	19.4	101	6249	30.6	12.9	106	2726	32.2	5.6	112	2511	27.9	5.2	97
NEWSPAPERS-RADIO: DUAL		37242	7690	23.8	20.6	107	4854	23.7	13.0	107	1938	22.9	5.2	103	2259	25.1	6.1	113
NEWSPAPER IMPERATIVE		54423	10819	33.5	19.9	103	7171	35.1	13.2	108	2825	33.3	5.2	103	3292	36.6	6.0	113
RADIO IMPERATIVE		46650	9118	28.2	19.5	101	5665	27.7	12.1	100	2300	27.1	4.9	98	2057	22.9	4.4	82
NEWSPAPERS-TELEVISION: DUAL		35974	6911	21.4	19.2	100	4214	20.6	11.7	96	1700	20.1	4.7	94	1982	22.0	5.5	103
NEWSPAPER IMPERATIVE		56095	11829	36.6	21.1	109	8270	40.4	14.7	121	3227	38.1	5.8	114	3614	40.2	6.4	120
TELEVISION IMPERATIVE		47170	8275	25.6	17.5	91	4364	21.3	9.3	76	2164	25.5	4.6	91	1890	21.0	4.0	75
OUTDOOR-RADIO: DUAL		33748	6896	21.3	20.4	106	4606	22.5	13.6	112	1653	19.5	4.9	97	1830	20.4	5.4	101
OUTDOOR IMPERATIVE		52785	10492	32.5	19.9	103	6916	33.8	13.1	107	2814	33.2	5.3	106	3296	36.7	6.2	117
RADIO IMPERATIVE		52882	10379	32.1	19.6	102	6167	30.2	11.7	96	2690	31.7	5.1	101	2592	28.8	4.9	91
OUTDOOR-TELEVISION: DUAL		32030	6454	20.0	20.1	105	3574	17.5	11.2	92	1534	18.1	4.8	95	1466	16.3	4.6	85
OUTDOOR IMPERATIVE		54626	11749	36.3	21.5	112	8516	41.6	15.6	128	3224	38.0	5.9	117	3694	41.1	6.8	126
TELEVISION IMPERATIVE		54874	9401	29.1	17.1	89	5291	25.9	9.6	79	2490	29.4	4.5	90	2511	27.9	4.6	85
RADIO-TELEVISION: DUAL		33386	6094	18.9	18.3	95	3884	19.0	11.6	95	1625	19.2	4.9	96	1487	16.5	4.5	83
RADIO IMPERATIVE		53810	11408	35.3	21.2	110	7481	36.6	13.9	114	2835	33.5	5.3	104	3225	35.9	6.0	112
TELEVISION IMPERATIVE		54023	9596	29.7	17.8	92	5578	27.3	10.3	85	2560	30.2	4.7	94	2713	30.2	5.0	94

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YOGURT (NOT BOUGHT FROZEN) - TYPES
(ADULTS)

0640
P-19

	TOTAL U.S. '000	WITH FRUIT-PREMIXED A '000	B % DOWN	C % ACROSS	D INDX	WITH FRUIT-NOT PREMIXED A '000	B % DOWN	C % ACROSS	D INDX	OTHER FLAVORED A '000	B % DOWN	C % ACROSS	D INDX	PLAIN (UNFLAVORED) A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	32327	100.0	19.3	100	20454	100.0	12.2	100	8475	100.0	5.1	100	8989	100.0	5.4	100
ATLANTIC MONTHLY	867	*139	0.4	16.0	83	*188	0.9	21.7	178	**131	1.5	15.1	299	*142	1.6	16.4	306
BARRON'S	1580	362	1.1	22.9	119	*206	1.0	13.0	107	**54	0.6	3.4	68	**75	0.8	4.7	89
BETTER HOMES & GARDENS	22203	5495	17.0	24.7	128	3419	16.7	15.4	126	1406	16.6	6.3	125	1532	17.0	6.9	129
BON APPETIT	3810	1002	3.1	26.3	136	845	4.1	22.2	182	244	2.9	6.4	127	600	6.7	15.7	294
BUSINESS WEEK	4663	993	3.1	21.3	110	706	3.5	15.1	124	336	4.0	7.2	143	*272	3.0	5.8	109
CAR AND DRIVER	3102	508	1.6	16.4	85	490	2.4	15.8	130	*189	2.2	6.1	121	*172	1.9	5.5	103
CBS MAGAZINE NETWORK (GROSS)	7311	1376	4.3	18.8	98	1143	5.6	15.6	128	434	5.1	5.9	117	447	5.0	6.1	114
CHANGING TIMES	3400	766	2.4	22.5	117	386	1.9	11.4	93	*216	2.5	6.4	126	*223	2.5	6.6	122
COLONIAL HOMES	1796	422	1.3	23.5	122	291	1.4	16.2	133	**125	1.5	7.0	138	**95	1.1	5.3	99
CONDE NAST MAG. PKG. (GROSS)	19924	5993	18.5	30.1	156	4128	20.2	20.7	170	1708	20.2	8.6	170	1986	22.1	10.0	186
CONSUMERS DIGEST	3125	638	2.0	20.4	106	326	1.6	10.4	86	**116	1.4	3.7	73	*162	1.8	5.2	97
COSMOPOLITAN	10577	2951	9.1	27.9	145	2104	10.3	19.9	163	765	9.0	7.2	143	740	8.2	7.0	131
COUNTRY LIVING	3746	991	3.1	26.5	137	519	2.5	13.9	114	338	4.0	9.0	179	237	2.6	6.3	118
CUISINE	2214	534	1.7	24.1	125	317	1.5	14.3	117	*155	1.8	7.0	139	289	3.2	13.1	244
CYCLE WORLD	2394	524	1.6	21.9	114	*302	1.5	12.6	103	**106	1.3	4.4	88	**102	1.1	4.3	80
DCI:CREATIVE IDEAS FOR LIV	3068	866	2.7	28.2	146	323	1.6	10.5	86	*180	2.1	5.9	116	**111	1.2	3.6	68
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	2310	7.1	24.2	125	987	4.8	10.3	85	543	6.4	5.7	112	481	5.4	5.0	94
DISCOVER	2277	465	1.4	20.4	106	353	1.7	15.5	127	*152	1.8	6.7	132	*134	1.5	5.9	110
EBONY	7187	1210	3.7	16.8	87	683	3.3	9.5	78	433	5.1	6.0	119	273	3.0	3.8	71
ESQUIRE	2560	446	1.4	17.4	90	351	1.7	13.7	112	**83	1.0	3.2	64	*108	1.2	4.2	79
ESSENCE	3242	634	2.0	19.6	101	392	1.9	12.1	99	*130	1.5	4.0	79	*166	1.8	5.1	96
FAMILY CIRCLE	19539	5210	16.1	26.5	138	3110	15.2	15.8	130	1276	15.1	6.5	129	1439	16.0	7.3	137
THE FAMILY HANDYMAN	3540	702	2.2	19.8	103	446	2.2	12.6	103	*183	2.2	5.2	102	**99	1.1	2.8	52
FAMILY WEEKLY	23924	4648	14.4	19.4	101	2714	13.3	11.3	93	971	11.5	4.1	80	1116	12.4	4.7	87
FIELD & STREAM	9883	1812	5.6	18.3	95	750	3.7	7.6	62	*280	3.3	2.8	56	*236	2.6	2.4	45
FOOD & WINE	1030	237	0.7	23.0	119	*168	0.8	16.3	134	**80	0.9	7.8	154	**105	1.2	10.2	190
FORBES	2679	556	1.7	20.8	108	450	2.2	16.8	138	*188	2.2	7.0	139	*227	2.5	8.5	158
FORTUNE	2931	625	1.9	21.3	111	520	2.5	17.7	145	*210	2.5	7.2	142	*168	1.9	5.7	107
GENTLEMEN'S QUARTERLY	3481	821	2.5	23.6	122	472	2.3	13.6	111	*250	2.9	7.2	142	*211	2.3	6.1	113
GLAMOUR	7163	2301	7.1	32.1	167	1654	8.1	23.1	189	594	7.0	8.3	164	626	7.0	8.7	163
GOLF DIGEST	2355	438	1.4	18.6	96	258	1.3	11.0	90	**72	0.8	3.1	61	*128	1.4	5.4	101
GOLF DIGEST/TENNIS (GROSS)	3610	648	2.0	18.0	93	475	2.3	13.2	108	*159	1.9	4.4	87	*200	2.2	5.5	103
GOLF MAGAZINE	2046	309	1.0	15.1	78	248	1.2	12.1	99	**113	1.3	5.5	109	**116	1.3	5.7	106
GOLF MAGAZINE/SKI (GROSS)	3547	635	2.0	17.9	93	662	3.2	18.7	153	*211	2.5	5.9	118	*237	2.6	6.7	125
GOOD HOUSEKEEPING	20353	5066	15.7	24.9	129	3019	14.8	14.8	122	1097	12.9	5.4	107	1361	15.1	6.7	125
HARPER'S BAZAAR	3362	1040	3.2	30.9	160	669	3.3	19.9	163	276	3.3	8.2	162	376	4.2	11.2	209
HEALTH	2987	826	2.6	27.7	143	428	2.1	14.3	117	*167	2.0	5.6	111	*280	3.1	9.4	175
HEARST MAG CORP. BUY (GROSS)	67928	16945	52.4	24.9	129	10854	53.1	16.0	131	4368	51.5	6.4	127	4509	50.2	6.6	124
HEARST MAN POWER (GROSS)	11282	2052	6.3	18.2	94	1453	7.1	12.9	106	692	8.2	6.1	121	536	6.0	4.8	89
HEARST WOMAN POWER (GROSS)	40514	10752	33.3	26.5	138	6548	32.0	16.2	133	2483	29.3	6.1	121	2660	29.6	6.6	123
HOUSE BEAUTIFUL	4885	1234	3.8	25.3	131	896	4.4	18.3	150	350	4.1	7.2	142	395	4.4	8.1	151
INC.	1308	*251	0.8	19.2	100	*251	1.2	19.2	157	**79	0.9	6.0	120	**101	1.1	7.7	144
JET	6498	1124	3.5	17.3	90	614	3.0	9.4	77	334	3.9	5.1	102	*232	2.6	3.6	67
LADIES' HOME JOURNAL	14797	3747	11.6	25.3	131	2245	11.0	15.2	124	809	9.5	5.5	108	1011	11.2	6.8	127
LHJ FAMILY GRP COMBO(GROSS)	21743	5845	18.1	26.9	139	3289	16.1	15.1	124	1165	13.7	5.4	106	1603	17.8	7.4	138
LIFE	9881	2148	6.6	21.7	113	1619	7.9	16.4	134	538	6.3	5.4	108	656	7.3	6.6	124
L.A. TIMES HOME MAGAZINE	2775	653	2.0	23.5	122	597	2.9	21.5	176	*266	3.1	9.6	190	261	2.9	9.4	175
MADEMOISELLE	4219	1322	4.1	31.3	163	829	4.1	19.6	161	371	4.4	8.8	174	453	5.0	10.7	200
MC CALL'S	16422	4063	12.6	24.7	128	2491	12.2	15.2	124	878	10.4	5.3	106	1256	14.0	7.6	143
MC CALL'S/WRK MOTHER (GROSS)	17919	4372	13.5	24.4	127	2704	13.2	15.1	124	942	11.1	5.3	104	1313	14.6	7.3	137
MECHANIX ILLUSTRATED	4433	795	2.5	17.9	93	528	2.6	11.9	98	**176	2.1	4.0	79	*196	2.2	4.4	82
METROPOLITAN HOME	1504	383	1.2	25.5	132	259	1.3	17.2	141	**77	0.9	5.1	101	211	2.3	14.0	262
MONEY	4723	1074	3.3	22.7	118	895	4.4	18.9	155	363	4.3	7.7	152	476	5.3	10.1	188
MOTHER EARTH NEWS	2325	536	1.7	23.1	120	459	2.2	19.7	162	**132	1.6	5.7	112	*202	2.2	8.7	162
MS.	1189	329	1.0	27.7	144	234	1.1	19.7	161	**79	0.9	6.6	131	*157	1.7	13.2	246
NATIONAL ENQUIRER	18892	3731	11.5	19.7	102	2052	10.0	10.9	89	985	11.6	5.2	103	745	8.3	3.9	74
NATIONAL GEOGRAPHIC	22129	5367	16.6	24.3	126	3734	18.3	16.9	138	1456	17.2	6.6	130	1939	21.6	8.8	163
NATIONAL SUNDAY MAGAZINE PKG	103750	21203	65.6	20.4	106	13805	67.5	13.3	109	5456	64.4	5.3	104	5852	65.1	5.6	105
NATURAL HISTORY	1379	370	1.1	26.8	139	220	1.1	16.0	131	**73	0.9	5.3	105	**117	1.3	8.5	158
NEW WOMAN	2289	609	1.9	26.6	138	472	2.3	20.6	169	*146	1.7	6.4	126	*140	1.6	6.1	114
NEW YORK INCLUDING CUE	1088	267	0.8	24.5	127	212	1.0	19.5	160	**96	1.1	8.8	175	**99	1.1	9.1	170
THE NEW YORKER	2459	627	1.9	25.5	132	615	3.0	25.0	205	*201	2.4	8.2	162	334	3.7	13.6	253
NEWSWEEK	16527	3733	11.5	22.6	117	2732	13.4	16.5	136	1063	12.5	6.4	127	1198	13.3	7.2	135
THE N.Y. TIMES DAILY EDITION	2739	645	2.0	23.5	122	559	2.7	20.4	167	223	2.6	8.1	161	383	4.3	14.0	261
THE N.Y. TIMES MAGAZINE	4443	1122	3.5	25.3	131	913	4.5	20.5	169	353	4.2	7.9	157	791	8.8	17.8	332
OMNI	2799	674	2.1	24.1	125	599	2.9	21.4	175	*270	3.2	9.6	191	*175	1.9	6.3	117
ON CABLE	2209	406	1.3	18.4	95	*144	0.7	6.5	53	**109	1.3	4.9	98	**88	1.0	4.0	74
1001 HOME IDEAS	3959	1272	3.9	32.1	167	615	3.0	15.5	127	*189	2.2	4.8	94	313	3.5	7.9	148
ORGANIC GARDENING	3111	756	2.3	24.3	126	359	1.8	11.5	95	*198	2.3	6.4	126	*311	3.5	10.0	187
OUTDOOR LIFE	5024	804	2.5	16.0	83	319	1.6	6.3	52	**131	1.5	2.6	52	**99	1.1	2.0	37
PARADE MAGAZINE	51292	10639	32.9	20.7	108	6828	33.4	13.3	109	2741	32.3	5.3	106	3008	33.5	5.9	109

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YOGURT (NOT BOUGHT FROZEN) - TYPES
(ADULTS)

D64I
P-19

	TOTAL U.S. '000	WITH FRUIT-PREMIXED A '000	B % DOWN	C % ACROSS	D INDX	WITH FRUIT-NOT PREMIXED A '000	B % DOWN	C % ACROSS	D INDX	OTHER FLAVORED A '000	B % DOWN	C % ACROSS	D INDX	PLAIN (UNFLAVORED) A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	32327	100.0	19.3	100	20454	100.0	12.2	100	8475	100.0	5.1	100	8989	100.0	5.4	100
PARENTS	5298	1577	4.9	29.8	154	892	4.4	16.8	138	256	3.0	4.8	96	290	3.2	5.5	102
PENTHOUSE	5129	870	2.7	17.0	88	782	3.8	15.2	125	345	4.1	6.7	133	*187	2.1	3.6	68
PEOPLE	21070	5410	16.7	25.7	133	3555	17.4	16.9	138	1431	16.9	6.8	134	1364	15.2	6.5	121
PLAYBOY	10562	1864	5.8	17.6	92	1772	8.7	16.8	138	583	6.9	5.5	109	482	5.4	4.6	85
POPULAR HOT RODDING	2498	*262	0.8	10.5	54	*175	0.9	7.0	57	**46	0.5	1.8	36	**45	0.5	1.8	34
POPULAR MECHANICS	5887	1023	3.2	17.4	90	763	3.7	13.0	106	*297	3.5	5.0	100	284	3.2	4.8	90
POPULAR SCIENCE	4317	773	2.4	17.9	93	544	2.7	12.6	103	*192	2.3	4.4	88	*200	2.2	4.6	86
PREVENTION	5792	1352	4.2	23.3	121	952	4.7	16.4	135	377	4.4	6.5	129	678	7.5	11.7	218
PSYCHOLOGY TODAY	3284	919	2.8	28.0	145	582	2.8	17.7	145	207	2.4	6.3	125	285	3.2	8.7	162
READER'S DIGEST	40046	8256	25.5	20.6	107	4659	22.8	11.6	95	1980	23.4	4.9	98	2299	25.6	5.7	107
REDBOOK	9584	2735	8.5	28.5	148	1426	7.0	14.9	122	621	7.3	6.5	128	559	6.2	5.8	109
ROAD & TRACK	2590	448	1.4	17.3	90	425	2.1	16.4	135	**160	1.9	6.2	122	*156	1.7	6.0	112
ROLLING STONE	3302	867	2.7	26.3	136	661	3.2	20.0	164	*363	4.3	11.0	218	*150	1.7	4.5	85
RUNNER'S WORLD	1229	258	0.8	21.0	109	291	1.4	23.7	194	**90	1.1	7.3	145	*149	1.7	12.1	226
SATURDAY EVENING POST	2110	414	1.3	19.6	102	315	1.5	14.9	122	**110	1.3	5.2	103	**40	0.4	1.9	35
SCIENCE 84	1543	322	1.0	20.9	108	304	1.5	19.7	162	*190	2.2	12.3	244	*170	1.9	11.0	206
SCIENCE DIGEST	1747	406	1.3	23.2	121	389	1.9	22.3	183	*145	1.7	8.3	164	**172	1.9	9.8	184
SCIENTIFIC AMERICAN	1994	477	1.5	23.9	124	432	2.1	21.7	178	*187	2.2	9.4	186	*146	1.6	7.3	137
SELF	3119	858	2.7	27.5	143	721	3.5	23.1	190	*243	2.9	7.8	154	*312	3.5	10.0	187
SEVENTEEN	3923	1060	3.3	27.0	140	509	2.5	13.0	106	*192	2.3	4.9	97	*271	3.0	6.9	129
SKI	1501	326	1.0	21.7	113	414	2.0	27.6	226	**98	1.2	6.5	129	**120	1.3	8.0	149
SMITHSONIAN	5976	1625	5.0	27.2	141	1066	5.2	17.8	146	490	5.8	8.2	162	859	9.6	14.4	268
SOAP OPERA DIGEST	4228	877	2.7	20.7	108	467	2.3	11.0	91	**130	1.5	3.1	61	**163	1.8	3.9	72
SOUTHERN LIVING	6488	1444	4.5	22.3	115	663	3.2	10.2	84	363	4.3	5.6	111	370	4.1	5.7	106
SPORT	3500	548	1.7	15.7	81	455	2.2	13.0	107	**145	1.7	4.1	82	**131	1.5	3.7	70
THE SPORTING NEWS	2456	551	1.7	22.4	116	*291	1.4	11.8	97	**137	1.6	5.6	110	**103	1.1	4.2	78
SPORTS AFIELD	3648	623	1.9	17.1	89	301	1.5	8.3	68	*249	2.9	6.8	135	**81	0.9	2.2	41
SPORTS ILLUSTRATED	14484	2697	8.3	18.6	97	1941	9.5	13.4	110	788	9.3	5.4	108	668	7.4	4.6	86
STAR	12661	2524	7.8	19.9	103	1254	6.1	9.9	81	532	6.3	4.2	83	558	6.2	4.4	82
SUNDAY	52799	11002	34.0	20.8	108	7588	37.1	14.4	118	2999	35.4	5.7	112	3126	34.8	5.9	110
SUNSET	3513	993	3.1	28.3	147	795	3.9	22.6	186	*345	4.1	9.8	194	573	6.4	16.3	304
TV GUIDE	42766	8756	27.1	20.5	106	5388	26.3	12.6	103	2351	27.7	5.5	109	2102	23.4	4.9	92
TENNIS	1254	*210	0.6	16.7	87	*217	1.1	17.3	142	**87	1.0	6.9	137	**72	0.8	5.7	107
TIME	22054	5289	16.4	24.0	124	3744	18.3	17.0	139	1452	17.1	6.6	130	1632	18.2	7.4	138
TOWN & COUNTRY	1555	342	1.1	22.0	114	343	1.7	22.1	181	**86	1.0	5.5	109	*178	2.0	11.4	214
TRAVEL & LEISURE	2173	491	1.5	22.6	117	286	1.4	13.2	108	*164	1.9	7.5	149	*210	2.3	9.7	180
TRUE STORY	4636	817	2.5	17.6	91	304	1.5	6.6	54	*138	1.6	3.0	59	**95	1.1	2.0	38
U.S.NEWS & WORLD REPORT	10353	2202	6.8	21.3	110	1250	6.1	12.1	99	677	8.0	6.5	129	716	8.0	6.9	129
USA TODAY	4994	1014	3.1	20.3	105	717	3.5	14.4	118	263	3.1	5.3	104	388	4.3	7.8	145
US	3528	896	2.8	25.4	132	578	2.8	16.4	134	*212	2.5	6.0	119	*142	1.6	4.0	75
VOGUE	5424	1512	4.7	27.9	145	924	4.5	17.0	140	500	5.9	9.2	182	595	6.6	11.0	205
WALL STREET JOURNAL	6292	1193	3.7	19.0	98	1091	5.3	17.3	142	376	4.4	6.0	118	497	5.5	7.9	147
WEIGHT WATCHERS	2762	832	2.6	30.1	156	390	1.9	14.1	116	*174	2.1	6.3	125	*288	3.2	10.4	195
WOMAN'S DAY	16320	4237	13.1	26.0	135	2482	12.1	15.2	125	977	11.5	6.0	118	1286	14.3	7.9	147
WORKING MOTHER	1496	309	1.0	20.7	107	*213	1.0	14.2	117	**64	0.8	4.3	85	**56	0.6	3.7	70
WORKING WOMAN	1851	593	1.8	32.0	166	417	2.0	22.5	185	*218	2.6	11.8	233	**113	1.3	6.1	114
WORLD TENNIS	580	**82	0.3	14.1	73	*121	0.6	20.9	171	**38	0.4	6.6	130	**42	0.5	7.2	135
ZIFF-DAVIS MAG NETWK (GROSS)	12412	2311	7.1	18.6	97	1974	9.7	15.9	130	602	7.1	4.9	96	715	8.0	5.8	107
BLAIR INSERTS	91671	18968	58.7	20.7	107	12724	62.2	13.9	114	5102	60.2	5.6	110	5570	62.0	6.1	113
DAILY NEWSPAPERS																	
READ ANY	109190	21800	67.4	20.0	104	13402	65.5	12.3	101	5487	64.7	5.0	99	6111	68.0	5.6	104
READ ONE	89587	18045	55.8	20.1	105	11040	54.0	12.3	101	4511	53.2	5.0	100	4903	54.5	5.5	102
READ TWO OR MORE	19602	3755	11.6	19.2	99	2362	11.5	12.0	99	976	11.5	5.0	99	1209	13.4	6.2	115
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	22241	68.8	20.3	105	14618	71.5	13.3	109	5836	68.9	5.3	105	6537	72.7	6.0	111
READ ONE	95074	19047	58.9	20.0	104	12456	60.9	13.1	107	4850	57.2	5.1	101	5368	59.7	5.6	105
READ TWO OR MORE	14588	3194	9.9	21.9	114	2163	10.6	14.8	122	986	11.6	6.8	134	1169	13.0	8.0	150
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	30.59				33.18				30.27				30.81			
30 DAY REACH	149706	29274	90.6	19.6	101	18589	90.9	12.4	102	7789	91.9	5.2	103	8281	92.1	5.5	103
50 SHWG - 30 DAY AV FREQ	15.16	15.99				17.21				15.91				16.39			
30 DAY REACH	142406	28037	86.7	19.7	102	17962	87.8	12.6	103	7426	87.6	5.2	103	7813	86.9	5.5	102
25 SHWG - 30 DAY AV FREQ	8.23	8.55				9.22				8.50				8.72			
30 DAY REACH	131152	26234	81.2	20.0	104	16751	81.9	12.8	105	6943	81.9	5.3	105	7363	81.9	5.6	105
CABLE TV: HOME WIRED	66879	13934	43.1	20.8	108	7711	37.7	11.5	95	3273	38.6	4.9	97	3120	34.7	4.7	87
HOME NOT WIRED	100848	18393	56.9	18.2	95	12743	62.3	12.6	104	5202	61.4	5.2	102	5869	65.3	5.8	109
HAVE PAY CABLE	35024	7999	24.7	22.8	118	4711	23.0	13.5	110	1952	23.0	5.6	110	1630	18.1	4.7	87

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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YOGURT (NOT BOUGHT FROZEN) - TYPES
(ADULTS)

0642
P-19

	TOTAL U.S. '000	WITH FRUIT-PREMIXED A '000	B % DOWN	C % ACROSS	D INDX	WITH FRUIT-NOT PREMIXED A '000	B % DOWN	C % ACROSS	D INDX	OTHER FLAVORED A '000	B % DOWN	C % ACROSS	D INDX	PLAIN (UNFLAVORED) A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	32327	100.0	19.3	100	20454	100.0	12.2	100	8475	100.0	5.1	100	8989	100.0	5.4	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	19244	59.5	20.1	104	12297	60.1	12.9	105	4930	58.2	5.2	102	5124	57.0	5.4	100
10:00 AM - 3:00 PM	63599	12621	39.0	19.8	103	8028	39.2	12.6	104	3246	38.3	5.1	101	3366	37.4	5.3	99
3:00 PM - 7:00 PM	72097	14725	45.6	20.4	106	9603	46.9	13.3	109	3717	43.9	5.2	102	3670	40.8	5.1	95
7:00 PM - MIDNIGHT	36670	7488	23.2	20.4	106	4666	22.8	12.7	104	1919	22.6	5.2	104	1914	21.3	5.2	97
MIDNIGHT - 6:00 AM	21908	4507	13.9	20.6	107	2762	13.5	12.6	103	1046	12.3	4.8	94	1035	11.5	4.7	88
6:00 AM - MIDNIGHT	127571	25416	78.6	19.9	103	16333	79.9	12.8	105	6509	76.8	5.1	101	6968	77.5	5.5	102
ENTIRE DAY	129239	25716	79.5	19.9	103	16509	80.7	12.8	105	6600	77.9	5.1	101	7096	78.9	5.5	102
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	6854	21.2	20.2	105	4738	23.2	13.9	114	1620	19.1	4.8	94	1652	18.4	4.9	91
ALL NEWS	6062	1173	3.6	19.4	100	788	3.9	13.0	107	304	3.6	5.0	99	368	4.1	6.1	113
AOR/PROGRESSIVE	11884	2809	8.7	23.6	123	2088	10.2	17.6	144	710	8.4	6.0	118	728	8.1	6.1	114
BEAUTIFUL MUSIC	11180	2329	7.2	20.8	108	1549	7.6	13.9	114	591	7.0	5.3	105	725	8.1	6.5	121
BLACK	4538	746	2.3	16.4	85	470	2.3	10.4	85	*298	3.5	6.6	130	*195	2.2	4.3	80
CLASSICAL	3857	844	2.6	21.9	114	629	3.1	16.3	134	272	3.2	7.1	140	472	5.3	12.2	228
CHR/ROCK	21946	4909	15.2	22.4	116	3361	16.4	15.3	126	1389	16.4	6.3	125	1290	14.4	5.9	110
COUNTRY	27262	4726	14.6	17.3	90	2579	12.6	9.5	78	1130	13.3	4.1	82	1143	12.7	4.2	78
GOLDEN OLDIES	3339	633	2.0	19.0	98	556	2.7	16.7	137	*163	1.9	4.9	97	*202	2.2	6.0	113
MOR/NOSTALGIA	10346	2210	6.8	21.4	111	1297	6.3	12.5	103	506	6.0	4.9	97	632	7.0	6.1	114
NEWS/TALK	8929	1793	5.5	20.1	104	1232	6.0	13.8	113	434	5.1	4.9	96	519	5.8	5.8	108
RELIGIOUS	5488	1128	3.5	20.6	107	683	3.3	12.4	102	270	3.2	4.9	97	401	4.5	7.3	136
SOFT ROCK	1232	*215	0.7	17.5	91	**87	0.4	7.1	58	**10	0.1	0.8	16	**38	0.4	3.1	58
URBAN CONTEMPORARY	3184	712	2.2	22.4	116	362	1.8	11.4	93	*196	2.3	6.2	122	**129	1.4	4.1	76
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	1263	3.9	18.3	95	900	4.4	13.0	107	362	4.3	5.2	104	291	3.2	4.2	79
ABC DIRECTION	5212	1072	3.3	20.6	107	712	3.5	13.7	112	292	3.4	5.6	111	303	3.4	5.8	108
ABC ENTERTAINMENT	10385	1845	5.7	17.8	92	1032	5.0	9.9	81	429	5.1	4.1	82	375	4.2	3.6	67
ABC FM	4762	978	3.0	20.5	107	604	3.0	12.7	104	*255	3.0	5.4	106	*153	1.7	3.2	60
ABC INFORMATION	11339	2285	7.1	20.2	105	1704	8.3	15.0	123	549	6.5	4.8	96	664	7.4	5.9	109
ABC ROCK	4878	1118	3.5	22.9	119	669	3.3	13.7	112	*242	2.9	5.0	98	*217	2.4	4.4	83
CBS	10709	2022	6.3	18.9	98	1053	5.1	9.8	81	421	5.0	3.9	78	589	6.6	5.5	103
MUTUAL	10251	1783	5.5	17.4	90	1188	5.8	11.6	95	560	6.6	5.5	108	565	6.3	5.5	103
NBC	12243	2197	6.8	17.9	93	1456	7.1	11.9	98	597	7.0	4.9	97	584	6.5	4.8	89
RADIORADIO	4606	998	3.1	21.7	112	665	3.3	14.4	118	*221	2.6	4.8	95	*232	2.6	5.0	94
RKO ONE	5148	1062	3.3	20.6	107	707	3.5	13.7	113	*272	3.2	5.3	105	321	3.6	6.2	116
RKO TWO	7313	1237	3.8	16.9	88	723	3.5	9.9	81	329	3.9	4.5	89	346	3.8	4.7	88
THE SOURCE	5981	1306	4.0	21.8	113	799	3.9	13.4	110	304	3.6	5.1	101	*251	2.8	4.2	78
NON-WIRED : BLAIR	19329	3804	11.8	19.7	102	2665	13.0	13.8	113	943	11.1	4.9	97	878	9.8	4.5	85
INTERNET	27139	5905	18.3	21.8	113	3909	19.1	14.4	118	1538	18.1	5.7	112	1790	19.9	6.6	123
KATZ RADIO GROUP	36319	7653	23.7	21.1	109	4942	24.2	13.6	112	2020	23.8	5.6	110	2150	23.9	5.9	110
SUPERNET	22361	4647	14.4	20.8	108	2642	12.9	11.8	97	1129	13.3	5.0	100	1127	12.5	5.0	94
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	14532	2817	8.7	19.4	101	1626	7.9	11.2	92	756	8.9	5.2	103	823	9.2	5.7	106
MKDAY 9:00 AM - 1:00 PM	18688	3403	10.5	18.2	94	1896	9.3	10.1	83	903	10.7	4.8	96	970	10.8	5.2	97
MKDAY 1:00 PM - 4:30 PM	24061	4369	13.5	18.2	94	2309	11.3	9.6	79	1032	12.2	4.3	85	1199	13.3	5.0	93
MKDAY 4:30 PM - 7:30 PM	44079	8078	25.0	18.3	95	4822	23.6	10.9	90	2132	25.2	4.8	96	2268	25.2	5.1	96
MKDAY 7:30 PM - 8:00 PM	61979	11186	34.6	18.0	94	6821	33.3	11.0	90	2967	35.0	4.8	95	3110	34.6	5.0	94
MKDAY 11:00 PM - 11:30 PM	49084	8881	27.5	18.1	94	5402	26.4	11.0	90	2315	27.3	4.7	93	2437	27.1	5.0	93
MKDAY 11:30 PM - 1:00 AM	16560	2993	9.3	18.1	94	1856	9.1	11.2	92	909	10.7	5.5	109	871	9.7	5.3	98
M-SAT 8-11 PM+SUN 7-11 PM	66967	12960	40.1	19.4	100	7876	38.5	11.8	96	3413	40.3	5.1	101	3426	38.1	5.1	95
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	9269	1812	5.6	19.5	101	1124	5.5	12.1	99	380	4.5	4.1	81	458	5.1	4.9	92
ANOTHER WORLD N	6138	976	3.0	15.9	83	420	2.1	6.8	56	251	3.0	4.1	81	273	3.0	4.4	83
AS THE WORLD TURNS C	7707	1262	3.9	16.4	85	548	2.7	7.1	58	332	3.9	4.3	85	377	4.2	4.9	91
CAPITOL C	4688	791	2.4	16.9	88	378	1.8	8.1	66	221	2.6	4.7	93	254	2.8	5.4	101
CBS MORN. NEWS 1 C	2792	379	1.2	13.6	70	253	1.2	9.1	74	140	1.7	5.0	99	*87	1.0	3.1	58
CBS MORN. NEWS 2 C	2071	280	0.9	13.5	70	179	0.9	8.6	71	*57	0.7	2.8	54	88	1.0	4.2	79
DAYS OF OUR LIVES N	8018	1528	4.7	19.1	99	834	4.1	10.4	85	413	4.9	5.2	102	381	4.2	4.8	89
FACTS OF LIFE - DAYTIME N	3487	587	1.8	16.8	87	381	1.9	10.9	90	225	2.7	6.5	128	151	1.7	4.3	81
FAMILY FEUD A	4817	651	2.0	13.5	70	444	2.2	9.2	76	164	1.9	3.4	67	174	1.9	3.6	67
GENERAL HOSPITAL A	8333	1622	5.0	19.5	101	921	4.5	11.1	91	389	4.6	4.7	92	406	4.5	4.9	91
GOOD MORNING, AMERICA-730 A	5472	1180	3.7	21.6	112	613	3.0	11.2	92	195	2.3	3.6	71	300	3.3	5.5	102
GOOD MORNING, AMERICA-830 A	3965	890	2.8	22.4	116	460	2.2	11.6	95	152	1.8	3.8	76	215	2.4	5.4	101
GUIDING LIGHT C	7542	1345	4.2	17.8	93	547	2.7	7.3	59	343	4.0	4.5	90	400	4.4	5.3	99
ONE LIFE TO LIVE A	6018	1197	3.7	19.9	103	715	3.5	11.9	97	176	2.1	2.9	58	227	2.5	3.8	70
PRESS YOUR LUCK C	3589	563	1.7	15.7	81	372	1.8	10.4	85	137	1.6	3.8	76	198	2.2	5.5	103
PRICE IS RIGHT 1 C	7418	1065	3.3	14.4	74	512	2.5	6.9	57	210	2.5	2.8	56	339	3.8	4.6	85
PRICE IS RIGHT 2 C	8276	1221	3.8	14.8	77	591	2.9	7.1	59	234	2.8	2.8	56	386	4.3	4.7	87
RYAN'S HOPE A	4358	834	2.6	19.1	99	549	2.7	12.6	103	146	1.7	3.4	66	188	2.1	4.3	80
SALE OF THE CENTURY N	3749	588	1.8	15.7	81	302	1.5	8.1	66	162	1.9	4.3	86	174	1.9	4.6	87
SEARCH FOR TOMORROW N	2884	581	1.8	20.1	105	226	1.1	7.8	64	244	2.9	8.5	167	*150	1.7	5.2	97
TODAY SHOW 1 N	4869	943	2.9	19.4	100	580	2.8	11.9	98	313	3.7	6.4	127	351	3.9	7.2	135
TODAY SHOW 2 N	4135	622	1.9	15.0	78	345	1.7	8.3	68	273	3.2	6.6	131	290	3.2	7.0	131
$25,000 PYRAMID C	4361	599	1.9	13.7	71	399	2.0	9.1	75	199	2.3	4.6	90	236	2.6	5.4	101
WHEEL OF FORTUNE N	6187	1016	3.1	16.4	85	555	2.7	9.0	74	304	3.6	4.9	97	284	3.2	4.6	86
YOUNG AND THE RESTLESS C	8186	1437	4.4	17.6	91	645	3.2	7.9	65	345	4.1	4.2	83	395	4.4	4.8	90
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	776	2.4	16.4	85	556	2.7	11.8	96	246	2.9	5.2	103	244	2.7	5.2	96
NBA PLAYOFF GAME -1 C	5127	921	2.8	18.0	93	539	2.6	10.5	86	285	3.4	5.6	110	179	2.0	3.5	65
NBC MAJOR LEAGUE PRE-GAME N	3945	538	1.7	13.6	71	427	2.1	10.8	89	*194	2.3	4.9	97	*145	1.6	3.7	69
SPORTSWORLD - SUN N	3370	529	1.6	15.7	81	323	1.6	9.6	79	*154	1.8	4.6	90	*153	1.7	4.5	85
SUNDAY MORNING C	4200	812	2.5	19.3	100	612	3.0	14.6	119	208	2.5	5.0	98	203	2.3	4.8	90

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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YOGURT (NOT BOUGHT FROZEN) - TYPES
(ADULTS)

0643
P-19

		TOTAL U.S. '000	WITH FRUIT-PREMIXED A '000	B % DOWN	C % ACROSS	D INDX	WITH FRUIT-NOT PREMIXED A '000	B % DOWN	C % ACROSS	D INDX	OTHER FLAVORED A '000	B % DOWN	C % ACROSS	D INDX	PLAIN (UNFLAVORED) A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS		167727	32327	100.0	19.3	100	20454	100.0	12.2	100	8475	100.0	5.1	100	8989	100.0	5.4	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	8814	27.3	16.9	87	5131	25.1	9.8	80	2391	28.2	4.6	90	2539	28.2	4.9	91
NETWORK AFFILIATES - LATE		39164	6975	21.6	17.8	92	4219	20.6	10.8	88	1873	22.1	4.8	95	1971	21.9	5.0	94
INDEPENDENTS - LATE		5133	1102	3.4	21.5	111	774	3.8	15.1	124	371	4.4	7.2	143	361	4.0	7.0	131
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	4016	12.4	17.6	91	2192	10.7	9.6	79	1052	12.4	4.6	91	908	10.1	4.0	74
ABC MONDAY NIGHT MOVIE	A	11258	2208	6.8	19.6	102	1429	7.0	12.7	104	466	5.5	4.1	82	660	7.3	5.9	109
ABC SUNDAY NIGHT MOVIE	A	23600	4974	15.4	21.1	109	3033	14.8	12.9	105	1241	14.6	5.3	104	1280	14.2	5.4	101
ABC WORLD NEWS TONIGHT	A	12801	2142	6.6	16.7	87	1195	5.8	9.3	77	603	7.1	4.7	93	524	5.8	4.1	76
AFTERMASH	C	10966	1884	5.8	17.2	89	1088	5.3	9.9	81	517	6.1	4.7	93	445	5.0	4.1	76
ALICE	C	17050	3089	9.6	18.1	94	1743	8.5	10.2	84	761	9.0	4.5	88	818	9.1	4.8	90
AMERICAN PARADE	C	11998	1904	5.9	15.9	82	1204	5.9	10.0	82	493	5.8	4.1	81	658	7.3	5.5	102
BENSON	A	19258	3670	11.4	19.1	99	2068	10.1	10.7	88	1000	11.8	5.2	103	1121	12.5	5.8	109
BLUE THUNDER	A	11478	1887	5.8	16.4	85	1069	5.2	9.3	76	485	5.7	4.2	84	572	6.4	5.0	93
CAGNEY & LACEY	C	18263	3206	9.9	17.6	91	1937	9.5	10.6	87	870	10.3	4.8	94	806	9.0	4.4	82
CBS EVENING NEWS-DEAN	C	7733	1236	3.8	16.0	83	752	3.7	9.7	80	325	3.8	4.2	83	381	4.2	4.9	92
CBS EVENING NEWS-RATHER	C	15653	2594	8.0	16.6	86	1573	7.7	10.0	82	778	9.2	5.0	98	840	9.3	5.4	100
CBS SAT. NEWS-SCHIEFFER	C	8744	1380	4.3	15.8	82	835	4.1	9.5	78	458	5.4	5.2	104	378	4.2	4.3	81
CBS SATURDAY NIGHT MOVIE	C	12000	2118	6.6	17.6	92	1308	6.4	10.9	89	547	6.5	4.6	90	558	6.2	4.6	87
CBS WEDNESDAY NIGHT MOVIE	C	11522	2099	6.5	18.2	95	1058	5.2	9.2	75	478	5.6	4.1	82	592	6.6	5.1	96
CHEERS	N	16818	3677	11.4	21.9	113	2570	12.6	15.3	125	1024	12.1	6.1	121	994	11.1	5.9	110
DALLAS	C	37510	6849	21.2	18.3	95	4512	22.1	12.0	99	1905	22.5	5.1	101	1931	21.5	5.1	96
DIFF'RENT STROKES	N	11258	2017	6.2	17.9	93	1013	5.0	9.0	74	442	5.2	3.9	78	373	4.1	3.3	62
DOUBLE TROUBLE	N	12248	2708	8.4	22.1	115	1738	8.5	14.2	116	748	8.8	6.1	121	705	7.8	5.8	107
DUCK FACTORY	N	11100	2270	7.0	20.5	106	1506	7.4	13.6	111	675	8.0	6.1	120	624	6.9	5.6	105
DUKES OF HAZZARD	C	12353	2038	6.3	16.5	86	1081	5.3	8.8	72	572	6.7	4.6	92	490	5.5	4.0	74
DYNASTY	A	33279	6500	20.1	19.5	101	3713	18.2	11.2	91	1567	18.5	4.7	93	1670	18.6	5.0	94
FACTS OF LIFE	N	13410	2923	9.0	21.8	113	1744	8.5	13.0	107	741	8.7	5.5	109	624	6.9	4.7	87
FALCON CREST	C	31093	6021	18.6	19.4	100	3820	18.7	12.3	101	1490	17.6	4.8	95	1752	19.5	5.6	105
FALL GUY	A	18649	3222	10.0	17.3	90	1840	9.0	9.9	81	823	9.7	4.4	87	820	9.1	4.4	82
FAMILY TIES	N	13101	2618	8.1	20.0	104	1548	7.6	11.8	97	916	10.8	7.0	138	603	6.7	4.6	86
FANTASY ISLAND	A	13069	2480	7.7	19.0	98	1608	7.9	12.3	101	643	7.6	4.9	97	783	8.7	6.0	112
FOULUPS,BLEEPS & BLUNDERS	A	16588	3348	10.4	20.2	105	2147	10.5	12.9	106	741	8.7	4.5	88	961	10.7	5.8	108
FOUR SEASONS	C	9302	1639	5.1	17.6	91	1024	5.0	11.0	90	525	6.2	5.6	112	456	5.1	4.9	91
GIMME A BREAK	N	13955	2599	8.0	18.6	97	1316	6.4	9.4	77	865	10.2	6.2	123	647	7.2	4.6	87
HART TO HART	A	15735	3059	9.5	19.4	101	1759	8.6	11.2	92	629	7.4	4.0	79	844	9.4	5.4	100
HILL STREET BLUES	N	18257	3666	11.3	20.1	104	2603	12.7	14.3	117	1004	11.8	5.5	109	1103	12.3	6.0	113
HOTEL	A	24236	4237	13.1	17.5	91	2595	12.7	10.7	88	978	11.5	4.0	80	1182	13.1	4.9	91
JEFFERSONS	C	17010	2774	8.6	16.3	85	1672	8.2	9.8	81	676	8.0	4.0	79	746	8.3	4.4	82
JENNIFER SLEPT HERE	N	9397	1836	5.7	19.5	101	958	4.7	10.2	84	301	3.6	3.2	63	293	3.3	3.1	58
KATE & ALLIE	C	16762	3025	9.4	18.0	94	1879	9.2	11.2	92	768	9.1	4.6	91	778	8.7	4.6	87
KNIGHT RIDER	N	13164	2785	8.6	21.2	110	1638	8.0	12.4	102	714	8.4	5.4	107	559	6.2	4.2	79
LOVE BOAT	A	20400	3897	12.1	19.1	99	2158	10.6	10.6	87	923	10.9	4.5	90	1015	11.3	5.0	93
MAGNUM PI	C	22543	3958	12.2	17.6	91	2728	13.3	12.1	99	1253	14.8	5.6	110	1179	13.1	5.2	98
MAMA'S FAMILY	N	9852	1694	5.2	17.2	89	1009	4.9	10.2	84	499	5.9	5.1	100	433	4.8	4.4	82
MASTER, THE	N	8082	1447	4.5	17.9	93	861	4.2	10.7	87	410	4.8	5.1	100	345	3.8	4.3	80
MATT HOUSTON	A	12881	2426	7.5	18.8	98	1302	6.4	10.1	83	675	8.0	5.2	104	635	7.1	4.9	92
NBC MONDAY NIGHT MOVIE	N	23889	4843	15.0	20.3	105	3125	15.3	13.1	107	1275	15.0	5.3	106	1201	13.4	5.0	94
NBC NIGHTLY NEWS	N	11156	2000	6.2	17.9	93	1250	6.1	11.2	92	645	7.6	5.8	114	604	6.7	5.4	101
NBC NIGHTLY NEWS-SAT	N	7363	1105	3.4	15.0	78	670	3.3	9.1	75	*318	3.8	4.3	85	269	3.0	3.7	68
NBC NIGHTLY NEWS-SUN	N	6214	947	2.9	15.2	79	708	3.5	11.4	93	315	3.7	5.1	100	263	2.9	4.2	79
NBC SUNDAY NIGHT MOVIE	N	17590	3378	10.4	19.2	100	2116	10.3	12.0	99	933	11.0	5.3	105	903	10.0	5.1	96
NEWHART	C	16740	3017	9.3	18.0	94	1805	8.8	10.8	88	817	9.6	4.9	97	707	7.9	4.2	79
ONE DAY AT A TIME	C	11820	2483	7.7	21.0	109	1463	7.2	12.4	101	699	8.2	5.9	117	601	6.7	5.1	95
PEOPLE ARE FUNNY	N	9138	1501	4.6	16.4	85	917	4.5	10.0	82	403	4.8	4.4	87	346	3.8	3.8	71
REAL PEOPLE	N	15979	2975	9.2	18.6	97	1539	7.5	9.6	79	634	7.5	4.0	79	762	8.5	4.8	89
REMINGTON STEELE	N	14395	2788	8.6	19.4	100	1798	8.8	12.5	102	716	8.4	5.0	98	684	7.6	4.8	89
RIPLEY'S BELIEVE IT - NOT	A	11362	2179	6.7	19.2	100	1354	6.6	11.9	98	548	6.5	4.8	95	575	6.4	5.1	94
RIPTIDE	N	13920	2674	8.3	19.2	100	1385	6.8	9.9	82	715	8.4	5.1	102	539	6.0	3.9	72
SCARECROW & MRS. KING	C	17571	3399	10.5	19.3	100	1983	9.7	11.3	93	830	9.8	4.7	93	923	10.3	5.3	98
SIMON & SIMON	C	20208	3470	10.7	17.2	89	2195	10.7	10.9	89	1073	12.7	5.3	105	914	10.2	4.5	84
60 MINUTES	C	27668	5108	15.8	18.5	96	3275	16.0	11.8	97	1492	17.6	5.4	107	1418	15.8	5.1	96
ST. ELSEWHERE	N	13699	3127	9.7	22.8	118	2008	9.8	14.7	120	793	9.4	5.8	115	706	7.9	5.2	96
THREE'S COMPANY	A	20632	4061	12.6	19.7	102	2392	11.7	11.6	95	910	10.7	4.4	87	998	11.1	4.8	90
T.J. HOOKER	A	17136	2999	9.3	17.5	91	1812	8.9	10.6	87	866	10.2	5.1	100	849	9.4	5.0	92
TONIGHT SHOW	N	4963	896	2.8	18.1	94	639	3.1	12.9	106	271	3.2	5.5	108	334	3.7	6.7	126
TRAPPER JOHN, M.D.	C	16332	2946	9.1	18.0	94	1588	7.8	9.7	80	644	7.6	3.9	78	816	9.1	5.0	93
TV BLOOPERS & PRAC. JOKES	N	18881	3629	11.2	19.2	100	1966	9.6	10.4	85	830	9.8	4.4	87	814	9.1	4.3	80
20/20	A	18315	3248	10.0	17.7	92	1653	8.1	9.0	74	833	9.8	4.5	90	997	11.1	5.4	102
WEBSTER	A	18722	3505	10.8	18.7	97	2058	10.1	11.0	90	977	11.5	5.2	103	1042	11.6	5.6	104
WORLD NEWS - SUN	A	5327	952	2.9	17.9	93	513	2.5	9.6	79	*258	3.0	4.8	96	327	3.6	6.1	115
YELLOW ROSE	N	8370	1596	4.9	19.1	99	748	3.7	8.9	73	433	5.1	5.2	102	414	4.6	4.9	92
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	3967	12.3	15.3	80	2973	14.5	11.5	94	993	11.7	3.8	76	950	10.6	3.7	69
BASKETBALL - COLLEGE GAMES		14468	2662	8.2	18.4	95	1604	7.8	11.1	91	776	9.2	5.4	106	*446	5.0	3.1	58
BASKETBALL - PRO GAMES		12124	2123	6.6	17.5	91	1337	6.5	11.0	90	598	7.1	4.9	98	*367	4.1	3.0	56
BOWLING		9412	1661	5.1	17.6	92	764	3.7	8.1	67	*520	6.1	5.5	109	*307	3.4	3.3	61
BOXING		15409	2533	7.8	16.4	85	1619	7.9	10.5	86	1038	12.2	6.7	133	758	8.4	4.9	92
FOOTBALL - COLLEGE GAMES		21400	3721	11.5	17.4	90	2758	13.5	12.9	106	1105	13.0	5.2	102	818	9.1	3.8	71
FOOTBALL - PRO GAMES		35944	6989	21.6	19.4	101	4884	23.9	13.6	111	2083	24.6	5.8	115	1514	16.8	4.2	79
GOLF		9759	1553	4.8	15.9	83	1278	6.2	13.1	107	*649	7.7	6.7	132	*509	5.7	5.2	97
POST-SEASON COLL. FOOTBALL		18123	3431	10.6	18.9	98	2641	12.9	14.6	119	1021	12.0	5.6	111	728	8.1	4.0	75
POST-SEASON PRO FOOTBALL		22091	4243	13.1	19.2	100	3234	15.8	14.6	120	1145	13.5	5.2	103	990	11.0	4.5	84
TENNIS		6764	1466	4.5	21.7	112	1164	5.7	17.2	141	615	7.3	9.1	180	580	6.5	8.6	160
WRESTLING - PROFESSIONAL		9695	1704	5.3	17.6	91	663	3.2	6.8	56	*311	3.7	3.2	63	**300	3.3	3.1	58

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YOGURT (NOT BOUGHT FROZEN) - FLAVORS
(ADULTS)

0644
P-19

	TOTAL U.S. '000	ALL USERS A '000	B % ACROSS DOWN	C %	D INDX	APPLE A '000	B % ACROSS DOWN	C %	D INDX	BANANA A '000	B % ACROSS DOWN	C %	D INDX	BLUEBERRY A '000	B % ACROSS DOWN	C %	D INDX
TOTAL ADULTS	167727	51672	100.0	30.8	100	7924	100.0	4.7	100	8036	100.0	4.8	100	23466	100.0	14.0	100
MALES	79263	18125	35.1	22.9	74	3224	40.7	4.1	86	3103	38.6	3.9	82	9291	39.6	11.7	84
FEMALES	88464	33547	64.9	37.9	123	4700	59.3	5.3	112	4932	61.4	5.6	116	14175	60.4	16.0	115
18 - 24	28871	9567	18.5	33.4	108	1677	21.2	5.8	124	2093	26.0	7.3	152	4946	21.1	17.3	123
25 - 34	39536	14679	28.4	37.1	121	2215	28.0	5.6	119	2241	27.9	5.7	118	6593	28.1	16.7	119
35 - 44	28978	9847	19.1	34.0	110	1786	22.5	6.2	130	1484	18.5	5.1	107	4543	19.4	15.7	112
45 - 54	22345	6667	12.9	29.8	97	922	11.6	4.1	87	864	10.8	3.9	81	3028	12.9	13.6	97
55 - 64	22224	5614	10.9	25.3	82	772	9.7	3.5	74	810	10.1	3.6	76	2439	10.4	11.0	78
65 OR OLDER	25973	5297	10.3	20.4	66	553	7.0	2.1	45	543	6.8	2.1	44	1917	8.2	7.4	53
18 - 34	68407	24246	46.9	35.5	115	3892	49.1	5.7	121	4335	53.9	6.4	133	11539	49.2	16.9	121
18 - 49	100058	37493	72.6	34.7	113	6121	77.2	5.7	120	6193	77.1	5.7	120	17692	75.4	16.4	117
25 - 54	90859	31194	60.4	34.3	111	4923	62.1	5.4	115	4589	57.1	5.1	105	14165	60.4	15.6	111
35 - 49	39851	13247	25.6	33.2	108	2229	28.1	5.6	118	1859	23.1	4.7	97	6153	26.2	15.4	110
50 OR OLDER	59649	14179	27.4	23.8	77	1803	22.8	3.0	64	1843	22.9	3.1	64	5774	24.6	9.7	69
GRADUATED COLLEGE	28091	11802	22.8	42.0	136	1915	24.2	6.8	144	1533	19.1	5.5	114	5255	22.4	18.7	134
ATTENDED COLLEGE	28938	11111	21.5	38.4	125	1596	20.1	5.5	117	1553	19.3	5.4	112	5058	21.6	17.5	125
GRADUATED HIGH SCHOOL	65803	19034	36.8	29.1	94	2811	35.5	4.3	91	3320	41.3	5.1	106	8880	37.8	13.6	97
DID NOT GRADUATE HIGH SCHOOL	45195	9725	18.8	21.5	70	1603	20.2	3.5	75	1630	20.3	3.6	75	4272	18.2	9.5	68
EMPLOYED MALES	56429	13724	26.6	24.3	79	2601	32.8	4.6	98	2250	28.0	4.0	83	6967	29.7	12.3	88
EMPLOYED FEMALES	43971	19282	37.3	43.9	142	2790	35.2	6.3	134	2861	35.6	6.5	136	8221	35.0	18.7	134
EMPLOYED FULL-TIME	87773	28014	54.2	31.9	104	4581	57.8	5.2	110	4327	53.8	4.9	103	12862	54.8	14.7	105
EMPLOYED PART-TIME	12627	4992	9.7	39.5	128	810	10.2	6.4	136	785	9.8	6.2	130	2326	9.9	18.4	132
NOT EMPLOYED	67327	18666	36.1	27.7	90	2533	32.0	3.8	80	2924	36.4	4.3	91	8277	35.3	12.3	88
PROFESSIONAL/MANAGER	35845	10560	20.4	40.9	133	1678	21.2	6.5	137	1329	16.5	5.1	107	4606	19.6	17.8	127
TECH/CLERICAL/SALES	30895	11293	21.9	36.6	119	1578	19.9	5.1	108	1802	22.4	5.8	122	5358	22.8	17.3	124
PRECISION/CRAFT	12629	3068	5.9	24.3	79	564	7.1	4.5	95	*506	6.3	4.0	84	1487	6.3	11.8	84
OTHER EMPLOYED	31031	8085	15.6	26.1	85	1572	19.8	5.1	107	1474	18.3	4.8	99	3737	15.9	12.0	86
SINGLE	35557	12395	24.0	34.9	113	1981	25.0	5.6	118	2196	27.3	6.2	129	5860	25.0	16.5	118
MARRIED	103585	30890	59.8	29.8	97	4505	56.9	4.3	92	4287	53.3	4.1	86	14096	60.1	13.6	97
DIVORCED/SEPARATED/WIDOWED	28585	8387	16.2	29.3	95	1438	18.1	5.0	106	1553	19.3	5.4	113	3509	15.0	12.3	88
PARENTS	59295	19697	38.1	33.2	108	3403	42.9	5.7	121	3229	40.2	5.4	114	9182	39.1	15.5	111
WHITE	146081	45996	89.0	31.5	102	6931	87.5	4.7	100	7027	87.4	4.8	100	21419	91.3	14.7	105
BLACK	17974	4238	8.2	23.6	77	862	10.9	4.8	102	874	10.9	4.9	101	1553	6.6	8.6	62
OTHER	3672	1439	2.8	39.2	127	**132	1.7	3.6	76	**135	1.7	3.7	77	*494	2.1	13.5	96
NORTHEAST-CENSUS	37005	13259	25.7	35.8	116	1727	21.8	4.7	99	2156	26.8	5.8	122	6243	26.6	16.9	121
NORTH CENTRAL	42542	11020	21.3	25.8	84	1598	20.2	3.7	79	1536	19.1	3.6	75	5676	24.2	13.3	95
SOUTH	56777	13798	26.7	24.3	79	2237	28.2	3.9	83	2407	30.0	4.2	88	5757	24.5	10.1	72
WEST	31303	13596	26.3	43.4	141	2362	29.8	7.5	160	1937	24.1	6.2	129	5790	24.7	18.5	132
NORTHEAST-MKTG.	38125	14227	27.5	37.3	121	1862	23.5	4.9	103	2208	27.5	5.8	121	6416	27.3	16.8	120
EAST CENTRAL	24794	6248	12.1	25.2	82	876	11.1	3.5	75	963	12.0	3.9	81	3082	13.1	12.4	89
WEST CENTRAL	28511	7714	14.9	27.1	88	1068	13.5	3.7	79	1056	13.1	3.7	77	4025	17.2	14.1	101
SOUTH	40953	11277	21.8	23.0	75	1897	23.9	3.9	82	2000	24.9	4.1	85	4964	21.2	10.1	72
PACIFIC	27344	12205	23.6	44.6	145	2221	28.0	8.1	172	1809	22.5	6.6	138	4979	21.2	18.2	130
COUNTY SIZE A	69301	25433	49.2	36.7	119	3936	49.7	5.7	120	4375	54.4	6.3	132	11201	47.7	16.2	116
COUNTY SIZE B	50633	15024	29.1	29.7	96	2380	30.0	4.7	99	2014	25.1	4.0	83	6719	28.6	13.3	95
COUNTY SIZE C	26259	7536	14.6	28.7	93	1099	13.9	4.2	89	1121	13.9	4.3	89	3643	15.5	13.9	99
COUNTY SIZE D	21534	3680	7.1	17.1	55	*509	6.4	2.4	50	*526	6.5	2.4	51	1903	8.1	8.8	63
METRO CENTRAL CITY	50014	17051	33.0	34.1	111	2718	34.3	5.4	115	2685	33.4	5.4	112	7367	31.4	14.7	105
METRO SUBURBAN	76832	25740	49.8	33.5	109	3989	50.3	5.2	110	3983	49.6	5.2	108	12021	51.2	15.6	112
NON METRO	40881	8881	17.2	21.7	71	1217	15.4	3.0	63	1368	17.0	3.3	70	4077	17.4	10.0	71
TOP 5 ADI'S	39550	15620	30.2	39.5	128	2381	30.0	6.0	127	2708	33.7	6.8	143	6964	29.7	17.6	126
TOP 10 ADI'S	54877	20897	40.4	38.1	124	3134	39.6	5.7	121	3520	43.8	6.4	134	9096	38.8	16.6	118
TOP 20 ADI'S	77516	28098	54.4	36.2	118	4288	54.1	5.5	117	4642	57.8	6.0	125	12499	53.3	16.1	115
HSHLD INC. $50,000 OR MORE	17257	6839	13.2	39.6	129	1057	13.3	6.1	130	1180	14.7	6.8	143	3046	13.0	17.7	126
$40,000 OR MORE	33235	12950	25.1	39.0	126	1916	24.2	5.8	122	1918	23.9	5.8	120	5947	25.3	17.9	128
$30,000 OR MORE	59693	22074	42.7	37.0	120	3049	38.5	5.1	108	3322	41.3	5.6	116	10104	43.1	16.9	121
$25,000 OR MORE	76275	28029	54.2	36.7	119	3903	49.3	5.1	108	4107	51.1	5.4	112	13025	55.5	17.1	122
$20,000 - $24,999	18607	5624	10.9	30.2	98	884	11.2	4.8	101	757	9.4	4.1	85	2578	11.0	13.9	99
$15,000 - $19,999	17175	4803	9.3	28.0	91	950	12.0	5.5	117	858	10.7	5.0	104	2124	9.1	12.4	88
$10,000 - $14,999	24569	6128	11.9	24.9	81	977	12.3	4.0	84	1270	15.8	5.2	108	2991	12.7	12.2	87
UNDER $10,000	31101	7087	13.7	22.8	74	1211	15.3	3.9	82	1043	13.0	3.4	70	2747	11.7	8.8	63
HOUSEHOLD OF 1 PERSON	19441	5592	10.8	28.8	93	861	10.9	4.4	94	771	9.6	4.0	83	2320	9.9	11.9	85
2 PEOPLE	51803	14729	28.5	28.4	92	2016	25.4	3.9	82	2073	25.8	4.0	84	6072	25.9	11.7	84
3 OR 4 PEOPLE	66933	22232	43.0	33.2	108	3302	41.7	4.9	104	3515	43.7	5.3	110	10623	45.3	15.9	113
5 OR MORE PEOPLE	29550	9120	17.6	30.9	100	1746	22.0	5.9	125	1677	20.9	5.7	118	4451	19.0	15.1	108
NO CHILD IN HSHLD	96587	28254	54.7	29.3	95	3724	47.0	3.9	82	3895	48.5	4.0	84	12341	52.6	12.8	91
CHILD(REN) UNDER 2 YRS	10844	3472	6.7	32.0	104	*621	7.8	5.7	121	717	8.9	6.6	138	1719	7.3	15.9	113
2 - 5 YEARS	26358	8988	17.4	34.1	111	1649	20.8	6.3	132	1561	19.4	5.9	124	4210	17.9	16.0	114
6 - 11 YEARS	30453	10162	19.7	33.4	108	1643	20.7	5.4	114	1642	20.4	5.4	113	4694	20.0	15.4	110
12 - 17 YEARS	36575	11558	22.4	31.6	103	2073	26.2	5.7	120	2015	25.1	5.5	115	5424	23.1	14.8	106
RESIDENCE OWNED	117770	35228	68.2	29.9	97	4915	62.0	4.2	88	4889	60.8	4.2	87	16211	69.1	13.8	98
VALUE: $50,000 OR MORE	70166	24356	47.1	34.7	113	3329	42.0	4.7	100	3155	39.3	4.5	94	10963	46.7	15.6	112
VALUE: UNDER $50,000	47604	10872	21.0	22.8	74	1586	20.0	3.3	71	1734	21.6	3.6	76	5248	22.4	11.0	79

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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YOGURT (NOT BOUGHT FROZEN) - FLAVORS
(ADULTS)

0645
P-19

		TOTAL U.S. '000	ALL USERS A '000	B % DOWN	C % ACROSS	D INDX	APPLE A '000	B % DOWN	C % ACROSS	D INDX	BANANA A '000	B % DOWN	C % ACROSS	D INDX	BLUEBERRY A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS		167727	51672	100.0	30.8	100	7924	100.0	4.7	100	8036	100.0	4.8	100	23466	100.0	14.0	100
MAGAZINES	QUINTILE 1	34022	13127	25.4	38.6	125	2057	26.0	6.0	128	2125	26.4	6.2	130	6101	26.0	17.9	128
	QUINTILE 2	34800	12148	23.5	34.9	113	1939	24.5	5.6	118	1939	24.1	5.6	116	5232	22.3	15.0	107
	QUINTILE 3	30514	9339	18.1	30.6	99	1364	17.2	4.5	95	1287	16.0	4.2	88	4400	18.8	14.4	103
	QUINTILE 4	33324	8862	17.2	26.6	86	1380	17.4	4.1	88	1424	17.7	4.3	89	3987	17.0	12.0	86
	QUINTILE 5	35066	8197	15.9	23.4	76	1184	14.9	3.4	71	1261	15.7	3.6	75	3746	16.0	10.7	76
NEWSPAPERS	QUINTILE 1	29107	9630	18.6	33.1	107	1270	16.0	4.4	92	1398	17.4	4.8	100	4502	19.2	15.5	111
	QUINTILE 2	49095	15719	30.4	32.0	104	2089	26.4	4.3	90	2264	28.2	4.6	96	6752	28.8	13.8	98
	QUINTILE 3	23107	7908	15.3	34.2	111	1408	17.8	6.1	129	1263	15.7	5.5	114	3691	15.7	16.0	114
	QUINTILE 4	33556	10246	19.8	30.5	99	1430	18.0	4.3	90	1316	16.4	3.9	82	4670	19.9	13.9	99
	QUINTILE 5	32863	8170	15.8	24.9	81	1727	21.8	5.3	111	1794	22.3	5.5	114	3852	16.4	11.7	84
OUTDOOR	QUINTILE 1	33431	11529	22.3	34.5	112	1880	23.7	5.6	119	2021	25.1	6.0	126	5307	22.6	15.9	113
	QUINTILE 2	33478	10959	21.2	32.7	106	1828	23.1	5.5	116	1835	22.8	5.5	114	5186	22.1	15.5	111
	QUINTILE 3	33574	10216	19.8	30.4	99	1329	16.8	4.0	84	1617	20.1	4.8	101	4669	19.9	13.9	99
	QUINTILE 4	33935	10274	19.9	30.3	98	1355	17.1	4.0	85	1203	15.0	3.5	74	4407	18.8	13.0	93
	QUINTILE 5	33310	8695	16.8	26.1	85	1532	19.3	4.6	97	1360	16.9	4.1	85	3897	16.6	11.7	84
RADIO-DRIVE TIME	QUINTILE 1	33136	10498	20.3	31.7	103	1785	22.5	5.4	114	1557	19.4	4.7	98	5055	21.5	15.3	109
	QUINTILE 2	31658	9532	18.4	30.1	98	1749	22.1	5.5	117	1584	19.7	5.0	104	4357	18.6	13.8	98
	QUINTILE 3	32541	11155	21.6	34.3	111	1623	20.5	5.0	106	1650	20.5	5.1	106	5047	21.5	15.5	111
	QUINTILE 4	34247	10646	20.6	31.1	101	1643	20.7	4.8	102	1812	22.5	5.3	110	4802	20.5	14.0	100
	QUINTILE 5	36144	9842	19.0	27.2	88	1124	14.2	3.1	66	1432	17.8	4.0	83	4205	17.9	11.6	83
RADIO-MID-DAY	TERCILE 1	45037	14280	27.6	31.7	103	2385	30.1	5.3	112	2359	29.4	5.2	109	6779	28.9	15.1	108
	TERCILE 2	44819	13779	26.7	30.7	100	2135	26.9	4.8	101	2074	25.8	4.6	97	6478	27.6	14.5	103
	TERCILE 3	77872	23612	45.7	30.3	98	3404	43.0	4.4	93	3603	44.8	4.6	97	10209	43.5	13.1	94
RADIO-TOTAL	QUINTILE 1	33763	11151	21.6	33.0	107	1911	24.1	5.7	120	1838	22.9	5.4	114	5411	23.1	16.0	115
	QUINTILE 2	33240	10105	19.6	30.4	99	1868	23.6	5.6	119	1759	21.9	5.3	110	4755	20.3	14.3	102
	QUINTILE 3	33408	10706	20.7	32.0	104	1512	19.1	4.5	96	1500	18.7	4.5	94	4838	20.6	14.5	104
	QUINTILE 4	34792	11109	21.5	31.9	104	1533	19.3	4.4	93	1672	20.8	4.8	100	4847	20.7	13.9	100
	QUINTILE 5	32524	8602	16.6	26.4	86	1099	13.9	3.4	72	1266	15.8	3.9	81	3615	15.4	11.1	79
TV-PRIME TIME	QUINTILE 1	33090	9607	18.6	29.0	94	1103	13.9	3.3	71	1478	18.4	4.5	93	3986	17.0	12.0	86
	QUINTILE 2	33357	10739	20.8	32.2	105	1697	21.4	5.1	108	1614	20.1	4.8	101	5064	21.6	15.2	109
	QUINTILE 3	33980	10231	19.8	30.1	98	1563	19.7	4.6	97	1527	19.0	4.5	94	4755	20.3	14.0	100
	QUINTILE 4	33854	11173	21.6	33.0	107	1901	24.0	5.6	119	1905	23.7	5.6	117	4989	21.3	14.7	105
	QUINTILE 5	33444	9922	19.2	29.7	96	1660	20.9	5.0	105	1513	18.8	4.5	94	4671	19.9	14.0	100
TV-DAYTIME	TERCILE 1	49121	13448	26.0	27.4	89	2016	25.4	4.1	87	2154	26.8	4.4	92	5634	24.0	11.5	82
	TERCILE 2	48823	15400	29.8	31.5	102	2265	28.6	4.6	98	2189	27.2	4.5	94	7078	30.2	14.5	104
	TERCILE 3	69782	22824	44.2	32.7	106	3644	46.0	5.2	111	3693	46.0	5.3	110	10754	45.8	15.4	110
TV-TOTAL	QUINTILE 1	33584	9045	17.5	26.9	87	1295	16.3	3.9	82	1604	20.0	4.8	100	3731	15.9	11.1	79
	QUINTILE 2	33441	9666	18.7	28.9	94	1309	16.5	3.9	83	1293	16.1	3.9	81	4175	17.8	12.5	89
	QUINTILE 3	33505	10807	20.9	32.3	105	1636	20.6	4.9	103	1493	18.6	4.5	93	5223	22.3	15.6	111
	QUINTILE 4	33466	10807	20.9	32.3	105	1846	23.3	5.5	117	1809	22.5	5.4	113	5144	21.9	15.4	110
	QUINTILE 5	33731	11348	22.0	33.6	109	1838	23.2	5.4	115	1838	22.9	5.4	114	5194	22.1	15.4	110
MAGAZINES-NEWSPAPERS: DUAL		44503	16281	31.5	36.6	119	2183	27.5	4.9	104	2432	30.3	5.5	114	7232	30.8	16.3	116
MAGAZINE IMPERATIVE		39363	13863	26.8	35.2	114	2605	32.9	6.6	140	2394	29.8	6.1	127	6367	27.1	16.2	116
NEWSPAPER IMPERATIVE		46441	12540	24.3	27.0	88	1747	22.0	3.8	80	1767	22.0	3.8	79	5710	24.3	12.3	88
MAGAZINES-OUTDOOR: DUAL		33726	13018	25.2	38.6	125	2114	26.7	6.3	133	2373	29.5	7.0	147	6061	25.8	18.0	128
MAGAZINE IMPERATIVE		52846	17504	33.9	33.1	108	2574	32.5	4.9	103	2428	30.2	4.6	96	7598	32.4	14.4	103
OUTDOOR IMPERATIVE		52140	14557	28.2	27.9	91	2275	28.7	4.4	92	2304	28.7	4.4	92	6838	29.1	13.1	94
MAGAZINES-RADIO: DUAL		37081	13729	26.6	37.0	120	2291	28.9	6.2	131	2244	27.9	6.1	126	6507	27.7	17.5	125
MAGAZINE IMPERATIVE		49747	17324	33.5	34.8	113	2394	30.2	4.8	102	2576	32.1	5.2	108	7427	31.7	14.9	107
RADIO IMPERATIVE		49208	13122	25.4	26.7	87	2287	28.9	4.6	98	2074	25.8	4.2	88	6252	26.6	12.7	91
MAGAZINES-TELEVISION: DUAL		33103	10962	21.2	33.1	107	1373	17.3	4.1	88	1549	19.3	4.7	98	4878	20.8	14.7	105
MAGAZINE IMPERATIVE		54575	20334	39.4	37.3	121	3510	44.3	6.4	136	3235	40.3	5.9	124	9521	40.6	17.4	125
TELEVISION IMPERATIVE		53249	13205	25.6	24.8	80	2018	25.5	3.8	80	2081	25.9	3.9	82	5822	24.8	10.9	78
NEWSPAPERS-OUTDOOR: DUAL		36255	13177	25.5	36.3	118	1672	21.1	4.6	98	1969	24.5	5.4	113	5940	25.3	16.4	117
NEWSPAPER IMPERATIVE		55591	16772	32.5	30.2	98	2334	29.5	4.2	89	2214	27.6	4.0	83	7351	31.3	13.2	95
OUTDOOR IMPERATIVE		48319	14869	28.8	30.8	100	2824	35.6	5.8	124	2902	36.1	6.0	125	7164	30.5	14.8	106
NEWSPAPERS-RADIO: DUAL		37242	12538	24.3	33.7	109	1825	23.0	4.9	104	1749	21.8	4.7	98	5813	24.8	15.6	112
NEWSPAPER IMPERATIVE		54423	17519	33.9	32.2	104	2274	28.7	4.2	88	2550	31.7	4.7	98	7522	32.1	13.8	99
RADIO IMPERATIVE		46650	14004	27.1	30.0	97	2854	36.0	6.1	129	2600	32.4	5.6	116	6864	29.3	14.7	105
NEWSPAPERS-TELEVISION: DUAL		35974	11127	21.5	30.9	100	1274	16.1	3.5	75	1630	20.3	4.5	95	4957	21.1	13.8	98
NEWSPAPER IMPERATIVE		56095	19432	37.6	34.6	112	3063	38.7	5.5	116	2866	35.7	5.1	107	8830	37.6	15.7	113
TELEVISION IMPERATIVE		47170	12788	24.7	27.1	88	2216	28.0	4.7	99	2020	25.1	4.3	89	5605	23.9	11.9	85
OUTDOOR-RADIO: DUAL		33748	11124	21.5	33.0	107	1941	24.5	5.8	122	2059	25.6	6.1	127	5424	23.1	16.1	115
OUTDOOR IMPERATIVE		52785	16840	32.6	31.9	104	2413	30.5	4.6	97	2661	33.1	5.0	105	7522	32.1	14.3	102
RADIO IMPERATIVE		52882	15926	30.8	30.1	98	2583	32.6	4.9	103	2307	28.7	4.4	91	7299	31.1	13.8	99
OUTDOOR-TELEVISION: DUAL		32030	9937	19.2	31.0	101	1477	18.6	4.6	98	1773	22.1	5.5	116	4648	19.8	14.5	104
OUTDOOR IMPERATIVE		54626	19082	36.9	34.9	113	3145	39.7	5.8	122	3193	39.7	5.8	122	9075	38.7	16.6	119
TELEVISION IMPERATIVE		54874	14961	29.0	27.3	88	2018	25.5	3.7	78	1993	24.8	3.6	76	6254	26.7	11.4	81
RADIO-TELEVISION: DUAL		33386	9872	19.1	29.6	96	1500	18.9	4.5	95	1623	20.2	4.9	101	4445	18.9	13.3	95
RADIO IMPERATIVE		53810	18061	35.0	33.6	109	3167	40.0	5.9	125	2836	35.3	5.3	110	8754	37.3	16.3	116
TELEVISION IMPERATIVE		54023	15287	29.6	28.3	92	1998	25.2	3.7	78	2142	26.7	4.0	83	6455	27.5	11.9	85

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YOGURT (NOT BOUGHT FROZEN) - FLAVORS
(ADULTS)

	TOTAL U.S. '000	ALL USERS A '000	B % DOWN	C % ACROSS	D INDX	APPLE A '000	B % DOWN	C % ACROSS	D INDX	BANANA A '000	B % DOWN	C % ACROSS	D INDX	BLUEBERRY A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	51672	100.0	30.8	100	7924	100.0	4.7	100	8036	100.0	4.8	100	23466	100.0	14.0	100
ATLANTIC MONTHLY	867	422	0.8	48.7	158	**21	0.3	2.4	51	**13	0.2	1.5	31	*215	0.9	24.8	177
BARRON'S	1580	541	1.0	34.2	111	**68	0.9	4.3	91	**34	0.4	2.2	45	*258	1.1	16.3	117
BETTER HOMES & GARDENS	22203	8401	16.3	37.8	123	1186	15.0	5.3	113	1150	14.3	5.2	108	3757	16.0	16.9	121
BON APPETIT	3810	1813	3.5	47.6	154	*225	2.8	5.9	125	*222	2.8	5.8	122	682	2.9	17.9	128
BUSINESS WEEK	4663	1583	3.1	33.9	110	335	4.2	7.2	152	408	5.1	8.7	183	750	3.2	16.1	115
CAR AND DRIVER	3102	929	1.8	29.9	97	*170	2.1	5.5	116	*173	2.2	5.6	116	473	2.0	15.2	109
CBS MAGAZINE NETWORK (GROSS)	7311	2409	4.7	33.0	107	497	6.3	6.8	144	513	6.4	7.0	146	1219	5.2	16.7	119
CHANGING TIMES	3400	1101	2.1	32.4	105	*164	2.1	4.8	102	**142	1.8	4.2	87	446	1.9	13.1	94
COLONIAL HOMES	1796	665	1.3	37.0	120	**78	1.0	4.3	92	**95	1.2	5.3	110	328	1.4	18.3	131
CONDE NAST MAG. PKG. (GROSS)	19924	9277	18.0	46.6	151	1165	14.7	5.8	124	1427	17.8	7.2	149	4127	17.6	20.7	148
CONSUMERS DIGEST	3125	942	1.8	30.1	98	**112	1.4	3.6	76	**104	1.3	3.3	69	387	1.6	12.4	89
COSMOPOLITAN	10577	4552	8.8	43.0	140	545	6.9	5.2	109	774	9.6	7.3	153	1947	8.3	18.4	132
COUNTRY LIVING	3746	1588	3.1	42.4	138	*178	2.2	4.8	101	*192	2.4	5.1	107	806	3.4	21.5	154
CUISINE	2214	930	1.8	42.0	136	**94	1.2	4.2	90	**110	1.4	5.0	104	312	1.3	14.1	101
CYCLE WORLD	2394	752	1.5	31.4	102	**104	1.3	4.3	92	**96	1.2	4.0	84	*405	1.7	16.9	121
DCI:CREATIVE IDEAS FOR LIV	3068	1165	2.3	38.0	123	*250	3.2	8.1	172	*154	1.9	5.0	105	539	2.3	17.6	126
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	3402	6.6	35.6	116	551	7.0	5.8	122	446	5.6	4.7	97	1403	6.0	14.7	105
DISCOVER	2277	812	1.6	35.7	116	*201	2.5	8.8	187	*188	2.3	8.3	172	475	2.0	20.9	149
EBONY	7187	1976	3.8	27.5	89	331	4.2	4.6	97	354	4.4	4.9	103	649	2.8	9.0	65
ESQUIRE	2560	781	1.5	30.5	99	*130	1.6	5.1	107	*172	2.1	6.7	140	381	1.6	14.9	106
ESSENCE	3242	1065	2.1	32.9	107	*221	2.8	6.8	144	*224	2.8	6.9	144	327	1.4	10.1	72
FAMILY CIRCLE	19639	7947	15.4	40.5	131	1057	13.3	5.4	114	1213	15.1	6.2	129	3433	14.6	17.5	125
THE FAMILY HANDYMAN	3540	1047	2.0	29.6	96	*170	2.1	4.8	102	*162	2.0	4.6	96	517	2.2	14.6	104
FAMILY WEEKLY	23924	7130	13.8	29.8	97	1062	13.4	4.4	94	853	10.6	3.6	74	3395	14.5	14.2	101
FIELD & STREAM	9883	2421	4.7	24.5	80	334	4.2	3.4	72	303	3.8	3.1	64	1283	5.5	13.0	93
FOOD & WINE	1030	460	0.9	44.7	145	**41	0.5	4.0	84	**74	0.9	7.2	150	*213	0.9	20.7	148
FORBES	2679	962	1.9	35.9	117	*138	1.7	5.2	109	*138	1.7	5.2	108	435	1.9	16.2	116
FORTUNE	2931	1093	2.1	37.3	121	*181	2.3	6.2	131	*189	2.4	6.4	135	460	2.0	15.7	112
GENTLEMEN'S QUARTERLY	3481	1284	2.5	36.9	120	*217	2.7	6.2	132	*250	3.1	7.2	150	433	1.8	12.4	89
GLAMOUR	7163	3513	6.8	49.0	159	423	5.3	5.9	125	401	5.0	5.6	117	1496	6.4	20.9	149
GOLF DIGEST	2355	680	1.3	28.9	94	**100	1.3	4.2	90	*112	1.4	4.8	99	248	1.1	10.5	75
GOLF DIGEST/TENNIS (GROSS)	3610	1100	2.1	30.5	99	*169	2.1	4.7	99	*161	2.0	4.5	93	408	1.7	11.3	81
GOLF MAGAZINE	2046	594	1.1	29.0	94	**64	0.8	3.1	66	**105	1.3	5.1	107	182	0.8	8.9	64
GOLF MAGAZINE/SKI (GROSS)	3547	1250	2.4	35.2	114	*154	1.9	4.3	92	*168	2.1	4.7	99	433	1.8	12.2	87
GOOD HOUSEKEEPING	20353	7744	15.0	38.0	124	1008	12.7	5.0	105	1068	13.3	5.2	110	3428	14.6	16.8	120
HARPER'S BAZAAR	3362	1587	3.1	47.2	153	**118	1.5	3.5	74	*187	2.3	5.6	116	675	2.9	20.1	144
HEALTH	2987	1187	2.3	39.7	129	*192	2.4	6.4	136	*167	2.1	5.6	117	473	2.0	15.8	113
HEARST MAG CORP. BUY (GROSS)	67928	26265	50.8	38.7	126	3504	44.2	5.2	109	3837	47.7	5.6	118	11857	50.5	17.5	125
HEARST MAN POWER (GROSS)	11282	3263	6.3	28.9	94	576	7.3	5.1	108	574	7.1	5.1	106	1683	7.2	14.9	107
HEARST WOMAN POWER (GROSS)	40514	16277	31.5	40.2	130	2136	27.0	5.3	112	2382	29.6	5.9	123	7147	30.5	17.6	126
HOUSE BEAUTIFUL	4885	2032	3.9	41.6	135	312	3.9	6.4	135	329	4.1	6.7	141	867	3.7	17.7	127
INC.	1308	477	0.9	36.5	118	**38	0.5	2.9	61	**51	0.6	3.9	81	*166	0.7	12.7	91
JET	6498	1768	3.4	27.2	88	353	4.5	5.4	115	393	4.9	6.0	126	668	2.8	10.3	73
LADIES' HOME JOURNAL	14797	5932	11.5	40.1	130	750	9.5	5.1	107	758	9.4	5.1	107	2635	11.2	17.8	127
LHJ FAMILY GRP COMBO(GROSS)	21743	8894	17.2	40.9	133	1182	14.9	5.4	115	1095	13.6	5.0	105	3831	16.3	17.6	126
LIFE	9881	3570	6.9	36.1	117	642	8.1	6.5	138	803	10.0	8.1	170	1707	7.3	17.3	123
L.A. TIMES HOME MAGAZINE	2775	1281	2.5	46.2	150	*191	2.4	6.9	146	*199	2.5	7.2	150	361	1.5	13.0	93
MADEMOISELLE	4219	1974	3.8	46.8	152	*199	2.5	4.7	100	277	3.4	6.6	137	877	3.7	20.8	149
MC CALL'S	16422	6474	12.5	39.4	128	849	10.7	5.2	109	881	11.0	5.4	112	2713	11.6	16.5	118
MC CALL'S/WRK MOTHER (GROSS)	17919	6941	13.4	38.7	126	914	11.5	5.1	108	982	12.2	5.5	114	2921	12.4	16.3	117
MECHANIX ILLUSTRATED	4433	1193	2.3	26.9	87	*171	2.2	3.9	82	*156	1.9	3.5	73	592	2.5	13.4	95
METROPOLITAN HOME	1504	667	1.3	44.3	144	*94	1.2	6.3	132	*97	1.2	6.4	135	*208	0.9	13.8	99
MONEY	4723	1931	3.7	40.9	133	276	3.5	5.8	124	321	4.0	6.8	142	857	3.7	18.1	130
MOTHER EARTH NEWS	2325	971	1.9	41.8	136	*120	1.5	5.2	109	*203	2.5	8.7	182	428	1.8	18.4	132
MS.	1189	541	1.0	45.5	148	**71	0.9	6.0	126	**74	0.9	6.2	130	260	1.1	21.9	156
NATIONAL ENQUIRER	18892	5748	11.1	30.4	99	809	10.2	4.3	91	1138	14.2	6.0	126	2491	10.6	13.2	94
NATIONAL GEOGRAPHIC	22129	8759	17.0	39.6	128	1423	18.0	6.4	136	1213	15.1	5.5	114	3749	16.0	16.9	121
NATIONAL SUNDAY MAGAZINE PKG	103750	34014	65.8	32.8	106	4805	60.6	4.6	98	4967	61.8	4.8	100	15351	65.4	14.8	106
NATURAL HISTORY	1379	569	1.1	41.3	134	**111	1.4	8.0	170	**81	1.0	5.9	123	323	1.4	23.4	167
NEW WOMAN	2289	947	1.8	41.4	134	**84	1.1	3.7	78	*100	1.2	4.4	91	440	1.9	19.2	137
NEW YORK INCLUDING CUE	1088	474	0.9	43.6	141	**76	1.0	7.0	148	*103	1.3	9.5	198	*186	0.8	17.1	122
THE NEW YORKER	2459	1219	2.4	49.6	161	*183	2.3	7.4	158	*141	1.8	5.7	120	472	2.0	19.2	137
NEWSWEEK	16527	6195	12.0	37.5	122	1052	13.3	6.4	135	851	10.6	5.1	107	2907	12.4	17.6	126
THE N.Y. TIMES DAILY EDITION	2739	1277	2.5	46.6	151	201	2.5	7.3	155	189	2.4	6.9	144	549	2.3	20.0	143
THE N.Y. TIMES MAGAZINE	4443	2169	4.2	48.8	158	298	3.8	6.7	142	295	3.7	6.6	139	881	3.8	19.8	142
OMNI	2799	1089	2.1	38.9	126	*166	2.1	5.9	126	*267	3.3	9.5	199	594	2.5	21.2	152
ON CABLE	2209	588	1.1	26.6	86	**67	0.8	3.0	64	**88	1.1	4.0	83	*176	0.8	8.0	57
1001 HOME IDEAS	3959	1775	3.4	44.8	146	*240	3.0	6.1	128	*169	2.1	4.3	89	724	3.1	18.3	131
ORGANIC GARDENING	3111	1185	2.3	38.1	124	*156	2.0	5.0	106	*171	2.1	5.5	115	446	1.9	14.3	102
OUTDOOR LIFE	5024	1091	2.1	21.7	70	*187	2.4	3.7	79	*197	2.5	3.9	82	609	2.6	12.1	87
PARADE MAGAZINE	51292	17064	33.0	33.3	108	2259	28.5	4.4	93	2559	31.8	5.0	104	7681	32.7	15.0	107

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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YOGURT (NOT BOUGHT FROZEN) - FLAVORS
(ADULTS)

0647
P-19

	TOTAL U.S. '000	ALL USERS A '000	B % DOWN	C % ACROSS	D INDX	APPLE A '000	B % DOWN	C % ACROSS	D INDX	BANANA A '000	B % DOWN	C % ACROSS	D INDX	BLUEBERRY A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	51672	100.0	30.8	100	7924	100.0	4.7	100	8036	100.0	4.8	100	23466	100.0	14.0	100
PARENTS	5298	2238	4.3	42.2	137	309	3.9	5.8	123	263	3.3	5.0	104	1064	4.5	20.1	144
PENTHOUSE	5129	1506	2.9	29.4	95	365	4.6	7.1	151	402	5.0	7.8	164	722	3.1	14.1	101
PEOPLE	21070	8391	16.2	39.8	129	1256	15.9	6.0	126	1496	18.6	7.1	148	3810	16.2	18.1	129
PLAYBOY	10562	3299	6.4	31.2	101	720	9.1	6.8	144	653	8.1	6.2	129	1607	6.8	15.2	109
POPULAR HOT RODDING	2498	413	0.8	16.5	54	**95	1.2	3.8	80	**91	1.1	3.6	76	*237	1.0	9.5	68
POPULAR MECHANICS	5887	1707	3.3	29.0	94	304	3.8	5.2	109	284	3.5	4.8	101	847	3.6	14.4	103
POPULAR SCIENCE	4317	1207	2.3	28.0	91	*249	3.1	5.8	122	*243	3.0	5.6	117	594	2.5	13.8	98
PREVENTION	5792	2445	4.7	42.2	137	299	3.8	5.2	109	264	3.3	4.6	95	992	4.2	17.1	122
PSYCHOLOGY TODAY	3284	1479	2.9	45.0	146	*178	2.2	5.4	115	278	3.5	8.5	177	604	2.6	18.4	131
READER'S DIGEST	40046	12885	24.9	32.2	104	1868	23.6	4.7	99	1873	23.3	4.7	98	5805	24.7	14.5	104
REDBOOK	9584	3981	7.7	41.5	135	583	7.4	6.1	129	540	6.7	5.6	118	1772	7.6	18.5	132
ROAD & TRACK	2590	889	1.7	34.3	111	*211	2.7	8.1	172	*231	2.9	8.9	186	422	1.8	16.3	116
ROLLING STONE	3302	1365	2.6	41.3	134	323	4.1	9.8	207	*328	4.1	9.9	207	709	3.0	21.5	153
RUNNER'S WORLD	1229	456	0.9	37.1	120	**37	0.5	3.0	64	**42	0.5	3.4	71	*188	0.8	15.3	109
SATURDAY EVENING POST	2110	683	1.3	32.4	105	**59	0.7	2.8	59	**90	1.1	4.3	89	344	1.5	16.3	117
SCIENCE 84	1543	710	1.4	46.0	149	**84	1.1	5.4	115	**44	0.5	2.9	60	408	1.7	26.4	189
SCIENCE DIGEST	1747	705	1.4	40.4	131	**146	1.8	8.4	177	**113	1.4	6.5	135	414	1.8	23.7	169
SCIENTIFIC AMERICAN	1994	896	1.7	44.9	146	*133	1.7	6.7	141	*162	2.0	8.1	170	411	1.8	20.6	147
SELF	3119	1429	2.8	45.8	149	*212	2.7	6.8	144	*268	3.3	8.6	179	755	3.2	24.2	173
SEVENTEEN	3923	1505	2.9	38.4	125	*242	3.1	6.2	131	*184	2.3	4.7	98	594	2.5	15.1	108
SKI	1501	656	1.3	43.7	142	**90	1.1	6.0	127	**63	0.8	4.2	88	251	1.1	16.7	120
SMITHSONIAN	5976	2807	5.4	47.0	152	491	6.2	8.2	174	469	5.8	7.8	164	1163	5.0	19.5	139
SOAP OPERA DIGEST	4228	1285	2.5	30.4	99	*243	3.1	5.7	122	*241	3.0	5.7	119	543	2.3	12.8	92
SOUTHERN LIVING	6488	2237	4.3	34.5	112	*301	3.8	4.6	98	292	3.6	4.5	94	864	3.7	13.3	95
SPORT	3500	961	1.9	27.5	89	*183	2.3	5.2	111	*174	2.2	5.0	104	418	1.8	11.9	85
THE SPORTING NEWS	2456	762	1.5	31.0	101	*190	2.4	7.7	164	*192	2.4	7.8	163	400	1.7	16.3	116
SPORTS AFIELD	3648	851	1.6	23.3	76	*126	1.6	3.5	73	*176	2.2	4.8	101	422	1.8	11.6	83
SPORTS ILLUSTRATED	14484	4344	8.4	30.0	97	712	9.0	4.9	104	718	8.9	5.0	103	2062	8.8	14.2	102
STAR	12661	3903	7.6	30.8	100	465	5.9	3.7	78	693	8.6	5.5	114	1671	7.1	13.2	94
SUNDAY	52799	18110	35.0	34.3	111	2495	31.5	4.7	100	2872	35.7	5.4	114	8256	35.2	15.6	112
SUNSET	3513	1712	3.3	48.7	158	*313	4.0	8.9	189	*169	2.1	4.8	100	667	2.8	19.0	136
TV GUIDE	42766	13695	26.5	32.0	104	2430	30.7	5.7	120	2444	30.4	5.7	119	5990	25.5	14.0	100
TENNIS	1254	420	0.8	33.5	109	**69	0.9	5.5	116	**49	0.6	3.9	82	*160	0.7	12.8	91
TIME	22054	8438	16.3	38.3	124	1352	17.1	6.1	130	1446	18.0	6.6	137	3770	16.1	17.1	122
TOWN & COUNTRY	1555	647	1.3	41.6	135	**83	1.0	5.3	113	**67	0.8	4.3	90	254	1.1	16.3	117
TRAVEL & LEISURE	2173	771	1.5	35.5	115	**99	1.2	4.6	96	*130	1.6	6.0	125	331	1.4	15.2	109
TRUE STORY	4636	1125	2.2	24.3	79	*282	3.6	6.1	129	*276	3.4	6.0	124	430	1.8	9.3	66
U.S.NEWS & WORLD REPORT	10353	3616	7.0	34.9	113	565	7.1	5.5	116	541	6.7	5.2	109	1508	6.4	14.6	104
USA TODAY	4994	1711	3.3	34.3	111	289	3.6	5.8	122	278	3.5	5.6	116	762	3.2	15.3	109
US	3528	1287	2.5	36.5	118	*159	2.0	4.5	95	*258	3.2	7.3	153	615	2.6	17.4	125
VOGUE	5424	2361	4.6	43.5	141	331	4.2	6.1	129	480	6.0	8.8	185	999	4.3	18.4	132
WALL STREET JOURNAL	6292	2334	4.5	37.1	120	411	5.2	6.5	138	345	4.3	5.5	114	912	3.9	14.5	104
WEIGHT WATCHERS	2762	1195	2.3	43.3	140	*190	2.4	6.9	146	*151	1.9	5.5	114	656	2.8	23.8	170
WOMAN'S DAY	16320	6650	12.9	40.7	132	779	9.8	4.8	101	757	9.4	4.6	97	2851	12.1	17.5	125
WORKING MOTHER	1496	467	0.9	31.2	101	**66	0.8	4.4	93	**101	1.3	6.8	141	*208	0.9	13.9	99
WORKING WOMAN	1851	864	1.7	46.7	152	**100	1.3	5.4	114	**81	1.0	4.4	91	345	1.5	18.6	133
WORLD TENNIS	580	*196	0.4	33.8	110	**67	0.8	11.6	245	**60	0.7	10.3	216	**96	0.4	16.6	118
ZIFF-DAVIS MAG NETWK (GROSS)	12412	3904	7.6	31.5	102	668	8.4	5.4	114	661	8.2	5.3	111	1863	7.9	15.0	107
BLAIR INSERTS	91671	30860	59.7	33.7	109	4256	53.7	4.6	98	4536	56.4	4.9	103	13922	59.3	15.2	109
DAILY NEWSPAPERS																	
READ ANY	109190	34617	67.0	31.7	103	4820	60.8	4.4	93	4973	61.9	4.6	95	15645	66.7	14.3	102
READ ONE	89587	28397	55.0	31.7	103	4004	50.5	4.5	95	4169	51.9	4.7	97	12769	54.4	14.3	102
READ TWO OR MORE	19602	6220	12.0	31.7	103	817	10.3	4.2	88	804	10.0	4.1	86	2877	12.3	14.7	105
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	36024	69.7	32.9	107	5099	64.3	4.6	98	5317	66.2	4.8	101	16257	69.3	14.8	106
READ ONE	95074	30630	59.3	32.2	105	4337	54.7	4.6	97	4496	55.9	4.7	99	13816	58.9	14.5	104
READ TWO OR MORE	14588	5394	10.4	37.0	120	762	9.6	5.2	111	821	10.2	5.6	117	2441	10.4	16.7	120
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	30.54				32.12				33.05				30.95			
30 DAY REACH	149706	46932	90.8	31.3	102	7000	88.3	4.7	99	7159	89.1	4.8	100	21330	90.9	14.2	102
50 SHWG - 30 DAY AV FREQ	15.16	16.00				17.01				17.11				16.12			
30 DAY REACH	142406	44854	86.8	31.5	102	6631	83.7	4.7	99	6938	86.3	4.9	102	20481	87.3	14.4	103
25 SHWG - 30 DAY AV FREQ	8.23	8.60				9.01				9.16				8.71			
30 DAY REACH	131152	41736	80.8	31.8	103	6271	79.1	4.8	101	6476	80.6	4.9	103	18938	80.7	14.4	103
CABLE TV: HOME WIRED	66879	20839	40.3	31.2	101	3578	45.2	5.3	113	3461	43.1	5.2	108	9509	40.5	14.2	102
HOME NOT WIRED	100848	30833	59.7	30.6	99	4346	54.8	4.3	91	4574	56.9	4.5	95	13956	59.5	13.8	99
HAVE PAY CABLE	35024	12053	23.3	34.4	112	2133	26.9	6.1	129	2155	26.8	6.2	128	5559	23.7	15.9	113

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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YOGURT (NOT BOUGHT FROZEN) - FLAVORS
(ADULTS)

0648
P-19

	TOTAL U.S. '000	ALL USERS A '000	B % DOWN	C % ACROSS	D INDX	APPLE A '000	B % DOWN	C % ACROSS	D INDX	BANANA A '000	B % DOWN	C % ACROSS	D INDX	BLUEBERRY A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	51672	100.0	30.8	100	7924	100.0	4.7	100	8036	100.0	4.8	100	23466	100.0	14.0	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	30291	58.6	31.7	103	4886	61.7	5.1	108	4640	57.7	4.9	101	14256	60.8	14.9	107
10:00 AM - 3:00 PM	63599	19986	38.7	31.4	102	3221	40.6	5.1	107	3116	38.8	4.9	102	9407	40.1	14.8	106
3:00 PM - 7:00 PM	72097	23103	44.7	32.0	104	3866	48.8	5.4	114	3571	44.4	5.0	103	10944	46.6	15.2	108
7:00 PM - MIDNIGHT	36670	11625	22.5	31.7	103	2109	26.6	5.8	122	2120	26.4	5.8	121	5719	24.4	15.6	111
MIDNIGHT - 6:00 AM	21908	6750	13.1	30.8	100	1080	13.6	4.9	104	1109	13.8	5.1	106	3241	13.8	14.8	106
6:00 AM - MIDNIGHT	127571	40291	78.0	31.6	103	6415	81.0	5.0	106	6303	78.4	4.9	103	18705	79.7	14.7	105
ENTIRE DAY	129239	40823	79.0	31.6	103	6475	81.7	5.0	106	6392	79.5	4.9	103	18928	80.7	14.6	105
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	10930	21.2	32.1	104	1935	24.4	5.7	120	1820	22.6	5.4	112	5349	22.8	15.7	112
ALL NEWS	6062	2051	4.0	33.8	110	287	3.6	4.7	100	330	4.1	5.4	114	836	3.6	13.8	99
AOR/PROGRESSIVE	11884	4329	8.4	36.4	118	740	9.3	6.2	132	843	10.5	7.1	148	2157	9.2	18.2	130
BEAUTIFUL MUSIC	11180	3753	7.3	33.6	109	587	7.4	5.3	111	514	6.4	4.6	96	1818	7.7	16.3	116
BLACK	4528	1210	2.3	26.7	87	*277	3.5	6.1	129	290	3.6	6.4	133	482	2.1	10.6	76
CLASSICAL	3857	1588	3.1	41.2	134	*226	2.9	5.9	124	*188	2.3	4.9	102	835	3.6	21.6	155
CHR/ROCK	21946	7611	14.7	34.7	113	1168	14.7	5.3	113	1217	15.1	5.5	116	3655	15.6	16.7	119
COUNTRY	27262	7272	14.1	26.7	87	1074	13.6	3.9	83	1108	13.8	4.1	85	3668	15.6	13.5	96
GOLDEN OLDIES	3339	1053	2.0	31.5	102	*213	2.7	6.4	135	*169	2.1	5.1	106	559	2.4	16.7	120
MOR/NOSTALGIA	10346	3367	6.5	32.5	106	529	6.7	5.1	108	400	5.0	3.9	81	1330	5.7	12.9	92
NEWS/TALK	8929	2902	5.6	32.5	105	385	4.9	4.3	91	383	4.8	4.3	90	1429	6.1	16.0	114
RELIGIOUS	5488	1701	3.3	31.0	101	339	4.3	6.2	131	*318	4.0	5.8	121	721	3.1	13.1	94
SOFT ROCK	1232	287	0.6	23.3	76	**43	0.5	3.5	74	**34	0.4	2.8	58	*151	0.6	12.3	88
URBAN CONTEMPORARY	3184	1066	2.1	33.5	109	*201	2.5	6.3	134	*184	2.3	5.8	121	427	1.8	13.4	96
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	2033	3.9	29.4	95	293	3.7	4.2	90	334	4.2	4.8	101	970	4.1	14.0	100
ABC DIRECTION	5212	1655	3.2	31.8	103	301	3.8	5.8	122	312	3.9	6.0	125	741	3.2	14.2	102
ABC ENTERTAINMENT	10385	2866	5.5	27.6	90	465	5.9	4.5	95	409	5.1	3.9	82	1327	5.7	12.8	91
ABC FM	4762	1471	2.8	30.9	100	*301	3.8	6.3	134	*226	2.8	4.7	99	591	2.5	12.4	89
ABC INFORMATION	11339	3794	7.3	33.5	109	519	6.5	4.6	97	566	7.0	5.0	104	1755	7.5	15.5	111
ABC ROCK	4878	1670	3.2	34.2	111	321	4.1	6.6	139	424	5.3	8.7	181	881	3.8	18.1	129
CBS	10709	3084	6.0	28.8	93	475	6.0	4.4	94	409	5.1	3.8	80	1393	5.9	13.0	93
MUTUAL	10251	2939	5.7	28.7	93	535	6.8	5.2	110	406	5.1	4.0	83	1420	6.1	13.9	99
NBC	12243	3650	7.1	29.8	97	594	7.5	4.9	103	483	6.0	3.9	82	1787	7.6	14.6	104
RADIORADIO	4606	1558	3.0	33.8	110	*166	2.1	3.6	76	*183	2.3	4.0	83	768	3.3	16.7	119
RKO ONE	5148	1643	3.2	31.9	104	303	3.8	5.9	125	285	3.5	5.5	116	863	3.7	16.8	120
RKO TWO	7313	1970	3.8	26.9	87	298	3.8	4.1	86	219	2.7	3.0	63	887	3.8	12.1	87
THE SOURCE	5981	1943	3.8	32.5	105	246	3.1	4.1	87	386	4.8	6.5	135	940	4.0	15.7	112
NON-WIRED : BLAIR	19329	5973	11.6	30.9	100	993	12.5	5.1	109	980	12.2	5.1	106	3057	13.0	15.8	113
INTERNET	27139	9437	18.3	34.8	113	1329	16.8	4.9	104	1297	16.1	4.8	100	4499	19.2	16.6	118
KATZ RADIO GROUP	36319	12098	23.4	33.3	108	2054	25.9	5.7	120	1846	23.0	5.1	106	5757	24.5	15.9	113
SUPERNET	22361	6925	13.4	31.0	101	1220	15.4	5.5	115	1185	14.7	5.3	111	3096	13.2	13.8	99
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	14532	4510	8.7	31.0	101	685	8.6	4.7	100	645	8.0	4.4	93	1837	7.8	12.6	90
MKDAY 9:00 AM - 1:00 PM	18688	5435	10.5	29.1	94	799	10.1	4.3	90	774	9.6	4.1	86	2317	9.9	12.4	89
MKDAY 1:00 PM - 4:30 PM	24061	6811	13.2	28.3	92	1060	13.4	4.4	93	1093	13.6	4.5	95	2894	12.3	12.0	86
MKDAY 4:30 PM - 7:30 PM	44079	13009	25.2	29.5	96	1785	22.5	4.0	86	1963	24.4	4.5	93	5641	24.0	12.8	91
MKDAY 7:30 PM - 8:00 PM	61979	18059	34.9	29.1	95	2430	30.7	3.9	83	2659	33.1	4.3	90	7851	33.5	12.7	91
MKDAY 11:00 PM - 11:30 PM	49084	14412	27.9	29.4	95	2043	25.8	4.2	88	2318	28.8	4.7	99	6498	27.7	13.2	95
MKDAY 11:30 PM - 1:00 AM	16560	4823	9.3	29.1	95	741	9.4	4.5	95	876	10.9	5.3	110	2214	9.4	13.4	96
M-SAT 8-11 PM+SUN 7-11 PM	66967	20641	39.9	30.8	100	2921	36.9	4.4	92	3177	39.5	4.7	99	9183	39.1	13.7	98
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	9269	2714	5.3	29.3	95	469	5.9	5.1	107	430	5.4	4.6	97	1210	5.2	13.1	93
ANOTHER WORLD N	6138	1590	3.1	25.9	84	280	3.5	4.6	97	318	4.0	5.2	108	659	2.8	10.7	77
AS THE WORLD TURNS C	7707	1920	3.7	24.9	81	283	3.6	3.7	78	298	3.7	3.9	81	705	3.0	9.1	65
CAPITOL C	4688	1212	2.3	25.9	84	216	2.7	4.6	98	207	2.6	4.4	92	499	2.1	10.6	76
CBS MORN. NEWS 1 C	2792	657	1.3	23.5	76	*107	1.4	3.8	81	*66	0.8	2.4	49	272	1.2	9.7	70
CBS MORN. NEWS 2 C	2071	496	1.0	23.9	78	**36	0.5	1.7	37	**34	0.4	1.6	34	214	0.9	10.3	74
DAYS OF OUR LIVES N	8018	2456	4.8	30.6	99	391	4.9	4.9	103	362	4.5	4.5	94	1130	4.8	14.1	101
FACTS OF LIFE - DAYTIME N	3487	980	1.9	28.1	91	133	1.7	3.8	81	128	1.6	3.7	77	407	1.7	11.7	83
FAMILY FEUD A	4817	1167	2.3	24.2	79	168	2.1	3.5	74	111	1.4	2.3	48	482	2.1	10.0	72
GENERAL HOSPITAL A	8333	2399	4.6	28.8	93	306	3.9	3.7	78	414	5.2	5.0	104	1064	4.5	12.8	91
GOOD MORNING, AMERICA-730 A	5472	1677	3.2	30.6	99	189	2.4	3.5	73	245	3.0	4.5	93	663	2.8	12.1	87
GOOD MORNING, AMERICA-830 A	3965	1297	2.5	32.7	106	153	1.9	3.9	82	155	1.9	3.9	82	572	2.4	14.4	103
GUIDING LIGHT C	7542	2064	4.0	27.4	89	365	4.6	4.8	102	321	4.0	4.3	89	781	3.3	10.4	74
ONE LIFE TO LIVE A	6018	1791	3.5	29.8	97	284	3.6	4.7	100	320	4.0	5.3	111	804	3.4	13.4	95
PRESS YOUR LUCK C	3589	991	1.9	27.6	90	*144	1.8	4.0	85	161	2.0	4.5	94	454	1.9	12.6	90
PRICE IS RIGHT 1 C	7418	1686	3.3	22.7	74	200	2.5	2.7	57	227	2.8	3.1	64	679	2.9	9.2	65
PRICE IS RIGHT 2 C	8276	1931	3.7	23.3	76	260	3.3	3.1	66	279	3.5	3.4	70	783	3.3	9.5	68
RYAN'S HOPE A	4358	1276	2.5	29.3	95	276	3.5	6.3	134	252	3.1	5.8	121	636	2.7	14.6	104
SALE OF THE CENTURY N	3749	1058	2.0	28.2	92	129	1.6	3.4	73	*107	1.3	2.9	60	341	1.5	9.1	65
SEARCH FOR TOMORROW N	2884	967	1.9	33.5	109	*117	1.5	4.1	86	*126	1.6	4.4	91	359	1.5	12.4	89
TODAY SHOW 1 N	4869	1621	3.1	33.3	108	295	3.7	6.1	128	260	3.2	5.3	111	618	2.6	12.7	91
TODAY SHOW 2 N	4135	1196	2.3	28.9	94	192	2.4	4.6	98	162	2.0	3.9	82	463	2.0	11.2	80
$25,000 PYRAMID C	4361	1086	2.1	24.9	81	*109	1.4	2.5	53	143	1.8	3.3	68	431	1.8	9.9	71
WHEEL OF FORTUNE N	6187	1748	3.4	28.3	92	267	3.4	4.3	91	247	3.1	4.0	83	689	2.9	11.1	80
YOUNG AND THE RESTLESS C	8186	2085	4.0	25.5	83	391	4.9	4.8	101	350	4.4	4.3	89	891	3.8	10.9	78
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	1350	2.6	28.6	93	126	1.6	2.7	56	223	2.8	4.7	98	536	2.3	11.3	81
NBA PLAYOFF GAME -1 C	5127	1399	2.7	27.3	89	267	3.4	5.2	110	225	2.8	4.4	92	683	2.9	13.3	95
NBC MAJOR LEAGUE PRE-GAME N	3945	1053	2.0	26.7	87	**117	1.5	3.0	63	**150	1.9	3.8	79	552	2.4	14.0	100
SPORTSWORLD - SUN N	3370	862	1.7	25.6	83	*104	1.3	3.1	65	*107	1.3	3.2	66	367	1.6	10.9	78
SUNDAY MORNING C	4200	1241	2.4	29.5	96	*155	2.0	3.7	78	*177	2.2	4.2	88	620	2.6	14.8	106

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YOGURT (NOT BOUGHT FROZEN) - FLAVORS
(ADULTS)

0649
P-19

		TOTAL U.S. '000	ALL USERS A '000	ALL USERS B % DOWN	ALL USERS C % ACROSS	ALL USERS D INDX	APPLE A '000	APPLE B % DOWN	APPLE C % ACROSS	APPLE D INDX	BANANA A '000	BANANA B % DOWN	BANANA C % ACROSS	BANANA D INDX	BLUEBERRY A '000	BLUEBERRY B % DOWN	BLUEBERRY C % ACROSS	BLUEBERRY D INDX
TOTAL ADULTS		167727	51672	100.0	30.8	100	7924	100.0	4.7	100	8036	100.0	4.8	100	23466	100.0	14.0	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	14420	27.9	27.6	90	1901	24.0	3.6	77	2146	26.7	4.1	86	6186	26.4	11.8	85
NETWORK AFFILIATES - LATE		39164	11477	22.2	29.3	95	1591	20.1	4.1	86	1764	22.0	4.5	94	5093	21.7	13.0	93
INDEPENDENTS - LATE		5133	1814	3.5	35.3	115	240	3.0	4.7	99	268	3.3	5.2	109	811	3.5	15.8	113
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	6437	12.5	28.2	92	831	10.5	3.6	77	949	11.8	4.2	87	2816	12.0	12.3	88
ABC MONDAY NIGHT MOVIE	A	11258	3587	6.9	31.9	103	480	6.1	4.3	90	507	6.3	4.5	94	1581	6.7	14.0	100
ABC SUNDAY NIGHT MOVIE	A	23600	7821	15.1	33.1	108	1083	13.7	4.6	97	1063	13.2	4.5	94	3494	14.9	14.8	106
ABC WORLD NEWS TONIGHT	A	12801	3302	6.4	25.8	84	444	5.6	3.5	73	483	6.0	3.8	79	1458	6.2	11.4	81
AFTERMASH	C	10966	2997	5.8	27.3	89	512	6.5	4.7	99	559	7.0	5.1	106	1481	6.3	13.5	97
ALICE	C	17050	4980	9.6	29.2	95	843	10.6	4.9	105	825	10.3	4.8	101	2217	9.4	13.0	93
AMERICAN PARADE	C	11998	3316	6.4	27.6	90	416	5.2	3.5	73	384	4.8	3.2	67	1355	5.8	11.3	81
BENSON	A	19258	5739	11.1	29.8	97	793	10.0	4.1	87	975	12.1	5.1	106	2352	10.0	12.2	87
BLUE THUNDER	A	11478	3088	6.0	26.9	87	478	6.0	4.2	88	447	5.6	3.9	81	1208	5.1	10.5	75
CAGNEY & LACEY	C	18263	5056	9.8	27.7	90	699	8.8	3.8	81	767	9.5	4.2	88	2267	9.7	12.4	89
CBS EVENING NEWS-DEAN	C	7733	2092	4.0	27.1	88	251	3.2	3.2	69	250	3.1	3.2	67	930	4.0	12.0	86
CBS EVENING NEWS-RATHER	C	15653	4372	8.5	27.9	91	530	6.7	3.4	72	566	7.0	3.6	75	1953	8.3	12.5	89
CBS SAT. NEWS-SCHIEFFER	C	8744	2353	4.6	26.9	87	227	2.9	2.6	55	274	3.4	3.1	65	1001	4.3	11.4	82
CBS SATURDAY NIGHT MOVIE	C	12000	3477	6.7	29.0	94	458	5.8	3.8	81	524	6.5	4.4	91	1568	6.7	13.1	93
CBS WEDNESDAY NIGHT MOVIE	C	11522	3411	6.6	29.6	96	375	4.7	3.3	69	467	5.8	4.1	85	1601	6.8	13.9	99
CHEERS	N	16818	5963	11.5	35.5	115	832	10.5	4.9	105	972	12.1	5.8	121	2661	11.3	15.8	113
DALLAS	C	37510	11035	21.4	29.4	95	1482	18.7	4.0	84	1660	20.7	4.4	92	4889	20.8	13.0	93
DIFF'RENT STROKES	N	11258	3237	6.3	28.8	93	416	5.2	3.7	78	413	5.1	3.7	77	1410	6.0	12.5	90
DOUBLE TROUBLE	N	12248	4120	8.0	33.6	109	783	9.9	6.4	135	708	8.8	5.8	121	1913	8.2	15.6	112
DUCK FACTORY	N	11100	3822	7.4	34.4	112	475	6.0	4.3	91	596	7.4	5.4	112	1798	7.7	16.2	116
DUKES OF HAZZARD	C	12353	3256	6.3	26.4	86	456	5.8	3.7	78	400	5.0	3.2	68	1472	6.3	11.9	85
DYNASTY	A	33279	10299	19.9	30.9	100	1403	17.7	4.2	89	1465	18.2	4.4	92	4450	19.0	13.4	96
FACTS OF LIFE	N	13410	4403	8.5	32.8	107	764	9.6	5.7	121	758	9.4	5.7	118	2062	8.8	15.4	110
FALCON CREST	C	31093	9671	18.7	31.1	101	1192	15.0	3.8	81	1453	18.1	4.7	98	4295	18.3	13.8	99
FALL GUY	A	18649	5012	9.7	26.9	87	796	10.0	4.3	90	710	8.8	3.8	79	2318	9.9	12.4	89
FAMILY TIES	N	13101	4234	8.2	32.3	105	591	7.5	4.5	95	755	9.4	5.8	120	1815	7.7	13.9	99
FANTASY ISLAND	A	13069	4055	7.8	31.0	101	587	7.4	4.5	95	592	7.4	4.5	95	1587	6.8	12.1	87
FOULUPS,BLEEPS & BLUNDERS	A	16588	5246	10.2	31.6	103	919	11.6	5.5	117	794	9.9	4.8	100	2384	10.2	14.4	103
FOUR SEASONS	C	9302	2732	5.3	29.4	95	409	5.2	4.4	93	470	5.8	5.1	105	1235	5.3	13.3	95
GIMME A BREAK	N	13955	4224	8.2	30.3	98	546	6.9	3.9	83	719	8.9	5.2	108	1767	7.5	12.7	91
HART TO HART	A	15735	4769	9.2	30.3	98	653	8.2	4.1	88	727	9.0	4.6	96	2160	9.2	13.7	98
HILL STREET BLUES	N	18257	6044	11.7	33.1	107	787	9.9	4.3	91	893	11.1	4.9	102	2847	12.1	15.6	111
HOTEL	A	24234	6886	13.3	28.4	92	853	10.8	3.5	74	1105	13.8	4.6	95	2882	12.3	11.9	85
JEFFERSONS	C	17010	4713	9.1	27.7	90	806	10.2	4.7	100	717	8.9	4.2	88	2096	8.9	12.3	88
JENNIFER SLEPT HERE	N	9397	2850	5.5	30.3	98	340	4.3	3.6	77	319	4.0	3.4	71	1217	5.2	13.0	93
KATE & ALLIE	C	16762	4870	9.4	29.1	94	670	8.5	4.0	85	734	9.1	4.4	91	2315	9.9	13.8	99
KNIGHT RIDER	N	13164	4328	8.4	32.9	107	682	8.6	5.2	110	570	7.1	4.3	90	1960	8.4	14.9	106
LOVE BOAT	A	20400	6173	11.9	30.3	98	757	9.6	3.7	79	901	11.2	4.4	92	2386	10.2	11.7	84
MAGNUM PI	C	22543	6720	13.0	29.8	97	961	12.1	4.3	90	943	11.7	4.2	87	2836	12.1	12.6	90
MAMA'S FAMILY	N	9852	2859	5.5	29.0	94	436	5.5	4.4	94	416	5.2	4.2	88	1255	5.3	12.7	91
MASTER, THE	N	8082	2389	4.6	29.6	96	355	4.5	4.4	93	284	3.5	3.5	73	1011	4.3	12.5	89
MATT HOUSTON	A	12881	3851	7.5	29.9	97	553	7.0	4.3	91	605	7.5	4.7	98	1555	6.6	12.1	86
NBC MONDAY NIGHT MOVIE	N	23889	7669	14.8	32.1	104	1199	15.1	5.0	106	1162	14.5	4.9	102	3428	14.6	14.3	103
NBC NIGHTLY NEWS	N	11156	3395	6.6	30.4	99	491	6.2	4.4	93	494	6.1	4.4	92	1519	6.5	13.6	97
NBC NIGHTLY NEWS-SAT	N	7363	1908	3.7	25.9	84	*248	3.1	3.4	71	312	3.9	4.2	88	973	4.1	13.2	94
NBC NIGHTLY NEWS-SUN	N	6214	1762	3.4	28.4	92	*263	3.3	4.2	90	*273	3.4	4.4	92	790	3.4	12.7	91
NBC SUNDAY NIGHT MOVIE	N	17590	5463	10.6	31.1	101	779	9.8	4.4	94	981	12.2	5.6	116	2448	10.4	13.9	99
NEWHART	C	16740	4816	9.3	28.8	93	745	9.4	4.5	94	651	8.1	3.9	81	2208	9.4	13.2	94
ONE DAY AT A TIME	C	11820	3735	7.2	31.6	103	667	8.4	5.6	119	596	7.4	5.0	105	1664	7.1	14.1	101
PEOPLE ARE FUNNY	N	9138	2546	4.9	27.9	90	389	4.9	4.3	90	371	4.6	4.1	85	1115	4.8	12.2	87
REAL PEOPLE	N	15979	4532	8.8	28.4	92	727	9.2	4.5	96	739	9.2	4.6	97	2023	8.6	12.7	90
REMINGTON STEELE	N	14395	4462	8.6	31.0	101	617	7.8	4.3	91	609	7.6	4.2	88	2091	8.9	14.5	104
RIPLEY'S BELIEVE IT - NOT	A	11362	3548	6.9	31.2	101	544	6.9	4.8	101	530	6.6	4.7	97	1521	6.5	13.4	96
RIPTIDE	N	13920	4057	7.9	29.1	95	492	6.2	3.5	75	546	6.8	3.9	82	1886	8.0	13.5	97
SCARECROW & MRS. KING	C	17571	5368	10.4	30.6	99	800	10.1	4.6	96	929	11.6	5.3	110	2335	10.0	13.3	95
SIMON & SIMON	C	20208	5547	10.7	27.4	89	777	9.8	3.8	81	818	10.2	4.0	84	2216	9.4	11.0	78
60 MINUTES	C	27668	8308	16.1	30.0	97	1168	14.7	4.2	89	1143	14.2	4.1	86	3519	15.0	12.7	91
ST. ELSEWHERE	N	13699	4711	9.1	34.4	112	669	8.4	4.9	103	772	9.6	5.6	118	2112	9.0	15.4	110
THREE'S COMPANY	A	20632	6346	12.3	30.8	100	1024	12.9	5.0	105	922	11.5	4.5	93	2809	12.0	13.6	97
T.J. HOOKER	A	17136	4897	9.5	28.6	93	741	9.4	4.3	92	712	8.9	4.2	87	1917	8.2	11.2	80
TONIGHT SHOW	N	4963	1529	3.0	30.8	100	222	2.8	4.5	95	208	2.6	4.2	87	635	2.7	12.8	91
TRAPPER JOHN, M.D.	C	16332	4664	9.0	28.6	93	615	7.8	3.8	80	717	8.9	4.4	92	1996	8.5	12.2	87
TV BLOOPERS & PRAC. JOKES	N	18881	5582	10.8	29.6	96	781	9.9	4.1	88	846	10.5	4.5	94	2497	10.6	13.2	95
20/20	A	18315	5327	10.3	29.1	94	708	8.9	3.9	82	673	8.4	3.7	77	2151	9.2	11.7	84
WEBSTER	A	18722	5611	10.9	30.0	97	752	9.5	4.0	85	939	11.7	5.0	105	2194	9.3	11.7	84
WORLD NEWS - SUN	A	5327	1526	3.0	28.6	93	*184	2.3	3.5	73	*180	2.2	3.4	71	547	2.3	10.3	73
YELLOW ROSE	N	8370	2445	4.7	29.2	95	309	3.9	3.7	78	313	3.9	3.7	78	1054	4.5	12.6	90
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	6557	12.7	25.4	82	960	12.1	3.7	79	1199	14.9	4.6	97	3105	13.2	12.0	86
BASKETBALL - COLLEGE GAMES		14468	3938	7.6	27.2	88	691	8.7	4.8	101	808	10.1	5.6	117	1881	8.0	13.0	93
BASKETBALL - PRO GAMES		12124	3344	6.5	27.6	90	665	8.4	5.5	116	671	8.3	5.5	116	1498	6.4	12.4	88
BOWLING		9412	2531	4.9	26.9	87	*423	5.3	4.5	95	*507	6.3	5.4	112	1269	5.4	13.5	96
BOXING		15409	4143	8.0	26.9	87	664	8.4	4.3	91	697	8.7	4.5	94	1998	8.5	13.0	93
FOOTBALL - COLLEGE GAMES		21400	5963	11.5	27.9	90	1195	15.1	5.6	118	1136	14.1	5.3	111	2886	12.3	13.5	96
FOOTBALL - PRO GAMES		35944	10951	21.2	30.5	99	2079	26.2	5.8	122	2139	26.6	6.0	124	5400	23.0	15.0	107
GOLF		9759	2764	5.3	28.3	92	*362	4.6	3.7	79	*544	6.8	5.6	116	1290	5.5	13.2	94
POST-SEASON COLL. FOOTBALL		18123	5284	10.2	29.2	95	1133	14.3	6.3	132	1236	15.4	6.8	142	2829	12.1	15.6	112
POST-SEASON PRO FOOTBALL		22091	6689	12.9	30.3	98	1195	15.1	5.4	115	1230	15.3	5.6	116	3506	14.9	15.9	113
TENNIS		6764	2619	5.1	38.7	126	*335	4.2	5.0	105	*407	5.1	6.0	126	1323	5.6	19.6	140
WRESTLING - PROFESSIONAL		9695	2268	4.4	23.4	76	*408	5.1	4.2	89	611	7.6	6.3	132	1202	5.1	12.4	89

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YOGURT (NOT BOUGHT FROZEN) - FLAVORS
(ADULTS)

0650
P-19

	TOTAL U.S. '000	CHERRY A '000	CHERRY B % DOWN	CHERRY C % ACROSS	CHERRY D INDX	LEMON A '000	LEMON B % DOWN	LEMON C % ACROSS	LEMON D INDX	PEACH A '000	PEACH B % DOWN	PEACH C % ACROSS	PEACH D INDX	PINEAPPLE A '000	PINEAPPLE B % DOWN	PINEAPPLE C % ACROSS	PINEAPPLE D INDX
TOTAL ADULTS	167727	16730	100.0	10.0	100	9061	100.0	5.4	100	17358	100.0	10.3	100	12136	100.0	7.2	100
MALES	79263	6177	36.9	7.8	78	3026	33.4	3.8	71	5796	33.4	7.3	71	4270	35.2	5.4	74
FEMALES	88464	10553	63.1	11.9	120	6035	66.6	6.8	126	11562	66.6	13.1	126	7866	64.8	8.9	123
18 - 24	28671	3712	22.2	12.9	130	1750	19.3	6.1	113	3086	17.8	10.8	104	2538	20.9	8.9	122
25 - 34	39536	4776	28.5	12.1	121	2909	32.1	7.4	136	4719	27.2	11.9	115	3403	28.0	8.6	119
35 - 44	28978	3317	19.8	11.4	115	1681	18.6	5.8	107	3648	21.0	12.6	122	2091	17.2	7.2	100
45 - 54	22345	2019	12.1	9.0	91	1044	11.5	4.7	86	2046	11.8	9.2	88	1470	12.1	6.6	91
55 - 64	22224	1554	9.3	7.0	70	965	10.7	4.3	80	2165	12.5	9.7	94	1411	11.6	6.3	88
65 OR OLDER	25973	1351	8.1	5.2	52	711	7.8	2.7	51	1694	9.8	6.5	63	1223	10.1	4.7	65
18 - 34	68207	8488	50.7	12.4	125	4659	51.4	6.8	126	7805	45.0	11.4	111	5940	48.9	8.7	120
18 - 49	108058	12874	77.0	11.9	119	6823	75.3	6.3	117	12477	71.9	11.5	112	8739	72.0	8.1	112
25 - 54	90859	10112	60.4	11.1	112	5634	62.2	6.2	115	10413	60.0	11.5	111	6964	57.4	7.7	106
35 - 49	39851	4386	26.2	11.0	110	2164	23.9	5.4	101	4672	26.9	11.7	113	2799	23.1	7.0	97
50 OR OLDER	59669	3856	23.0	6.5	65	2238	24.7	3.8	69	4881	28.1	8.2	79	3397	28.0	5.7	79
GRADUATED COLLEGE	28091	3247	19.4	11.6	116	2251	24.8	8.0	148	3750	21.6	13.3	129	2020	16.6	7.2	99
ATTENDED COLLEGE	28938	3623	21.7	12.5	126	2027	22.4	7.0	130	3529	20.3	12.2	118	2527	20.8	8.7	121
GRADUATED HIGH SCHOOL	65503	6851	41.0	10.5	105	3155	34.8	4.8	89	6724	38.7	10.3	99	4823	39.7	7.4	102
DID NOT GRADUATE HIGH SCHOOL	45195	3008	18.0	6.7	67	1628	18.0	3.6	67	3355	19.3	7.4	72	2767	22.8	6.1	85
EMPLOYED MALES	56429	4767	28.5	8.4	85	2434	26.9	4.3	80	4589	26.4	8.1	79	3245	26.7	5.8	79
EMPLOYED FEMALES	43971	6229	37.2	14.2	142	3411	37.6	7.8	144	6918	39.9	15.7	152	4303	35.5	9.8	135
EMPLOYED FULL-TIME	87773	9267	55.4	10.6	106	4978	54.9	5.7	105	9848	56.7	11.2	108	6530	53.8	7.4	103
EMPLOYED PART-TIME	12627	1730	10.3	13.7	137	868	9.6	6.9	127	1658	9.6	13.1	127	1019	8.4	8.1	112
NOT EMPLOYED	67327	5734	34.3	8.5	85	3215	35.5	4.8	88	5851	33.7	8.7	84	4588	37.8	6.8	94
PROFESSIONAL/MANAGER	25845	3005	18.0	11.6	117	2011	22.2	7.8	144	3412	19.7	13.2	128	2003	16.5	7.8	107
TECH/CLERICAL/SALES	30895	3827	22.9	12.4	124	1780	19.6	5.8	107	3973	22.9	12.9	124	2521	20.8	8.2	113
PRECISION/CRAFT	12629	1210	7.2	9.6	96	549	6.1	4.3	80	1079	6.2	8.5	83	909	7.5	7.2	99
OTHER EMPLOYED	31031	2955	17.7	9.5	95	1506	16.6	4.9	90	3042	17.5	9.8	95	2114	17.4	6.8	94
SINGLE	35557	4214	25.2	11.9	119	2223	24.5	6.3	116	4074	23.5	11.5	111	2986	24.6	8.4	116
MARRIED	103585	9946	59.5	9.6	96	5060	55.8	4.9	90	10403	59.9	10.0	97	6836	56.3	6.6	91
DIVORCED/SEPARATED/WIDOWED	28585	2570	15.4	9.0	90	1777	19.6	6.2	115	2881	16.6	10.1	97	2314	19.1	8.1	112
PARENTS	59295	6932	41.4	11.7	117	3673	40.5	6.2	115	6449	37.2	10.9	105	4709	38.8	7.9	110
WHITE	146081	14952	89.4	10.2	103	7772	85.8	5.3	98	15252	87.9	10.4	101	10384	85.6	7.1	98
BLACK	17974	1348	8.1	7.5	75	993	11.0	5.5	102	1616	9.3	9.0	87	1382	11.4	7.7	106
OTHER	3672	*431	2.6	11.7	118	**296	3.3	8.1	149	*491	2.8	13.4	129	**370	3.0	10.1	139
NORTHEAST-CENSUS	37005	4056	24.2	11.0	110	1712	18.9	4.6	86	3913	22.5	10.6	102	2213	18.2	6.0	83
NORTH CENTRAL	42642	3835	22.9	9.0	90	1539	17.0	3.6	67	3309	19.1	7.8	75	2451	20.2	5.7	79
SOUTH	56777	4325	25.9	7.6	76	2795	30.8	4.9	91	4990	28.7	8.8	85	3977	32.8	7.0	97
WEST	31303	4514	27.0	14.4	145	3014	33.3	9.6	178	5145	29.6	16.4	159	3495	28.8	11.2	154
NORTHEAST-MKTG.	38125	4331	25.9	11.4	114	2154	23.8	5.6	105	4104	23.6	10.8	104	2608	21.5	6.8	95
EAST CENTRAL	24794	1993	11.9	8.0	81	718	7.9	2.9	54	1907	11.0	7.7	74	1328	10.9	5.4	74
WEST CENTRAL	28511	2822	16.9	9.9	99	1239	13.7	4.3	80	2448	14.1	8.6	83	1679	13.8	5.9	81
SOUTH	48953	3660	21.9	7.5	75	2242	24.7	4.6	85	4322	24.9	8.8	85	3336	27.5	6.8	94
PACIFIC	27344	3925	23.5	14.4	144	2707	29.9	9.9	183	4578	26.4	16.7	162	3185	26.2	11.6	161
COUNTY SIZE A	69301	7837	46.8	11.3	113	4616	50.9	6.7	123	8202	47.3	11.8	114	6172	50.9	8.9	123
COUNTY SIZE B	50633	4921	29.4	9.7	97	2437	26.9	4.8	89	5157	29.7	10.2	98	3597	29.6	7.1	98
COUNTY SIZE C	26259	2823	16.9	10.8	108	1433	15.8	5.5	101	2787	16.1	10.6	103	1629	13.4	6.2	86
COUNTY SIZE D	21534	1150	6.9	5.3	54	576	6.4	2.7	50	1212	7.0	5.6	54	739	6.1	3.4	47
METRO CENTRAL CITY	50014	5308	31.7	10.6	106	3174	35.0	6.3	117	5546	32.0	11.1	107	4102	33.8	8.2	113
METRO SUBURBAN	76832	8405	50.2	10.9	110	4286	47.3	5.6	103	8668	49.9	11.3	109	6316	52.0	8.2	114
NON METRO	40881	3018	18.0	7.4	74	1601	17.7	3.9	72	3144	18.1	7.7	74	1718	14.2	4.2	58
TOP 5 ADI'S	39550	4852	29.0	12.3	123	2600	28.7	6.6	122	4943	28.5	12.5	121	3601	29.7	9.1	126
TOP 10 ADI'S	54877	6346	37.9	11.6	116	3871	42.7	7.1	131	6480	37.3	11.8	114	4727	39.0	8.6	119
TOP 20 ADI'S	77516	8776	52.5	11.3	114	4900	54.1	6.3	117	8990	51.8	11.6	112	6531	53.8	8.4	116
HSHLD INC. $50,000 OR MORE	17257	2104	12.6	12.2	122	1068	11.8	6.2	115	2393	13.8	13.9	134	1327	10.9	7.7	106
$40,000 OR MORE	33235	3838	22.9	11.5	116	2130	23.5	6.4	119	4350	25.1	13.1	126	2452	20.2	7.4	102
$30,000 OR MORE	59693	6812	40.7	11.4	114	3736	41.2	6.3	116	7238	41.7	12.1	117	4389	36.2	7.4	102
$25,000 OR MORE	76275	8877	53.1	11.6	117	4863	53.7	6.4	118	9242	53.2	12.1	117	5590	46.1	7.3	101
$20,000 - $24,999	18607	1724	10.3	9.3	93	979	10.8	5.3	97	1872	10.8	10.1	97	1308	10.8	7.0	97
$15,000 - $19,999	17175	1813	10.8	10.6	106	739	8.2	4.3	80	1830	10.5	10.7	103	1249	10.3	7.3	101
$10,000 - $14,999	24569	2105	12.6	8.6	86	1136	12.5	4.6	86	2235	12.9	9.1	88	2035	16.8	8.3	114
UNDER $10,000	31101	2211	13.2	7.1	71	1344	14.8	4.3	80	2179	12.6	7.0	68	1954	16.1	6.3	87
HOUSEHOLD OF 1 PERSON	19441	1622	9.7	8.3	84	1031	11.4	5.3	98	1747	10.1	9.0	87	1270	10.5	6.5	90
2 PEOPLE	51803	4360	26.1	8.4	84	2366	26.1	4.6	85	5331	30.7	10.3	99	3223	26.6	6.2	86
3 OR 4 PEOPLE	66933	7598	45.4	11.4	114	4125	45.5	6.2	114	7178	41.4	10.7	104	5171	42.6	7.7	107
5 OR MORE PEOPLE	29550	3151	18.8	10.7	107	1538	17.0	5.2	96	3101	17.9	10.5	101	2472	20.4	8.4	116
NO CHILD IN HSHLD	96587	8597	51.4	8.9	89	4466	49.3	4.6	86	9700	55.9	10.0	97	6235	51.4	6.5	89
CHILD(REN) UNDER 2 YRS	10844	1281	7.7	11.8	118	*/15	7.9	6.6	122	1177	6.8	10.9	105	1062	8.8	9.8	135
2 - 5 YEARS	26358	3243	19.4	12.3	123	1746	19.3	6.6	123	2902	16.7	11.0	106	2443	20.1	9.3	128
6 - 11 YEARS	30453	3578	21.4	11.7	118	1736	19.2	5.7	106	3153	18.2	10.4	100	2272	18.7	7.5	103
12 - 17 YEARS	36575	3936	23.5	10.8	108	2130	23.5	5.8	108	3909	22.5	10.7	103	2792	23.0	7.6	106
RESIDENCE OWNED	117770	10998	65.7	9.3	94	5881	64.9	5.0	92	11661	67.2	9.9	96	7747	63.8	6.6	91
VALUE: $50,000 OR MORE	70166	7169	42.9	10.2	102	4114	45.4	5.9	109	7667	44.2	10.9	106	4826	39.8	6.9	95
VALUE: UNDER $50,000	47604	3829	22.9	8.0	81	1768	19.5	3.7	69	3994	23.0	8.4	81	2921	24.1	6.1	85

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YOGURT (NOT BOUGHT FROZEN) - FLAVORS
(ADULTS)

0651
P-19

		TOTAL U.S. '000	CHERRY A '000	CHERRY B % DOWN	CHERRY C % ACROSS	CHERRY D INDX	LEMON A '000	LEMON B % DOWN	LEMON C % ACROSS	LEMON D INDX	PEACH A '000	PEACH B % DOWN	PEACH C % ACROSS	PEACH D INDX	PINEAPPLE A '000	PINEAPPLE B % DOWN	PINEAPPLE C % ACROSS	PINEAPPLE D INDX
TOTAL ADULTS		167727	16730	100.0	10.0	100	9061	100.0	5.4	100	17358	100.0	10.3	100	12136	100.0	7.2	100
MAGAZINES	QUINTILE 1	34022	4630	27.7	13.6	136	2155	23.8	6.3	117	4405	25.4	12.9	125	3245	26.7	9.5	132
	QUINTILE 2	34800	3769	22.5	10.8	109	2360	26.0	6.8	126	3945	22.7	11.3	110	2872	23.7	8.3	114
	QUINTILE 3	30514	2886	17.3	9.5	95	1612	17.8	5.3	98	3251	18.7	10.7	103	2063	17.0	6.8	93
	QUINTILE 4	33324	2908	17.4	8.7	87	1574	17.4	4.7	87	2920	16.8	8.8	85	1876	15.5	5.6	78
	QUINTILE 5	35066	2537	15.2	7.2	73	1360	15.0	3.9	72	2836	16.3	8.1	78	2081	17.1	5.9	82
NEWSPAPERS	QUINTILE 1	29107	2904	17.4	10.0	100	1394	15.4	4.8	89	3141	18.1	10.8	104	1741	14.3	6.0	83
	QUINTILE 2	49095	5032	30.1	10.2	103	2730	30.1	5.6	103	4966	28.6	10.1	98	3715	30.6	7.6	105
	QUINTILE 3	33107	2734	16.3	11.8	119	1556	17.2	6.7	125	2646	15.2	11.5	111	2005	16.5	8.7	120
	QUINTILE 4	33556	3311	19.8	9.9	99	1786	19.7	5.3	99	3704	21.3	11.0	107	2310	19.0	6.9	95
	QUINTILE 5	32863	2749	16.4	8.4	84	1595	17.6	4.9	90	2902	16.7	8.8	85	2365	19.5	7.2	99
OUTDOOR	QUINTILE 1	33431	4331	25.9	13.0	130	2314	25.5	6.9	128	4060	23.4	12.1	117	2934	24.2	8.8	121
	QUINTILE 2	33478	3366	20.1	10.1	101	1872	20.7	5.6	104	3533	20.4	10.6	102	2702	22.3	8.1	112
	QUINTILE 3	33574	3115	18.6	9.3	93	1709	18.9	5.1	94	3549	20.4	10.6	102	2283	18.8	6.8	94
	QUINTILE 4	33935	2728	16.3	8.0	81	1825	20.1	5.4	100	3243	18.7	9.6	92	2293	18.9	6.8	93
	QUINTILE 5	33310	3190	19.1	9.6	96	1343	14.8	4.0	75	2973	17.1	8.9	86	1924	15.9	5.8	80
RADIO-DRIVE TIME	QUINTILE 1	33136	3523	21.1	10.6	107	1876	20.7	5.7	105	3785	21.8	11.4	110	2666	22.0	8.0	111
	QUINTILE 2	31658	3243	19.4	10.2	103	1596	17.6	5.0	93	2901	16.7	9.2	89	2252	18.6	7.1	98
	QUINTILE 3	32541	3388	20.3	10.4	104	1836	20.3	5.6	104	3574	20.6	11.0	106	2522	20.8	7.8	107
	QUINTILE 4	34247	3519	21.0	10.3	103	1915	21.1	5.6	104	3940	22.7	11.5	111	2414	19.9	7.0	97
	QUINTILE 5	36144	3057	18.3	8.5	85	1839	20.3	5.1	94	3158	18.2	8.7	84	2281	18.8	6.3	87
RADIO-MID-DAY	TERCILE 1	45037	4845	29.0	10.8	108	2332	25.7	5.2	96	4995	28.8	11.1	107	3595	29.6	8.0	110
	TERCILE 2	44819	4783	28.6	10.7	107	2297	25.4	5.1	95	4452	25.6	9.9	96	3103	25.6	6.9	96
	TERCILE 3	77872	7102	42.5	9.1	91	4431	48.9	5.7	105	7911	45.6	10.2	98	5438	44.8	7.0	97
RADIO-TOTAL	QUINTILE 1	33763	3807	22.8	11.3	113	1861	20.5	5.5	102	3892	22.4	11.5	111	2778	22.9	8.2	114
	QUINTILE 2	33240	3376	20.2	10.2	102	1866	20.6	5.6	104	3413	19.7	10.3	99	2695	22.2	8.1	112
	QUINTILE 3	33408	3375	20.2	10.1	101	1818	20.1	5.4	101	3405	19.6	10.2	98	2207	18.2	6.6	91
	QUINTILE 4	34792	3573	21.4	10.3	103	1829	20.2	5.3	97	3696	21.3	10.6	103	2608	21.5	7.5	104
	QUINTILE 5	32524	2599	15.5	8.0	80	1688	18.6	5.2	96	2952	17.0	9.1	88	1847	15.2	5.7	78
TV-PRIME TIME	QUINTILE 1	33090	2950	17.6	8.9	89	1374	15.2	4.2	77	3066	17.7	9.3	90	2137	17.6	6.5	89
	QUINTILE 2	33357	3404	20.3	10.2	102	1894	20.9	5.7	105	3669	21.1	11.0	106	2649	21.8	7.9	110
	QUINTILE 3	33980	3172	19.0	9.3	94	1905	21.0	5.6	104	3514	20.2	10.3	100	2289	18.9	6.7	93
	QUINTILE 4	33854	3875	23.2	11.4	115	2215	24.4	6.5	121	3810	21.9	11.3	109	2804	23.1	8.3	114
	QUINTILE 5	33444	3328	19.9	10.0	100	1672	18.5	5.0	93	3299	19.0	9.9	95	2257	18.6	6.7	93
TV-DAYTIME	TERCILE 1	49121	4363	26.1	8.9	89	2392	26.4	4.9	90	4647	26.9	9.5	92	3728	30.7	7.6	105
	TERCILE 2	48823	4919	29.4	10.1	101	2790	30.8	5.7	106	5228	30.1	10.7	103	3317	27.3	6.8	94
	TERCILE 3	69782	7448	44.5	10.7	107	3878	42.8	5.6	103	7463	43.0	10.7	103	5091	41.9	7.3	101
TV-TOTAL	QUINTILE 1	33584	2844	17.0	8.5	85	1709	18.9	5.1	94	3261	18.8	9.7	94	2426	20.0	7.2	100
	QUINTILE 2	33441	2836	17.0	8.5	85	1340	14.8	4.0	74	2751	15.8	8.2	79	2089	17.2	6.2	86
	QUINTILE 3	33505	3693	22.1	11.0	111	1939	21.4	5.8	107	3650	21.0	10.9	105	2561	21.1	7.6	106
	QUINTILE 4	33466	3573	21.4	10.7	107	1949	21.5	5.8	108	3839	22.1	11.5	111	2635	21.7	7.9	109
	QUINTILE 5	33731	3784	22.6	11.2	112	2125	23.5	6.3	117	3857	22.2	11.4	110	2425	20.0	7.2	99
MAGAZINES-NEWSPAPERS: DUAL		44503	5215	31.2	11.7	117	2766	30.5	6.2	115	5270	30.4	11.8	114	3652	30.1	8.2	113
MAGAZINE IMPERATIVE		39363	4675	27.9	11.9	119	2675	29.5	6.8	126	4868	28.0	12.4	119	3680	30.3	9.3	129
NEWSPAPER IMPERATIVE		46441	3802	22.7	8.2	82	2019	22.3	4.3	80	4088	23.6	8.8	85	2591	21.3	5.6	77
MAGAZINES-OUTDOOR: DUAL		33726	4506	26.9	13.4	134	2205	24.3	6.5	121	4272	24.6	12.7	122	3461	28.5	10.3	142
MAGAZINE IMPERATIVE		52846	5409	32.3	10.2	103	3037	33.5	5.7	106	5881	33.9	11.1	108	3795	31.3	7.2	99
OUTDOOR IMPERATIVE		52140	4697	28.1	9.0	90	2874	31.7	5.5	102	5035	29.0	9.7	93	3448	28.4	6.6	91
MAGAZINES-RADIO: DUAL		37081	4525	27.0	12.2	122	2286	25.2	6.2	114	4641	26.7	12.5	121	3496	28.8	9.4	130
MAGAZINE IMPERATIVE		49747	5580	33.4	11.2	112	3195	35.3	6.4	119	5814	33.5	11.7	113	3766	31.0	7.6	105
RADIO IMPERATIVE		49208	4361	26.1	8.9	89	2228	24.6	4.5	84	4480	25.8	9.1	88	3179	26.2	6.5	89
MAGAZINES-TELEVISION: DUAL		33103	3433	20.5	10.4	104	1719	19.0	5.2	96	3305	19.0	10.0	96	2474	20.4	7.5	103
MAGAZINE IMPERATIVE		54575	6841	40.9	12.5	126	3861	42.6	7.1	131	7167	41.3	13.1	127	4817	39.7	8.8	122
TELEVISION IMPERATIVE		53249	4083	24.4	7.7	77	2232	24.6	4.2	78	4559	26.3	8.6	83	3183	26.2	6.0	83
NEWSPAPERS-OUTDOOR: DUAL		36255	4200	25.1	11.6	116	2337	25.8	6.4	119	4234	24.4	11.7	113	2813	23.2	7.8	107
NEWSPAPER IMPERATIVE		55591	5166	30.9	9.3	93	2692	29.7	4.8	90	5345	30.8	9.6	93	3598	29.6	6.5	89
OUTDOOR IMPERATIVE		40319	5215	31.2	10.8	108	2871	31.7	5.9	110	5382	31.0	11.1	108	4199	34.6	8.7	120
NEWSPAPERS-RADIO: DUAL		37242	4164	24.9	11.2	112	2024	22.3	5.4	101	4129	23.8	11.1	107	2881	23.7	7.7	107
NEWSPAPER IMPERATIVE		54423	5357	32.0	9.8	99	3031	33.5	5.6	103	5620	32.4	10.3	100	3724	30.7	6.8	95
RADIO IMPERATIVE		46650	4875	29.1	10.5	105	2609	28.8	5.6	104	5015	28.9	10.8	104	3799	31.3	8.1	113
NEWSPAPERS-TELEVISION: DUAL		35974	3390	20.3	9.4	94	1627	18.0	4.5	84	3423	19.7	9.5	92	2368	19.5	6.6	91
NEWSPAPER IMPERATIVE		56095	6460	38.6	11.5	115	3429	37.8	6.1	113	6440	37.1	11.5	111	4252	35.0	7.6	105
TELEVISION IMPERATIVE		47170	4084	24.4	8.7	87	2348	25.9	5.0	92	4419	25.5	9.4	91	3360	27.7	7.1	98
OUTDOOR-RADIO: DUAL		33748	3622	21.6	10.7	108	1859	20.5	5.5	102	3587	20.7	10.6	103	2940	24.2	8.7	120
OUTDOOR IMPERATIVE		52785	5655	33.8	10.7	107	3154	34.8	6.0	111	5757	33.2	10.9	105	3701	30.5	7.0	97
RADIO IMPERATIVE		52882	5340	31.9	10.1	101	2819	31.1	5.3	99	5664	32.6	10.7	103	3805	31.4	7.2	99
OUTDOOR-TELEVISION: DUAL		32030	3027	18.1	9.5	95	1838	20.3	5.7	106	3331	19.2	10.4	100	2647	21.8	8.3	114
OUTDOOR IMPERATIVE		54626	6682	39.9	12.2	123	3491	38.5	6.4	118	6608	38.1	12.1	117	4543	37.4	8.3	115
TELEVISION IMPERATIVE		54874	4688	28.0	8.5	86	2371	26.2	4.3	80	4868	28.0	8.9	86	3294	27.1	6.0	83
RADIO-TELEVISION: DUAL		33386	2972	17.8	8.9	89	1773	19.6	5.3	98	3189	18.4	9.6	92	2285	18.8	6.8	95
RADIO IMPERATIVE		53810	6336	37.9	11.8	118	3225	35.6	6.0	111	6250	36.0	11.6	112	4485	37.0	8.3	115
TELEVISION IMPERATIVE		54023	4738	28.3	8.8	88	2442	27.0	4.5	84	4882	28.1	9.0	87	3655	30.1	6.8	94

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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YOGURT (NOT BOUGHT FROZEN) - FLAVORS
(ADULTS)

0652
P-19

	TOTAL U.S. '000	CHERRY A '000	CHERRY B % DOWN	CHERRY C % ACROSS	CHERRY D INDX	LEMON A '000	LEMON B % DOWN	LEMON C % ACROSS	LEMON D INDX	PEACH A '000	PEACH B % DOWN	PEACH C % ACROSS	PEACH D INDX	PINEAPPLE A '000	PINEAPPLE B % DOWN	PINEAPPLE C % ACROSS	PINEAPPLE D INDX
TOTAL ADULTS	167727	16730	100.0	10.0	100	9061	100.0	5.4	100	17358	100.0	10.3	100	12136	100.0	7.2	100
ATLANTIC MONTHLY	867	**119	0.7	13.7	138	**40	0.4	4.6	85	**85	0.5	9.8	95	**21	0.2	2.4	33
BARRON'S	1580	*250	1.5	15.8	159	**158	1.7	10.0	185	*106	0.6	6.7	65	**92	0.8	5.8	80
BETTER HOMES & GARDENS	22203	2849	17.0	12.8	129	1395	15.4	6.3	116	2939	16.9	13.2	128	2105	17.3	9.5	131
BON APPETIT	3810	451	2.7	11.8	119	299	3.3	7.8	145	524	3.0	13.8	133	319	2.6	8.4	116
BUSINESS WEEK	4663	580	3.5	12.4	125	265	2.9	5.7	105	481	2.8	10.3	100	339	2.8	7.3	100
CAR AND DRIVER	3102	277	1.7	8.9	90	**85	0.9	2.7	51	253	1.5	8.2	79	*274	2.3	8.8	122
CBS MAGAZINE NETWORK (GROSS)	7311	918	5.5	12.6	126	399	4.4	5.5	101	858	4.9	11.7	113	625	5.1	8.5	118
CHANGING TIMES	3400	362	2.2	10.6	107	*137	1.5	4.0	75	*245	1.4	7.2	70	301	2.5	8.9	122
COLONIAL HOMES	1796	240	1.4	13.4	134	*141	1.6	7.9	145	268	1.5	14.9	144	*137	1.1	7.6	105
CONDE NAST MAG. PKG. (GROSS)	19924	3117	18.6	15.6	157	2023	22.3	10.2	188	3216	18.5	16.1	156	2332	19.2	11.7	162
CONSUMERS DIGEST	3125	*284	1.7	9.1	91	*140	1.5	4.5	83	*253	1.5	8.1	78	*256	2.1	8.2	113
COSMOPOLITAN	10577	1498	9.0	14.2	142	817	9.0	7.7	143	1547	8.9	14.6	141	1140	9.4	10.8	149
COUNTRY LIVING	3746	460	2.7	12.3	123	326	3.6	8.7	161	595	3.4	15.9	153	*269	2.2	7.2	99
CUISINE	2214	257	1.5	11.6	116	*170	1.9	7.7	142	273	1.6	12.3	119	*204	1.7	9.2	127
CYCLE WORLD	2394	*298	1.8	12.4	125	**136	1.5	5.7	105	*250	1.4	10.4	101	**114	0.9	4.8	66
DCI:CREATIVE IDEAS FOR LIV	3068	462	2.8	15.1	151	*188	2.1	6.1	113	494	2.8	16.1	156	335	2.8	10.9	151
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	1223	7.3	12.8	128	507	5.6	5.3	98	1416	8.2	14.8	143	1019	8.4	10.7	147
DISCOVER	2277	303	1.8	13.3	133	*186	2.1	8.2	151	309	1.8	13.6	131	*257	2.1	11.3	156
EBONY	7187	609	3.6	8.5	85	431	4.8	6.0	111	730	4.2	10.2	98	649	5.3	9.0	125
ESQUIRE	2560	328	2.0	12.8	128	**146	1.6	5.7	106	224	1.3	8.8	85	*224	1.8	8.8	121
ESSENCE	3242	340	2.0	10.5	105	*255	2.8	7.9	146	360	2.1	11.1	107	365	3.0	11.3	156
FAMILY CIRCLE	19639	2694	16.1	13.7	138	1287	14.2	6.6	121	2764	15.9	14.1	136	1857	15.3	9.5	131
THE FAMILY HANDYMAN	3540	505	3.0	14.3	143	*185	2.0	5.2	97	418	2.4	11.8	114	*234	1.9	6.6	91
FAMILY WEEKLY	23924	2413	14.4	10.1	101	1198	13.2	5.0	93	2427	14.0	10.1	98	1601	13.2	6.7	92
FIELD & STREAM	9883	1075	6.4	10.9	109	358	4.0	3.6	67	891	5.1	9.0	87	665	5.5	6.7	93
FOOD & WINE	1030	*153	0.9	14.9	149	**72	0.8	7.0	129	*143	0.8	13.9	134	**71	0.6	6.9	95
FORBES	2679	387	2.3	14.4	145	*246	2.7	9.2	170	293	1.7	10.9	106	*175	1.4	6.5	90
FORTUNE	2931	472	2.8	16.1	161	235	2.6	8.0	148	323	1.9	11.0	106	*209	1.7	7.1	99
GENTLEMEN'S QUARTERLY	3481	454	2.7	13.0	131	*255	2.8	7.3	136	364	2.1	10.5	101	360	3.0	10.3	143
GLAMOUR	7163	1222	7.3	17.1	171	707	7.8	9.9	183	1237	7.1	17.3	167	859	7.1	12.0	166
GOLF DIGEST	2355	230	1.4	9.8	98	**79	0.9	3.4	62	*229	1.3	9.7	94	*158	1.3	6.7	93
GOLF DIGEST/TENNIS (GROSS)	3610	382	2.3	10.6	106	*127	1.4	3.5	65	346	2.0	9.6	93	*261	2.2	7.2	100
GOLF MAGAZINE	2046	*183	1.1	8.9	90	**56	0.6	2.7	51	*143	0.8	7.0	68	*182	1.5	8.9	123
GOLF MAGAZINE/SKI (GROSS)	3547	343	2.1	9.7	97	*178	2.0	5.0	93	301	1.7	8.5	82	362	3.0	10.2	141
GOOD HOUSEKEEPING	20353	2830	16.9	13.9	139	1191	13.1	5.9	108	2729	15.7	13.4	130	1650	13.6	8.1	112
HARPER'S BAZAAR	3362	499	3.0	14.8	149	309	3.4	9.2	170	408	2.4	12.1	117	302	2.5	9.0	124
HEALTH	2987	391	2.3	13.1	131	*219	2.4	7.3	136	296	1.7	9.9	96	301	2.5	10.1	139
HEARST MAG CORP. BUY (GROSS)	67928	9059	54.1	13.3	134	4434	48.9	6.5	121	9278	53.5	13.7	132	6017	49.6	8.9	122
HEARST MAN POWER (GROSS)	11282	1287	7.7	11.4	114	450	5.0	4.0	74	1238	7.1	11.0	106	814	6.7	7.2	100
HEARST WOMAN POWER (GROSS)	40514	5610	33.5	13.8	139	2646	29.2	6.5	121	5662	32.6	14.0	135	3689	30.4	9.1	126
HOUSE BEAUTIFUL	4885	638	3.8	13.1	131	366	4.0	7.5	139	765	4.4	15.7	151	581	4.8	11.9	164
INC.	1308	*178	1.1	13.6	136	*122	1.3	9.3	173	**145	0.8	11.1	107	**145	1.2	11.1	153
JET	6498	601	3.6	9.2	93	451	5.0	6.9	128	696	4.0	10.7	103	634	5.2	9.8	135
LADIES' HOME JOURNAL	14797	1987	11.9	13.4	135	856	9.4	5.8	107	2152	12.4	14.5	141	1490	12.3	10.1	139
LHJ FAMILY GRP COMBO(GROSS)	21743	2902	17.3	13.3	134	1361	15.0	6.3	116	2988	17.2	13.7	133	2197	18.1	10.1	140
LIFE	9881	1318	7.9	13.3	134	648	7.2	6.6	121	1186	6.8	12.0	116	860	7.1	8.7	120
L.A. TIMES HOME MAGAZINE	2775	350	2.1	12.6	126	322	3.6	11.6	215	421	2.4	15.2	147	317	2.6	11.4	158
MADEMOISELLE	4219	680	4.1	16.1	162	402	4.4	9.5	176	667	3.8	15.8	153	411	3.4	9.7	135
MC CALL'S	16422	2098	12.5	12.8	128	917	10.1	5.6	103	2250	13.0	13.7	132	1455	12.0	8.9	122
MC CALL'S/WRK MOTHER (GROSS)	17919	2293	13.7	12.8	128	1016	11.2	5.7	105	2391	13.8	13.3	129	1590	13.1	8.9	123
MECHANIX ILLUSTRATED	4433	372	2.2	8.4	84	*221	2.4	5.0	92	368	2.1	8.3	80	*290	2.4	6.5	90
METROPOLITAN HOME	1504	*166	1.0	11.0	111	*177	2.0	11.8	218	*196	1.1	13.0	126	*137	1.1	9.1	126
MONEY	4723	566	3.4	12.0	120	309	3.4	6.5	121	585	3.4	12.4	120	507	4.2	10.7	148
MOTHER EARTH NEWS	2325	345	2.1	14.8	149	*192	2.1	8.3	153	324	1.9	13.9	135	*247	2.0	10.6	147
MS.	1189	*200	1.2	16.8	169	**112	1.2	9.4	174	*203	1.2	17.1	165	**131	1.1	11.0	152
NATIONAL ENQUIRER	18892	2010	12.0	10.6	107	1188	13.1	6.3	116	1951	11.2	10.3	100	1681	13.9	8.9	123
NATIONAL GEOGRAPHIC	22129	2968	17.7	13.4	134	1852	20.4	8.4	155	2957	17.0	13.4	129	2062	17.0	9.3	129
NATIONAL SUNDAY MAGAZINE PKG	103750	11084	66.3	10.7	107	5909	65.2	5.7	105	11234	64.7	10.8	105	7828	64.5	7.5	104
NATURAL HISTORY	1379	*248	1.5	18.0	180	**94	1.0	6.8	126	*190	1.1	13.8	133	**74	0.6	5.4	74
NEW WOMAN	2289	303	1.8	13.2	133	*174	1.9	7.6	141	*271	1.6	11.8	114	*203	1.7	8.9	123
NEW YORK INCLUDING CUE	1088	*190	1.1	17.5	175	**62	0.7	5.7	105	*104	0.6	9.6	92	**48	0.4	4.4	61
THE NEW YORKER	2459	336	2.0	13.7	137	263	2.9	10.7	198	387	2.2	15.7	152	*203	1.7	8.3	114
NEWSWEEK	16527	2012	12.0	12.2	122	1139	12.6	6.9	128	1903	11.0	11.5	111	1221	10.1	7.4	102
THE N.Y. TIMES DAILY EDITION	2739	321	1.9	11.7	117	180	2.0	6.6	122	263	1.5	9.6	93	*213	1.8	7.8	107
THE N.Y. TIMES MAGAZINE	4443	520	3.1	11.7	117	304	3.4	6.8	127	496	2.9	11.2	108	255	2.1	5.7	79
OMNI	2799	425	2.5	15.2	152	*156	1.7	5.6	103	438	2.5	15.6	151	*243	2.0	8.7	120
ON CABLE	2209	*222	1.3	10.0	101	**116	1.3	5.3	97	*174	1.0	7.9	76	**171	1.4	7.7	107
1001 HOME IDEAS	3959	524	3.1	13.2	133	*286	3.2	7.2	134	540	3.1	13.6	132	406	3.3	10.3	142
ORGANIC GARDENING	3111	361	2.2	11.6	116	321	3.5	10.3	191	458	2.6	14.7	142	*328	2.7	10.5	146
OUTDOOR LIFE	5024	440	2.6	8.8	88	**105	1.2	2.1	39	352	2.0	7.0	68	261	2.2	5.2	72
PARADE MAGAZINE	51292	5599	33.5	10.9	109	3039	33.5	5.9	110	5690	32.8	11.1	107	3904	32.2	7.6	105

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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YOGURT (NOT BOUGHT FROZEN) - FLAVORS
(ADULTS)

0653
P-19

	TOTAL U.S. '000	CHERRY A '000	B % DOWN	C ACROSS %	D INDX	LEMON A '000	B % DOWN	C ACROSS %	D INDX	PEACH A '000	B % DOWN	C ACROSS %	D INDX	PINEAPPLE A '000	B % DOWN	C ACROSS %	D INDX
TOTAL ADULTS	167727	16730	100.0	10.0	100	9061	100.0	5.4	100	17358	100.0	10.3	100	12136	100.0	7.2	100
PARENTS	5298	786	4.7	14.8	149	355	3.9	6.7	124	629	3.6	11.9	115	485	4.0	9.2	127
PENTHOUSE	5129	607	3.6	11.8	119	329	3.6	6.4	119	624	3.6	12.2	118	508	4.2	9.9	137
PEOPLE	21070	2811	16.8	13.3	134	1414	15.6	6.7	124	2724	15.7	12.9	125	2066	17.0	9.8	136
PLAYBOY	10562	1342	8.0	12.7	127	690	7.6	6.5	121	1024	5.9	9.7	94	941	7.8	8.9	123
POPULAR HOT RODDING	2498	*176	1.1	7.0	71	**40	0.4	1.6	30	**116	0.7	4.6	45	**82	0.7	3.3	45
POPULAR MECHANICS	5887	765	4.6	13.0	130	270	3.0	4.6	85	650	3.7	11.0	107	515	4.2	8.7	121
POPULAR SCIENCE	4317	376	2.2	8.7	87	*186	2.1	4.3	80	431	2.5	10.0	96	*267	2.2	6.2	85
PREVENTION	5792	783	4.7	13.5	136	435	4.8	7.5	139	762	4.4	13.2	127	495	4.1	8.5	118
PSYCHOLOGY TODAY	3284	452	2.7	13.8	138	*267	2.9	8.1	150	460	2.7	14.0	135	324	2.7	9.9	136
READER'S DIGEST	40046	4472	26.7	11.2	112	2266	25.0	5.7	105	4271	24.6	10.7	103	2886	23.8	7.2	100
REDBOOK	9584	1283	7.7	13.4	134	638	7.0	6.7	123	1385	8.0	14.5	140	899	7.4	9.4	130
ROAD & TRACK	2590	*325	1.9	12.5	126	**120	1.3	4.6	86	*291	1.7	11.2	109	*282	2.3	10.9	150
ROLLING STONE	3302	544	3.3	16.5	165	310	3.4	9.4	174	490	2.8	14.8	143	348	2.9	10.5	146
RUNNER'S WORLD	1229	*120	0.7	9.8	98	**101	1.1	8.2	152	**125	0.7	10.2	98	**120	1.0	9.8	135
SATURDAY EVENING POST	2110	*240	1.4	11.4	114	*131	1.4	6.2	115	*248	1.4	11.8	114	*141	1.2	6.7	92
SCIENCE 84	1543	*260	1.6	16.9	169	*164	1.8	10.6	197	278	1.6	18.0	174	*179	1.5	11.6	160
SCIENCE DIGEST	1747	*225	1.3	12.9	129	**82	0.9	4.7	87	*246	1.4	14.1	136	**86	0.7	4.9	68
SCIENTIFIC AMERICAN	1994	299	1.8	15.0	150	**104	1.1	5.2	97	*240	1.4	12.0	116	*207	1.7	10.4	143
SELF	3119	498	3.0	16.0	160	*422	4.7	13.5	250	488	2.8	15.6	151	*425	3.5	13.6	188
SEVENTEEN	3923	543	3.2	13.8	139	*304	3.4	7.7	143	404	2.3	10.3	100	336	2.8	8.6	118
SKI	1501	*160	1.0	10.7	107	*122	1.3	8.1	150	*158	0.9	10.5	102	*180	1.5	12.0	166
SMITHSONIAN	5976	842	5.0	14.1	141	584	6.4	9.8	181	872	5.0	14.6	141	508	4.2	8.5	117
SOAP OPERA DIGEST	4228	509	3.0	12.0	121	*175	1.9	4.1	77	371	2.1	8.8	85	373	3.1	8.8	122
SOUTHERN LIVING	6488	761	4.5	11.7	118	319	3.5	4.9	91	921	5.3	14.2	137	684	5.6	10.5	146
SPORT	3500	432	2.6	12.3	124	**149	1.6	4.3	79	*255	1.5	7.3	70	*309	2.5	8.8	122
THE SPORTING NEWS	2456	*335	2.0	13.6	137	**173	1.9	7.0	130	*236	1.4	9.6	93	*228	1.9	9.3	128
SPORTS AFIELD	3648	*298	1.8	8.2	82	**98	1.1	2.7	50	342	2.0	9.4	91	*214	1.8	5.9	81
SPORTS ILLUSTRATED	14484	1399	8.4	9.7	97	687	7.6	4.7	88	1197	6.9	8.3	80	1050	8.7	7.2	100
STAR	12661	1338	8.0	10.6	106	667	7.4	5.3	98	1181	6.8	9.3	90	1037	8.5	8.2	113
SUNDAY	52799	5628	33.6	10.7	107	3007	33.2	5.7	105	5795	33.4	11.0	106	4154	34.2	7.9	109
SUNSET	3513	540	3.2	15.4	154	422	4.7	12.0	222	607	3.5	17.3	167	386	3.2	11.0	152
TV GUIDE	42766	4632	27.7	10.8	109	2279	25.2	5.3	99	4718	27.2	11.0	107	3647	30.1	8.5	118
TENNIS	1254	**152	0.9	12.1	122	**48	0.5	3.8	71	*117	0.7	9.3	90	**102	0.8	8.1	112
TIME	22054	2803	16.8	12.7	127	1531	16.9	6.9	129	2878	16.6	13.0	126	2057	16.9	9.3	129
TOWN & COUNTRY	1555	*239	1.4	15.4	154	*165	1.8	10.6	196	*254	1.5	16.3	158	**139	1.1	8.9	124
TRAVEL & LEISURE	2173	279	1.7	12.8	129	*176	1.9	8.1	150	*232	1.3	10.7	103	*159	1.3	7.3	101
TRUE STORY	4636	448	2.7	9.7	97	*260	2.9	5.6	104	385	2.2	8.3	80	403	3.3	8.7	120
U.S.NEWS & WORLD REPORT	10353	1113	6.7	10.8	108	561	6.2	5.4	100	1164	6.7	11.2	109	772	6.4	7.5	103
USA TODAY	4994	507	3.0	10.2	102	254	2.8	5.1	94	547	3.2	11.0	106	465	3.8	9.3	129
US	3528	522	3.1	14.8	148	*289	3.2	8.2	152	450	2.6	12.8	123	*375	3.1	10.6	147
VOGUE	5424	717	4.3	13.2	133	492	5.4	9.1	168	824	4.7	15.2	147	637	5.2	11.7	162
WALL STREET JOURNAL	6292	711	4.2	11.3	113	480	5.3	7.6	141	687	4.0	10.9	106	422	3.5	6.7	93
WEIGHT WATCHERS	2762	453	2.7	16.4	164	*165	1.8	6.0	111	368	2.1	13.3	129	215	1.8	7.8	108
WOMAN'S DAY	16320	2269	13.6	13.9	139	1066	11.8	6.5	121	2247	12.9	13.8	133	1471	12.1	9.0	125
WORKING MOTHER	1496	*195	1.2	13.0	131	**99	1.1	6.6	122	*140	0.8	9.4	90	*135	1.1	9.0	125
WORKING WOMAN	1851	*210	1.3	11.3	114	**126	1.4	6.8	126	397	2.3	21.4	207	*223	1.8	12.0	167
WORLD TENNIS	580	**90	0.5	15.5	156	**43	0.5	7.4	137	**91	0.5	15.7	152	**54	0.4	9.3	129
ZIFF-DAVIS MAG NETWK (GROSS)	12412	1498	9.0	12.1	121	692	7.6	5.6	103	1342	7.7	10.8	104	973	8.0	7.8	108
BLAIR INSERTS	91671	9881	59.1	10.8	108	5269	58.2	5.7	106	10018	57.7	10.9	106	6893	56.8	7.5	104
DAILY NEWSPAPERS																	
READ ANY	109190	10965	65.5	10.0	101	5809	64.1	5.3	98	11369	65.5	10.4	101	7653	63.1	7.0	97
READ ONE	89587	9123	54.5	10.2	102	4871	53.8	5.4	101	9396	54.1	10.5	101	6526	53.8	7.3	101
READ TWO OR MORE	19602	1842	11.0	9.4	94	938	10.4	4.8	89	1973	11.4	10.1	97	1127	9.3	5.7	79
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	11628	69.5	10.6	106	6206	68.5	5.7	105	11840	68.2	10.8	104	8105	66.8	7.4	102
READ ONE	95074	9871	59.0	10.4	104	5482	60.5	5.8	107	10115	58.3	10.6	103	7114	58.6	7.5	103
READ TWO OR MORE	14588	1757	10.5	12.0	121	724	8.0	5.0	92	1725	9.9	11.8	114	991	8.2	6.8	94
OUTDOOR																	
100 SHHG - 30 DAY AV FREQ	28.80	33.90				32.84				30.81				31.17			
30 DAY REACH	149706	14871	88.9	9.9	100	8304	91.6	5.5	103	15729	90.6	10.5	102	11021	90.8	7.4	102
50 SHHG - 30 DAY AV FREQ	15.16	17.94				17.26				16.25				16.34			
30 DAY REACH	142406	14081	84.2	9.9	99	7908	87.3	5.6	103	14944	86.1	10.5	101	10543	86.9	7.4	102
25 SHHG - 30 DAY AV FREQ	8.23	9.56				9.12				8.62				8.62			
30 DAY REACH	131152	13232	79.1	10.1	101	7492	82.7	5.7	106	14103	81.2	10.8	104	9998	82.4	7.6	105
CABLE TV: HOME WIRED	66879	7168	42.8	10.7	107	3600	39.7	5.4	100	7334	42.3	11.0	106	4866	40.1	7.3	101
HOME NOT WIRED	100848	9562	57.2	9.5	95	5461	60.3	5.4	100	10024	57.7	9.9	96	7270	59.9	7.2	100
HAVE PAY CABLE	35024	4484	26.8	12.8	128	2069	22.8	5.9	109	4230	24.4	12.1	117	2879	23.7	8.2	114

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YOGURT (NOT BOUGHT FROZEN) - FLAVORS
(ADULTS)

0654
P-19

	TOTAL U.S. '000	CHERRY A '000	CHERRY B % DOWN	CHERRY C % ACROSS %	CHERRY D INDX	LEMON A '000	LEMON B % DOWN	LEMON C % ACROSS %	LEMON D INDX	PEACH A '000	PEACH B % DOWN	PEACH C % ACROSS %	PEACH D INDX	PINEAPPLE A '000	PINEAPPLE B % DOWN	PINEAPPLE C % ACROSS %	PINEAPPLE D INDX
TOTAL ADULTS	167727	16730	100.0	10.0	100	9061	100.0	5.4	100	17358	100.0	10.3	100	12136	100.0	7.2	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	9801	58.6	10.2	103	5278	58.2	5.5	102	10337	59.6	10.8	104	7126	58.7	7.5	103
10:00 AM - 3:00 PM	63599	6964	41.6	10.9	110	3360	37.1	5.3	98	6783	39.1	10.7	103	4819	39.7	7.6	105
3:00 PM - 7:00 PM	72097	7719	46.1	10.7	107	3884	42.9	5.4	100	7741	44.6	10.7	104	5431	44.8	7.5	104
7:00 PM - MIDNIGHT	36670	3889	23.2	10.6	106	2050	22.6	5.6	103	3914	22.5	10.7	103	2899	23.9	7.9	109
MIDNIGHT - 6:00 AM	21908	2246	13.4	10.3	103	1208	13.3	5.5	102	2491	14.4	11.4	110	1734	14.3	7.9	109
6:00 AM - MIDNIGHT	127571	13184	78.8	10.3	104	6962	76.8	5.5	101	13547	78.0	10.6	103	9555	78.7	7.5	104
ENTIRE DAY	129239	13325	79.6	10.3	103	7046	77.8	5.5	101	13716	79.0	10.6	103	9691	79.9	7.5	104
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	3901	23.3	11.5	115	2190	24.2	6.4	119	4090	23.6	12.0	116	2678	22.1	7.9	109
ALL NEWS	6062	689	4.1	11.4	114	259	2.9	4.3	79	696	4.0	11.5	111	355	2.9	5.9	81
AOR/PROGRESSIVE	11884	1341	8.0	11.3	113	752	8.3	6.3	117	1271	7.3	10.7	103	933	7.7	7.9	109
BEAUTIFUL MUSIC	11180	1303	7.8	11.7	117	554	6.1	5.0	92	1278	7.4	11.4	110	843	6.9	7.5	104
BLACK	4538	433	2.6	9.5	96	*298	3.3	6.6	122	473	2.7	10.4	101	415	3.4	9.1	126
CLASSICAL	3857	579	3.5	15.0	150	228	2.5	5.9	109	461	2.7	12.0	115	390	3.2	10.1	140
CHR/ROCK	21946	2327	13.9	10.6	106	1344	14.8	6.1	113	2457	14.2	11.2	108	1841	15.2	8.4	116
COUNTRY	27262	2717	16.2	10.0	100	1174	13.0	4.3	80	2613	15.1	9.6	93	1737	14.3	6.4	88
GOLDEN OLDIES	3339	363	2.2	10.9	109	*212	2.3	6.3	118	361	2.1	10.8	104	*265	2.2	7.9	110
MOR/NOSTALGIA	10346	1038	6.2	10.0	101	634	7.0	6.1	113	977	5.6	9.4	91	855	7.0	8.3	114
NEWS/TALK	8929	798	4.8	8.9	90	429	4.7	4.8	89	1024	5.9	11.5	111	686	5.7	7.7	106
RELIGIOUS	5488	555	3.3	10.1	101	454	5.0	8.3	153	590	3.4	10.8	104	423	3.5	7.7	107
SOFT ROCK	1232	**92	0.5	7.5	75	**45	0.5	3.7	68	**90	0.5	7.3	71	**73	0.6	5.9	82
URBAN CONTEMPORARY	3184	365	2.2	11.5	115	*167	1.8	5.2	97	295	1.7	9.3	90	*233	1.9	7.3	101
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	634	3.8	9.2	92	*289	3.2	4.2	77	623	3.6	9.0	87	427	3.5	6.2	85
ABC DIRECTION	5212	675	4.0	13.0	130	324	3.6	6.2	115	533	3.1	10.2	99	378	3.1	7.3	100
ABC ENTERTAINMENT	10385	917	5.5	8.8	89	483	5.3	4.7	86	980	5.6	9.4	91	591	4.9	5.7	79
ABC FM	4762	438	2.6	9.2	92	*214	2.4	4.5	83	475	2.7	10.0	96	390	3.2	8.2	113
ABC INFORMATION	11339	1196	7.1	10.5	106	634	7.0	5.6	104	1346	7.8	11.9	115	965	8.0	8.5	118
ABC ROCK	4878	562	3.4	11.5	116	276	3.0	5.7	105	556	3.2	11.4	110	399	3.3	8.2	113
CBS	10709	1019	6.1	9.5	95	468	5.2	4.4	81	1147	6.6	10.7	103	632	5.2	5.9	82
MUTUAL	10251	995	5.9	9.7	97	568	6.3	5.5	103	1088	6.3	10.6	103	681	5.6	6.6	92
NBC	12243	1365	8.2	11.1	112	650	7.2	5.3	98	1414	8.1	11.5	112	957	7.9	7.8	108
RADIORADIO	4606	485	2.9	10.5	106	273	3.0	5.9	110	520	3.0	11.3	109	*274	2.3	5.9	82
RKO ONE	5148	507	3.0	9.8	99	322	3.6	6.3	116	628	3.6	12.2	118	403	3.3	7.8	108
RKO TWO	7313	518	3.1	7.1	71	322	3.6	4.4	82	550	3.2	7.5	73	411	3.4	5.6	78
THE SOURCE	5981	600	3.6	10.0	101	272	3.0	4.5	84	637	3.7	10.7	103	452	3.7	7.6	104
NON-WIRED : BLAIR	19329	1846	11.0	9.6	96	1026	11.3	5.3	98	1990	11.5	10.3	99	1556	12.8	8.1	111
INTERNET	27139	3222	19.3	11.9	119	1790	19.8	6.6	122	3102	17.9	11.4	110	2335	19.2	8.6	119
KATZ RADIO GROUP	36319	3845	23.0	10.6	106	2146	23.7	5.9	109	4115	23.7	11.3	109	2993	24.7	8.2	114
SUPERNET	22361	2500	14.9	11.2	112	1345	14.8	6.0	111	2500	14.4	11.2	108	1717	14.1	7.7	106
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	14532	1474	8.8	10.1	102	925	10.2	6.4	118	1617	9.3	11.1	108	1238	10.2	8.5	118
MKDAY 9:00 AM - 1:00 PM	18688	1729	10.3	9.3	93	1010	11.1	5.4	100	1911	11.0	10.2	99	1424	11.7	7.6	105
MKDAY 1:00 PM - 4:30 PM	24061	2243	13.4	9.3	93	1290	14.2	5.4	99	2400	13.8	10.0	96	1865	15.4	7.8	107
MKDAY 4:30 PM - 7:30 PM	44079	4148	24.8	9.4	94	2258	24.9	5.1	95	4276	24.6	9.7	94	3236	26.7	7.3	101
MKDAY 7:30 PM - 8:00 PM	61979	5829	34.8	9.4	94	2992	33.0	4.8	89	5980	34.5	9.6	93	4328	35.7	7.0	97
MKDAY 11:00 PM - 11:30 PM	49084	4560	27.3	9.3	93	2308	25.5	4.7	87	4723	27.2	9.6	93	3396	28.0	6.9	96
MKDAY 11:30 PM - 1:00 AM	16560	1558	9.3	9.4	94	762	8.4	4.6	85	1680	9.7	10.1	98	1231	10.1	7.4	103
M-SAT 8-11 PM+SUN 7-11 PM	66967	6487	38.8	9.7	97	3426	37.8	5.1	95	6890	39.7	10.3	99	4798	39.5	7.2	99
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	9269	832	5.0	9.0	90	490	5.4	5.3	98	981	5.7	10.6	102	824	6.8	8.9	123
ANOTHER WORLD N	6138	639	3.8	10.4	104	344	3.8	5.6	104	710	4.1	11.6	112	468	3.9	7.6	105
AS THE WORLD TURNS C	7707	638	3.8	8.3	83	375	4.1	4.9	90	580	3.3	7.5	73	456	3.8	5.9	82
CAPITOL C	4688	388	2.3	8.3	83	221	2.4	4.7	87	387	2.2	8.3	80	302	2.5	6.4	89
CBS MORN. NEWS 1 C	2792	214	1.3	7.7	77	118	1.3	4.2	78	276	1.6	9.9	96	142	1.2	5.1	70
CBS MORN. NEWS 2 C	2071	122	0.7	5.9	59	*64	0.7	3.1	57	145	0.8	7.0	68	90	0.7	4.3	60
DAYS OF OUR LIVES N	8018	857	5.1	10.7	107	521	5.7	6.5	120	976	5.6	12.2	118	701	5.8	8.7	121
FACTS OF LIFE - DAYTIME N	3487	304	1.8	8.7	87	143	1.6	4.1	76	309	1.8	8.9	86	230	1.9	6.6	91
FAMILY FEUD A	4817	408	2.4	8.5	85	200	2.2	4.2	77	366	2.1	7.6	73	318	2.6	6.6	91
GENERAL HOSPITAL A	8333	761	4.5	9.1	92	416	4.6	5.0	92	977	5.6	11.7	113	858	7.1	10.3	142
GOOD MORNING, AMERICA-730 A	5472	529	3.2	9.7	97	335	3.7	6.1	113	612	3.5	11.2	108	501	4.1	9.2	127
GOOD MORNING, AMERICA-830 A	3965	379	2.3	9.6	96	219	2.4	5.5	102	474	2.7	12.0	116	310	2.6	7.8	108
GUIDING LIGHT C	7542	617	3.7	8.2	82	405	4.5	5.4	99	624	3.6	8.3	80	466	3.8	6.2	85
ONE LIFE TO LIVE A	6018	621	3.7	10.3	103	383	4.2	6.4	118	681	3.9	11.3	109	539	4.4	9.0	124
PRESS YOUR LUCK C	3589	285	1.7	7.9	80	140	1.5	3.9	72	342	2.0	9.5	92	279	2.3	7.8	107
PRICE IS RIGHT 1 C	7418	546	3.3	7.4	74	300	3.3	4.0	75	516	3.0	7.0	67	450	3.7	6.1	84
PRICE IS RIGHT 2 C	8276	557	3.3	6.7	67	337	3.7	4.1	75	611	3.5	7.4	71	470	3.9	5.7	78
RYAN'S HOPE A	4358	438	2.6	10.1	101	190	2.1	4.4	81	513	3.0	11.8	114	364	3.0	8.4	115
SALE OF THE CENTURY N	3749	402	2.4	10.7	108	176	1.9	4.7	87	264	1.5	7.0	68	218	1.8	5.8	80
SEARCH FOR TOMORROW N	2884	309	1.8	10.7	107	*151	1.7	5.2	97	380	2.2	13.2	127	235	1.9	8.1	113
TODAY SHOW 1 N	4869	570	3.4	11.7	117	344	3.8	7.1	131	570	3.3	11.7	113	485	4.0	10.0	138
TODAY SHOW 2 N	4135	443	2.6	10.7	107	231	2.5	5.6	103	470	2.7	11.4	110	295	2.4	7.1	99
$25,000 PYRAMID C	4361	277	1.7	6.4	64	165	1.8	3.8	70	342	2.0	7.8	76	277	2.3	6.4	88
WHEEL OF FORTUNE N	6187	567	3.4	9.2	92	315	3.5	5.1	94	632	3.6	10.2	99	490	4.0	7.9	109
YOUNG AND THE RESTLESS C	8186	756	4.5	9.2	93	457	5.0	5.6	103	776	4.5	9.5	92	616	5.1	7.5	104
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	336	2.0	7.1	71	173	1.9	3.7	68	360	2.1	7.6	74	211	1.7	4.5	62
NBA PLAYOFF GAME -1 C	5127	376	2.2	7.3	74	229	2.5	4.5	83	431	2.5	8.4	81	342	2.8	6.7	92
NBC MAJOR LEAGUE PRE-GAME N	3945	258	1.5	6.5	66	*155	1.7	3.9	73	341	2.0	8.6	84	*181	1.5	4.6	63
SPORTSWORLD - SUN N	3370	208	1.2	6.2	62	*171	1.9	5.1	94	256	1.5	7.6	73	175	1.4	5.2	72
SUNDAY MORNING C	4200	339	2.0	8.1	81	*277	3.1	6.6	122	553	3.2	13.2	127	342	2.8	8.1	113

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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YOGURT (NOT BOUGHT FROZEN) - FLAVORS
(ADULTS)

0655
P-19

		TOTAL U.S. '000	CHERRY A '000	CHERRY B % DOWN	CHERRY C % ACROSS	CHERRY D INDX	LEMON A '000	LEMON B % DOWN	LEMON C % ACROSS	LEMON D INDX	PEACH A '000	PEACH B % DOWN	PEACH C % ACROSS	PEACH D INDX	PINEAPPLE A '000	PINEAPPLE B % DOWN	PINEAPPLE C % ACROSS	PINEAPPLE D INDX
TOTAL ADULTS		167727	16730	100.0	10.0	100	9061	100.0	5.4	100	17358	100.0	10.3	100	12136	100.0	7.2	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	4647	27.8	8.9	89	2458	27.1	4.7	87	4930	28.4	9.4	91	3557	29.3	6.8	94
NETWORK AFFILIATES - LATE		39164	3676	22.0	9.4	94	1859	20.5	4.7	88	3909	22.5	10.0	96	2730	22.5	7.0	96
INDEPENDENTS - LATE		5133	508	3.0	9.9	99	245	2.7	4.8	88	491	2.8	9.6	92	285	2.3	5.6	77
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	2232	13.3	9.8	98	953	10.5	4.2	77	2045	11.8	9.0	87	1511	12.5	6.6	91
ABC MONDAY NIGHT MOVIE	A	11258	1141	6.8	10.1	102	588	6.5	5.2	97	1127	6.5	10.0	97	956	7.9	8.5	117
ABC SUNDAY NIGHT MOVIE	A	23600	2497	14.9	10.6	106	1228	13.6	5.2	96	2691	15.5	11.4	110	1786	14.7	7.6	105
ABC WORLD NEWS TONIGHT	A	12801	975	5.8	7.6	76	593	6.5	4.6	86	1142	6.6	8.9	86	797	6.6	6.2	86
AFTERMASH	C	10966	1052	6.3	9.6	96	635	7.0	5.8	107	1214	7.0	11.1	107	685	5.6	6.2	86
ALICE	C	17050	1615	9.7	9.5	95	782	8.6	4.6	85	1594	9.2	9.3	90	1136	9.4	6.7	92
AMERICAN PARADE	C	11998	1062	6.3	8.9	89	515	5.7	4.3	79	994	5.7	8.3	80	824	6.8	6.9	95
BENSON	A	19258	1921	11.5	10.0	100	836	9.2	4.3	80	1989	11.5	10.3	100	1360	11.2	7.1	98
BLUE THUNDER	A	11478	987	5.9	8.6	86	553	6.1	4.8	89	1040	6.0	9.1	88	842	6.9	7.3	101
CAGNEY & LACEY	C	16263	1639	9.8	9.0	90	942	10.4	5.2	95	1691	9.7	9.3	89	1170	9.6	6.4	89
CBS EVENING NEWS-DEAN	C	7733	674	4.0	8.7	87	302	3.3	3.9	72	694	4.0	9.0	87	515	4.2	6.7	92
CBS EVENING NEWS-RATHER	C	15653	1430	8.5	9.1	92	731	8.1	4.7	86	1487	8.6	9.5	92	1028	8.5	6.6	91
CBS SAT. NEWS-SCHIEFFER	C	8744	748	4.5	8.6	86	355	3.9	4.1	75	900	5.2	10.3	99	517	4.3	5.9	82
CBS SATURDAY NIGHT MOVIE	C	12000	1009	6.0	8.4	84	533	5.9	4.4	82	981	5.7	8.2	79	845	7.0	7.0	97
CBS WEDNESDAY NIGHT MOVIE	C	11522	1195	7.1	10.4	104	506	5.6	4.4	81	1076	6.2	9.3	90	673	5.5	5.8	81
CHEERS	N	16818	1933	11.6	11.5	115	1174	13.0	7.0	129	2111	12.2	12.6	121	1528	12.6	9.1	126
DALLAS	C	37510	3468	20.7	9.2	93	1893	20.9	5.0	93	3762	21.7	10.0	97	2513	20.7	6.7	93
DIFF'RENT STROKES	N	11258	1095	6.5	9.7	98	614	6.8	5.5	101	1172	6.8	10.4	101	839	6.9	7.5	103
DOUBLE TROUBLE	N	12248	1246	7.4	10.2	102	869	9.6	7.1	131	1546	8.9	12.6	122	1042	8.6	8.5	118
DUCK FACTORY	N	11100	1169	7.0	10.5	106	660	7.3	5.9	110	1358	7.8	12.2	118	950	7.8	8.6	118
DUKES OF HAZZARD	C	12353	1105	6.6	8.9	90	588	6.5	4.8	88	1092	6.3	8.8	85	827	6.8	6.7	93
DYNASTY	A	33279	3305	19.8	9.9	100	1768	19.5	5.3	98	3357	19.3	10.1	97	2579	21.3	7.7	107
FACTS OF LIFE	N	13410	1295	7.7	9.7	97	848	9.4	6.3	117	1566	9.0	11.7	113	1189	9.8	8.9	123
FALCON CREST	C	31093	2954	17.7	9.5	95	1556	17.2	5.0	93	3268	18.8	10.5	102	2257	18.6	7.3	100
FALL GUY	A	18649	1748	10.4	9.4	94	897	9.9	4.8	89	1719	9.9	9.2	89	1272	10.5	6.8	94
FAMILY TIES	N	13101	1381	8.3	10.5	106	738	8.1	5.6	104	1622	9.3	12.4	120	1062	8.8	8.1	112
FANTASY ISLAND	A	13069	1216	7.3	9.3	93	652	7.2	5.0	92	1335	7.7	10.2	99	1014	8.4	7.8	107
FOULUPS,BLEEPS & BLUNDERS	A	16588	1686	10.1	10.2	102	800	8.8	4.8	89	1861	10.7	11.2	108	1311	10.8	7.9	109
FOUR SEASONS	C	9302	975	5.8	10.5	105	510	5.6	5.5	101	961	5.5	10.3	100	666	5.5	7.2	99
GIMME A BREAK	N	13955	1443	8.6	10.3	104	644	7.1	4.6	85	1671	9.6	12.0	116	1129	9.3	8.1	112
HART TO HART	A	15735	1484	8.9	9.4	95	828	9.1	5.3	97	1709	9.8	10.9	105	1002	8.3	6.4	88
HILL STREET BLUES	N	18257	1825	10.9	10.0	100	1037	11.4	5.7	105	1977	11.4	10.8	105	1367	11.3	7.5	103
HOTEL	A	24236	2054	12.3	8.5	85	1079	11.9	4.5	82	2279	13.1	9.4	91	1724	14.2	7.1	98
JEFFERSONS	C	17010	1518	9.1	8.9	89	773	8.5	4.5	84	1637	9.4	9.6	93	1121	9.2	6.6	91
JENNIFER SLEPT HERE	N	9397	916	5.5	9.7	98	448	4.9	4.8	88	949	5.5	10.1	98	719	5.9	7.7	106
KATE & ALLIE	C	16762	1531	9.2	9.1	92	773	8.5	4.6	85	1383	8.0	8.3	80	961	7.9	5.7	79
KNIGHT RIDER	N	13164	1424	8.5	10.8	108	743	8.2	5.6	104	1416	8.2	10.8	104	945	7.8	7.2	99
LOVE BOAT	A	20400	1890	11.3	9.3	93	1119	12.3	5.5	102	2152	12.4	10.5	102	1468	12.1	7.2	99
MAGNUM PI	C	22543	2314	13.8	10.3	103	1257	13.9	5.6	103	2344	13.5	10.4	100	1674	13.8	7.4	103
MAMA'S FAMILY	N	9852	917	5.5	9.3	93	464	5.1	4.7	87	946	5.4	9.6	93	570	4.7	5.8	80
MASTER, THE	N	8082	681	4.1	8.4	84	428	4.7	5.3	98	823	4.7	10.2	98	589	4.9	7.3	101
MATT HOUSTON	A	12881	1421	8.5	11.0	111	545	6.0	4.2	78	1239	7.1	9.6	93	986	8.1	7.7	106
NBC MONDAY NIGHT MOVIE	N	23889	2414	14.4	10.1	101	1342	14.8	5.6	104	2628	15.1	11.0	106	1702	14.0	7.1	98
NBC NIGHTLY NEWS	N	11156	1074	6.4	9.6	97	626	6.9	5.6	104	1230	7.1	11.0	107	831	6.8	7.4	103
NBC NIGHTLY NEWS-SAT	N	7363	640	3.8	8.7	87	*246	2.7	3.3	62	685	3.9	9.3	90	396	3.3	5.4	74
NBC NIGHTLY NEWS-SUN	N	6214	617	3.7	9.9	100	287	3.2	4.6	85	556	3.2	8.9	86	333	2.7	5.4	74
NBC SUNDAY NIGHT MOVIE	N	17590	1672	10.0	9.5	95	1020	11.3	5.8	107	1880	10.8	10.7	103	1197	9.9	6.8	94
NEWHART	C	16740	1552	9.3	9.3	93	786	8.7	4.7	87	1459	8.4	8.7	84	1022	8.4	6.1	84
ONE DAY AT A TIME	C	11820	1130	6.8	9.6	96	690	7.6	5.8	108	1228	7.1	10.4	100	992	8.2	8.4	116
PEOPLE ARE FUNNY	N	9138	865	5.2	9.5	95	370	4.1	4.0	75	880	5.1	9.6	93	613	5.1	6.7	93
REAL PEOPLE	N	15979	1418	8.5	8.9	89	840	9.3	5.3	97	1513	8.7	9.5	91	1105	9.1	6.9	96
REMINGTON STEELE	N	14395	1395	8.3	9.7	97	669	7.4	4.6	86	1287	7.4	8.9	86	851	7.0	5.9	82
RIPLEY'S BELIEVE IT - NOT	A	11362	1201	7.2	10.6	106	651	7.2	5.7	106	1235	7.1	10.9	105	909	7.5	8.0	111
RIPTIDE	N	13920	1433	8.6	10.3	103	766	8.5	5.5	102	1305	7.5	9.4	91	1012	8.3	7.3	100
SCARECROW & MRS. KING	C	17571	1969	11.8	11.2	112	976	10.8	5.6	103	1657	9.5	9.4	91	1239	10.2	7.1	97
SIMON & SIMON	C	20208	1876	11.2	9.3	93	982	10.8	4.9	90	1951	11.2	9.7	93	1377	11.3	6.8	94
60 MINUTES	C	27668	2624	15.7	9.5	95	1528	16.9	5.5	102	2845	16.4	10.3	99	1968	16.2	7.1	98
ST. ELSEWHERE	N	13699	1498	9.0	10.9	110	793	8.8	5.8	107	1677	9.7	12.2	118	1181	9.7	8.6	119
THREE'S COMPANY	A	20632	1959	11.7	9.5	95	1148	12.7	5.6	103	2034	11.7	9.9	95	1553	12.8	7.5	104
T.J. HOOKER	A	17136	1482	8.9	8.6	87	843	9.3	4.9	91	1749	10.1	10.2	99	1208	10.0	7.0	97
TONIGHT SHOW	N	4963	500	3.0	10.1	101	257	2.8	5.2	96	581	3.3	11.7	113	393	3.2	7.9	109
TRAPPER JOHN, M.D.	C	16332	1559	9.3	9.5	96	808	8.9	4.9	92	1585	9.1	9.7	94	1106	9.1	6.8	94
TV BLOOPERS & PRAC. JOKES	N	18881	1756	10.5	9.3	93	1041	11.5	5.5	102	1837	10.6	9.7	94	1385	11.4	7.3	101
20/20	A	18315	1618	9.7	8.8	89	857	9.5	4.7	87	1745	10.1	9.5	92	1207	9.9	6.6	91
WEBSTER	A	18722	1855	11.1	9.9	99	855	9.4	4.6	85	2000	11.5	10.7	103	1343	11.1	7.2	99
WORLD NEWS - SUN	A	5327	532	3.2	10.0	100	362	4.0	6.8	126	507	2.9	9.5	92	367	3.0	6.9	95
YELLOW ROSE	N	8370	768	4.6	9.2	92	405	4.5	4.8	90	872	5.0	10.4	101	633	5.2	7.6	105
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	2152	12.9	8.3	83	1118	12.3	4.3	80	2213	12.7	8.6	83	1478	12.2	5.7	79
BASKETBALL - COLLEGE GAMES		14468	1378	8.2	9.5	95	712	7.9	4.9	91	1567	9.0	10.8	105	1093	9.0	7.6	104
BASKETBALL - PRO GAMES		12124	1278	7.6	10.5	106	*559	6.2	4.6	85	1267	7.3	10.5	101	1011	8.3	8.3	115
BOWLING		9412	831	5.0	8.8	89	*552	6.1	5.9	109	789	4.5	8.4	81	746	6.1	7.9	110
BOXING		15409	1364	8.2	8.9	89	617	6.8	4.0	74	1424	8.2	9.2	89	912	7.5	5.9	82
FOOTBALL - COLLEGE GAMES		21400	2203	13.2	10.3	103	914	10.1	4.3	79	2245	12.9	10.5	101	1614	13.3	7.5	104
FOOTBALL - PRO GAMES		35944	3960	23.7	11.0	110	2046	22.6	5.7	105	3902	22.5	10.9	105	2832	23.3	7.9	109
GOLF		9759	871	5.2	8.9	89	*415	4.6	4.3	79	817	4.7	8.4	81	*484	4.0	5.0	69
POST-SEASON COLL. FOOTBALL		18123	1979	11.8	10.9	109	858	9.5	4.7	88	1962	11.3	10.8	105	1368	11.3	7.5	104
POST-SEASON PRO FOOTBALL		22091	2292	13.7	10.4	104	1232	13.6	5.6	103	2323	13.4	10.5	102	1472	12.1	6.7	92
TENNIS		6764	766	4.6	11.3	114	*475	5.2	7.0	130	775	4.5	11.5	111	*475	3.9	7.0	97
WRESTLING - PROFESSIONAL		9695	982	5.9	10.1	102	*490	5.4	5.1	94	809	4.7	8.3	81	613	5.1	6.3	87

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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YOGURT (NOT BOUGHT FROZEN) - FLAVORS
(ADULTS)

0656
P-19

	TOTAL U.S. '000	RASPBERRY A '000	RASPBERRY B % DOWN	RASPBERRY C % ACROSS	RASPBERRY D INDX	STRAWBERRY A '000	STRAWBERRY B % DOWN	STRAWBERRY C % ACROSS	STRAWBERRY D INDX	VANILLA A '000	VANILLA B % DOWN	VANILLA C % ACROSS	VANILLA D INDX	COFFEE A '000	COFFEE B % DOWN	COFFEE C % ACROSS	COFFEE D INDX
TOTAL ADULTS	167727	21890	100.0	13.1	100	31501	100.0	18.8	100	7919	100.0	4.7	100	2698	100.0	1.6	100
MALES	79263	7667	35.0	9.7	74	11286	35.8	14.2	76	2980	37.6	3.8	80	976	36.2	1.2	77
FEMALES	88464	14223	65.0	16.1	123	20215	64.2	22.9	122	4939	62.4	5.6	118	1721	63.8	1.9	121
18 - 24	28671	4380	20.0	15.3	117	6090	19.3	21.2	113	1475	18.6	5.1	109	*538	19.9	1.9	117
25 - 34	39536	6298	28.8	15.9	122	9404	29.9	23.8	127	2334	29.5	5.9	125	632	23.4	1.6	99
35 - 44	28978	4144	18.9	14.3	110	6492	20.6	22.4	119	1627	20.5	5.6	119	604	22.4	2.1	130
45 - 54	22345	2828	12.9	12.7	97	3785	12.0	16.9	90	972	12.3	4.3	92	*254	9.4	1.1	71
55 - 64	22224	2359	10.8	10.6	81	3120	9.9	14.0	75	812	10.3	3.7	77	*284	10.5	1.3	79
65 OR OLDER	25973	1881	8.6	7.2	55	2608	8.3	10.0	53	699	8.8	2.7	57	*386	14.3	1.5	92
18 - 34	68207	10678	48.8	15.7	120	15495	49.2	22.7	121	3809	48.1	5.6	118	1170	43.4	1.7	107
18 - 49	108056	16388	74.9	15.2	116	23924	75.9	22.1	118	5887	74.3	5.4	115	1925	71.3	1.8	111
25 - 54	90859	13269	60.6	14.6	112	19682	62.5	21.7	115	4933	62.3	5.4	115	1490	55.2	1.6	102
35 - 49	39851	5710	26.1	14.3	110	8430	26.8	21.2	113	2078	26.2	5.2	110	755	28.0	1.9	118
50 OR OLDER	59669	5502	25.1	9.2	71	7577	24.1	12.7	68	2032	25.7	3.4	72	773	28.7	1.3	81
GRADUATED COLLEGE	28091	4952	22.6	17.6	135	6844	21.7	24.4	130	2248	28.4	8.0	169	771	28.6	2.7	171
ATTENDED COLLEGE	28938	5278	24.1	18.2	140	6818	21.6	23.6	125	1619	20.4	5.6	118	*488	18.1	1.7	105
GRADUATED HIGH SCHOOL	63503	8276	37.8	12.6	97	12118	38.5	18.5	99	2607	32.9	4.0	84	856	31.7	1.3	81
DID NOT GRADUATE HIGH SCHOOL	45195	3383	15.5	7.5	57	5720	18.2	12.7	67	1445	18.2	3.2	68	*583	21.6	1.3	80
EMPLOYED MALES	56429	5797	26.5	10.3	79	8849	28.1	15.7	83	2362	29.8	4.2	89	770	28.5	1.4	85
EMPLOYED FEMALES	43971	8486	38.8	19.3	148	11523	36.6	26.2	140	2779	35.1	6.3	134	927	34.4	2.1	131
EMPLOYED FULL-TIME	87773	11943	54.6	13.6	104	17292	54.9	19.7	105	4437	56.0	5.1	107	1456	54.0	1.7	103
EMPLOYED PART-TIME	12627	2340	10.7	18.5	142	3080	9.8	24.4	130	704	8.9	5.6	118	**241	8.9	1.9	119
NOT EMPLOYED	67327	7606	34.7	11.3	87	11129	35.3	16.5	88	2778	35.1	4.1	87	1001	37.1	1.5	92
PROFESSIONAL/MANAGER	25845	4753	21.7	18.4	141	6087	19.3	23.6	125	1742	22.0	6.7	143	607	22.5	2.3	146
TECH/CLERICAL/SALES	30899	4830	22.1	15.6	120	7013	22.3	22.7	121	1688	21.3	5.5	116	571	21.2	1.8	115
PRECISION/CRAFT	12629	1305	6.0	10.3	79	2028	6.4	16.1	86	*436	5.5	3.5	73	**170	6.3	1.3	84
OTHER EMPLOYED	31031	3396	15.5	10.9	84	5244	16.6	16.9	90	1274	16.1	4.1	87	*349	12.9	1.1	70
SINGLE	35557	5148	23.5	14.5	111	7227	22.9	20.3	108	2136	27.0	6.0	127	888	32.9	2.5	155
MARRIED	103585	13193	60.3	12.7	98	19374	61.5	18.7	100	4544	57.4	4.4	93	1301	48.2	1.3	78
DIVORCED/SEPARATED/WIDOWED	28585	3549	16.2	12.4	95	4900	15.6	17.1	91	1239	15.6	4.3	92	509	18.9	1.8	111
PARENTS	59293	8371	38.2	14.1	108	13164	41.8	22.2	118	3020	38.1	5.1	108	847	31.4	1.4	89
WHITE	146081	20124	91.9	13.8	106	28287	89.8	19.4	103	6855	86.6	4.7	99	2373	88.0	1.6	101
BLACK	17974	1255	5.7	7.0	54	2346	7.4	13.1	69	934	11.8	5.2	110	*285	10.6	1.6	99
OTHER	3672	*511	2.3	13.9	107	*868	2.8	23.6	126	**130	1.6	3.5	75	**40	1.5	1.1	68
NORTHEAST-CENSUS	37005	5029	23.0	13.6	104	7624	24.2	20.6	110	2396	30.3	6.5	137	892	33.1	2.4	150
NORTH CENTRAL	42642	5328	24.3	12.5	96	7305	23.2	17.1	91	1695	21.4	4.0	84	*351	13.0	0.8	51
SOUTH	56777	4366	19.9	7.7	59	8171	25.9	14.4	77	2115	26.7	3.7	79	1011	37.5	1.8	111
WEST	31303	7168	32.7	22.9	175	8401	26.7	26.8	143	1714	21.6	5.5	116	*445	16.5	1.4	88
NORTHEAST-MKTG.	38125	5262	24.0	13.8	106	7639	24.3	20.0	107	2462	31.1	6.5	137	1254	46.5	3.3	204
EAST CENTRAL	24794	2740	12.5	11.1	85	3951	12.5	15.9	85	978	12.4	3.9	84	*245	9.1	1.0	61
WEST CENTRAL	28511	3878	17.7	13.6	104	5094	16.2	17.9	95	1159	14.6	4.1	86	**221	8.2	0.8	48
SOUTH	48953	3679	16.8	7.5	58	7337	23.3	15.0	80	1781	22.5	3.6	77	*577	21.4	1.2	73
PACIFIC	27344	6332	28.9	23.2	177	7480	23.7	27.4	146	1539	19.4	5.6	119	*401	14.9	1.5	91
COUNTY SIZE A	69301	10358	47.3	14.9	115	14644	46.5	21.1	113	4114	52.0	5.9	126	1591	59.0	2.3	143
COUNTY SIZE B	30633	6509	29.7	12.9	99	9770	31.0	19.3	103	2266	28.6	4.5	95	596	22.1	1.2	73
COUNTY SIZE C	26259	3532	16.1	13.5	103	4918	15.6	18.7	100	1073	13.5	4.1	87	*405	15.0	1.5	96
COUNTY SIZE D	21534	1491	6.8	6.9	53	2169	6.9	10.1	54	*465	5.9	2.2	46	**105	3.9	0.5	30
METRO CENTRAL CITY	50014	6922	31.6	13.8	106	10142	32.2	20.3	108	2839	35.9	5.7	120	859	31.8	1.7	107
METRO SUBURBAN	76832	11306	51.6	14.7	113	15874	50.4	20.7	110	3913	49.4	5.1	108	1332	49.4	1.7	108
NON METRO	40881	3661	16.7	9.0	69	5485	17.4	13.4	71	1167	14.7	2.9	60	*507	18.8	1.2	77
TOP 5 ADI'S	39550	6538	29.9	16.5	127	8959	28.4	22.7	121	2626	33.2	6.6	141	925	34.3	2.3	145
TOP 10 ADI'S	54877	8433	38.5	15.4	118	11576	36.7	21.1	112	3418	43.2	6.2	132	1513	56.1	2.8	171
TOP 20 ADI'S	77516	11714	53.5	15.1	116	16350	51.9	21.1	112	4528	57.2	5.8	124	1871	69.3	2.4	150
HSHLD INC. $50,000 OR MORE	17257	3393	15.5	19.7	151	3825	12.1	22.2	118	1194	15.1	6.9	147	648	24.0	3.8	233
$40,000 OR MORE	33235	6025	27.5	18.1	139	7417	23.5	22.3	119	2065	26.1	6.2	132	916	34.0	2.8	171
$30,000 OR MORE	59693	9856	45.0	16.5	127	13435	42.6	22.5	120	3471	43.8	5.8	123	1282	47.5	2.1	134
$25,000 OR MORE	76275	12507	57.1	16.4	126	17289	54.9	22.7	121	4244	53.6	5.6	118	1534	56.9	2.0	125
$20,000 - $24,999	18607	2314	10.6	12.4	95	3440	10.9	18.5	98	854	10.8	4.6	97	*271	10.0	1.5	91
$15,000 - $19,999	17175	1846	8.4	10.7	82	2784	8.8	16.2	86	825	10.4	4.8	102	**175	6.5	1.0	63
$10,000 - $14,999	24569	2720	12.4	11.1	85	3633	11.5	14.8	79	810	10.2	3.3	70	*430	15.9	1.8	109
UNDER $10,000	31101	2504	11.4	8.1	62	4356	13.8	14.0	75	1186	15.0	3.8	81	*287	10.6	0.9	57
HOUSEHOLD OF 1 PERSON	19441	2253	10.3	11.6	89	2941	9.3	15.1	81	859	10.8	4.4	94	323	12.0	1.7	103
2 PEOPLE	51803	5874	26.8	11.3	87	8191	26.0	15.8	84	2203	27.8	4.3	90	844	31.3	1.6	101
3 OR 4 PEOPLE	66933	9703	44.3	14.5	111	14603	46.4	21.8	116	3517	44.4	5.3	111	1088	40.3	1.6	101
5 OR MORE PEOPLE	29550	4059	18.5	13.7	105	5766	18.3	19.5	104	1340	16.9	4.5	96	*444	16.5	1.5	93
NO CHILD IN HSHLD	96587	11569	52.9	12.0	92	15898	50.5	16.5	88	4405	55.6	4.6	97	1669	61.9	1.7	107
CHILD(REN) UNDER 2 YRS	10844	1584	7.2	14.6	112	2493	7.9	23.0	122	*618	7.8	5.7	121	**165	6.1	1.5	95
2 - 5 YEARS	26358	3826	17.5	14.5	111	6243	19.8	23.7	126	1393	17.6	5.3	112	*315	11.7	1.2	74
6 - 11 YEARS	30453	4125	18.8	13.5	104	6827	21.7	22.4	119	1388	17.5	4.6	97	*397	14.7	1.3	81
12 - 17 YEARS	36575	5066	23.1	13.9	106	7477	23.7	20.4	109	1793	22.6	4.9	104	*524	19.4	1.4	89
RESIDENCE OWNED	117770	15122	69.1	12.8	98	21285	67.6	18.1	96	5188	65.5	4.4	93	1843	68.3	1.6	97
VALUE: $50,000 OR MORE	70166	10884	49.7	15.5	119	14621	46.4	20.8	111	3324	42.0	4.7	100	1292	47.9	1.8	114
VALUE: UNDER $50,000	47604	4238	19.4	8.9	68	6664	21.2	14.0	75	1864	23.5	3.9	83	*552	20.5	1.2	72

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YOGURT (NOT BOUGHT FROZEN) - FLAVORS
(ADULTS)

0657
P-19

		TOTAL U.S. '000	RASPBERRY A '000	RASPBERRY B % DOWN	RASPBERRY C % ACROSS	RASPBERRY D INDX	STRAWBERRY A '000	STRAWBERRY B % DOWN	STRAWBERRY C % ACROSS	STRAWBERRY D INDX	VANILLA A '000	VANILLA B % DOWN	VANILLA C % ACROSS	VANILLA D INDX	COFFEE A '000	COFFEE B % DOWN	COFFEE C % ACROSS	COFFEE D INDX
TOTAL ADULTS		167727	21890	100.0	13.1	100	31501	100.0	18.8	100	7919	100.0	4.7	100	2698	100.0	1.6	100
MAGAZINES	QUINTILE 1	34022	5958	27.2	17.5	134	7994	25.4	23.5	125	2039	25.7	6.0	127	665	24.6	2.0	122
	QUINTILE 2	24800	5335	24.4	15.3	117	7274	23.1	20.9	111	2136	27.0	6.1	130	746	27.7	2.1	133
	QUINTILE 3	30514	3724	17.0	12.2	94	5647	17.9	18.5	99	1293	16.3	4.2	90	*432	16.0	1.4	88
	QUINTILE 4	33324	3545	16.2	10.6	82	5864	18.6	17.6	94	1307	16.5	3.9	83	*402	14.9	1.2	75
	QUINTILE 5	35066	3327	15.2	9.5	73	4722	15.0	13.5	72	1144	14.4	3.3	69	*453	16.8	1.3	80
NEWSPAPERS	QUINTILE 1	29107	3747	17.1	12.9	99	5630	17.9	19.3	103	1639	20.7	5.6	119	546	20.2	1.9	117
	QUINTILE 2	49095	6849	31.3	14.0	107	9387	29.8	19.1	102	2475	31.3	5.0	107	760	28.2	1.5	96
	QUINTILE 3	23107	3276	15.0	14.2	109	4979	15.8	21.5	115	1278	16.1	5.5	117	*300	11.1	1.3	81
	QUINTILE 4	33556	4621	21.1	13.8	106	6209	19.7	18.5	99	1349	17.0	4.0	85	*493	18.3	1.5	91
	QUINTILE 5	32863	3397	15.5	10.3	79	5296	16.8	16.1	86	1179	14.9	3.6	76	*598	22.2	1.8	113
OUTDOOR	QUINTILE 1	33431	5393	24.6	16.1	124	7269	23.1	21.7	116	1896	23.9	5.7	120	774	28.7	2.3	144
	QUINTILE 2	33478	4476	20.4	13.4	102	6782	21.5	20.3	108	1821	23.0	5.4	115	586	21.7	1.8	109
	QUINTILE 3	33574	4225	19.3	12.6	96	6268	19.9	18.7	99	1551	19.6	4.6	98	535	19.8	1.6	99
	QUINTILE 4	33935	4190	19.1	12.3	95	6243	19.8	18.4	98	1376	17.4	4.1	86	455	16.9	1.3	83
	QUINTILE 5	33310	3606	16.5	10.8	83	4940	15.7	14.8	79	1276	16.1	3.8	81	*347	12.9	1.0	65
RADIO-DRIVE TIME	QUINTILE 1	33136	4444	20.3	13.4	103	6365	20.2	19.2	102	1789	22.6	5.4	114	621	23.0	1.9	117
	QUINTILE 2	31658	3931	18.0	12.4	95	6071	19.3	19.2	102	1402	17.7	4.4	94	*441	16.3	1.4	87
	QUINTILE 3	32541	4841	22.1	14.9	114	6647	21.1	20.4	109	1702	21.5	5.2	111	587	21.8	1.8	112
	QUINTILE 4	34247	4547	20.8	13.3	102	6474	20.6	18.9	101	1503	19.0	4.4	93	637	23.6	1.9	116
	QUINTILE 5	36144	4127	18.9	11.4	87	5944	18.9	16.4	88	1523	19.2	4.2	89	*411	15.2	1.1	71
RADIO-MID-DAY	TERCILE 1	45037	6070	27.7	13.5	103	9205	29.2	20.4	109	2163	27.3	4.8	102	809	30.0	1.8	112
	TERCILE 2	44819	5949	27.2	13.3	102	8155	25.9	18.2	97	2137	27.0	4.8	101	724	26.8	1.6	100
	TERCILE 3	77872	9871	45.1	12.7	97	14141	44.9	18.2	97	3619	45.7	4.6	98	1165	43.2	1.5	93
RADIO-TOTAL	QUINTILE 1	33763	4753	21.7	14.1	108	6919	22.0	20.5	109	1710	21.6	5.1	107	613	22.7	1.8	113
	QUINTILE 2	33240	4181	19.1	12.6	96	6320	20.1	19.0	101	1544	19.5	4.6	98	562	20.8	1.7	105
	QUINTILE 3	33408	4556	20.8	13.6	104	6647	21.1	19.9	106	1489	18.8	4.5	94	408	15.1	1.2	76
	QUINTILE 4	34792	4953	22.6	14.2	109	6345	20.1	18.2	97	1866	23.6	5.4	114	717	26.6	2.1	128
	QUINTILE 5	32524	3447	15.7	10.6	81	5270	16.7	16.2	86	1311	16.6	4.0	85	*398	14.8	1.2	76
TV-PRIME TIME	QUINTILE 1	33090	3864	17.7	11.7	89	6178	19.6	18.7	99	1376	17.4	4.2	88	439	16.3	1.3	82
	QUINTILE 2	33357	4197	19.2	12.6	96	6425	20.4	19.3	103	1697	21.4	5.1	108	523	19.4	1.6	97
	QUINTILE 3	33980	4456	20.4	13.1	100	6325	20.1	18.6	99	1493	18.9	4.4	93	529	19.6	1.6	97
	QUINTILE 4	33854	4782	21.8	14.1	108	6624	21.0	19.6	104	1806	22.8	5.3	113	626	23.2	1.8	115
	QUINTILE 5	33444	4591	21.0	13.7	105	5950	18.9	17.8	95	1548	19.5	4.6	98	581	21.5	1.7	108
TV-DAYTIME	TERCILE 1	49121	5061	23.1	10.3	79	8268	26.2	16.8	90	2071	26.2	4.2	89	558	20.7	1.1	71
	TERCILE 2	48823	6761	30.9	13.8	106	9459	30.0	19.4	103	2040	25.8	4.2	88	947	35.1	1.9	121
	TERCILE 3	69782	10067	46.0	14.4	111	13774	43.7	19.7	105	3808	48.1	5.5	116	1193	44.2	1.7	106
TV-TOTAL	QUINTILE 1	33584	3316	15.1	9.9	76	5741	18.2	17.1	91	1475	18.6	4.4	93	*403	14.9	1.2	75
	QUINTILE 2	33441	4077	18.6	12.2	93	5884	18.7	17.6	94	1250	15.8	3.7	79	*298	11.0	0.9	55
	QUINTILE 3	33505	4689	21.4	14.0	107	6780	21.5	20.2	108	1535	19.4	4.6	97	706	26.2	2.1	131
	QUINTILE 4	33466	4521	20.7	13.5	104	6302	20.0	18.8	100	1821	23.0	5.4	115	742	27.5	2.2	138
	QUINTILE 5	33731	5286	24.1	15.7	120	6794	21.6	20.1	107	1839	23.2	5.5	115	549	20.3	1.6	101
MAGAZINES-NEWSPAPERS: DUAL		44503	7133	32.6	16.0	123	9777	31.0	22.0	117	2667	33.7	6.0	127	963	35.7	2.2	135
MAGAZINE IMPERATIVE		39363	6193	28.3	15.7	121	8599	27.3	21.8	116	2191	27.7	5.6	118	708	26.2	1.8	112
NEWSPAPER IMPERATIVE		46441	4849	22.2	10.4	80	7547	24.0	16.3	87	1911	24.1	4.1	87	440	16.3	0.9	59
MAGAZINES-OUTDOOR: DUAL		33726	5988	27.4	17.8	136	8219	26.1	24.4	130	2334	29.5	6.9	147	901	33.4	2.7	166
MAGAZINE IMPERATIVE		52846	7354	33.6	13.9	107	10183	32.3	19.3	103	2552	32.2	4.8	102	745	27.6	1.4	88
OUTDOOR IMPERATIVE		52140	5929	27.1	11.4	87	8967	28.5	17.2	92	2193	27.7	4.2	89	810	30.0	1.6	97
MAGAZINES-RADIO: DUAL		37081	5950	27.2	16.0	123	8532	27.1	23.0	123	2068	26.1	5.6	118	848	31.4	2.3	142
MAGAZINE IMPERATIVE		49747	7772	35.5	15.6	120	10306	32.7	20.7	110	2866	36.2	5.8	122	898	33.3	1.8	112
RADIO IMPERATIVE		49208	5185	23.7	10.5	81	8197	26.0	16.7	89	1871	23.6	3.8	81	541	20.1	1.1	68
MAGAZINES-TELEVISION: DUAL		33103	4539	20.7	13.7	105	6771	21.5	20.5	109	1521	19.2	4.6	97	403	14.9	1.2	76
MAGAZINE IMPERATIVE		54575	9128	41.7	16.7	128	12247	38.9	22.4	119	3508	44.3	6.4	136	1292	47.9	2.4	147
TELEVISION IMPERATIVE		53249	5031	23.0	9.4	72	8185	26.0	15.4	82	1861	23.5	3.5	74	627	23.2	1.2	73
NEWSPAPERS-OUTDOOR: DUAL		36255	5699	26.0	15.7	120	8057	25.6	22.2	118	2211	27.9	6.1	129	676	25.1	1.9	116
NEWSPAPER IMPERATIVE		55591	6812	31.1	12.3	94	9858	31.3	17.7	94	2556	32.3	4.6	97	783	29.0	1.4	88
OUTDOOR IMPERATIVE		46319	6527	29.8	13.5	104	9520	30.2	19.7	105	2309	29.2	4.8	101	1002	37.1	2.1	129
NEWSPAPERS-RADIO: DUAL		37242	4981	22.8	13.4	102	7689	24.4	20.6	110	2243	28.3	6.0	128	645	23.9	1.7	108
NEWSPAPER IMPERATIVE		54423	7422	33.9	13.6	104	10273	32.6	18.9	101	2655	33.5	4.9	103	794	29.4	1.5	91
RADIO IMPERATIVE		46650	6206	28.4	13.3	102	8993	28.5	19.3	103	1783	22.5	3.8	81	710	26.3	1.5	95
NEWSPAPERS-TELEVISION: DUAL		35974	4532	20.7	12.6	97	6702	21.3	18.6	99	1715	21.7	4.8	101	389	14.4	1.1	67
NEWSPAPER IMPERATIVE		56095	8254	37.7	14.7	113	11446	36.3	20.4	109	3243	41.0	5.8	122	1142	42.3	2.0	127
TELEVISION IMPERATIVE		47170	5038	23.0	10.7	82	8163	25.9	17.3	92	1814	22.9	3.8	81	640	23.7	1.4	84
OUTDOOR-RADIO: DUAL		33748	4746	21.7	14.1	108	7006	22.2	20.8	111	1778	22.5	5.3	112	739	27.4	2.2	136
OUTDOOR IMPERATIVE		52785	7415	33.9	14.0	108	10265	32.6	19.4	104	2758	34.8	5.2	111	930	34.5	1.8	110
RADIO IMPERATIVE		52882	6630	30.3	12.5	96	9854	31.3	18.6	99	2265	28.6	4.3	91	682	25.3	1.3	80
OUTDOOR-TELEVISION: DUAL		32030	4182	19.1	13.1	100	6242	19.8	19.5	104	1490	18.8	4.7	99	*431	16.0	1.3	84
OUTDOOR IMPERATIVE		54626	8476	38.7	15.5	119	11756	37.3	21.5	115	3333	42.1	6.1	129	1285	47.6	2.4	146
TELEVISION IMPERATIVE		54874	5936	27.1	10.8	83	9099	28.9	16.6	88	2090	26.4	3.8	81	610	22.6	1.1	69
RADIO-TELEVISION: DUAL		33386	3851	17.6	11.5	88	6454	20.5	19.3	103	1580	20.0	4.7	100	409	15.2	1.2	76
RADIO IMPERATIVE		53810	8004	36.6	14.9	114	10873	34.5	20.2	108	2656	33.5	4.9	105	1053	39.0	2.0	122
TELEVISION IMPERATIVE		54023	6270	28.6	11.6	89	9224	29.3	17.1	91	2221	28.0	4.1	87	734	27.2	1.4	84

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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YOGURT (NOT BOUGHT FROZEN) - FLAVORS
(ADULTS)

	TOTAL U.S.	RASPBERRY A	B	C	D	STRAWBERRY A	B	C	D	VANILLA A	B	C	D	COFFEE A	B	C	D
			% ACROSS				% ACROSS				% ACROSS				% ACROSS		
	'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL ADULTS	167727	21890	100.0	13.1	100	31501	100.0	18.8	100	7919	100.0	4.7	100	2698	100.0	1.6	100
ATLANTIC MONTHLY	867	*145	0.7	16.7	128	*188	0.6	21.7	115	**142	1.8	16.4	347	**34	1.3	3.9	244
BARRON'S	1580	*232	1.1	14.7	113	349	1.1	22.1	118	**73	0.9	4.6	98	**20	0.7	1.3	79
BETTER HOMES & GARDENS	22203	3844	17.6	17.3	133	5225	16.6	23.5	125	1339	16.9	6.0	128	364	13.5	1.6	102
BON APPETIT	3810	805	3.7	21.1	162	935	3.0	24.5	131	236	3.0	6.2	131	*127	4.7	3.3	207
BUSINESS WEEK	4663	659	3.0	14.1	108	944	3.0	20.2	108	270	3.4	5.8	123	**70	2.6	1.5	93
CAR AND DRIVER	3102	401	1.8	12.9	99	585	1.9	18.9	100	*134	1.7	4.3	91	**49	1.8	1.6	98
CBS MAGAZINE NETWORK (GROSS)	7311	1132	5.2	15.5	119	1481	4.7	20.3	108	374	4.7	5.1	108	*170	6.3	2.3	145
CHANGING TIMES	3400	498	2.3	14.6	112	711	2.3	20.9	111	*224	2.8	6.6	140	**67	2.5	2.0	123
COLONIAL HOMES	1796	352	1.6	19.6	150	414	1.3	23.1	123	*97	1.2	5.4	114	**28	1.0	1.6	97
CONDE NAST MAG. PKG. (GROSS)	19924	4018	18.4	20.2	155	5539	17.6	27.8	148	1498	18.9	7.5	159	542	20.1	2.7	169
CONSUMERS DIGEST	3125	399	1.8	12.8	98	563	1.8	18.0	96	*113	1.4	3.6	77	**27	1.0	0.9	54
COSMOPOLITAN	10577	2048	9.4	19.4	148	2824	9.0	26.7	142	820	10.4	7.8	164	*251	9.3	2.4	148
COUNTRY LIVING	3746	713	3.3	19.0	146	954	3.0	25.5	136	302	3.8	8.1	171	**65	2.4	1.7	108
CUISINE	2214	466	2.1	21.0	161	531	1.7	24.0	128	*131	1.7	5.9	125	**65	2.4	2.9	183
CYCLE WORLD	2394	*367	1.7	15.3	117	463	1.5	19.3	103	**118	1.5	4.9	104	**28	1.0	1.2	73
DCI:CREATIVE IDEAS FOR LIV	3068	521	2.4	17.0	130	738	2.3	24.1	128	**119	1.5	3.9	82	**46	1.7	1.5	93
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	1411	6.4	14.8	113	2061	6.5	21.6	115	358	4.5	3.7	79	**128	4.7	1.3	83
DISCOVER	2277	354	1.6	15.5	119	472	1.5	20.7	110	*220	2.8	9.7	205	**52	1.9	2.3	142
EBONY	7187	668	3.1	9.3	71	1186	3.8	16.5	88	410	5.2	5.7	121	**105	3.9	1.5	91
ESQUIRE	2560	398	1.8	15.5	119	548	1.7	21.4	114	*129	1.6	5.0	107	**37	1.4	1.4	90
ESSENCE	3242	283	1.3	8.7	67	667	2.1	20.6	110	*230	2.9	7.1	150	**67	2.5	2.1	128
FAMILY CIRCLE	19639	3388	15.5	17.3	132	4943	15.7	25.2	134	1104	13.9	5.6	119	343	12.7	1.7	109
THE FAMILY HANDYMAN	3540	454	2.1	12.8	98	702	2.2	19.8	106	*209	2.6	5.9	125	**46	1.7	1.3	81
FAMILY WEEKLY	23924	3440	15.7	14.4	110	4422	14.0	18.5	98	1088	13.7	4.5	96	277	10.3	1.2	72
FIELD & STREAM	9883	1055	4.8	10.7	82	1638	5.2	16.6	88	446	5.6	4.5	96	**91	3.4	0.9	57
FOOD & WINE	1030	*119	0.5	11.6	89	*194	0.6	18.8	100	**85	1.1	8.3	175	**60	2.2	5.8	362
FORBES	2679	486	2.2	18.1	139	609	1.9	22.7	121	*180	2.3	6.7	142	**52	1.9	1.9	121
FORTUNE	2931	491	2.2	16.8	128	693	2.2	23.6	126	*229	2.9	7.8	165	*80	3.0	2.7	170
GENTLEMEN'S QUARTERLY	3481	462	2.1	13.3	102	668	2.1	19.2	102	*228	2.9	6.5	139	**107	4.0	3.1	191
GLAMOUR	7163	1562	7.1	21.8	167	2140	6.8	29.9	159	562	7.1	7.8	166	*219	8.1	3.1	190
GOLF DIGEST	2355	290	1.3	12.3	94	451	1.4	19.2	102	*123	1.6	5.2	111	**18	0.7	0.8	48
GOLF DIGEST/TENNIS (GROSS)	3610	429	2.0	11.9	91	649	2.1	18.0	96	*210	2.7	5.8	123	**38	1.4	1.1	65
GOLF MAGAZINE	2046	256	1.2	12.5	96	328	1.0	16.0	85	**129	1.6	6.3	134	**52	1.9	2.5	158
GOLF MAGAZINE/SKI (GROSS)	3547	602	2.8	17.0	130	683	2.2	19.3	103	*246	3.1	6.9	147	**109	4.0	3.1	191
GOOD HOUSEKEEPING	20353	3429	15.7	16.8	129	4872	15.5	23.9	127	1033	13.0	5.1	107	295	10.9	1.4	90
HARPER'S BAZAAR	3362	688	3.1	20.5	157	832	2.6	24.7	132	*232	2.9	6.9	146	**78	2.9	2.3	144
HEALTH	2987	524	2.4	17.5	134	644	2.0	21.6	115	*209	2.6	7.0	148	**59	2.2	2.0	123
HEARST MAG CORP. BUY (GROSS)	67928	11849	54.1	17.4	134	16142	51.2	23.8	127	4034	50.9	5.9	126	1105	41.0	1.6	101
HEARST MAN POWER (GROSS)	11282	1463	6.7	13.0	99	2175	6.9	19.3	103	569	7.2	5.0	107	**97	3.6	0.9	53
HEARST WOMAN POWER (GROSS)	40514	7275	33.2	18.0	138	10104	32.1	24.9	133	2392	30.2	5.9	125	683	25.3	1.7	105
HOUSE BEAUTIFUL	4885	962	4.4	19.7	151	1181	3.7	24.2	129	317	4.0	6.5	137	**117	4.3	2.4	149
INC.	1308	*236	1.1	18.0	138	*257	0.8	19.6	105	**60	0.8	4.6	97	**9	0.3	0.7	43
JET	6498	620	2.8	9.5	73	1116	3.5	17.2	91	348	4.4	5.4	113	**108	4.0	1.7	103
LADIES' HOME JOURNAL	14797	2420	11.1	16.4	125	3749	11.9	25.3	135	796	10.1	5.4	114	352	13.0	2.4	148
LHJ FAMILY GRP COMBO(GROSS)	21743	3685	16.8	16.9	130	5511	17.5	25.3	135	1255	15.8	5.8	122	443	16.4	2.0	127
LIFE	9881	1611	7.4	16.3	125	2070	6.6	20.9	112	477	6.0	4.8	102	*228	8.5	2.3	143
L.A. TIMES HOME MAGAZINE	2775	559	2.6	20.1	154	608	1.9	21.9	117	252	3.2	9.1	192	**44	1.6	1.6	99
MADEMOISELLE	4219	879	4.0	20.8	160	1188	3.8	28.2	150	263	3.3	6.2	132	**105	3.9	2.5	155
MC CALL'S	16422	2880	13.2	17.5	134	4053	12.9	24.7	131	781	9.9	4.8	101	288	10.7	1.8	109
MC CALL'S/WRK MOTHER (GROSS)	17919	3127	14.3	17.5	134	4369	13.9	24.4	130	845	10.7	4.7	100	317	11.7	1.8	110
MECHANIX ILLUSTRATED	4433	566	2.6	12.8	98	702	2.2	15.8	84	*193	2.4	4.4	92	**80	3.0	1.8	112
METROPOLITAN HOME	1504	322	1.5	21.4	164	392	1.2	26.1	139	*140	1.8	9.3	197	**34	1.3	2.3	141
MONEY	4723	877	4.0	18.6	142	1161	3.7	24.6	131	365	4.6	7.7	164	**93	3.4	2.0	122
MOTHER EARTH NEWS	2325	546	2.5	23.5	180	588	1.9	25.3	135	**96	1.2	4.1	87	**43	1.6	1.8	115
MS.	1189	216	1.0	18.2	139	360	1.1	30.3	161	*123	1.6	10.3	219	**23	0.9	1.9	120
NATIONAL ENQUIRER	18892	1995	9.1	10.6	81	3554	11.3	18.8	100	1008	12.7	5.3	113	*276	10.2	1.5	91
NATIONAL GEOGRAPHIC	22129	4290	19.6	19.4	149	5089	16.2	23.0	122	1269	16.0	5.7	121	441	16.3	2.0	124
NATIONAL SUNDAY MAGAZINE PKG	103750	14771	67.5	14.2	109	20441	64.9	19.7	105	5442	68.7	5.2	111	1699	63.0	1.6	102
NATURAL HISTORY	1379	290	1.3	21.0	161	323	1.0	23.4	125	**69	0.9	5.0	106	**24	0.9	1.7	108
NEW WOMAN	2289	504	2.3	22.0	169	620	2.0	27.1	144	*110	1.4	4.8	102	**70	2.6	3.1	190
NEW YORK INCLUDING CUE	1088	*203	0.9	18.7	143	288	0.9	26.5	141	*121	1.5	11.1	236	**38	1.4	3.5	217
THE NEW YORKER	2459	531	2.4	21.6	165	675	2.1	27.5	146	258	3.3	10.5	222	**100	3.7	4.1	253
NEWSWEEK	16527	2746	12.5	16.6	127	3758	11.9	22.7	121	1010	12.8	6.1	129	333	12.3	2.0	125
THE N.Y. TIMES DAILY EDITION	2739	389	1.8	14.2	109	602	1.9	22.0	117	227	2.9	8.3	176	*106	3.9	3.9	241
THE N.Y. TIMES MAGAZINE	4443	596	2.7	13.4	103	1003	3.2	22.6	120	480	6.1	10.8	229	170	6.3	3.8	238
OMNI	2799	613	2.8	21.9	168	726	2.3	25.9	138	*158	2.0	5.6	120	**48	1.8	1.7	107
ON CABLE	2209	*207	0.9	9.4	72	352	1.1	15.9	85	**95	1.2	4.3	91	**16	0.6	0.7	45
1001 HOME IDEAS	3959	741	3.4	18.7	143	1118	3.5	28.2	150	250	3.2	6.3	134	**32	1.2	0.8	50
ORGANIC GARDENING	3111	484	2.2	15.6	119	707	2.2	22.7	121	*233	2.9	7.5	159	**93	3.4	3.0	186
OUTDOOR LIFE	5024	478	2.2	9.5	73	764	2.4	15.2	81	*186	2.3	3.7	78	**43	1.6	0.9	53
PARADE MAGAZINE	51292	7021	32.1	13.7	105	9993	31.7	19.5	104	2795	35.3	5.4	115	877	32.5	1.7	106

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YOGURT (NOT BOUGHT FROZEN) - FLAVORS
(ADULTS)

	TOTAL U.S. '000	RASPBERRY A '000	B % DOWN	C % ACROSS	D INDX	STRAWBERRY A '000	B % DOWN	C % ACROSS	D INDX	VANILLA A '000	B % DOWN	C % ACROSS	D INDX	COFFEE A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	21890	100.0	13.1	100	31501	100.0	18.8	100	7919	100.0	4.7	100	2698	100.0	1.6	100
PARENTS	5298	1042	4.8	19.7	151	1635	5.2	30.9	164	351	4.4	6.6	140	**65	2.4	1.2	76
PENTHOUSE	5129	695	3.2	13.6	104	1057	3.4	20.6	110	302	3.8	5.9	125	**127	4.7	2.5	154
PEOPLE	21070	3958	18.1	18.8	144	5070	16.1	24.1	128	1406	17.8	6.7	141	515	19.1	2.4	152
PLAYBOY	10562	1389	6.3	13.2	101	2058	6.5	19.5	104	614	7.8	5.8	123	*181	6.7	1.7	107
POPULAR HOT RODDING	2498	*168	0.8	6.7	52	*255	0.8	10.2	54	**35	0.4	1.4	30	**22	0.8	0.9	55
POPULAR MECHANICS	5887	786	3.6	13.4	102	1157	3.7	19.7	105	317	4.0	5.4	114	**67	2.5	1.1	71
POPULAR SCIENCE	4317	544	2.5	12.6	97	770	2.4	17.8	95	*190	2.4	4.4	93	**65	2.4	1.5	94
PREVENTION	5792	1153	5.3	19.9	153	1325	4.2	22.9	122	337	4.3	5.8	123	*112	4.2	1.9	120
PSYCHOLOGY TODAY	3284	584	2.7	17.8	136	758	2.4	23.1	123	*232	2.9	7.1	150	**136	5.0	4.1	257
READER'S DIGEST	40046	5700	26.0	14.2	109	7698	24.4	19.2	102	1677	21.2	4.2	89	638	23.6	1.6	99
REDBOOK	9584	1799	8.2	18.8	144	2408	7.6	25.1	134	539	6.8	5.6	119	*138	5.1	1.4	90
ROAD & TRACK	2590	422	1.9	16.3	125	574	1.8	22.2	118	**108	1.4	4.2	88	**72	2.7	2.8	173
ROLLING STONE	3302	739	3.4	22.4	171	875	2.8	26.5	141	321	4.1	9.7	206	**111	4.1	3.4	209
RUNNER'S WORLD	1229	*193	0.9	15.7	120	*260	0.8	21.2	113	**73	0.9	5.9	126	**12	0.4	1.0	61
SATURDAY EVENING POST	2110	307	1.4	14.5	111	388	1.2	18.4	98	**74	0.9	3.5	74	**34	1.3	1.6	100
SCIENCE 84	1543	*253	1.2	16.4	126	376	1.2	24.4	130	*178	2.2	11.5	244	**30	1.1	1.9	121
SCIENCE DIGEST	1747	289	1.3	16.5	127	410	1.3	23.5	125	**89	1.1	5.1	108	**18	0.7	1.0	64
SCIENTIFIC AMERICAN	1994	360	1.6	18.1	138	416	1.3	20.9	111	*146	1.8	7.3	155	**67	2.5	3.4	209
SELF	3119	618	2.8	19.8	152	903	2.9	29.0	154	*222	2.8	7.1	151	**83	3.1	2.7	165
SEVENTEEN	3923	579	2.6	14.8	113	904	2.9	23.0	123	*231	2.9	5.9	125	**122	4.5	3.1	193
SKI	1501	346	1.6	23.1	177	355	1.1	23.7	126	**117	1.5	7.8	165	**58	2.1	3.9	240
SMITHSONIAN	5976	1246	5.7	20.9	160	1488	4.7	24.9	133	392	5.0	6.6	139	*261	9.7	4.4	272
SOAP OPERA DIGEST	4228	378	1.7	8.9	69	859	2.7	20.3	108	*173	2.2	4.1	87	**77	2.9	1.8	113
SOUTHERN LIVING	6488	889	4.1	13.7	105	1323	4.2	20.4	109	*239	3.0	3.7	78	**82	3.0	1.3	79
SPORT	3500	444	2.0	12.7	97	621	2.0	17.7	94	*147	1.9	4.2	89	**47	1.7	1.3	83
THE SPORTING NEWS	2456	*364	1.7	14.8	114	523	1.7	21.3	113	**169	2.1	6.9	146	**84	3.1	3.4	213
SPORTS AFIELD	3648	387	1.8	10.6	81	609	1.9	16.7	89	*164	2.1	4.5	95	**12	0.4	0.3	20
SPORTS ILLUSTRATED	14484	1881	8.6	13.0	100	2727	8.7	18.8	100	723	9.1	5.0	106	321	11.9	2.2	138
STAR	12661	1315	6.0	10.4	80	2289	7.3	18.1	96	539	6.8	4.3	90	**148	5.5	1.2	73
SUNDAY	52799	7784	35.6	14.7	113	10859	34.5	20.6	110	2893	36.5	5.5	116	1049	38.9	2.0	124
SUNSET	3813	1039	4.7	29.6	227	953	3.0	27.1	144	*334	4.2	9.5	201	**80	3.0	2.3	142
TV GUIDE	42766	5896	26.9	13.8	106	8196	26.0	19.2	102	2045	25.8	4.8	101	767	28.4	1.8	111
TENNIS	1254	*139	0.6	11.1	85	*198	0.6	15.8	84	**87	1.1	6.9	147	**20	0.7	1.6	99
TIME	22054	3713	17.0	16.8	129	5082	16.1	23.0	123	1351	17.1	6.1	130	641	23.8	2.9	181
TOWN & COUNTRY	1555	269	1.2	17.3	133	348	1.1	22.4	119	*102	1.3	6.6	139	**30	1.1	1.9	120
TRAVEL & LEISURE	2173	359	1.6	16.5	127	454	1.4	20.9	111	*128	1.6	5.9	125	**62	2.3	2.9	177
TRUE STORY	4636	381	1.7	8.2	63	704	2.2	15.2	81	*189	2.4	4.1	86	**66	2.4	1.4	89
U.S.NEWS & WORLD REPORT	10353	1653	7.6	16.0	122	2175	6.9	21.0	112	470	5.9	4.5	96	*172	6.4	1.7	103
USA TODAY	4994	661	3.0	13.2	101	990	3.1	19.8	106	317	4.0	6.3	134	**108	4.0	2.2	134
US	3528	609	2.8	17.3	132	832	2.6	23.6	126	*211	2.7	6.0	127	**24	0.9	0.7	42
VOGUE	5424	960	4.4	17.7	136	1309	4.2	24.1	128	451	5.7	8.3	176	*134	5.0	2.5	154
WALL STREET JOURNAL	6292	984	4.5	15.6	120	1357	4.3	21.6	115	397	5.0	6.3	134	*195	7.2	3.1	193
WEIGHT WATCHERS	2762	539	2.5	19.5	150	663	2.1	24.0	128	*112	1.4	4.1	86	**44	1.6	1.6	99
WOMAN'S DAY	16320	2862	13.1	17.5	134	4043	12.8	24.8	132	890	11.2	5.5	116	237	8.8	1.5	90
WORKING MOTHER	1496	*248	1.1	16.6	127	316	1.0	21.1	112	**63	0.8	4.2	89	**29	1.1	1.9	121
WORKING WOMAN	1851	459	2.1	24.8	190	569	1.8	30.7	164	*174	2.2	9.4	199	**42	1.6	2.3	141
WORLD TENNIS	580	**95	0.4	16.4	126	**95	0.3	16.4	87	**37	0.5	6.4	135	**18	0.7	3.1	193
ZIFF-DAVIS MAG NETWK (GROSS)	12412	1803	8.2	14.5	111	2487	7.9	20.0	107	571	7.2	4.6	97	254	9.4	2.0	127
BLAIR INSERTS	91671	13148	60.1	14.3	110	18511	58.8	20.2	108	5008	63.2	5.5	116	1574	58.3	1.7	107
DAILY NEWSPAPERS																	
READ ANY	109190	14336	65.5	13.1	101	20677	65.6	18.9	101	5400	68.2	4.9	105	1612	59.7	1.5	92
READ ONE	89587	11888	54.3	13.3	102	17040	54.1	19.0	101	4450	56.2	5.0	105	1251	46.4	1.4	87
READ TWO OR MORE	19602	2448	11.2	12.5	96	3636	11.5	18.5	99	950	12.0	4.8	103	361	13.4	1.8	114
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	15454	70.6	14.1	108	21733	69.0	19.8	106	5833	73.7	5.3	113	1808	67.0	1.6	102
READ ONE	95074	13247	60.5	13.9	107	18633	59.2	19.6	104	4852	61.3	5.1	108	1512	56.0	1.6	99
READ TWO OR MORE	14588	2207	10.1	15.1	116	3100	9.8	21.3	113	981	12.4	6.7	142	295	10.9	2.0	126
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	31.06				31.22				32.47				36.54			
30 DAY REACH	149706	20003	91.4	13.4	102	28728	91.2	19.2	102	7325	92.5	4.9	104	2459	91.1	1.6	102
50 SHWG - 30 DAY AV FREQ	15.16	16.31				16.29				17.16				18.64			
30 DAY REACH	142406	19083	87.2	13.4	103	27567	87.5	19.4	103	6947	87.7	4.9	103	2422	89.8	1.7	106
25 SHWG - 30 DAY AV FREQ	8.23	8.80				8.71				9.18				9.81			
30 DAY REACH	131152	17682	80.8	13.5	103	25753	81.8	19.6	105	6498	82.1	5.0	105	2301	85.3	1.8	109
CABLE TV: HOME WIRED	66379	8765	40.0	13.1	100	13247	42.1	19.8	105	3185	40.2	4.8	101	827	30.7	1.2	77
HOME NOT WIRED	100648	13125	60.0	13.0	100	18254	57.9	18.1	96	4734	59.8	4.7	99	1871	69.3	1.9	115
HAVE PAY CABLE	35024	5203	23.8	14.9	114	7782	24.7	22.2	118	1780	22.5	5.1	108	609	22.6	1.7	108

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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YOGURT (NOT BOUGHT FROZEN) - FLAVORS
(ADULTS)

0660
P-19

	TOTAL U.S. '000	RASPBERRY A '000	RASPBERRY B % DOWN	RASPBERRY C % ACROSS	RASPBERRY D INDX	STRAWBERRY A '000	STRAWBERRY B % DOWN	STRAWBERRY C % ACROSS	STRAWBERRY D INDX	VANILLA A '000	VANILLA B % DOWN	VANILLA C % ACROSS	VANILLA D INDX	COFFEE A '000	COFFEE B % DOWN	COFFEE C % ACROSS	COFFEE D INDX
TOTAL ADULTS	167727	21890	100.0	13.1	100	31501	100.0	18.8	100	7919	100.0	4.7	100	2698	100.0	1.6	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	12943	59.1	13.5	104	18540	58.9	19.4	103	4768	60.2	5.0	106	1639	60.7	1.7	107
10:00 AM - 3:00 PM	63599	8587	39.2	13.5	103	12417	39.4	19.5	104	2961	37.4	4.7	99	1035	38.4	1.6	101
3:00 PM - 7:00 PM	72097	10081	46.1	14.0	107	14348	45.5	19.9	106	3705	46.8	5.1	109	1383	51.3	1.9	119
7:00 PM - MIDNIGHT	36670	4989	22.8	13.6	104	7136	22.7	19.5	104	1838	23.2	5.0	106	620	23.0	1.7	105
MIDNIGHT - 6:00 AM	21908	3220	14.7	14.7	113	4284	13.6	19.6	104	1054	13.3	4.8	102	385	14.3	1.8	109
6:00 AM - MIDNIGHT	127571	17126	78.2	13.4	103	24692	78.4	19.4	103	6271	79.2	4.9	104	2174	80.6	1.7	106
ENTIRE DAY	129239	17366	79.3	13.4	103	24988	79.3	19.3	103	6359	80.3	4.9	104	2178	80.7	1.7	105
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	4987	22.8	14.7	112	6941	22.0	20.4	109	1541	19.5	4.5	96	422	15.6	1.2	77
ALL NEWS	6062	687	3.1	11.3	87	1080	3.4	17.8	95	250	3.2	4.1	87	*105	3.9	1.7	108
AOR/PROGRESSIVE	11884	2056	9.4	17.3	133	2546	8.1	21.4	114	644	8.1	5.4	115	*246	9.1	2.1	129
BEAUTIFUL MUSIC	11180	1515	6.9	13.6	104	2276	7.2	20.4	108	641	8.1	5.7	121	217	8.0	1.9	121
BLACK	4538	455	2.1	10.0	77	826	2.6	18.2	97	*282	3.6	6.2	132	**104	3.9	2.3	142
CLASSICAL	3857	671	3.1	17.4	133	906	2.9	23.5	125	344	4.3	8.9	189	*155	5.7	4.0	250
CHR/ROCK	21946	3453	15.8	15.7	121	4774	15.2	21.8	116	1360	17.2	6.2	131	512	19.0	2.3	145
COUNTRY	27262	3065	14.0	11.2	86	4494	14.3	16.5	88	1064	13.4	3.9	83	311	11.5	1.1	71
GOLDEN OLDIES	3339	347	1.6	10.4	80	686	2.2	20.5	109	*176	2.2	5.3	112	**98	3.6	2.9	182
MOR/NOSTALGIA	10346	1566	7.2	15.1	116	2093	6.6	20.2	108	337	4.3	3.3	69	*157	5.8	1.5	94
NEWS/TALK	8929	1226	5.6	13.7	105	1793	5.7	20.1	107	462	5.8	5.2	110	*224	8.3	2.5	156
RELIGIOUS	5488	723	3.3	13.2	101	978	3.1	17.8	95	394	5.0	7.2	152	**70	2.6	1.3	79
SOFT ROCK	1232	*129	0.6	10.5	80	*163	0.5	13.2	70	**39	0.5	3.2	67	**21	0.8	1.7	106
URBAN CONTEMPORARY	3184	292	1.3	9.2	70	604	1.9	19.0	101	*157	2.0	4.9	104	**50	1.9	1.6	98
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	871	4.0	12.6	97	1181	3.7	17.1	91	330	4.2	4.8	101	*131	4.9	1.9	118
ABC DIRECTION	5212	729	3.3	14.0	107	937	3.0	18.0	96	*259	3.3	5.0	105	*105	3.9	2.0	125
ABC ENTERTAINMENT	10385	1136	5.2	10.9	84	1736	5.5	16.7	89	347	4.4	3.3	71	*150	5.6	1.4	90
ABC FM	4762	459	2.1	9.6	74	941	3.0	19.8	105	*126	1.6	2.6	56	**47	1.7	1.0	61
ABC INFORMATION	11339	1720	7.9	15.2	116	2489	7.9	22.0	117	609	7.7	5.4	114	*265	9.8	2.3	145
ABC ROCK	4878	783	3.6	16.1	123	1061	3.4	21.8	116	*240	3.0	4.9	104	**142	5.3	2.9	181
CBS	10709	1241	5.7	11.6	89	1714	5.4	16.0	85	396	5.0	3.7	78	*120	4.4	1.1	70
MUTUAL	10251	1361	6.2	13.3	102	1660	5.3	16.2	86	440	5.6	4.3	91	*169	6.3	1.6	102
NBC	12243	1676	7.7	13.7	105	2261	7.2	18.5	98	571	7.2	4.7	99	*160	5.9	1.3	81
RADIORADIO	4606	636	2.9	13.8	106	970	3.1	21.1	112	248	3.1	5.4	114	**82	3.0	1.8	111
RKO ONE	5148	680	3.1	13.2	101	1021	3.2	19.8	106	*260	3.3	5.1	107	**47	1.7	0.9	57
RKO TWO	7313	768	3.5	10.5	80	1235	3.9	16.9	90	282	3.6	3.9	82	*144	5.3	2.0	122
THE SOURCE	5981	931	4.3	15.6	119	1187	3.8	19.8	106	302	3.8	5.0	107	**79	2.9	1.3	82
NON-WIRED : BLAIR	19329	2561	11.7	13.2	102	3708	11.8	19.2	102	851	10.7	4.4	93	300	11.1	1.6	96
INTERNET	27139	4304	19.7	15.9	122	5557	17.6	20.5	109	1432	18.1	5.3	112	578	21.4	2.1	132
KATZ RADIO GROUP	36319	5297	24.2	14.6	112	7612	24.2	21.0	112	1711	21.6	4.7	100	597	22.1	1.6	102
SUPERNET	22361	2860	13.1	12.8	98	4369	13.9	19.5	104	1166	14.7	5.2	110	335	12.4	1.5	93
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	14532	1899	8.7	13.1	100	2818	8.9	19.4	103	788	10.0	5.4	115	235	8.7	1.6	101
MKDAY 9:00 AM - 1:00 PM	18688	2130	9.7	11.4	87	3356	10.7	18.0	96	829	10.5	4.4	94	244	9.0	1.3	81
MKDAY 1:00 PM - 4:30 PM	24061	2525	11.5	10.5	80	4223	13.4	17.6	93	1005	12.7	4.2	88	288	10.7	1.2	74
MKDAY 4:30 PM - 7:30 PM	44079	5299	24.2	12.0	92	7989	25.4	18.1	97	2031	25.6	4.6	98	621	23.0	1.4	88
MKDAY 7:30 PM - 8:00 PM	61979	7415	33.9	12.0	92	11048	35.1	17.8	95	2623	33.1	4.2	90	938	34.8	1.5	94
MKDAY 11:00 PM - 11:30 PM	49084	5803	26.5	11.8	91	8939	28.4	18.2	97	2257	28.5	4.6	97	734	27.2	1.5	93
MKDAY 11:30 PM - 1:00 AM	16560	1946	8.9	11.8	90	2951	9.4	17.8	95	807	10.2	4.9	103	232	8.6	1.4	87
M-SAT 8-11 PM+SUN 7-11 PM	66967	8479	38.7	12.7	97	12729	40.4	19.0	101	3074	38.8	4.6	97	1019	37.8	1.5	95
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	9269	1086	5.0	11.7	90	1761	5.6	19.0	101	315	4.0	3.4	72	127	4.7	1.4	85
ANOTHER WORLD N	6138	608	2.8	9.9	76	1121	3.6	18.3	97	275	3.5	4.5	95	**62	2.3	1.0	63
AS THE WORLD TURNS C	7707	657	3.0	8.5	65	1165	3.7	15.1	80	271	3.4	3.5	74	*59	2.2	0.8	48
CAPITOL C	4688	413	1.9	8.8	68	753	2.4	16.1	86	196	2.5	4.2	89	**46	1.7	1.0	61
CBS MORN. NEWS 1 C	2792	268	1.2	9.6	74	384	1.2	13.8	73	*112	1.4	4.0	85	**17	0.6	0.6	38
CBS MORN. NEWS 2 C	2071	206	0.9	9.9	76	329	1.0	15.9	85	*53	0.7	2.6	54	**17	0.6	0.8	51
DAYS OF OUR LIVES N	8018	1026	4.7	12.8	98	1650	5.2	20.6	110	359	4.5	4.5	95	*92	3.4	1.1	71
FACTS OF LIFE - DAYTIME N	3487	462	2.1	13.2	102	644	2.0	18.5	98	143	1.8	4.1	87	*72	2.7	2.1	128
FAMILY FEUD A	4817	407	1.9	8.4	65	600	1.9	12.5	66	151	1.9	3.1	66	**34	1.3	0.7	44
GENERAL HOSPITAL A	8333	898	4.1	10.8	83	1527	4.8	18.3	98	278	3.5	3.3	71	119	4.4	1.4	89
GOOD MORNING, AMERICA-730 A	5472	703	3.2	12.8	98	1069	3.4	19.5	104	216	2.7	3.9	84	*79	2.9	1.4	90
GOOD MORNING, AMERICA-830 A	3965	521	2.4	13.1	101	777	2.5	19.6	104	142	1.8	3.6	76	*46	1.7	1.2	72
GUIDING LIGHT C	7542	684	3.1	9.1	69	1253	4.0	16.6	88	248	3.1	3.3	70	*77	2.9	1.0	63
ONE LIFE TO LIVE A	6018	616	2.8	10.2	78	1089	3.5	18.1	96	221	2.8	3.7	78	*54	2.0	0.9	56
PRESS YOUR LUCK C	3589	373	1.7	10.4	80	558	1.8	15.5	83	177	2.2	4.9	104	**24	0.9	0.7	42
PRICE IS RIGHT 1 C	7418	566	2.6	7.6	58	1046	3.3	14.1	75	338	4.3	4.6	97	*72	2.7	1.0	60
PRICE IS RIGHT 2 C	8276	709	3.2	8.6	66	1149	3.6	13.9	74	352	4.4	4.3	90	*78	2.9	0.9	59
RYAN'S HOPE A	4358	487	2.2	11.2	86	828	2.6	19.0	101	134	1.7	3.1	65	**57	2.1	1.3	81
SALE OF THE CENTURY N	3749	376	1.7	10.0	77	659	2.1	17.6	94	161	2.0	4.3	91	*55	2.0	1.5	91
SEARCH FOR TOMORROW N	2884	398	1.8	13.8	106	603	1.9	20.9	111	*198	2.5	6.9	145	**31	1.1	1.1	67
TODAY SHOW 1 N	4869	673	3.1	13.8	106	981	3.1	20.1	107	338	4.3	6.9	147	*109	4.0	2.2	139
TODAY SHOW 2 N	4135	518	2.4	12.5	96	716	2.3	17.3	92	239	3.0	5.8	122	*52	1.9	1.3	78
$25,000 PYRAMID C	4361	390	1.8	8.9	69	620	2.0	14.2	76	194	2.4	4.4	94	**23	0.9	0.5	33
WHEEL OF FORTUNE N	6187	723	3.3	11.7	90	1067	3.4	17.2	92	224	2.8	3.6	77	*67	2.5	1.1	67
YOUNG AND THE RESTLESS C	8186	770	3.5	9.4	72	1367	4.3	16.7	89	338	4.3	4.1	87	*87	3.2	1.1	66
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	612	2.8	12.9	99	832	2.6	17.6	94	195	2.5	4.1	87	**39	1.4	0.8	51
NBA PLAYOFF GAME -1 C	5127	498	2.3	9.7	74	875	2.8	17.1	91	169	2.1	3.3	70	**62	2.3	1.2	75
NBC MAJOR LEAGUE PRE-GAME N	3945	331	1.5	8.4	64	687	2.2	17.4	93	**145	1.8	3.7	78	**26	1.0	0.7	41
SPORTSWORLD - SUN N	3370	282	1.3	8.4	64	519	1.6	15.4	82	*119	1.5	3.5	75	**38	1.4	1.1	70
SUNDAY MORNING C	4200	588	2.7	14.0	107	884	2.8	21.0	112	*185	2.3	4.4	93	**34	1.3	0.8	50

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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YOGURT (NOT BOUGHT FROZEN) - FLAVORS
(ADULTS)

0661
P-19

		TOTAL U.S. '000	RASPBERRY A '000	RASPBERRY B % DOWN	RASPBERRY C % ACROSS	RASPBERRY D INDX	STRAWBERRY A '000	STRAWBERRY B % DOWN	STRAWBERRY C % ACROSS	STRAWBERRY D INDX	VANILLA A '000	VANILLA B % DOWN	VANILLA C % ACROSS	VANILLA D INDX	COFFEE A '000	COFFEE B % DOWN	COFFEE C % ACROSS	COFFEE D INDX
TOTAL ADULTS		167727	21890	100.0	13.1	100	31501	100.0	18.8	100	7919	100.0	4.7	100	2698	100.0	1.6	100
HKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	5794	26.5	11.1	85	8913	28.3	17.0	91	2262	28.6	4.3	92	700	25.9	1.3	83
NETWORK AFFILIATES - LATE		39164	4618	21.1	11.8	90	7161	22.7	18.3	97	1830	23.1	4.7	99	550	20.4	1.4	87
INDEPENDENTS - LATE		5133	814	3.7	15.9	122	1065	3.4	20.7	110	275	3.5	5.4	113	101	3.7	2.0	122
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	2564	11.7	11.2	86	4223	13.4	18.5	99	857	10.8	3.8	80	277	10.3	1.2	75
ABC MONDAY NIGHT MOVIE	A	11258	1512	6.9	13.4	103	2249	7.1	20.0	106	510	6.4	4.5	96	*176	6.5	1.6	97
ABC SUNDAY NIGHT MOVIE	A	23600	3213	14.7	13.6	104	4899	15.6	20.8	111	989	12.5	4.2	89	368	13.6	1.6	97
ABC WORLD NEWS TONIGHT	A	12801	1407	6.4	11.0	84	2092	6.6	16.3	87	544	6.9	4.2	90	133	4.9	1.0	65
AFTERMASH	C	10966	1444	6.6	13.2	101	2062	6.5	18.8	100	477	6.0	4.3	92	**113	4.2	1.0	64
ALICE	C	17050	2025	9.3	11.9	91	2994	9.5	17.6	93	767	9.7	4.5	95	198	7.3	1.2	72
AMERICAN PARADE	C	11998	1364	6.2	11.4	87	1974	6.3	16.5	88	461	5.8	3.8	81	*199	7.4	1.7	103
BENSON	A	19258	2422	11.1	12.6	96	3530	11.2	18.3	98	710	9.0	3.7	78	269	10.0	1.4	87
BLUE THUNDER	A	11478	1221	5.6	10.6	82	1819	5.8	15.8	84	573	7.2	5.0	106	*150	5.6	1.3	81
CAGNEY & LACEY	C	18263	2192	10.0	12.0	92	3018	9.6	16.5	88	786	9.9	4.3	91	187	6.9	1.0	64
CBS EVENING NEWS-DEAN	C	7733	848	3.9	11.0	84	1176	3.7	15.2	81	333	4.2	4.3	91	*117	4.3	1.5	94
CBS EVENING NEWS-RATHER	C	15653	1794	8.2	11.5	88	2596	8.2	16.6	88	614	7.8	3.9	83	218	8.1	1.4	87
CBS SAT. NEWS-SCHIEFFER	C	8744	994	4.5	11.4	87	1375	4.4	15.7	84	290	3.7	3.3	70	*87	3.2	1.0	62
CBS SATURDAY NIGHT MOVIE	C	12000	1446	6.6	12.0	92	2103	6.7	17.5	93	526	6.6	4.4	93	201	7.4	1.7	104
CBS WEDNESDAY NIGHT MOVIE	C	11522	1367	6.2	11.9	91	2033	6.5	17.6	94	493	6.2	4.3	91	148	5.5	1.3	80
CHEERS	N	16818	2694	12.3	16.0	123	3833	12.2	22.8	121	856	10.8	5.1	108	277	10.3	1.6	102
DALLAS	C	37510	4355	19.9	11.6	89	6750	21.4	18.0	96	1647	20.8	4.4	93	414	15.3	1.1	69
DIFF'RENT STROKES	N	11258	1256	5.7	11.2	85	2145	6.8	19.1	101	474	6.0	4.2	89	*81	3.0	0.7	45
DOUBLE TROUBLE	N	12248	1934	8.8	15.8	121	2698	8.6	22.0	117	757	9.6	6.2	131	*192	7.1	1.6	97
DUCK FACTORY	N	11100	1649	7.5	14.9	114	2593	8.2	23.4	124	543	6.9	4.9	104	*169	6.3	1.5	95
DUKES OF HAZZARD	C	12353	1214	5.5	9.8	75	2035	6.5	16.5	88	550	6.9	4.5	94	*111	4.1	0.9	56
DYNASTY	A	33279	4100	18.7	12.3	94	6290	20.0	18.9	101	1581	20.0	4.8	101	389	14.4	1.2	73
FACTS OF LIFE	N	13410	2049	9.4	15.3	117	2825	9.0	21.1	112	625	7.9	4.7	99	*237	8.8	1.8	110
FALCON CREST	C	31093	3785	17.3	12.2	93	5961	18.9	19.2	102	1258	15.9	4.0	86	347	12.9	1.1	69
FALL GUY	A	18649	2040	9.3	10.9	84	3187	10.1	17.1	91	752	9.5	4.0	85	198	7.3	1.1	66
FAMILY TIES	N	13101	1885	8.6	14.4	110	2708	8.6	20.7	110	580	7.3	4.4	94	*233	8.6	1.8	111
FANTASY ISLAND	A	13069	1566	7.2	12.0	92	2357	7.5	18.0	96	698	8.8	5.3	113	*185	6.9	1.4	88
FOULUPS,BLEEPS & BLUNDERS	A	16588	2371	10.8	14.3	110	3204	10.2	19.3	103	841	10.6	5.1	107	270	10.0	1.6	101
FOUR SEASONS	C	9302	1207	5.5	13.0	99	1799	5.7	19.3	103	452	5.7	4.9	103	**102	3.8	1.1	68
GIMME A BREAK	N	13955	1668	7.6	12.0	92	2699	8.6	19.3	103	598	7.6	4.3	91	*190	7.0	1.4	85
HART TO HART	A	15735	2167	9.9	13.8	106	2944	9.3	18.7	100	706	8.9	4.5	95	240	8.9	1.5	95
HILL STREET BLUES	N	18257	2542	11.6	13.9	107	3614	11.5	19.8	105	1040	13.1	5.7	121	366	13.6	2.0	125
HOTEL	A	24236	2601	11.9	10.7	82	4192	13.3	17.3	92	947	12.0	3.9	83	241	8.9	1.0	62
JEFFERSONS	C	17010	1845	8.4	10.8	83	2926	9.3	17.2	92	699	8.8	4.1	87	*145	5.4	0.9	53
JENNIFER SLEPT HERE	N	9397	1185	5.4	12.6	97	1816	5.8	19.3	103	362	4.6	3.9	82	*98	3.6	1.0	65
KATE & ALLIE	C	16762	2128	9.7	12.7	97	3009	9.6	18.0	96	686	8.7	4.1	87	264	9.8	1.6	98
KNIGHT RIDER	N	13164	1800	8.2	13.7	105	2780	8.8	21.1	112	498	6.3	3.8	80	*210	7.8	1.6	99
LOVE BOAT	A	20400	2290	10.5	11.2	86	3707	11.8	18.2	97	844	10.7	4.1	88	301	11.2	1.5	92
MAGNUM PI	C	22543	2748	12.6	12.2	93	4152	13.2	18.4	98	991	12.5	4.4	93	370	13.7	1.6	102
MAMA'S FAMILY	N	9852	1178	5.4	12.0	92	1759	5.6	17.9	95	465	5.9	4.7	100	**76	2.8	0.8	48
MASTER, THE	N	8082	945	4.3	11.7	90	1564	5.0	19.4	103	342	4.3	4.2	90	*92	3.4	1.1	71
MATT HOUSTON	A	12881	1500	6.9	11.6	89	2271	7.2	17.6	94	708	8.9	5.5	116	209	7.7	1.6	101
NBC MONDAY NIGHT MOVIE	N	23889	3417	15.6	14.3	110	5002	15.9	20.9	111	1123	14.2	4.7	100	364	13.5	1.5	95
NBC NIGHTLY NEWS	N	11156	1384	6.3	12.4	95	2118	6.7	19.0	101	592	7.5	5.3	112	184	6.8	1.6	103
NBC NIGHTLY NEWS-SAT	N	7363	821	3.8	11.2	85	1215	3.9	16.5	88	*181	2.3	2.5	52	**95	3.5	1.3	80
NBC NIGHTLY NEWS-SUN	N	6214	788	3.6	12.7	97	1061	3.4	17.1	91	265	3.3	4.3	90	*116	4.3	1.9	116
NBC SUNDAY NIGHT MOVIE	N	17590	2396	10.9	13.6	104	3544	11.3	20.1	107	1030	13.0	5.9	124	*337	12.5	1.9	119
HEMHART	C	16740	2153	9.8	12.9	99	2949	9.4	17.6	94	745	9.4	4.5	94	211	7.8	1.3	78
ONE DAY AT A TIME	C	11820	1553	7.1	13.1	101	2395	7.6	20.3	108	502	6.3	4.2	90	*227	8.4	1.9	119
PEOPLE ARE FUNNY	N	9138	1090	5.0	11.9	91	1614	5.1	17.7	94	320	4.0	3.5	74	**73	2.7	0.8	50
REAL PEOPLE	N	15979	1955	8.9	12.2	94	2992	9.5	18.7	100	665	8.4	4.2	88	*199	7.4	1.2	77
REMINGTON STEELE	N	14395	1935	8.8	13.4	103	2902	9.2	20.2	107	730	9.2	5.1	107	169	6.3	1.2	73
RIPLEY'S BELIEVE IT - NOT	A	11362	1528	7.0	13.4	103	2252	7.1	19.8	106	558	7.0	4.9	104	*143	5.3	1.3	78
RIPTIDE	N	13920	1621	7.4	11.6	89	2627	8.3	18.9	100	580	7.3	4.2	88	*125	4.6	0.9	56
SCARECROW & MRS. KING	C	17571	2128	9.7	12.1	93	3260	10.3	18.6	99	795	10.0	4.5	96	281	10.4	1.6	99
SIMON & SIMON	C	20208	2275	10.4	11.3	86	3516	11.2	17.4	93	917	11.6	4.5	96	308	11.4	1.5	95
60 MINUTES	C	27668	3495	16.0	12.6	97	5139	16.3	18.6	99	1219	15.4	4.4	93	423	15.7	1.5	95
ST. ELSEWHERE	N	13699	2254	10.3	16.5	126	3027	9.6	22.1	118	820	10.4	6.0	127	259	9.6	1.9	118
THREE'S COMPANY	A	20632	2833	12.9	13.7	105	4031	12.8	19.5	104	1037	13.1	5.0	106	292	10.8	1.4	88
T.J. HOOKER	A	17136	2055	9.4	12.0	92	2942	9.3	17.2	91	652	8.2	3.8	81	248	9.2	1.4	90
TONIGHT SHOW	N	4963	642	2.9	12.9	99	901	2.9	18.2	97	330	4.2	6.6	141	79	2.9	1.6	99
TRAPPER JOHN, M.D.	C	16332	1821	8.3	11.1	85	2887	9.2	17.7	94	901	11.4	5.5	117	228	8.5	1.4	87
TV BLOOPERS & PRAC. JOKES	N	18881	2398	11.0	12.7	97	3559	11.3	18.8	100	685	8.7	3.6	77	193	7.2	1.0	64
20/20	A	18315	2226	10.2	12.2	93	3016	9.6	16.5	88	770	9.7	4.2	89	258	9.6	1.4	88
WEBSTER	A	18722	2252	10.3	12.0	92	3378	10.7	18.0	96	753	9.5	4.0	85	249	9.2	1.3	83
WORLD NEWS - SUN	A	5327	587	2.7	11.0	84	919	2.9	17.3	92	268	3.4	5.0	107	**61	2.3	1.1	71
YELLOW ROSE	N	8370	936	4.3	11.2	86	1449	4.6	17.3	92	435	5.5	5.2	110	**64	2.4	0.8	48
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	2688	12.3	10.4	80	4612	14.6	17.8	95	943	11.9	3.6	77	*306	11.3	1.2	74
BASKETBALL - COLLEGE GAMES		14468	1657	7.6	11.5	88	2807	8.9	19.4	103	550	6.9	3.8	81	**163	6.0	1.1	70
BASKETBALL - PRO GAMES		12124	1132	5.2	9.3	72	2190	7.0	18.1	96	*446	5.6	3.7	78	**166	6.2	1.4	85
BOWLING		9412	1141	5.2	12.1	93	1606	5.1	17.1	91	*371	4.7	3.9	83	**128	4.7	1.4	85
BOXING		15409	1639	7.5	10.6	82	2488	7.9	16.1	86	753	9.5	4.9	104	**185	6.9	1.2	75
FOOTBALL - COLLEGE GAMES		21400	2272	10.4	10.6	81	3996	12.7	18.7	99	913	11.5	4.3	90	*412	15.3	1.9	120
FOOTBALL - PRO GAMES		35944	4767	21.8	13.3	102	7495	23.8	20.9	111	1479	18.7	4.1	87	*431	16.0	1.2	75
GOLF		9759	1177	5.4	12.1	92	1824	5.8	18.7	100	*278	3.5	2.8	60	**177	6.6	1.8	113
POST-SEASON COLL. FOOTBALL		18123	2422	11.1	13.4	102	3750	11.9	20.7	110	853	10.8	4.7	100	*254	9.4	1.4	87
POST-SEASON PRO FOOTBALL		22091	3097	14.1	14.0	107	4562	14.5	20.7	110	853	10.8	3.9	82	*215	8.0	1.0	61
TENNIS		6764	977	4.5	14.4	111	1577	5.0	23.3	124	529	6.7	7.8	166	**192	7.1	2.8	176
WRESTLING - PROFESSIONAL		9695	861	3.9	8.9	68	1561	5.0	16.1	86	*515	6.5	5.3	113	**103	3.8	1.1	66

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YOGURT (NOT BOUGHT FROZEN) - KINDS
(ADULTS)

0662
P-19

	TOTAL U.S. '000	LOW FAT A '000	LOW FAT B % DOWN	LOW FAT C % ACROSS	LOW FAT D INDX	REGULAR A '000	REGULAR B % DOWN	REGULAR C % ACROSS	REGULAR D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	29878	100.0	17.8	100	26774	100.0	16.0	100								
MALES	79263	9117	30.5	11.5	65	10948	40.9	13.8	87								
FEMALES	88464	20761	69.5	23.5	132	15826	59.1	17.9	112								
18 - 24	28671	5432	18.2	18.9	106	5678	21.2	19.8	124								
25 - 34	39536	8058	27.0	20.4	114	8541	31.9	21.6	135								
35 - 44	28978	6027	20.2	20.8	117	4939	18.4	17.0	107								
45 - 54	22345	3934	13.2	17.6	99	3103	11.6	13.9	87								
55 - 64	22224	3408	11.4	15.3	86	2367	8.8	10.7	67								
65 OR OLDER	25973	3019	10.1	11.6	65	2148	8.0	8.3	52								
18 - 34	68207	13490	45.2	19.8	111	14218	53.1	20.8	131								
18 - 49	108058	21306	71.3	19.7	111	20893	78.0	19.3	121								
25 - 54	90859	18019	60.3	19.8	111	16582	61.9	18.3	114								
35 - 49	39851	7817	26.2	19.6	110	6675	24.9	16.7	105								
50 OR OLDER	59669	8571	28.7	14.4	81	5881	22.0	9.9	62								
GRADUATED COLLEGE	28091	7015	23.5	25.0	140	6325	23.6	22.5	141								
ATTENDED COLLEGE	28938	6560	22.0	22.7	127	5853	21.9	20.2	127								
GRADUATED HIGH SCHOOL	65503	11095	37.1	16.9	95	9862	36.8	15.1	94								
DID NOT GRADUATE HIGH SCHOOL	45195	5208	17.4	11.5	65	4734	17.7	10.5	66								
EMPLOYED MALES	56429	6944	23.2	12.3	69	8320	31.1	14.7	92								
EMPLOYED FEMALES	43971	12121	40.6	27.6	155	9104	34.0	20.7	130								
EMPLOYED FULL-TIME	87773	16052	53.7	18.3	103	14962	55.9	17.0	107								
EMPLOYED PART-TIME	12627	3013	10.1	23.9	134	2463	9.2	19.5	122								
NOT EMPLOYED	67327	10813	36.2	16.1	90	9350	34.9	13.9	87								
PROFESSIONAL/MANAGER	25845	6293	21.1	24.3	137	5591	20.9	21.6	136								
TECH/CLERICAL/SALES	30895	6652	22.3	21.5	121	5522	20.6	17.9	112								
PRECISION/CRAFT	12629	1505	5.0	11.9	67	1953	7.3	15.5	97								
OTHER EMPLOYED	31031	4615	15.4	14.9	83	4358	16.3	14.0	88								
SINGLE	35557	6874	23.0	19.3	109	7088	26.5	19.9	125								
MARRIED	103585	17977	60.2	17.4	97	15973	59.7	15.4	97								
DIVORCED/SEPARATED/WIDOWED	28585	5027	16.8	17.6	99	3713	13.9	13.0	81								
PARENTS	59295	11323	37.9	19.1	107	10880	40.6	18.3	115								
WHITE	146081	26928	90.1	18.4	103	23618	88.2	16.2	101								
BLACK	17974	2109	7.1	11.7	66	2323	8.7	12.9	81								
OTHER	3672	*841	2.8	22.9	129	833	3.1	22.7	142								
NORTHEAST-CENSUS	37005	7453	24.9	20.1	113	7548	28.2	20.4	128								
NORTH CENTRAL	42642	6079	20.3	14.3	80	6002	22.4	14.1	88								
SOUTH	56777	7260	24.3	12.8	72	7273	27.2	12.8	80								
WEST	31303	9087	30.4	29.0	163	5952	22.2	19.0	119								
NORTHEAST-MKTG.	38125	7835	26.2	20.6	115	8083	30.2	21.2	133								
EAST CENTRAL	24794	3562	11.9	14.4	81	3373	12.6	13.6	85								
WEST CENTRAL	28511	4235	14.2	14.9	83	4136	15.4	14.5	91								
SOUTH	48953	6039	20.2	12.3	69	5901	22.0	12.1	76								
PACIFIC	27344	8207	27.5	30.0	168	5281	19.7	19.3	121								
COUNTY SIZE A	69301	14763	49.4	21.3	120	13244	49.5	19.1	120								
COUNTY SIZE B	50633	8630	28.9	17.0	96	7980	29.8	15.8	99								
COUNTY SIZE C	26259	4457	14.9	17.0	95	3760	14.0	14.3	90								
COUNTY SIZE D	21534	2027	6.8	9.4	53	1790	6.7	8.3	52								
METRO CENTRAL CITY	50014	9912	33.2	19.8	111	8463	31.6	16.9	106								
METRO SUBURBAN	76832	15368	51.4	20.0	112	13506	50.4	17.6	110								
NON METRO	40881	4598	15.4	11.2	63	4806	18.0	11.8	74								
TOP 5 ADI'S	39550	9300	31.1	23.5	132	8168	30.5	20.7	129								
TOP 10 ADI'S	54877	12120	40.6	22.1	124	10932	40.8	19.9	125								
TOP 20 ADI'S	77516	16293	54.5	21.0	118	14826	55.4	19.1	120								
HSHLD INC. $50,000 OR MORE	17257	3996	13.4	23.2	130	3760	14.0	21.8	136								
$40,000 OR MORE	33235	7656	25.6	23.0	129	6833	25.5	20.6	129								
$30,000 OR MORE	59693	12838	43.0	21.5	121	11549	43.1	19.3	121								
$25,000 OR MORE	76275	16161	54.1	21.2	119	14787	55.2	19.4	121								
$20,000 - $24,999	18607	3518	11.8	18.9	106	2749	10.3	14.8	93								
$15,000 - $19,999	17175	2986	10.0	17.4	98	2477	9.3	14.4	90								
$10,000 - $14,999	24569	3305	11.1	13.5	76	3295	12.3	13.4	84								
UNDER $10,000	31101	3909	13.1	12.6	71	3467	12.9	11.1	70								
HOUSEHOLD OF 1 PERSON	19441	3044	10.2	15.7	88	2670	10.0	13.7	86								
2 PEOPLE	51803	8945	29.9	17.3	97	6797	25.4	13.1	82								
3 OR 4 PEOPLE	66933	12619	42.2	18.9	106	12210	45.6	18.2	114								
5 OR MORE PEOPLE	29550	5270	17.6	17.8	100	5097	19.0	17.2	108								
NO CHILD IN HSHLD	96587	16566	55.4	17.2	96	13654	51.0	14.1	89								
CHILD(REN) UNDER 2 YRS	10844	1898	6.4	17.5	98	2191	8.2	20.2	127								
2 - 5 YEARS	26358	4799	16.1	18.2	102	5412	20.2	20.5	129								
6 - 11 YEARS	30453	5998	20.1	19.7	111	5549	20.7	18.2	114								
12 - 17 YEARS	36575	6747	22.6	18.4	104	6249	23.3	17.1	107								
RESIDENCE OWNED	117770	20234	67.7	17.2	96	17883	66.8	15.2	95								
VALUE: $50,000 OR MORE	70166	14260	47.7	20.3	114	12205	45.6	17.4	109								
VALUE: UNDER $50,000	47604	5974	20.0	12.5	70	5678	21.2	11.9	75								

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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YOGURT (NOT BOUGHT FROZEN) - KINDS
(ADULTS)

0663
P-19

		TOTAL U.S. '000	LOW FAT A '000	LOW FAT B % DOWN	LOW FAT C % ACROSS	LOW FAT D INDX	REGULAR A '000	REGULAR B % DOWN	REGULAR C % ACROSS	REGULAR D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS		167727	29878	100.0	17.8	100	26774	100.0	16.0	100								
MAGAZINES	QUINTILE 1	34022	7755	26.0	22.8	128	6935	25.9	20.4	128								
	QUINTILE 2	34800	7283	24.4	20.9	117	6208	23.2	17.8	112								
	QUINTILE 3	30514	5357	17.9	17.6	99	4782	17.9	15.7	98								
	QUINTILE 4	33324	4755	15.9	14.3	80	4897	18.3	14.7	92								
	QUINTILE 5	35066	4728	15.8	13.5	76	3953	14.8	11.3	71								
NEWSPAPERS	QUINTILE 1	29107	5862	19.7	20.2	113	4580	17.1	15.7	99								
	QUINTILE 2	49095	8817	29.5	18.0	101	8038	30.0	16.4	103								
	QUINTILE 3	23107	4726	15.8	20.5	115	4369	16.3	18.9	118								
	QUINTILE 4	33556	5964	20.0	17.8	100	5476	20.5	16.3	102								
	QUINTILE 5	32863	4489	15.0	13.7	77	4313	16.1	13.1	82								
OUTDOOR	QUINTILE 1	33431	6492	21.7	19.4	109	6428	24.0	19.2	120								
	QUINTILE 2	33478	6299	21.1	18.8	106	5688	21.2	17.0	106								
	QUINTILE 3	33574	6184	20.7	18.4	103	5208	19.5	15.5	97								
	QUINTILE 4	33935	6057	20.3	17.8	100	5176	19.3	15.3	96								
	QUINTILE 5	33310	4846	16.2	14.5	82	4275	16.0	12.8	80								
RADIO-DRIVE TIME	QUINTILE 1	33136	5899	19.7	17.8	100	5414	20.2	16.3	102								
	QUINTILE 2	31658	5628	18.8	17.8	100	5019	18.7	15.9	99								
	QUINTILE 3	32541	6633	22.2	20.4	114	5641	21.1	17.3	109								
	QUINTILE 4	34247	6140	20.6	17.9	101	5592	20.9	16.3	102								
	QUINTILE 5	36144	5579	18.7	15.4	87	5109	19.1	14.1	89								
RADIO-MID-DAY	TERCILE 1	45037	8338	27.9	18.5	104	7359	27.5	16.3	102								
	TERCILE 2	44819	8082	27.1	18.0	101	7162	26.7	16.0	100								
	TERCILE 3	77872	13458	45.0	17.3	97	12253	45.8	15.7	99								
RADIO-TOTAL	QUINTILE 1	33763	6244	20.9	18.5	104	5823	21.7	17.2	108								
	QUINTILE 2	33240	5942	19.9	17.9	100	5471	20.4	16.5	103								
	QUINTILE 3	33408	6623	22.2	19.8	111	5273	19.7	15.8	99								
	QUINTILE 4	34792	6251	20.9	18.0	101	5763	21.5	16.6	104								
	QUINTILE 5	32524	4818	16.1	14.8	83	4445	16.6	13.7	86								
TV-PRIME TIME	QUINTILE 1	33090	5315	17.8	16.1	90	4949	18.5	15.0	94								
	QUINTILE 2	33357	6132	20.5	18.4	103	5733	21.4	17.2	108								
	QUINTILE 3	33980	6072	20.3	17.9	100	4972	18.6	14.6	92								
	QUINTILE 4	33854	6549	21.9	19.3	109	5992	22.4	17.7	111								
	QUINTILE 5	33444	5811	19.4	17.4	98	5128	19.2	15.3	96								
TV-DAYTIME	TERCILE 1	49121	7637	25.6	15.5	87	6625	24.7	13.5	84								
	TERCILE 2	48823	9001	30.1	18.4	103	7966	29.8	16.3	102								
	TERCILE 3	69782	13240	44.3	19.0	107	12183	45.5	17.5	109								
TV-TOTAL	QUINTILE 1	33584	5177	17.3	15.4	87	4579	17.1	13.6	85								
	QUINTILE 2	33441	5347	17.9	16.0	90	4998	18.7	14.9	94								
	QUINTILE 3	33505	6149	20.6	18.4	103	5625	21.0	16.8	105								
	QUINTILE 4	33466	6472	21.7	19.3	109	5503	20.6	16.4	103								
	QUINTILE 5	33731	6732	22.5	20.0	112	6069	22.7	18.0	113								
MAGAZINES-NEWSPAPERS: DUAL		44503	9743	32.6	21.9	123	8006	29.9	18.0	113								
MAGAZINE IMPERATIVE		39363	8163	27.3	20.7	116	7640	28.5	19.4	122								
NEWSPAPER IMPERATIVE		46441	7096	23.7	15.3	86	6399	23.9	13.8	86								
MAGAZINES-OUTDOOR: DUAL		33726	7344	24.6	21.8	122	7124	26.6	21.1	132								
MAGAZINE IMPERATIVE		52846	10708	35.8	20.3	114	8688	32.4	16.4	103								
OUTDOOR IMPERATIVE		52140	8374	28.0	16.1	90	7559	28.2	14.5	91								
MAGAZINES-RADIO: DUAL		37081	7973	26.7	21.5	121	7462	27.9	20.1	126								
MAGAZINE IMPERATIVE		49747	10344	34.6	20.8	117	8664	32.4	17.4	109								
RADIO IMPERATIVE		49208	7415	24.8	15.1	85	6708	25.1	13.6	85								
MAGAZINES-TELEVISION: DUAL		33103	6123	20.5	18.5	104	5680	21.2	17.2	107								
MAGAZINE IMPERATIVE		54575	12386	41.5	22.7	127	10522	39.3	19.3	121								
TELEVISION IMPERATIVE		53249	7468	25.0	14.0	79	6648	24.8	12.5	78								
NEWSPAPERS-OUTDOOR: DUAL		36255	7405	24.8	20.4	115	6855	25.6	18.9	118								
NEWSPAPER IMPERATIVE		55591	10051	33.6	18.1	101	8179	30.5	14.7	92								
OUTDOOR IMPERATIVE		48319	8631	28.9	17.9	100	8215	30.7	17.0	107								
NEWSPAPERS-RADIO: DUAL		37242	7116	23.8	19.1	107	6469	24.2	17.4	109								
NEWSPAPER IMPERATIVE		54423	10509	35.2	19.3	108	8611	32.2	15.8	99								
RADIO IMPERATIVE		46650	8260	27.6	17.7	99	7566	28.3	16.2	102								
NEWSPAPERS-TELEVISION: DUAL		35974	6260	21.0	17.4	98	5644	21.1	15.7	98								
NEWSPAPER IMPERATIVE		56095	11545	38.6	20.6	116	9902	37.0	17.7	111								
TELEVISION IMPERATIVE		47170	7162	24.0	15.2	85	6823	25.5	14.5	91								
OUTDOOR-RADIO: DUAL		33748	6115	20.5	18.1	102	6052	22.6	17.9	112								
OUTDOOR IMPERATIVE		52785	9837	32.9	18.6	105	8788	32.8	16.6	104								
RADIO IMPERATIVE		52682	9751	32.6	18.4	104	8015	29.9	15.2	95								
OUTDOOR-TELEVISION: DUAL		32030	5872	19.7	18.3	103	5102	19.1	15.9	100								
OUTDOOR IMPERATIVE		54626	11091	37.1	20.3	114	10273	38.4	18.8	118								
TELEVISION IMPERATIVE		54874	8240	27.6	15.0	84	7619	28.5	13.9	87								
RADIO-TELEVISION: DUAL		33386	5559	18.6	16.7	93	5170	19.3	15.5	97								
RADIO IMPERATIVE		53810	10662	35.7	19.8	111	9539	35.6	17.7	111								
TELEVISION IMPERATIVE		54023	8650	29.0	16.0	90	7789	29.1	14.4	90								

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YOGURT (NOT BOUGHT FROZEN) - KINDS
(ADULTS)

0664
P-19

	TOTAL U.S. '000	LOW FAT A '000	LOW FAT B % DOWN	LOW FAT C % ACROSS	LOW FAT D INDX	REGULAR A '000	REGULAR B % DOWN	REGULAR C % ACROSS	REGULAR D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	29878	100.0	17.8	100	26774	100.0	16.0	100								
ATLANTIC MONTHLY	867	*225	0.8	26.0	146	*248	0.9	28.6	179								
BARRON'S	1580	366	1.2	23.2	130	214	0.8	13.5	85								
BETTER HOMES & GARDENS	22203	4954	16.6	22.3	125	4167	15.6	18.8	118								
BON APPETIT	3810	1166	3.9	30.6	172	808	3.0	21.2	133								
BUSINESS WEEK	4663	940	3.1	20.2	113	880	3.3	18.9	118								
CAR AND DRIVER	3102	523	1.8	16.9	95	470	1.8	15.2	95								
CBS MAGAZINE NETWORK (GROSS)	7311	1273	4.3	17.4	98	1436	5.4	19.6	123								
CHANGING TIMES	3400	734	2.5	21.6	121	555	2.1	16.3	102								
COLONIAL HOMES	1796	420	1.4	23.4	131	331	1.2	18.4	115								
CONDE NAST MAG. PKG. (GROSS)	19924	6064	20.3	30.4	171	4496	16.8	22.[illegible]	141								
CONSUMERS DIGEST	3125	637	2.1	20.4	114	434	1.6	13.9	87								
COSMOPOLITAN	10577	2847	9.5	26.9	151	2400	9.0	22.7	142								
COUNTRY LIVING	3746	863	2.9	23.0	129	814	3.0	21.7	136								
CUISINE	2214	542	1.8	24.5	137	410	1.5	18.5	116								
CYCLE WORLD	2394	343	1.1	14.3	80	434	1.6	18.1	114								
DCI:CREATIVE IDEAS FOR LIV	3068	639	2.1	20.8	117	610	2.3	19.9	125								
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	1833	6.1	19.2	108	1785	6.7	18.7	117								
DISCOVER	2277	475	1.6	20.9	117	490	1.8	21.5	135								
EBONY	7187	998	3.3	13.9	78	1014	3.8	14.1	88								
ESQUIRE	2560	451	1.5	17.6	99	394	1.5	15.4	96								
ESSENCE	3242	523	1.8	16.1	91	580	2.2	17.9	112								
FAMILY CIRCLE	19639	4880	16.3	24.8	139	3834	14.3	19.5	122								
THE FAMILY HANDYMAN	3540	527	1.8	14.9	84	627	2.3	17.7	111								
FAMILY WEEKLY	23924	4335	14.5	18.1	102	3392	12.7	14.2	89								
FIELD & STREAM	9883	1188	4.0	12.0	67	1537	5.7	15.6	97								
FOOD & WINE	1030	273	0.9	26.5	149	240	0.9	23.3	146								
FORBES	2679	634	2.1	23.7	133	445	1.7	16.6	104								
FORTUNE	2931	678	2.3	23.1	130	618	2.3	21.1	132								
GENTLEMEN'S QUARTERLY	3481	673	2.3	19.3	109	692	2.6	19.9	125								
GLAMOUR	7163	2224	7.4	31.0	174	1778	6.6	24.8	155								
GOLF DIGEST	2355	405	1.4	17.2	97	371	1.4	15.8	99								
GOLF DIGEST/TENNIS (GROSS)	3610	606	2.0	16.8	94	588	2.2	16.3	102								
GOLF MAGAZINE	2046	335	1.1	16.4	92	341	1.3	16.7	104								
GOLF MAGAZINE/SKI (GROSS)	3547	668	2.2	18.8	106	737	2.8	20.8	130								
GOOD HOUSEKEEPING	20353	4573	15.3	22.5	126	3654	13.6	18.0	112								
HARPER'S BAZAAR	3362	1045	3.5	31.1	174	701	2.6	20.9	131								
HEALTH	2987	792	2.7	26.5	149	514	1.9	17.2	108								
HEARST MAG CORP. BUY (GROSS)	67928	16063	53.8	23.6	133	13072	48.8	19.2	121								
HEARST MAN POWER (GROSS)	11282	1982	6.6	17.6	99	2017	7.5	17.9	112								
HEARST WOMAN POWER (GROSS)	40514	9993	33.4	24.7	138	7793	29.1	19.2	121								
HOUSE BEAUTIFUL	4885	1260	4.2	25.8	145	944	3.5	19.3	121								
INC.	1308	305	1.0	23.3	131	*261	1.0	20.0	125								
JET	6498	884	3.0	13.6	76	1022	3.8	15.7	99								
LADIES' HOME JOURNAL	14797	3473	11.6	23.5	132	2935	11.0	19.8	124								
LHJ FAMILY GRP COMBO(GROSS)	21743	5284	17.7	24.3	136	4352	16.3	20.0	125								
LIFE	9881	2094	7.0	21.2	119	1887	7.0	19.1	120								
L.A. TIMES HOME MAGAZINE	2775	922	3.1	33.2	187	585	2.2	21.1	132								
MADEMOISELLE	4219	1308	4.4	31.0	174	998	3.7	23.7	148								
MC CALL'S	16422	3916	13.1	23.8	134	3022	11.3	18.4	115								
MC CALL'S/WRK MOTHER (GROSS)	17919	4244	14.2	23.7	133	3230	12.1	18.0	113								
MECHANIX ILLUSTRATED	4433	820	2.7	18.5	104	595	2.2	13.4	84								
METROPOLITAN HOME	1504	345	1.2	22.9	129	371	1.4	24.7	155								
MONEY	4723	1176	3.9	24.9	140	1050	3.9	22.2	139								
MOTHER EARTH NEWS	2325	593	2.0	25.5	143	534	2.0	23.0	144								
MS.	1189	316	1.1	26.6	149	304	1.1	25.6	160								
NATIONAL ENQUIRER	18892	3398	11.4	18.0	101	2771	10.3	14.7	92								
NATIONAL GEOGRAPHIC	22129	5090	17.0	23.0	129	4808	18.0	21.7	136								
NATIONAL SUNDAY MAGAZINE PKG	103750	19869	66.5	19.2	108	17440	65.1	16.8	105								
NATURAL HISTORY	1379	324	1.1	23.5	132	304	1.1	22.0	138								
NEW WOMAN	2289	622	2.1	27.2	153	428	1.6	18.7	117								
NEW YORK INCLUDING CUE	1088	288	1.0	26.5	149	269	1.0	24.7	155								
THE NEW YORKER	2459	792	2.7	32.2	181	651	2.4	26.5	166								
NEWSWEEK	16527	3663	12.3	22.2	124	3296	12.3	19.9	125								
THE N.Y. TIMES DAILY EDITION	2739	827	2.8	30.2	169	562	2.1	20.5	129								
THE N.Y. TIMES MAGAZINE	4443	1309	4.4	29.5	165	1114	4.2	25.1	157								
OMNI	2799	675	2.3	24.1	135	627	2.3	22.4	140								
ON CABLE	2209	350	1.2	15.8	89	290	1.1	13.1	82								
1001 HOME IDEAS	3959	1019	3.4	25.7	144	903	3.4	22.8	143								
ORGANIC GARDENING	3111	663	2.2	21.3	120	673	2.5	21.6	136								
OUTDOOR LIFE	5024	558	1.9	11.1	62	708	2.6	14.1	88								
PARADE MAGAZINE	51292	9765	32.7	19.0	107	8745	32.7	17.1	107								

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TOTAL ADULTS	167727	29878	100.0	17.8	100	26774	100.0	16.0	100								
PARENTS	5298	1289	4.3	24.3	137	1202	4.5	22.7	142								
PENTHOUSE	5129	735	2.5	14.3	80	1003	3.7	19.6	123								
PEOPLE	21070	5294	17.7	25.1	141	4197	15.7	19.9	125								
PLAYBOY	10562	1858	6.2	17.6	99	1827	6.8	17.3	108								
POPULAR HOT RODDING	2498	*223	0.7	8.9	50	*204	0.8	8.2	51								
POPULAR MECHANICS	5887	1004	3.4	17.1	96	1040	3.9	17.7	111								
POPULAR SCIENCE	4317	657	2.2	15.2	85	779	2.9	18.0	113								
PREVENTION	5792	1651	5.5	28.5	160	1058	4.0	18.3	114								
PSYCHOLOGY TODAY	3284	921	3.1	28.0	157	716	2.7	21.8	137								
READER'S DIGEST	40044	7466	25.0	18.6	105	6437	24.0	16.1	101								
REDBOOK	9584	2573	8.6	26.8	151	1740	6.5	18.2	114								
ROAD & TRACK	2590	482	1.6	18.6	104	542	2.0	20.9	131								
ROLLING STONE	3302	874	2.9	26.5	149	754	2.8	22.8	143								
RUNNER'S WORLD	1229	283	0.9	23.0	129	*293	1.1	23.8	149								
SATURDAY EVENING POST	2110	341	1.1	16.2	91	422	1.6	20.0	125								
SCIENCE 84	1543	538	1.8	34.9	196	280	1.0	18.1	114								
SCIENCE DIGEST	1747	433	1.4	24.8	139	445	1.7	25.5	160								
SCIENTIFIC AMERICAN	1994	486	1.6	24.4	137	608	2.3	30.5	191								
SELF	3119	1073	3.6	34.4	193	655	2.4	21.0	132								
SEVENTEEN	3923	840	2.8	21.4	120	799	3.0	20.4	128								
SKI	1501	333	1.1	22.2	125	396	1.5	26.4	165								
SMITHSONIAN	5976	1648	5.5	27.6	155	1495	5.6	25.0	157								
SOAP OPERA DIGEST	4228	696	2.3	16.5	92	725	2.7	17.1	107								
SOUTHERN LIVING	6488	1194	4.0	18.4	103	1174	4.4	18.1	113								
SPORT	3500	506	1.7	14.5	81	521	1.9	14.9	93								
THE SPORTING NEWS	2456	474	1.6	19.3	108	405	1.5	16.5	103								
SPORTS AFIELD	3648	545	1.8	14.9	84	532	2.0	14.6	91								
SPORTS ILLUSTRATED	14484	2344	7.8	16.2	91	2668	10.0	18.4	115								
STAR	12661	2304	7.7	18.2	102	1887	7.0	14.9	93								
SUNDAY	52799	10174	34.1	19.3	108	9637	36.0	18.3	114								
SUNSET	3513	1230	4.1	35.0	197	666	2.5	19.0	119								
TV GUIDE	42768	7983	26.7	18.7	105	6941	25.9	16.2	102								
TENNIS	1254	*201	0.7	16.0	90	*217	0.8	17.3	108								
TIME	22054	4824	16.1	21.9	123	4871	18.2	22.1	138								
TOWN & COUNTRY	1555	362	1.2	23.3	131	366	1.4	23.5	147								
TRAVEL & LEISURE	2173	451	1.5	20.8	117	421	1.6	19.4	121								
TRUE STORY	4636	634	2.1	13.7	77	551	2.1	11.9	74								
U.S.NEWS & WORLD REPORT	10353	2222	7.4	21.5	120	1817	6.8	17.6	110								
USA TODAY	4994	1042	3.5	20.9	117	880	3.3	17.6	110								
US	3528	757	2.5	21.5	120	732	2.7	20.7	130								
VOGUE	5424	1459	4.9	26.9	151	1066	4.0	19.7	123								
WALL STREET JOURNAL	6292	1346	4.5	21.4	120	1175	4.4	18.7	117								
WEIGHT WATCHERS	2762	922	3.1	33.4	187	406	1.5	14.7	92								
WOMAN'S DAY	16320	4117	13.8	25.2	142	3114	11.6	19.1	120								
WORKING MOTHER	1496	329	1.1	22.0	123	*208	0.8	13.9	87								
WORKING WOMAN	1851	572	1.9	30.9	173	392	1.5	21.2	133								
WORLD TENNIS	580	**90	0.3	15.5	87	*125	0.5	21.6	135								
ZIFF-DAVIS MAG NETWK (GROSS)	12412	2143	7.2	17.3	97	2077	7.8	16.7	105								
BLAIR INSERTS	91671	17915	60.0	19.5	110	16048	59.9	17.5	110								
DAILY NEWSPAPERS																	
READ ANY	109190	20187	67.6	18.5	104	17653	65.9	16.2	101								
READ ONE	89587	16443	55.0	18.4	103	14696	54.9	16.4	103								
READ TWO OR MORE	19602	3744	12.5	19.1	107	2957	11.0	15.1	95								
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	20946	70.1	19.1	107	18592	69.4	17.0	106								
READ ONE	95074	17725	59.3	18.6	105	16004	59.8	16.8	105								
READ TWO OR MORE	14588	3221	10.8	22.1	124	2588	9.7	17.7	111								
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	30.18				32.40											
30 DAY REACH	149706	27183	91.0	18.2	102	24481	91.4	16.4	102								
50 SHWG - 30 DAY AV FREQ	15.16	15.80				16.91											
30 DAY REACH	142406	25977	86.9	18.2	102	23495	87.8	16.5	103								
25 SHWG - 30 DAY AV FREQ	8.23	8.45				9.05											
30 DAY REACH	131152	24287	81.3	18.5	104	21966	82.0	16.7	105								
CABLE TV: HOME WIRED	66879	12048	40.3	18.0	101	10908	40.7	16.3	102								
HOME NOT WIRED	100848	17830	59.7	17.7	99	15867	59.3	15.7	99								
HAVE PAY CABLE	35024	6898	23.1	19.7	111	6425	24.0	18.3	115								

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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YOGURT (NOT BOUGHT FROZEN) - KINDS
(ADULTS)

0666
P-19

	TOTAL U.S. '000	LOW FAT A '000	LOW FAT B % DOWN	LOW FAT C % ACROSS	LOW FAT D INDX	REGULAR A '000	REGULAR B % DOWN	REGULAR C % ACROSS	REGULAR D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	29878	100.0	17.8	100	26774	100.0	16.0	100								
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	17635	59.0	18.4	104	15689	58.6	16.4	103								
10:00 AM - 3:00 PM	63599	11752	39.3	18.5	104	10319	38.5	16.2	102								
3:00 PM - 7:00 PM	72097	13516	45.2	18.7	105	12129	45.3	16.8	105								
7:00 PM - MIDNIGHT	36670	6672	22.3	18.2	102	6296	23.5	17.2	108								
MIDNIGHT - 6:00 AM	21908	4026	13.5	18.4	103	3571	13.3	16.3	102								
6:00 AM - MIDNIGHT	127571	23435	78.4	18.4	103	21081	78.7	16.5	104								
ENTIRE DAY	129239	23748	79.5	18.4	103	21295	79.5	16.5	103								
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	6429	21.5	18.9	106	5862	21.9	17.2	108								
ALL NEWS	6062	1269	4.2	20.9	118	916	3.4	15.1	95								
AOR/PROGRESSIVE	11884	2296	7.7	19.3	108	2593	9.7	21.8	137								
BEAUTIFUL MUSIC	11180	2149	7.2	19.2	108	2017	7.5	18.0	113								
BLACK	4538	646	2.2	14.2	80	697	2.6	15.4	96								
CLASSICAL	3857	976	3.3	25.3	142	765	2.9	19.8	124								
CHR/ROCK	21946	4407	14.7	20.1	113	4139	15.5	18.9	118								
COUNTRY	27262	4241	14.2	15.6	87	3554	13.3	13.0	82								
GOLDEN OLDIES	3339	649	2.2	19.4	109	581	2.2	17.4	109								
MOR/NOSTALGIA	10346	2112	7.1	20.4	115	1629	6.1	15.7	99								
NEWS/TALK	8929	1701	5.7	19.1	107	1487	5.6	16.7	104								
RELIGIOUS	5488	1042	3.5	19.0	107	836	3.1	15.2	95								
SOFT ROCK	1232	*191	0.6	15.5	87	*145	0.5	11.8	74								
URBAN CONTEMPORARY	3184	665	2.2	20.9	117	553	2.1	17.4	109								
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	1211	4.1	17.5	98	1024	3.8	14.8	93								
ABC DIRECTION	5212	1000	3.3	19.2	108	742	2.8	14.2	89								
ABC ENTERTAINMENT	10385	1869	6.3	18.0	101	1312	4.9	12.6	79								
ABC FM	4762	855	2.9	18.0	101	834	3.1	17.5	110								
ABC INFORMATION	11339	2217	7.4	19.6	110	2011	7.5	17.7	111								
ABC ROCK	4878	1002	3.4	20.5	115	963	3.6	19.7	124								
CBS	10709	1814	6.1	16.9	95	1505	5.6	14.1	88								
MUTUAL	10251	1730	5.8	16.9	95	1448	5.4	14.1	88								
NBC	12243	2082	7.0	17.0	95	1882	7.0	15.4	96								
RADIORADIO	4606	887	3.0	19.3	108	813	3.0	17.7	111								
RKO ONE	5148	1021	3.4	19.8	111	812	3.0	15.8	99								
RKO TWO	7313	1131	3.8	15.5	87	959	3.6	13.1	82								
THE SOURCE	5981	1108	3.7	18.5	104	1067	4.0	17.8	112								
NON-WIRED : BLAIR	19329	3568	11.9	18.5	104	3178	11.9	16.4	103								
INTERNET	27139	5270	17.6	19.4	109	4999	18.7	18.4	115								
KATZ RADIO GROUP	36319	6997	23.4	19.3	108	6542	24.4	18.0	113								
SUPERNET	22361	4123	13.8	18.4	104	3567	13.3	16.0	100								
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	14532	2674	8.9	18.4	103	2088	7.8	14.4	90								
WKDAY 9:00 AM - 1:00 PM	18688	3217	10.8	17.2	97	2585	9.7	13.8	87								
WKDAY 1:00 PM - 4:30 PM	24061	4009	13.4	16.7	94	3288	12.3	13.7	86								
WKDAY 4:30 PM - 7:30 PM	44079	7653	25.6	17.4	97	6449	24.1	14.6	92								
WKDAY 7:30 PM - 8:00 PM	61979	10360	34.7	16.7	94	9060	33.8	14.6	92								
WKDAY 11:00 PM - 11:30 PM	49084	7892	26.4	16.1	90	7718	28.8	15.7	99								
WKDAY 11:30 PM - 1:00 AM	16560	2624	8.8	15.8	89	2660	9.9	16.1	101								
M-SAT 8-11 PM+SUN 7-11 PM	66967	11851	39.7	17.7	99	10639	39.7	15.9	100								
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	9269	1642	5.5	17.7	99	1300	4.9	14.0	88								
ANOTHER WORLD N	6138	936	3.1	15.2	86	677	2.5	11.0	69								
AS THE WORLD TURNS C	7707	1119	3.7	14.5	82	935	3.5	12.1	76								
CAPITOL C	4688	757	2.5	16.1	91	536	2.0	11.4	72								
CBS MORN. NEWS 1 C	2792	386	1.3	13.8	78	292	1.1	10.5	66								
CBS MORN. NEWS 2 C	2071	304	1.0	14.7	82	202	0.8	9.8	61								
DAYS OF OUR LIVES N	8018	1424	4.8	17.8	100	1163	4.3	14.5	91								
FACTS OF LIFE - DAYTIME N	3487	523	1.8	15.0	84	566	2.1	16.2	102								
FAMILY FEUD A	4817	669	2.2	13.9	78	543	2.0	11.3	71								
GENERAL HOSPITAL A	8333	1391	4.7	16.7	94	1255	4.7	15.1	94								
GOOD MORNING, AMERICA-730 A	5472	976	3.3	17.8	100	851	3.2	15.6	97								
GOOD MORNING, AMERICA-830 A	3965	821	2.7	20.7	116	602	2.2	15.2	95								
GUIDING LIGHT C	7542	1226	4.1	16.3	91	957	3.6	12.7	79								
ONE LIFE TO LIVE A	6018	1078	3.6	17.9	101	885	3.3	14.7	92								
PRESS YOUR LUCK C	3589	636	2.1	17.7	99	390	1.5	10.9	68								
PRICE IS RIGHT 1 C	7418	1003	3.4	13.5	76	788	2.9	10.6	67								
PRICE IS RIGHT 2 C	8276	1136	3.8	13.7	77	877	3.3	10.6	66								
RYAN'S HOPE A	4358	811	2.7	18.6	104	624	2.3	14.3	90								
SALE OF THE CENTURY N	3749	584	2.0	15.6	87	563	2.1	15.0	94								
SEARCH FOR TOMORROW N	2884	551	1.8	19.1	107	420	1.6	14.6	91								
TODAY SHOW 1 N	4869	991	3.3	20.4	114	670	2.5	13.8	86								
TODAY SHOW 2 N	4135	731	2.4	17.7	99	550	2.1	13.3	83								
$25,000 PYRAMID C	4361	655	2.2	15.0	84	401	1.5	9.2	58								
WHEEL OF FORTUNE N	6187	1031	3.5	16.7	94	801	3.0	12.9	81								
YOUNG AND THE RESTLESS C	8186	1236	4.1	15.1	85	961	3.6	11.7	74								
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	680	2.3	14.4	81	690	2.6	14.6	91								
NBA PLAYOFF GAME -1 C	5127	829	2.8	16.2	91	827	3.1	16.1	101								
NBC MAJOR LEAGUE PRE-GAME N	3945	532	1.8	13.5	76	594	2.2	15.1	94								
SPORTSWORLD - SUN N	3370	393	1.3	11.7	65	481	1.8	14.3	89								
SUNDAY MORNING C	4200	753	2.5	17.9	101	625	2.3	14.9	93								

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YOGURT (NOT BOUGHT FROZEN) - KINDS
(ADULTS)

0667
P-19

		TOTAL U.S. '000	LOW FAT A '000	LOW FAT B % DOWN	LOW FAT C % ACROSS	LOW FAT D INDX	REGULAR A '000	REGULAR B % DOWN	REGULAR C % ACROSS	REGULAR D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS		167727	29878	100.0	17.8	100	26774	100.0	16.0	100								
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	8531	28.6	16.3	92	7030	26.3	13.4	84								
NETWORK AFFILIATES - LATE		39164	6406	21.4	16.4	92	5970	22.3	15.2	95								
INDEPENDENTS - LATE		5133	1144	3.8	22.3	125	936	3.5	18.2	114								
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	3609	12.1	15.8	89	3228	12.1	14.1	89								
ABC MONDAY NIGHT MOVIE	A	11258	2088	7.0	18.5	104	1814	6.8	16.1	101								
ABC SUNDAY NIGHT MOVIE	A	23600	4496	15.0	19.1	107	4092	15.3	17.3	109								
ABC WORLD NEWS TONIGHT	A	12801	1908	6.4	14.9	84	1699	6.3	13.3	83								
AFTERMASH	C	10966	1794	6.0	16.4	92	1479	5.5	13.5	84								
ALICE	C	17050	2980	10.0	17.5	98	2248	8.4	13.2	83								
AMERICAN PARADE	C	11998	1980	6.6	16.5	93	1489	5.6	12.4	78								
BENSON	A	19258	3411	11.4	17.7	99	2825	10.6	14.7	92								
BLUE THUNDER	A	11478	1749	5.9	15.2	86	1655	6.2	14.4	90								
CAGNEY & LACEY	C	18263	2688	9.0	14.7	83	2748	10.3	15.0	94								
CBS EVENING NEWS-DEAN	C	7733	1302	4.4	16.8	95	918	3.4	11.9	74								
CBS EVENING NEWS-RATHER	C	15653	2433	8.1	15.5	87	2258	8.4	14.4	90								
CBS SAT. NEWS-SCHIEFFER	C	8744	1429	4.8	16.3	92	1050	3.9	12.0	75								
CBS SATURDAY NIGHT MOVIE	C	12000	1924	6.4	16.0	90	1774	6.6	14.8	93								
CBS WEDNESDAY NIGHT MOVIE	C	11522	1803	6.0	15.6	88	1810	6.8	15.7	98								
CHEERS	N	16818	3664	12.3	21.8	122	3023	11.3	18.0	113								
DALLAS	C	37510	6344	21.2	16.9	95	5663	21.2	15.1	95								
DIFF'RENT STROKES	N	11258	1974	6.6	17.5	98	1421	5.3	12.6	79								
DOUBLE TROUBLE	N	12248	2329	7.8	19.0	107	2202	8.2	18.0	113								
DUCK FACTORY	N	11100	2195	7.3	19.8	111	2001	7.5	18.0	113								
DUKES OF HAZZARD	C	12353	1813	6.1	14.7	82	1706	6.4	13.8	87								
DYNASTY	A	33279	5977	20.0	18.0	101	5138	19.2	15.4	97								
FACTS OF LIFE	N	13410	2809	9.4	20.9	118	2070	7.7	15.4	97								
FALCON CREST	C	31093	5600	18.7	18.0	101	5049	18.9	16.2	102								
FALL GUY	A	18649	2954	9.9	15.8	89	2605	9.7	14.0	88								
FAMILY TIES	N	13101	2589	8.7	19.8	111	2080	7.8	15.9	99								
FANTASY ISLAND	A	13069	2479	8.3	19.0	106	1967	7.3	15.1	94								
FOULUPS,BLEEPS & BLUNDERS	A	16588	3215	10.8	19.4	109	2543	9.5	15.3	96								
FOUR SEASONS	C	9302	1645	5.5	17.7	99	1235	4.6	13.3	83								
GIMME A BREAK	N	13955	2547	8.5	18.3	102	1944	7.3	13.9	87								
HART TO HART	A	15735	2744	9.2	17.4	98	2408	9.0	15.3	96								
HILL STREET BLUES	N	18257	3415	11.4	18.7	105	3073	11.5	16.8	105								
HOTEL	A	24236	4187	14.0	17.3	97	3371	12 6	13.9	87								
JEFFERSONS	C	17010	2857	9.6	16.8	94	2065	7.7	12.1	76								
JENNIFER SLEPT HERE	N	9397	1697	5.7	18.1	101	1345	5.0	14.3	90								
KATE & ALLIE	C	16762	2792	9.3	16.7	94	2460	9.2	14.7	92								
KNIGHT RIDER	N	13164	2501	8.4	19.0	107	2167	8.1	16.5	103								
LOVE BOAT	A	20400	3614	12.1	17.7	99	3100	11.6	15.2	95								
MAGNUM PI	C	22543	3911	13.1	17.3	97	3442	12.9	15.3	96								
MAMA'S FAMILY	N	9852	1648	5.5	16.7	94	1337	5.0	13.6	85								
MASTER, THE	N	8082	1334	4.5	16.5	93	1181	4.4	14.6	92								
MATT HOUSTON	A	12881	2094	7.0	16.3	91	2093	7.8	16.2	102								
NBC MONDAY NIGHT MOVIE	N	23889	4327	14.5	18.1	102	4063	15.2	17.0	107								
NBC NIGHTLY NEWS	N	11156	2100	7.0	18.8	106	1523	5.7	13.7	86								
NBC NIGHTLY NEWS-SAT	N	7363	1110	3.7	15.1	85	912	3.4	12.4	78								
NBC NIGHTLY NEWS-SUN	N	6214	984	3.3	15.8	89	851	3.2	13.7	86								
NBC SUNDAY NIGHT MOVIE	N	17590	2871	9.6	16.3	92	3093	11.6	17.6	110								
NEWHART	C	16740	2652	8.9	15.8	89	2533	9.5	15.1	95								
ONE DAY AT A TIME	C	11820	2198	7.4	18.6	104	1921	7.2	16.3	102								
PEOPLE ARE FUNNY	N	9138	1553	5.2	17.0	95	1139	4.3	12.5	78								
REAL PEOPLE	N	15979	2730	9.1	17.1	96	2152	8.0	13.5	84								
REMINGTON STEELE	N	14395	2611	8.7	18.1	102	2390	8.9	16.6	104								
RIPLEY'S BELIEVE IT - NOT	A	11362	1946	6.5	17.1	96	1897	7.1	16.7	105								
RIPTIDE	N	13920	2428	8.1	17.4	98	1959	7.3	14.1	88								
SCARECROW & MRS. KING	C	17571	3020	10.1	17.2	96	2616	9.8	14.9	93								
SIMON & SIMON	C	20208	3058	10.2	15.1	85	2809	10.5	13.9	87								
60 MINUTES	C	27668	5020	16.8	18.1	102	3901	14.6	14.1	88								
ST. ELSEWHERE	N	13699	2541	8.5	18.5	104	2548	9.5	18.6	117								
THREE'S COMPANY	A	20632	3850	12.9	18.7	105	3101	11.6	15.0	94								
T.J. HOOKER	A	17136	2794	9.4	16.3	92	2593	9.7	15.1	95								
TONIGHT SHOW	N	4963	865	2.9	17.4	98	790	3.0	15.9	100								
TRAPPER JOHN, M.D.	C	16332	2590	8.7	15.9	89	2364	8.8	14.5	91								
TV BLOOPERS & PRAC. JOKES	N	18881	3314	11.1	17.6	99	2809	10.5	14.9	93								
20/20	A	18315	2992	10.0	16.3	92	2682	10.0	14.6	92								
WEBSTER	A	18722	3464	11.6	18.5	104	2707	10.1	14.5	91								
WORLD NEWS - SUN	A	5327	908	3.0	17.0	96	676	2.5	12.7	79								
YELLOW ROSE	N	8370	1528	5.1	18.3	102	1120	4.2	13.4	84								
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	4028	13.5	15.6	87	3228	12.1	12.5	78								
BASKETBALL - COLLEGE GAMES		14468	2455	8.2	17.0	95	2358	8.8	16.3	102								
BASKETBALL - PRO GAMES		12124	2010	6.7	16.6	93	1896	7.1	15.6	98								
BOWLING		9412	1587	5.3	16.9	95	1176	4.4	12.5	78								
BOXING		15409	2379	8.0	15.4	87	2199	8.2	14.3	89								
FOOTBALL - COLLEGE GAMES		21400	3790	12.7	17.7	99	3257	12.2	15.2	95								
FOOTBALL - PRO GAMES		35944	6438	21.5	17.9	101	6064	22.6	16.9	106								
GOLF		9759	1742	5.8	17.9	100	1318	4.9	13.5	85								
POST-SEASON COLL. FOOTBALL		18123	3577	12.0	19.7	111	2792	10.4	15.4	97								
POST-SEASON PRO FOOTBALL		22091	4104	13.7	18.6	104	3869	14.5	17.5	110								
TENNIS		6764	1596	5.3	23.6	132	1367	5.1	20.2	127								
WRESTLING - PROFESSIONAL		9695	1298	4.3	13.4	75	1350	5.0	13.9	87								

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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YOGURT (NOT BOUGHT FROZEN): BRANDS
(ADULTS)

0668
P-19

	TOTAL U.S. '000	BORDEN A '000	BORDEN B % DOWN	BORDEN C % ACROSS	BORDEN D INDX	BREYERS A '000	BREYERS B % DOWN	BREYERS C % ACROSS	BREYERS D INDX	DANNON A '000	DANNON B % DOWN	DANNON C % ACROSS	DANNON D INDX	LIGHT'N LIVELY A '000	LIGHT'N LIVELY B % DOWN	LIGHT'N LIVELY C % ACROSS	LIGHT'N LIVELY D INDX
TOTAL ADULTS	167727	5522	100.0	3.3	100	5156	100.0	3.1	100	22014	100.0	13.1	100	8674	100.0	5.2	100
MALES	79263	1664	30.1	2.1	64	1837	35.6	2.3	75	8241	37.4	10.4	79	2782	32.1	3.5	68
FEMALES	88464	3858	69.9	4.4	132	3319	64.4	3.8	122	13773	62.6	15.6	119	5892	67.9	6.7	129
18 - 24	28671	1278	23.1	4.5	135	794	15.4	2.8	90	4149	18.8	14.5	110	1552	17.9	5.4	105
25 - 34	39536	1176	21.3	3.0	90	1702	33.0	4.3	140	6887	31.3	17.4	133	2088	24.1	5.3	102
35 - 44	28978	1023	18.5	3.5	107	819	15.9	2.8	92	4224	19.2	14.6	111	1725	19.9	6.0	115
45 - 54	22345	667	12.1	3.0	91	734	14.2	3.3	107	2633	12.0	11.8	90	1402	16.2	6.3	121
55 - 64	22224	778	14.1	3.5	106	521	10.1	2.3	76	2292	10.4	10.3	79	1147	13.2	5.2	100
65 OR OLDER	25973	601	10.9	2.3	70	587	11.4	2.3	74	1828	8.3	7.0	54	760	8.8	2.9	57
18 - 34	68207	2453	44.4	3.6	109	2496	48.4	3.7	119	11037	50.1	16.2	123	3640	42.0	5.3	103
18 - 49	108058	3887	70.4	3.6	109	3636	70.5	3.4	109	16491	74.9	15.3	116	6025	69.5	5.6	108
25 - 54	90859	2866	51.9	3.2	96	3255	63.1	3.6	117	13744	62.4	15.1	115	5215	60.1	5.7	111
35 - 49	39851	1434	26.0	3.6	109	1141	22.1	2.9	93	5454	24.8	13.7	104	2385	27.5	6.0	116
50 OR OLDER	59669	1635	29.6	2.7	83	1520	29.5	2.5	83	5523	25.1	9.3	71	2649	30.5	4.4	86
GRADUATED COLLEGE	28091	733	13.3	2.6	79	1136	22.0	4.0	132	6023	27.4	21.4	163	1569	18.1	5.6	108
ATTENDED COLLEGE	28938	1013	18.3	3.5	106	1018	19.7	3.5	114	4690	21.3	16.2	123	1815	20.9	6.3	121
GRADUATED HIGH SCHOOL	65503	2331	42.2	3.6	108	2083	40.4	3.2	103	8203	37.3	12.5	95	3407	39.3	5.2	101
DID NOT GRADUATE HIGH SCHOOL	45195	1444	26.1	3.2	97	918	17.8	2.0	66	3097	14.1	6.9	52	1882	21.7	4.2	81
EMPLOYED MALES	56429	1228	22.2	2.2	66	1386	26.9	2.5	80	6166	28.0	10.9	83	2054	23.7	3.6	70
EMPLOYED FEMALES	43971	2043	37.0	4.6	141	1627	31.6	3.7	120	8329	37.8	18.9	144	3180	36.7	7.2	140
EMPLOYED FULL-TIME	87773	2731	49.5	3.1	95	2564	49.7	2.9	95	12453	56.6	14.2	108	4568	52.7	5.2	101
EMPLOYED PART-TIME	12627	*539	9.8	4.3	130	*448	8.7	3.5	115	2041	9.3	16.2	123	667	7.7	5.3	102
NOT EMPLOYED	67327	2252	40.8	3.3	102	2144	41.6	3.2	104	7519	34.2	11.2	85	3440	39.7	5.1	99
PROFESSIONAL/MANAGER	25845	728	13.2	2.8	86	901	17.5	3.5	113	5350	24.3	20.7	158	1308	15.1	5.1	98
TECH/CLERICAL/SALES	30895	1204	21.8	3.9	118	952	18.5	3.1	100	4846	22.0	15.7	120	2099	24.2	6.8	131
PRECISION/CRAFT	12629	*349	6.3	2.8	84	*349	6.8	2.8	90	1296	5.9	10.3	78	529	6.1	4.2	81
OTHER EMPLOYED	31031	990	17.9	3.2	97	810	15.7	2.6	85	3003	13.6	9.7	74	1298	15.0	4.2	81
SINGLE	35557	1284	23.3	3.6	110	1228	23.8	3.5	112	5622	25.5	15.8	120	1907	22.0	5.4	104
MARRIED	103585	3219	58.3	3.1	94	3148	61.1	3.0	99	13207	60.0	12.7	97	5557	64.1	5.4	104
DIVORCED/SEPARATED/WIDOWED	28585	1019	18.5	3.6	108	780	15.1	2.7	89	3185	14.5	11.1	85	1210	13.9	4.2	82
PARENTS	59295	2151	39.0	3.6	110	1977	38.3	3.3	108	8258	37.5	13.9	106	3178	36.6	5.4	104
WHITE	146081	4750	86.0	3.3	99	4438	86.1	3.0	99	20126	91.4	13.8	105	7726	89.1	5.3	102
BLACK	17974	648	11.7	3.6	110	621	12.0	3.5	112	1424	6.5	7.9	60	830	9.6	4.6	89
OTHER	3672	**124	2.2	3.4	103	**97	1.9	2.6	86	*464	2.1	12.6	96	**118	1.4	3.2	62
NORTHEAST-CENSUS	37005	922	16.7	2.5	76	2522	48.9	6.8	222	6985	31.7	18.9	144	3781	43.6	10.2	198
NORTH CENTRAL	42642	1361	24.6	3.2	97	777	15.1	1.8	59	6933	31.5	16.3	124	1302	15.0	3.1	59
SOUTH	56777	2332	42.2	4.1	125	1795	34.8	3.2	103	4973	22.6	8.8	67	3346	38.6	5.9	114
WEST	31303	907	16.4	2.9	88	**62	1.2	0.2	6	3124	14.2	10.0	76	**246	2.8	0.8	15
NORTHEAST-MKTG.	38125	878	15.9	2.3	70	2642	51.2	6.9	225	7075	32.1	18.6	141	3700	42.7	9.7	188
EAST CENTRAL	24794	852	15.4	3.4	104	828	16.1	3.3	109	4110	18.7	16.6	126	1510	17.4	6.1	118
WEST CENTRAL	28511	838	15.2	2.9	89	**200	3.9	0.7	23	4256	19.3	14.9	114	577	6.7	2.0	39
SOUTH	48953	2236	40.5	4.6	139	1426	27.7	2.9	95	3889	17.7	7.9	61	2658	30.6	5.4	105
PACIFIC	27344	717	13.0	2.6	80	**61	1.2	0.2	7	2684	12.2	9.8	75	**229	2.6	0.8	16
COUNTY SIZE A	69301	2067	37.4	3.0	91	2755	53.4	4.0	129	11902	54.1	17.2	131	3740	43.1	5.4	104
COUNTY SIZE B	50633	1931	35.0	3.8	116	1362	26.4	2.7	88	6186	28.1	12.2	93	2876	33.2	5.7	110
COUNTY SIZE C	26259	893	16.2	3.4	103	689	13.4	2.6	85	2607	11.8	9.9	76	1433	16.5	5.5	106
COUNTY SIZE D	21534	632	11.4	2.9	89	*350	6.8	1.6	53	1319	6.0	6.1	47	625	7.2	2.9	56
METRO CENTRAL CITY	50014	1779	32.2	3.6	108	1533	29.7	3.1	100	7174	32.6	14.3	109	2240	25.8	4.5	87
METRO SUBURBAN	76832	2370	42.9	3.1	94	2845	55.2	3.7	120	11672	53.0	15.2	116	4929	56.8	6.4	124
NON METRO	40881	1373	24.9	3.4	102	778	15.1	1.9	62	3168	14.4	7.7	59	1505	17.4	3.7	71
TOP 5 ADI'S	39550	935	16.9	2.4	72	1687	32.7	4.3	139	7340	33.3	18.6	141	2079	24.0	5.3	102
TOP 10 ADI'S	54877	1398	25.3	2.5	77	2102	40.8	3.8	125	9924	45.1	18.1	138	2811	32.4	5.1	99
TOP 20 ADI'S	77516	2237	40.5	2.9	88	2892	56.1	3.7	121	13132	59.7	16.9	129	4186	48.3	5.4	104
HSHLD INC. $50,000 OR MORE	17257	*441	8.0	2.6	78	640	12.4	3.7	121	3457	15.7	20.0	153	1050	12.1	6.1	118
$40,000 OR MORE	33235	876	15.9	2.6	80	1332	25.8	4.0	130	6518	29.6	19.6	149	2003	23.1	6.0	117
$30,000 OR MORE	59693	1640	29.7	2.7	83	2224	43.1	3.7	121	10515	47.8	17.6	134	3487	40.2	5.8	113
$25,000 OR MORE	76275	2179	39.5	2.9	87	2835	55.0	3.7	121	13007	59.1	17.1	130	4484	51.7	5.9	114
$20,000 - $24,999	18607	854	15.5	4.6	139	576	11.2	3.1	101	2234	10.1	12.0	91	943	10.9	5.1	98
$15,000 - $19,999	17175	540	9.8	3.1	96	492	9.5	2.9	93	2331	10.6	13.6	103	892	10.3	5.2	100
$10,000 - $14,999	24569	960	17.4	3.9	119	634	12.3	2.6	84	2145	9.7	8.7	67	898	10.4	3.7	71
UNDER $10,000	31101	989	17.9	3.2	97	620	12.0	2.0	65	2297	10.4	7.4	56	1457	16.8	4.7	91
HOUSEHOLD OF 1 PERSON	19441	645	11.7	3.3	101	454	8.8	2.3	76	2267	10.3	11.7	89	698	8.0	3.6	69
2 PEOPLE	51803	1567	28.4	3.0	92	1424	27.6	2.7	89	6281	28.5	12.1	92	2443	28.2	4.7	91
3 OR 4 PEOPLE	66933	2132	38.6	3.2	97	2446	47.4	3.7	119	9735	44.2	14.5	111	3758	43.3	5.6	109
5 OR MORE PEOPLE	29550	1179	21.4	4.0	121	832	16.1	2.8	92	3731	16.9	12.6	96	1774	20.5	6.0	116
NO CHILD IN HSHLD	96587	2827	51.2	2.9	89	2928	56.8	3.0	99	12189	55.4	12.6	96	4931	56.8	5.1	99
CHILD(REN) UNDER 2 YRS	10844	**228	4.1	2.1	64	*287	5.6	2.6	86	1238	5.6	11.4	87	*523	6.0	4.8	93
2 - 5 YEARS	26358	1001	18.1	3.8	115	790	15.3	3.0	98	3497	15.9	13.3	101	1069	12.3	4.1	78
6 - 11 YEARS	30453	953	17.3	3.1	95	1078	20.9	3.5	115	4255	19.3	14.0	106	1761	20.3	5.8	112
12 - 17 YEARS	36575	1556	28.2	4.3	129	1053	20.4	2.9	94	4897	22.2	13.4	102	2018	23.3	5.5	107
RESIDENCE OWNED	117770	3590	65.0	3.0	93	3492	67.7	3.0	96	14987	68.1	12.7	97	6257	72.1	5.3	103
VALUE: $50,000 OR MORE	70166	1882	34.1	2.7	81	2317	44.9	3.3	107	10626	48.3	15.1	115	3699	42.6	5.3	102
VALUE: UNDER $50,000	47604	1708	30.9	3.6	109	1175	22.8	2.5	80	4361	19.8	9.2	70	2557	29.5	5.4	104

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YOGURT (NOT BOUGHT FROZEN): BRANDS
(ADULTS)

0669
P-19

		TOTAL U.S. '000	BORDEN A '000	BORDEN B % DOWN	BORDEN C % ACROSS	BORDEN D INDX	BREYERS A '000	BREYERS B % DOWN	BREYERS C % ACROSS	BREYERS D INDX	DANNON A '000	DANNON B % DOWN	DANNON C % ACROSS	DANNON D INDX	LIGHT'N LIVELY A '000	LIGHT'N LIVELY B % DOWN	LIGHT'N LIVELY C % ACROSS	LIGHT'N LIVELY D INDX
TOTAL ADULTS		167727	5522	100.0	3.3	100	5156	100.0	3.1	100	22014	100.0	13.1	100	8674	100.0	5.2	100
MAGAZINES	QUINTILE 1	34022	1460	26.4	4.3	130	1179	22.9	3.5	113	5812	26.4	17.1	130	2713	31.3	8.0	154
	QUINTILE 2	34800	1129	20.4	3.2	99	1262	24.5	3.6	118	5393	24.5	15.5	118	1885	21.7	5.4	105
	QUINTILE 3	30514	805	14.6	2.6	80	872	16.9	2.9	93	3869	17.6	12.7	97	1259	14.5	4.1	80
	QUINTILE 4	33324	1047	19.0	3.1	95	933	18.1	2.8	91	3947	17.9	11.8	90	1419	16.4	4.3	82
	QUINTILE 5	35066	1082	19.6	3.1	94	910	17.6	2.6	84	2993	13.6	8.5	65	1398	16.1	4.0	77
NEWSPAPERS	QUINTILE 1	29107	738	13.4	2.5	77	1118	21.7	3.8	125	4706	21.4	16.2	123	1988	22.9	6.8	132
	QUINTILE 2	49095	1453	26.3	3.0	90	1689	32.8	3.4	112	6887	31.3	14.0	107	2545	29.3	5.2	100
	QUINTILE 3	23107	1038	18.8	4.5	136	707	13.7	3.1	100	3398	15.4	14.7	112	1306	15.1	5.7	109
	QUINTILE 4	33556	1133	20.5	3.4	103	1034	20.1	3.1	100	4449	20.2	13.3	101	1549	17.9	4.6	89
	QUINTILE 5	32863	1159	21.0	3.5	107	608	11.8	1.9	60	2574	11.7	7.8	60	1285	14.8	3.9	76
OUTDOOR	QUINTILE 1	33431	1130	20.5	3.4	103	1086	21.1	3.2	106	5187	23.6	15.5	118	2041	23.5	6.1	118
	QUINTILE 2	33478	1255	22.7	3.7	114	1211	23.5	3.6	118	4641	21.1	13.9	106	1758	20.3	5.3	102
	QUINTILE 3	33574	1046	18.9	3.1	95	976	18.9	2.9	95	4391	19.9	13.1	100	2016	23.2	6.0	116
	QUINTILE 4	33935	1070	19.4	3.2	96	1032	20.0	3.0	99	4321	19.6	12.7	97	1556	17.9	4.6	89
	QUINTILE 5	33310	1022	18.5	3.1	93	851	16.5	2.6	83	3474	15.8	10.4	79	1303	15.0	3.9	76
RADIO-DRIVE TIME	QUINTILE 1	33136	1117	20.2	3.4	102	1199	23.3	3.6	118	4514	20.5	13.6	104	2066	23.8	6.2	121
	QUINTILE 2	31658	1082	19.6	3.4	104	1020	19.8	3.2	105	4209	19.1	13.3	101	1689	19.5	5.3	103
	QUINTILE 3	32541	1111	20.1	3.4	104	922	17.9	2.8	92	4666	21.2	14.3	109	1723	19.9	5.3	102
	QUINTILE 4	34247	1245	22.5	3.6	110	962	18.7	2.8	91	4876	22.1	14.2	108	1728	19.9	5.0	98
	QUINTILE 5	36144	967	17.5	2.7	81	1053	20.4	2.9	95	3749	17.0	10.4	79	1468	16.9	4.1	79
RADIO-MID-DAY	TERCILE 1	45037	1533	27.8	3.4	103	1388	26.9	3.1	100	6513	29.6	14.5	110	2770	31.9	6.2	119
	TERCILE 2	44819	1474	26.7	3.3	100	1481	28.7	3.3	107	5762	26.2	12.9	98	2351	27.1	5.2	101
	TERCILE 3	77872	2516	45.6	3.2	98	2287	44.4	2.9	96	9739	44.2	12.5	95	3553	41.0	4.6	88
RADIO-TOTAL	QUINTILE 1	33763	1273	23.1	3.8	115	1278	24.8	3.8	123	4838	22.0	14.3	109	2077	23.9	6.2	119
	QUINTILE 2	33240	1116	20.2	3.4	102	933	18.1	2.8	91	4565	20.7	13.7	105	1971	22.7	5.9	115
	QUINTILE 3	33408	1095	19.8	3.3	100	978	19.0	2.9	95	4672	21.2	14.0	107	1705	19.7	5.1	99
	QUINTILE 4	34792	1156	20.9	3.3	101	995	19.3	2.9	93	4739	21.5	13.6	104	1680	19.4	4.8	93
	QUINTILE 5	32524	881	16.0	2.7	82	974	18.9	3.0	97	3200	14.5	9.8	75	1241	14.3	3.8	74
TV-PRIME TIME	QUINTILE 1	33090	1235	22.4	3.7	113	1146	22.2	3.5	113	4220	19.2	12.8	97	1944	22.4	5.9	114
	QUINTILE 2	33357	1130	20.5	3.4	103	1081	21.0	3.2	105	4621	21.0	13.9	106	1853	21.4	5.6	107
	QUINTILE 3	33980	1114	20.2	3.3	100	1085	21.0	3.2	104	4634	21.1	13.6	104	1986	22.9	5.8	113
	QUINTILE 4	33854	1035	18.7	3.1	93	1033	20.0	3.1	99	4535	20.6	13.4	102	1710	19.7	5.1	98
	QUINTILE 5	33444	1009	18.3	3.0	92	811	15.7	2.4	79	4004	18.2	12.0	91	1181	13.6	3.5	68
TV-DAYTIME	TERCILE 1	49121	1929	34.9	3.9	119	1442	28.0	2.9	95	5298	24.1	10.8	82	2604	30.0	5.3	103
	TERCILE 2	48823	1470	26.6	3.0	91	1574	30.5	3.2	105	6710	30.5	13.7	105	2808	32.4	5.8	111
	TERCILE 3	69782	2123	38.4	3.0	92	2140	41.5	3.1	100	10007	45.5	14.3	109	3262	37.6	4.7	90
TV-TOTAL	QUINTILE 1	33584	1424	25.8	4.2	129	894	17.3	2.7	87	3762	17.1	11.2	85	1766	20.4	5.3	102
	QUINTILE 2	33441	949	17.2	2.8	86	1135	22.0	3.4	110	4242	19.3	12.7	97	2002	23.1	6.0	116
	QUINTILE 3	33505	1117	20.2	3.3	101	1199	23.3	3.6	116	4480	20.4	13.4	102	1857	21.4	5.5	107
	QUINTILE 4	33466	1067	19.3	3.2	97	1109	21.5	3.3	108	4709	21.4	14.1	107	1644	19.0	4.9	95
	QUINTILE 5	33731	965	17.5	2.9	87	820	15.9	2.4	79	4821	21.9	14.3	109	1405	16.2	4.2	81
MAGAZINES-NEWSPAPERS: DUAL		44503	1358	24.6	3.1	93	1708	33.1	3.8	125	7758	35.2	17.4	133	3063	35.3	6.9	133
MAGAZINE IMPERATIVE		39363	1716	31.1	4.4	132	1150	22.3	2.9	95	5365	24.4	13.6	104	2252	26.0	5.7	111
NEWSPAPER IMPERATIVE		46441	1260	22.8	2.7	82	1438	27.9	3.1	101	5479	24.9	11.8	90	2032	23.4	4.4	85
MAGAZINES-OUTDOOR: DUAL		33726	1235	22.4	3.7	111	1280	24.8	3.8	123	5759	26.2	17.1	130	2367	27.3	7.0	136
MAGAZINE IMPERATIVE		52846	1818	32.9	3.4	104	1730	33.6	3.3	106	7474	34.0	14.1	108	2894	33.4	5.5	106
OUTDOOR IMPERATIVE		52140	1681	30.4	3.2	98	1501	29.1	2.9	94	6266	28.5	12.0	92	2336	26.9	4.5	87
MAGAZINES-RADIO: DUAL		37081	1535	27.8	4.1	126	1362	26.4	3.7	119	5988	27.2	16.1	123	2594	29.9	7.0	135
MAGAZINE IMPERATIVE		49747	1510	27.3	3.0	92	1596	31.0	3.2	104	7459	33.9	15.0	114	2720	31.4	5.5	106
RADIO IMPERATIVE		49208	1512	27.4	3.1	93	1329	25.8	2.7	88	5869	26.7	11.9	91	2270	26.2	4.6	89
MAGAZINES-TELEVISION: DUAL		33103	1095	19.8	3.3	100	1067	20.7	3.2	105	4970	22.6	15.0	114	2201	25.4	6.6	129
MAGAZINE IMPERATIVE		54575	1873	33.9	3.4	104	1914	37.1	3.5	114	8740	39.7	16.0	122	3140	36.2	5.8	111
TELEVISION IMPERATIVE		53249	1774	32.1	3.3	101	1518	29.4	2.9	93	5255	23.9	9.9	75	2409	27.8	4.5	87
NEWSPAPERS-OUTDOOR: DUAL		36255	1166	21.1	3.2	98	1594	30.9	4.4	143	6012	27.3	16.6	126	2479	28.6	6.8	132
NEWSPAPER IMPERATIVE		55591	1628	29.5	2.9	89	1625	31.5	2.9	95	7538	34.2	13.6	103	2903	33.5	5.2	101
OUTDOOR IMPERATIVE		48319	1851	33.5	3.8	116	1269	24.6	2.6	85	6114	27.8	12.7	96	2383	27.5	4.9	95
NEWSPAPERS-RADIO: DUAL		37242	1398	25.3	3.8	114	1481	28.7	4.0	129	5988	27.2	16.1	123	2465	28.4	6.6	128
NEWSPAPER IMPERATIVE		54423	1415	25.6	2.6	79	1743	33.8	3.2	104	7756	35.2	14.3	109	2776	32.0	5.1	99
RADIO IMPERATIVE		46650	1720	31.1	3.7	112	1192	23.1	2.6	83	5639	25.6	12.1	92	2352	27.1	5.0	97
NEWSPAPERS-TELEVISION: DUAL		35974	1097	19.9	3.0	93	1412	27.4	3.9	128	5332	24.2	14.8	113	2330	26.9	6.5	125
NEWSPAPER IMPERATIVE		54095	1655	30.0	3.0	90	1934	37.5	3.4	112	8549	38.8	15.2	116	2954	34.1	5.3	102
TELEVISION IMPERATIVE		47170	1909	34.6	4.0	123	1085	21.0	2.3	75	4692	21.3	9.9	76	2293	26.4	4.9	94
OUTDOOR-RADIO: DUAL		33748	1310	23.7	3.9	118	1076	20.9	3.2	104	4811	21.9	14.3	109	2049	23.6	6.1	117
OUTDOOR IMPERATIVE		52785	1736	31.4	3.3	100	1691	32.8	3.2	104	7199	32.7	13.6	104	2675	30.8	5.1	98
RADIO IMPERATIVE		52882	1638	29.7	3.1	94	1548	30.0	2.9	95	7072	32.1	13.4	102	2997	34.6	5.7	110
OUTDOOR-TELEVISION: DUAL		32030	1351	24.5	4.2	128	1129	21.9	3.5	115	4203	19.1	13.1	100	2104	24.3	6.6	127
OUTDOOR IMPERATIVE		54626	1722	31.2	3.2	96	1688	32.7	3.1	101	8393	38.1	15.4	117	2834	32.7	5.2	100
TELEVISION IMPERATIVE		54874	1784	32.3	3.3	99	1583	30.7	2.9	94	6238	28.3	11.4	87	2786	32.1	5.1	98
RADIO-TELEVISION: DUAL		33386	1254	22.7	3.8	114	1037	20.1	3.1	101	4579	20.8	13.7	104	1902	21.9	5.7	110
RADIO IMPERATIVE		53810	1719	31.1	3.2	97	1738	33.7	3.2	105	7712	35.0	14.3	109	3057	35.2	5.7	110
TELEVISION IMPERATIVE		54023	1790	32.4	3.3	101	1643	31.9	3.0	99	6095	27.7	11.3	86	2730	31.5	5.1	98

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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YOGURT (NOT BOUGHT FROZEN): BRANDS
(ADULTS)

0670
P-19

	TOTAL U.S. '000	BORDEN A '000	BORDEN B % ACROSS DOWN	BORDEN C % ACROSS %	BORDEN D INDX	BREYERS A '000	BREYERS B % ACROSS DOWN	BREYERS C % ACROSS %	BREYERS D INDX	DANNON A '000	DANNON B % ACROSS DOWN	DANNON C % ACROSS %	DANNON D INDX	LIGHT'N LIVELY A '000	LIGHT'N LIVELY B % ACROSS DOWN	LIGHT'N LIVELY C % ACROSS %	LIGHT'N LIVELY D INDX
TOTAL ADULTS	167727	5522	100.0	3.3	100	5156	100.0	3.1	100	22014	100.0	13.1	100	8674	100.0	5.2	100
ATLANTIC MONTHLY	867	**3	0.1	0.3	11	**25	0.5	2.9	94	*219	1.0	25.3	192	**27	0.3	3.1	60
BARRON'S	1580	**19	0.3	1.2	37	**108	2.1	6.8	222	239	1.1	15.1	115	**70	0.8	4.4	86
BETTER HOMES & GARDENS	22203	895	16.2	4.0	122	756	14.7	3.4	111	3789	17.2	17.1	130	1563	18.0	7.0	136
BON APPETIT	3810	*156	2.8	4.1	124	*120	2.3	3.1	102	788	3.6	20.7	158	*218	2.5	5.7	111
BUSINESS WEEK	4663	*127	2.3	2.7	83	*169	3.3	3.6	118	796	3.6	17.1	130	244	2.8	5.2	101
CAR AND DRIVER	3102	**68	1.2	2.2	67	*114	2.2	3.7	120	544	2.5	17.5	134	**104	1.2	3.4	65
CBS MAGAZINE NETWORK (GROSS)	7311	*204	3.7	2.8	85	*212	4.1	2.9	94	1184	5.4	16.2	123	359	4.1	4.9	95
CHANGING TIMES	3400	**137	2.5	4.0	122	*150	2.9	4.4	144	520	2.4	15.3	117	*237	2.7	7.0	135
COLONIAL HOMES	1796	**116	2.1	6.5	196	**100	1.9	5.6	181	346	1.6	19.3	147	*175	2.0	9.7	188
CONDE NAST MAG. PKG. (GROSS)	19924	1296	23.5	6.5	198	1063	20.6	5.3	174	4311	19.6	21.6	165	2165	25.0	10.9	210
CONSUMERS DIGEST	3125	**124	2.2	4.0	121	**118	2.3	3.8	123	402	1.8	12.9	98	*220	2.5	7.0	136
COSMOPOLITAN	10577	508	9.2	4.8	146	500	9.7	4.7	154	2135	9.7	20.2	154	893	10.3	8.4	163
COUNTRY LIVING	3746	*292	5.3	7.8	237	*155	3.0	4.1	135	768	3.5	20.5	156	341	3.9	9.1	176
CUISINE	2214	**67	1.2	3.0	92	**75	1.5	3.4	110	441	2.0	19.9	152	*155	1.8	7.0	135
CYCLE WORLD	2394	**67	1.2	2.8	85	**88	1.7	3.7	120	354	1.6	14.8	113	**141	1.6	5.9	114
DCI:CREATIVE IDEAS FOR LIV	3068	*195	3.5	6.4	193	*125	2.4	4.1	133	493	2.2	16.1	122	*243	2.8	7.9	153
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	517	9.4	5.4	164	341	6.6	3.6	116	1415	6.4	14.8	113	797	9.2	8.3	161
DISCOVER	2277	**73	1.3	3.2	97	**100	1.9	4.4	143	359	1.6	15.8	120	*164	1.9	7.2	139
EBONY	7187	341	6.2	4.7	144	247	4.8	3.4	112	684	3.1	9.5	73	377	4.3	5.2	101
ESQUIRE	2560	**116	2.1	4.5	138	**109	2.1	4.3	139	330	1.5	12.9	98	*124	1.4	4.8	94
ESSENCE	3242	*179	3.2	5.5	168	*87	1.7	2.7	87	338	1.5	10.4	79	*155	1.8	4.8	92
FAMILY CIRCLE	19639	853	15.4	4.3	132	765	14.8	3.9	127	3416	15.5	17.4	133	1624	18.7	8.3	160
THE FAMILY HANDYMAN	3540	*94	1.7	2.7	81	*131	2.5	3.7	120	491	2.2	13.9	106	*277	3.2	7.8	151
FAMILY WEEKLY	23924	753	13.6	3.1	96	559	10.8	2.3	76	2636	12.0	11.0	84	1257	14.5	5.3	102
FIELD & STREAM	9883	*329	6.0	3.3	101	344	6.7	3.5	113	1168	5.3	11.8	90	512	5.9	5.2	100
FOOD & WINE	1030	**64	1.2	6.2	189	**48	0.9	4.7	152	176	0.8	17.1	130	**84	1.0	8.2	158
FORBES	2679	**46	0.8	1.7	52	*89	1.7	3.3	108	436	2.0	16.3	124	*138	1.6	5.2	100
FORTUNE	2931	**54	1.0	1.8	56	*95	1.8	3.2	105	472	2.1	16.1	123	*156	1.8	5.3	103
GENTLEMEN'S QUARTERLY	3481	**161	2.9	4.6	140	**97	1.9	2.8	91	568	2.6	16.3	124	*237	2.7	6.8	132
GLAMOUR	7163	390	7.1	5.4	165	401	7.8	5.6	182	1732	7.9	24.2	184	839	9.7	11.7	226
GOLF DIGEST	2355	**53	1.0	2.3	68	**94	1.8	4.0	130	298	1.4	12.7	96	**140	1.6	5.9	115
GOLF DIGEST/TENNIS (GROSS)	3610	**81	1.5	2.2	68	**140	2.7	3.9	126	542	2.5	15.0	114	*192	2.2	5.3	103
GOLF MAGAZINE	2046	**27	0.5	1.3	40	**66	1.3	3.2	105	274	1.2	13.4	102	**44	0.5	2.2	42
GOLF MAGAZINE/SKI (GROSS)	3547	**52	0.9	1.5	45	*109	2.1	3.1	100	502	2.3	14.2	108	**83	1.0	2.3	45
GOOD HOUSEKEEPING	20353	838	15.2	4.1	125	716	13.9	3.5	114	3418	15.5	16.8	128	1538	17.7	7.6	146
HARPER'S BAZAAR	3362	*151	2.7	4.5	136	**86	1.7	2.6	83	690	3.1	20.5	156	*237	2.7	7.0	136
HEALTH	2987	**143	2.6	4.8	145	**106	2.1	3.5	115	513	2.3	17.2	131	*214	2.5	7.2	139
HEARST MAG CORP. BUY (GROSS)	67928	3164	57.3	4.7	141	2546	49.4	3.7	122	12070	54.8	17.8	135	5211	60.1	7.7	148
HEARST MAN POWER (GROSS)	11282	393	7.1	3.5	106	333	6.5	3.0	96	1589	7.2	14.1	107	686	7.9	6.1	118
HEARST WOMAN POWER (GROSS)	40514	1879	34.0	4.6	141	1608	31.2	4.0	129	7305	33.2	18.0	137	3252	37.5	8.0	155
HOUSE BEAUTIFUL	4885	*263	4.8	5.4	164	*195	3.8	4.0	130	835	3.8	17.1	130	359	4.1	7.3	142
INC.	1308	**12	0.2	0.9	28	**39	0.8	3.0	97	*195	0.9	14.9	114	**51	0.6	3.9	75
JET	6498	314	5.7	4.8	147	229	4.4	3.5	115	586	2.7	9.0	69	325	3.7	5.0	97
LADIES' HOME JOURNAL	14797	732	13.3	4.9	150	562	10.9	3.8	124	2610	11.9	17.6	134	1159	13.4	7.8	151
LHJ FAMILY GRP COMBO(GROSS)	21743	1071	19.4	4.9	150	801	15.5	3.7	120	3715	16.9	17.1	130	1705	19.7	7.8	152
LIFE	9881	306	5.5	3.1	94	315	6.1	3.2	104	1575	7.2	15.9	121	599	6.9	6.1	117
L.A. TIMES HOME MAGAZINE	2775	**21	0.4	0.8	23	**3	0.1	0.1	4	260	1.2	9.4	71	**0	0.0	0.0	0
MADEMOISELLE	4219	*278	5.0	6.6	200	*206	4.0	4.9	159	946	4.3	22.4	171	468	5.4	11.1	214
MC CALL'S	16422	845	15.3	5.1	156	689	13.4	4.2	136	2704	12.3	16.5	125	1360	15.7	8.3	160
MC CALL'S/WRK MOTHER (GROSS)	17919	909	16.5	5.1	154	730	14.2	4.1	133	2880	13.1	16.1	122	1452	16.7	8.1	157
MECHANIX ILLUSTRATED	4433	**82	1.5	1.8	56	**127	2.5	2.9	93	561	2.5	12.7	96	*242	2.8	5.5	106
METROPOLITAN HOME	1504	**39	0.7	2.6	79	**28	0.5	1.9	61	395	1.8	26.3	200	**92	1.1	6.1	118
MONEY	4723	**108	2.0	2.3	69	*150	2.9	3.2	103	1004	4.6	21.3	162	349	4.0	7.4	143
MOTHER EARTH NEWS	2325	**156	2.8	6.7	204	**117	2.3	5.0	164	488	2.2	21.0	160	*131	1.5	5.6	109
MS.	1189	**70	1.3	5.9	179	**28	0.5	2.4	77	255	1.2	21.4	163	**89	1.0	7.5	145
NATIONAL ENQUIRER	18892	755	13.7	4.0	121	596	11.6	3.2	103	2141	9.7	11.3	86	1082	12.5	5.7	111
NATIONAL GEOGRAPHIC	22129	786	14.2	3.6	108	773	15.0	3.5	114	3900	17.7	17.6	134	1399	16.1	6.3	122
NATIONAL SUNDAY MAGAZINE PKG	103750	3240	58.7	3.1	95	3621	70.2	3.5	114	15426	70.1	14.9	113	5861	67.6	5.6	109
NATURAL HISTORY	1379	**20	0.4	1.5	44	**67	1.3	4.9	158	277	1.3	20.1	153	**92	1.1	6.7	129
NEW WOMAN	2289	**77	1.4	3.4	102	**109	2.1	4.8	155	422	1.9	18.4	140	*190	2.2	8.3	161
NEW YORK INCLUDING CUE	1088	**16	0.3	1.5	45	*121	2.3	11.1	362	248	1.1	22.8	174	*133	1.5	12.2	236
THE NEW YORKER	2459	**68	1.2	2.8	84	*99	1.9	4.0	131	646	2.9	26.3	200	*198	2.3	8.1	156
NEWSWEEK	16527	440	8.0	2.7	81	623	12.1	3.8	123	2857	13.0	17.3	132	1020	11.8	6.2	119
THE N.Y. TIMES DAILY EDITION	2739	**40	0.7	1.5	44	196	3.8	7.2	233	774	3.5	28.3	215	217	2.5	7.9	153
THE N.Y. TIMES MAGAZINE	4443	**114	2.1	2.6	78	353	6.8	7.9	258	1282	5.8	28.9	220	336	3.9	7.6	146
OMNI	2799	**75	1.4	2.7	81	**141	2.7	5.0	164	591	2.7	21.1	161	*216	2.5	7.7	149
ON CABLE	2209	**55	1.0	2.5	76	**3	0.1	0.1	4	304	1.4	13.8	105	**81	0.9	3.7	71
1001 HOME IDEAS	3959	*197	3.6	5.0	151	**132	2.6	3.3	108	592	2.7	15.0	114	331	3.8	8.4	162
ORGANIC GARDENING	3111	**135	2.4	4.3	132	*109	2.1	3.5	114	487	2.2	15.7	119	*234	2.7	7.5	145
OUTDOOR LIFE	5024	*228	4.1	4.5	138	*220	4.3	4.4	142	542	2.5	10.8	82	303	3.5	6.0	117
PARADE MAGAZINE	51292	1455	26.3	2.8	86	1941	37.6	3.8	123	7865	35.7	15.3	117	3452	39.8	6.7	130

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YOGURT (NOT BOUGHT FROZEN): BRANDS
(ADULTS)

0671
P-19

	TOTAL U.S. '000	BORDEN A '000	BORDEN B % DOWN	BORDEN C % ACROSS	BORDEN D INDX	BREYERS A '000	BREYERS B % DOWN	BREYERS C % ACROSS	BREYERS D INDX	DANNON A '000	DANNON B % DOWN	DANNON C % ACROSS	DANNON D INDX	LIGHT'N LIVELY A '000	LIGHT'N LIVELY B % DOWN	LIGHT'N LIVELY C % ACROSS	LIGHT'N LIVELY D INDX
TOTAL ADULTS	167727	5522	100.0	3.3	100	5156	100.0	3.1	100	22014	100.0	13.1	100	8674	100.0	5.2	100
PARENTS	5298	*236	4.3	4.5	135	*262	5.1	4.9	161	978	4.4	18.5	141	422	4.9	8.0	154
PENTHOUSE	5129	**103	1.9	2.0	61	*212	4.1	4.1	134	690	3.1	13.5	102	*299	3.4	5.8	113
PEOPLE	21070	777	14.1	3.7	112	713	13.8	3.4	110	3636	16.5	17.3	131	1457	16.8	6.9	134
PLAYBOY	10562	275	5.0	2.6	79	351	6.8	3.3	108	1331	6.0	12.6	96	581	6.7	5.5	106
POPULAR HOT RODDING	2498	**73	1.3	2.9	89	**39	0.8	1.6	51	*236	1.1	9.4	72	**58	0.7	2.3	45
POPULAR MECHANICS	5887	*201	3.6	3.4	104	*180	3.5	3.1	99	807	3.7	13.7	104	345	4.0	5.9	113
POPULAR SCIENCE	4317	**126	2.3	2.9	89	*159	3.1	3.7	120	623	2.8	14.4	110	294	3.4	6.8	132
PREVENTION	5792	*170	3.1	2.9	89	253	4.9	4.4	142	988	4.5	17.1	130	486	5.6	8.4	162
PSYCHOLOGY TODAY	3284	**98	1.8	3.0	91	*118	2.3	3.6	117	597	2.7	18.2	139	*212	2.4	6.5	125
READER'S DIGEST	40046	1485	26.9	3.7	113	1211	23.5	3.0	98	5105	23.2	12.7	97	2318	26.7	5.8	112
REDBOOK	9584	533	9.7	5.6	169	392	7.6	4.1	133	1752	8.0	18.3	139	821	9.5	8.6	166
ROAD & TRACK	2590	**54	1.0	2.1	63	**59	1.1	2.3	74	406	1.8	15.7	119	**111	1.3	4.3	83
ROLLING STONE	3302	**137	2.5	4.1	126	*140	2.7	4.2	138	670	3.0	20.3	155	*170	2.0	5.1	100
RUNNER'S WORLD	1229	**18	0.3	1.5	44	**39	0.8	3.2	103	*222	1.0	18.1	138	**44	0.5	3.6	69
SATURDAY EVENING POST	2110	**101	1.8	4.8	145	**73	1.4	3.5	113	295	1.3	14.0	107	*157	1.8	7.4	144
SCIENCE 84	1543	**8	0.1	0.5	16	**35	0.7	2.3	74	268	1.2	17.4	132	**79	0.9	5.1	99
SCIENCE DIGEST	1747	**43	0.8	2.5	75	**62	1.2	3.5	115	377	1.7	21.6	164	**143	1.6	8.2	158
SCIENTIFIC AMERICAN	1994	**56	1.0	2.8	85	**29	0.6	1.5	47	424	1.9	21.3	162	**122	1.4	6.1	118
SELF	3119	*268	4.9	8.6	261	*183	3.5	5.9	191	595	2.7	19.1	145	*471	5.4	15.1	292
SEVENTEEN	3923	*233	4.2	5.9	180	**140	2.7	3.6	116	568	2.6	14.5	110	*247	2.8	6.3	122
SKI	1501	**25	0.5	1.7	51	**44	0.9	2.9	95	229	1.0	15.3	116	**39	0.4	2.6	50
SMITHSONIAN	5976	*178	3.2	3.0	90	241	4.7	4.0	131	1472	6.7	24.6	188	373	4.3	6.2	121
SOAP OPERA DIGEST	4228	*257	4.7	6.1	185	**139	2.7	3.3	107	488	2.2	11.5	88	*276	3.2	6.5	126
SOUTHERN LIVING	6488	*322	5.8	5.0	151	*216	4.2	3.3	108	921	4.2	14.2	108	554	6.4	8.5	165
SPORT	3500	**110	2.0	3.1	95	**161	3.1	4.6	150	457	2.1	13.1	99	*172	2.0	4.9	95
THE SPORTING NEWS	2456	**82	1.5	3.3	101	**165	3.2	6.7	219	406	1.8	16.5	126	**173	2.0	7.0	136
SPORTS AFIELD	3648	**148	2.7	4.1	123	**91	1.8	2.5	81	406	1.8	11.1	85	*198	2.3	5.4	105
SPORTS ILLUSTRATED	14484	287	5.2	2.0	60	528	10.2	3.6	119	1983	9.0	13.7	104	806	9.3	5.6	108
STAR	12661	586	10.6	4.6	141	424	8.2	3.3	109	1540	7.0	12.2	93	853	9.8	6.7	130
SUNDAY	52799	1713	31.0	3.2	99	2141	41.5	4.1	132	9075	41.2	17.2	131	3272	37.7	6.2	120
SUNSET	3513	**102	1.8	2.9	88	**31	0.6	0.9	29	427	1.9	12.2	93	**68	0.8	1.9	37
TV GUIDE	42766	1573	28.5	3.7	112	1309	25.4	3.1	100	5157	23.4	12.1	92	2477	28.6	5.8	112
TENNIS	1254	**28	0.5	2.2	68	**46	0.9	3.7	119	*244	1.1	19.5	148	**52	0.6	4.1	80
TIME	22054	701	12.7	3.2	97	835	16.2	3.8	123	4117	18.7	18.7	142	1494	17.2	6.8	131
TOWN & COUNTRY	1555	**67	1.2	4.3	131	**44	0.9	2.8	92	434	2.0	27.9	213	**118	1.4	7.6	147
TRAVEL & LEISURE	2173	**45	0.8	2.1	63	**113	2.2	5.2	169	348	1.6	16.0	122	*172	2.0	7.9	153
TRUE STORY	4636	*282	5.1	6.1	185	**110	2.1	2.4	77	402	1.8	8.7	66	*248	2.9	5.3	103
U.S.NEWS & WORLD REPORT	10353	271	4.9	2.6	80	264	5.1	2.5	83	1653	7.5	16.0	122	628	7.2	6.1	117
USA TODAY	4994	*113	2.0	2.3	69	*150	2.9	3.0	98	811	3.7	16.2	124	254	2.9	5.1	98
US	3528	*216	3.9	6.1	186	*183	3.5	5.2	169	627	2.8	17.8	135	389	4.5	11.0	213
VOGUE	5424	361	6.5	6.7	202	*273	5.3	5.0	164	1039	4.7	19.2	146	387	4.5	7.1	138
WALL STREET JOURNAL	6292	*123	2.2	2.0	59	225	4.4	3.6	116	1102	5.0	17.5	133	229	2.6	3.6	70
WEIGHT WATCHERS	2762	*129	2.3	4.7	142	**73	1.4	2.6	86	560	2.5	20.3	154	*186	2.1	6.7	130
WOMAN'S DAY	16320	655	11.9	4.0	122	752	14.6	4.6	150	2904	13.2	17.8	136	1252	14.4	7.7	148
WORKING MOTHER	1496	**64	1.2	4.3	130	**40	0.8	2.7	87	*176	0.8	11.8	90	**91	1.0	6.1	118
WORKING WOMAN	1851	**96	1.7	5.2	158	**57	1.1	3.1	100	424	1.9	22.9	175	**111	1.3	6.0	116
WORLD TENNIS	580	**29	0.5	5.0	152	**11	0.2	1.9	62	**100	0.5	17.2	131	**32	0.4	5.5	107
ZIFF-DAVIS MAG NETWK (GROSS)	12412	420	7.6	3.4	103	452	8.8	3.6	118	2075	9.4	16.7	127	547	6.3	4.4	85
BLAIR INSERTS	91671	2798	50.7	3.1	93	3516	68.2	3.8	125	14690	66.7	16.0	122	5302	61.1	5.8	112
DAILY NEWSPAPERS																	
READ ANY	109190	3337	60.4	3.1	93	3650	70.8	3.3	109	15404	70.0	14.1	107	6114	70.5	5.6	108
READ ONE	89587	2795	50.6	3.1	95	2922	56.7	3.3	106	12368	56.2	13.8	105	4809	55.4	5.4	104
READ TWO OR MORE	19602	543	9.8	2.8	84	728	14.1	3.7	121	3036	13.8	15.5	118	1305	15.0	6.7	129
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	3428	62.1	3.1	95	3870	75.1	3.5	115	16407	74.5	15.0	114	6113	70.5	5.6	108
READ ONE	95074	3010	54.5	3.2	96	3358	65.1	3.5	115	13768	62.5	14.5	110	5073	58.5	5.3	103
READ TWO OR MORE	14588	418	7.6	2.9	87	512	9.9	3.5	114	2640	12.0	18.1	138	1039	12.0	7.1	138
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	29.21				29.81				31.41				31.00			
30 DAY REACH	149706	4991	90.4	3.3	101	4700	91.2	3.1	102	20068	91.2	13.4	102	7908	91.2	5.3	102
50 SHWG - 30 DAY AV FREQ	15.16	15.37				15.57				16.33				16.00			
30 DAY REACH	142406	4761	86.2	3.3	102	4498	87.2	3.2	103	19316	87.7	13.6	103	7671	88.4	5.4	104
25 SHWG - 30 DAY AV FREQ	8.23	8.44				8.47				8.78				8.49			
30 DAY REACH	131152	4335	78.5	3.3	100	4146	80.4	3.2	103	17952	81.5	13.7	104	7224	83.3	5.5	107
CABLE TV: HOME WIRED	66879	2427	44.0	3.6	110	2204	42.7	3.3	107	8918	40.5	13.3	102	4203	48.5	6.3	122
HOME NOT WIRED	100848	3095	56.0	3.1	93	2952	57.3	2.9	95	13096	59.5	13.0	99	4471	51.5	4.4	86
HAVE PAY CABLE	35074	1378	25.0	3.9	120	1244	24.1	3.6	116	5518	25.1	15.8	120	2268	26.1	6.5	125

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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YOGURT (NOT BOUGHT FROZEN): BRANDS
(ADULTS)

0672
P-19

	TOTAL U.S. '000	BORDEN A '000	BORDEN B % DOWN	BORDEN C % ACROSS	BORDEN D INDX	BREYERS A '000	BREYERS B % DOWN	BREYERS C % ACROSS	BREYERS D INDX	DANNON A '000	DANNON B % DOWN	DANNON C % ACROSS	DANNON D INDX	LIGHT'N LIVELY A '000	LIGHT'N LIVELY B % DOWN	LIGHT'N LIVELY C % ACROSS	LIGHT'N LIVELY D INDX
TOTAL ADULTS	167727	5522	100.0	3.3	100	5156	100.0	3.1	100	22014	100.0	13.1	100	8674	100.0	5.2	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	3127	56.6	3.3	99	3127	60.6	3.3	106	13395	60.8	14.0	107	5443	62.8	5.7	110
10:00 AM - 3:00 PM	63599	2121	38.4	3.3	101	2098	40.7	3.3	107	8717	39.6	13.7	104	3658	42.2	5.8	111
3:00 PM - 7:00 PM	72097	2417	43.8	3.4	102	2363	45.8	3.3	107	10220	46.4	14.2	108	4054	46.7	5.6	109
7:00 PM - MIDNIGHT	36670	1207	21.9	3.3	100	1321	25.6	3.6	117	5435	24.7	14.8	113	2108	24.3	5.7	111
MIDNIGHT - 6:00 AM	21908	869	15.7	4.0	120	734	14.2	3.4	109	2845	12.9	13.0	99	1269	14.6	5.8	112
6:00 AM - MIDNIGHT	127571	4224	76.5	3.3	101	4006	77.7	3.1	102	17739	80.6	13.9	106	6993	80.6	5.5	106
ENTIRE DAY	129239	4288	77.7	3.3	101	4032	78.2	3.1	101	17946	81.5	13.9	106	7053	81.3	5.5	106
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	1050	19.0	3.1	94	1099	21.3	3.2	105	5136	23.3	15.1	115	2106	24.3	6.2	120
ALL NEWS	6062	**98	1.8	1.6	49	288	5.6	4.8	155	837	3.8	13.8	105	320	3.7	5.3	102
AOR/PROGRESSIVE	11884	415	7.5	3.5	106	434	8.4	3.7	119	2014	9.1	16.9	129	722	8.3	6.1	117
BEAUTIFUL MUSIC	11180	367	6.6	3.3	100	406	7.9	3.6	118	1604	7.3	14.3	109	676	7.8	6.0	117
BLACK	4538	*213	3.9	4.7	143	*177	3.4	3.9	127	471	2.1	10.4	79	*313	3.6	6.9	133
CLASSICAL	3857	*148	2.7	3.8	117	*170	3.3	4.4	143	689	3.1	17.9	136	*206	2.4	5.3	103
CHR/ROCK	21946	659	11.9	3.0	91	947	18.4	4.3	140	3562	16.2	16.2	124	1404	16.2	6.4	124
COUNTRY	27262	1075	19.5	3.9	120	723	14.0	2.7	86	3098	14.1	11.4	87	1383	15.9	5.1	98
GOLDEN OLDIES	3339	**124	2.2	3.7	113	*88	1.7	2.6	86	461	2.1	13.8	105	*168	1.9	5.0	97
MOR/NOSTALGIA	10346	312	5.7	3.0	92	*245	4.8	2.4	77	1331	6.0	12.9	98	462	5.3	4.5	86
NEWS/TALK	8929	*189	3.4	2.1	64	317	6.1	3.6	115	1276	5.8	14.3	109	414	4.8	4.6	90
RELIGIOUS	5488	*284	5.1	5.2	157	*148	2.9	2.7	88	712	3.2	13.0	99	*225	2.6	4.1	79
SOFT ROCK	1232	**15	0.3	1.2	37	**52	1.0	4.2	137	*140	0.6	11.4	87	**74	0.9	6.0	116
URBAN CONTEMPORARY	3184	**143	2.6	4.5	136	*131	2.5	4.1	134	509	2.3	16.0	122	*243	2.8	7.6	148
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	*171	3.1	2.5	75	*292	5.7	4.2	137	1130	5.1	16.4	125	448	5.2	6.5	125
ABC DIRECTION	5212	*193	3.5	3.7	112	210	4.1	4.0	131	665	3.0	12.8	97	287	3.3	5.5	106
ABC ENTERTAINMENT	10385	336	6.1	3.2	98	306	5.9	2.9	96	1074	4.9	10.3	79	604	7.0	5.8	112
ABC FM	4762	*244	4.4	5.1	156	*91	1.8	1.9	62	719	3.3	15.1	115	270	3.1	5.7	110
ABC INFORMATION	11339	260	4.7	2.3	70	336	6.5	3.0	96	1744	7.9	15.4	117	554	6.4	4.9	94
ABC ROCK	4878	**154	2.8	3.2	96	*168	3.3	3.4	112	848	3.9	17.4	132	339	3.9	6.9	134
CBS	10709	287	5.2	2.7	81	302	5.9	2.8	92	1321	6.0	12.3	94	471	5.4	4.4	85
MUTUAL	10251	357	6.5	3.5	106	438	8.5	4.3	139	1233	5.6	12.0	92	681	7.9	6.6	128
NBC	12243	381	6.9	3.1	95	469	9.1	3.8	125	1773	8.1	14.5	110	877	10.1	7.2	139
RADIORADIO	4606	**129	2.3	2.8	85	*184	3.6	4.0	130	717	3.3	15.6	119	286	3.3	6.2	120
RKO ONE	5148	*138	2.5	2.7	81	*197	3.8	3.8	124	702	3.2	13.6	104	393	4.5	7.6	148
RKO TWO	7313	*204	3.7	2.8	85	250	4.8	3.4	111	905	4.1	12.4	94	440	5.1	6.0	116
THE SOURCE	5981	*285	5.2	4.8	145	*334	6.5	5.6	182	938	4.3	15.7	119	411	4.7	6.9	133
NON-WIRED : BLAIR	19329	561	10.2	2.9	88	514	10.0	2.7	87	2741	12.5	14.2	108	1048	12.1	5.4	105
INTERNET	27139	909	16.5	3.3	102	1063	20.6	3.9	127	3795	17.2	14.0	107	1627	18.8	6.0	116
KATZ RADIO GROUP	36319	1133	20.5	3.1	95	1256	24.4	3.5	112	5365	24.4	14.8	113	2338	27.0	6.4	124
SUPERNET	22361	707	12.8	3.2	96	680	13.2	3.0	99	3160	14.4	14.1	108	1057	12.2	4.7	91
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	14532	740	13.4	5.1	155	438	8.5	3.0	98	1821	8.3	12.5	95	841	9.7	5.8	112
MKDAY 9:00 AM - 1:00 PM	18688	817	14.8	4.4	133	533	10.3	2.9	93	2118	9.6	11.3	86	1081	12.5	5.8	112
MKDAY 1:00 PM - 4:30 PM	24061	949	17.2	3.9	120	729	14.1	3.0	99	2711	12.3	11.3	86	1403	16.2	5.8	113
MKDAY 4:30 PM - 7:30 PM	44079	1454	26.3	3.3	100	1327	25.7	3.0	98	5337	24.2	12.1	92	2376	27.4	5.4	104
MKDAY 7:30 PM - 8:00 PM	61979	2024	36.7	3.3	99	1950	37.8	3.1	102	7714	35.0	12.4	95	3278	37.8	5.3	102
MKDAY 11:00 PM - 11:30 PM	49084	1723	31.2	3.5	107	1499	29.1	3.1	99	6659	30.2	13.6	103	2731	31.5	5.6	108
MKDAY 11:30 PM - 1:00 AM	16560	566	10.2	3.4	104	479	9.3	2.9	94	2322	10.5	14.0	107	983	11.3	5.9	115
M-SAT 8-11 PM+SUN 7-11 PM	66967	2341	42.4	3.5	106	2217	43.0	3.3	108	8982	40.8	13.4	102	3799	43.8	5.7	110
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	9269	366	6.6	3.9	120	261	5.1	2.8	92	1081	4.9	11.7	89	447	5.2	4.8	93
ANOTHER WORLD N	6138	253	4.6	4.1	125	*178	3.5	2.9	94	642	2.9	10.5	80	452	5.2	7.4	142
AS THE WORLD TURNS C	7707	330	6.0	4.3	130	264	5.1	3.4	111	650	3.0	8.4	64	406	4.7	5.3	102
CAPITOL C	4688	241	4.4	5.1	156	196	3.8	4.2	136	440	2.0	9.4	72	297	3.4	6.3	123
CBS MORN. NEWS 1 C	2792	131	2.4	4.7	143	**46	0.9	1.6	54	239	1.1	8.6	65	109	1.3	3.9	75
CBS MORN. NEWS 2 C	2071	*91	1.6	4.4	133	**31	0.6	1.5	49	170	0.8	8.2	63	90	1.0	4.3	84
DAYS OF OUR LIVES N	8018	383	6.9	4.8	145	217	4.2	2.7	88	990	4.5	12.3	94	596	6.9	7.4	144
FACTS OF LIFE - DAYTIME N	3487	186	3.4	5.3	162	*77	1.5	2.2	72	416	1.9	11.9	91	188	2.2	5.4	104
FAMILY FEUD A	4817	135	2.4	2.8	85	*82	1.6	1.7	55	441	2.0	9.2	70	188	2.2	3.9	75
GENERAL HOSPITAL A	8333	269	4.9	3.2	98	251	4.9	3.0	98	1064	4.8	12.8	97	532	6.1	6.4	123
GOOD MORNING, AMERICA-730 A	5472	238	4.3	4.3	132	150	2.9	2.7	89	675	3.1	12.3	94	279	3.2	5.1	99
GOOD MORNING, AMERICA-830 A	3965	165	3.0	4.2	126	*97	1.9	2.4	80	487	2.2	12.3	94	202	2.3	5.1	99
GUIDING LIGHT C	7542	326	5.9	4.3	131	306	5.9	4.1	132	710	3.2	9.4	72	422	4.9	5.6	108
ONE LIFE TO LIVE A	6018	178	3.2	3.0	90	105	2.0	1.7	57	776	3.5	12.9	98	353	4.1	5.9	113
PRESS YOUR LUCK C	3589	113	2.0	3.1	96	115	2.2	3.2	104	460	2.1	12.8	98	252	2.9	7.0	136
PRICE IS RIGHT 1 C	7418	299	5.4	4.0	122	164	3.2	2.2	72	745	3.4	10.0	77	442	5.1	6.0	115
PRICE IS RIGHT 2 C	8276	340	6.2	4.1	125	217	4.2	2.6	85	842	3.8	10.2	78	482	5.6	5.8	113
RYAN'S HOPE A	4358	172	3.1	3.9	120	164	3.2	3.8	122	570	2.6	13.1	100	276	3.2	6.3	122
SALE OF THE CENTURY N	3749	*128	2.3	3.4	104	*78	1.5	2.1	68	396	1.8	10.6	80	136	1.6	3.6	70
SEARCH FOR TOMORROW N	2884	*193	3.5	6.7	203	**103	2.0	3.6	116	377	1.7	13.1	100	270	3.1	9.4	181
TODAY SHOW 1 N	4869	241	4.4	4.9	150	190	3.7	3.9	127	711	3.2	14.6	111	332	3.8	6.8	132
TODAY SHOW 2 N	4135	187	3.4	4.5	137	169	3.3	4.1	133	550	2.5	13.3	101	260	3.0	6.3	122
$25,000 PYRAMID C	4361	133	2.4	3.0	93	146	2.8	3.3	109	514	2.3	11.8	90	270	3.1	6.2	120
WHEEL OF FORTUNE N	6187	296	5.4	4.8	145	171	3.3	2.8	90	630	2.9	10.2	78	286	3.3	4.6	89
YOUNG AND THE RESTLESS C	8186	423	7.7	5.2	157	242	4.7	3.0	96	704	3.2	8.6	66	520	6.0	6.4	123
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	*116	2.1	2.5	75	*115	2.2	2.4	79	612	2.8	12.9	99	206	2.4	4.4	84
NBA PLAYOFF GAME -1 C	5127	*134	2.4	2.6	79	144	2.8	2.8	91	607	2.8	11.8	90	344	4.0	6.7	130
NBC MAJOR LEAGUE PRE-GAME N	3945	**116	2.1	2.9	89	**101	2.0	2.6	83	461	2.1	11.7	89	*279	3.2	7.1	137
SPORTSWORLD - SUN N	3370	*103	1.9	3.1	93	**71	1.4	2.1	69	347	1.6	10.3	78	*185	2.1	5.5	106
SUNDAY MORNING C	4200	*217	3.9	5.2	157	*155	3.0	3.7	120	510	2.3	12.1	93	334	3.9	8.0	154

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YOGURT (NOT BOUGHT FROZEN): BRANDS
(ADULTS)

0673
P-19

		TOTAL U.S. '000	BORDEN A '000	BORDEN B % DOWN	BORDEN C % ACROSS	BORDEN D INDX	BREYERS A '000	BREYERS B % DOWN	BREYERS C % ACROSS	BREYERS D INDX	DANNON A '000	DANNON B % DOWN	DANNON C % ACROSS	DANNON D INDX	LIGHT'N LIVELY A '000	LIGHT'N LIVELY B % DOWN	LIGHT'N LIVELY C % ACROSS	LIGHT'N LIVELY D INDX
TOTAL ADULTS		167727	5522	100.0	3.3	100	5156	100.0	3.1	100	22014	100.0	13.1	100	8674	100.0	5.2	100
MKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	1777	32.2	3.4	103	1457	28.3	2.8	91	5905	26.8	11.3	86	2707	31.2	5.2	100
NETWORK AFFILIATES - LATE		39164	1324	24.0	3.4	103	1162	22.5	3.0	97	5166	23.5	13.2	101	2167	25.0	5.5	107
INDEPENDENTS - LATE		5133	148	2.7	2.9	88	220	4.3	4.3	139	808	3.7	15.7	120	237	2.7	4.6	89
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	826	15.0	3.6	110	704	13.7	3.1	100	2501	11.4	11.0	83	1252	14.4	5.5	106
ABC MONDAY NIGHT MOVIE	A	11258	446	8.1	4.0	120	289	5.6	2.6	84	1488	6.8	13.2	101	586	6.8	5.2	101
ABC SUNDAY NIGHT MOVIE	A	23600	950	17.2	4.0	122	795	15.4	3.4	110	3370	15.3	14.3	109	1361	15.7	5.8	112
ABC WORLD NEWS TONIGHT	A	12801	383	6.9	3.0	91	298	5.8	2.3	76	1342	6.1	10.5	80	615	7.1	4.8	93
AFTERMASH	C	10966	*390	7.1	3.6	108	375	7.3	3.4	111	1277	5.8	11.6	89	605	7.0	5.5	107
ALICE	C	17050	563	10.2	3.3	100	487	9.4	2.9	93	2042	9.3	12.0	91	950	11.0	5.6	108
AMERICAN PARADE	C	11998	386	7.0	3.2	98	278	5.4	2.3	75	1357	6.2	11.3	86	612	7.1	5.1	99
BENSON	A	19258	622	11.3	3.2	98	598	11.6	3.1	101	2336	10.6	12.1	92	1041	12.0	5.4	105
BLUE THUNDER	A	11478	335	6.1	2.9	89	299	5.8	2.6	85	1267	5.8	11.0	84	480	5.5	4.2	81
CAGNEY & LACEY	C	18263	476	8.6	2.6	79	582	11.3	3.2	104	2415	11.0	13.2	101	932	10.7	5.1	99
CBS EVENING NEWS-DEAN	C	7733	*223	4.0	2.9	88	*206	4.0	2.7	87	920	4.2	11.9	91	445	5.1	5.8	111
CBS EVENING NEWS-RATHER	C	15653	464	8.4	3.0	90	478	9.3	3.1	99	2065	9.4	13.2	101	811	9.3	5.2	100
CBS SAT. NEWS-SCHIEFFER	C	8744	252	4.6	2.9	88	240	4.7	2.7	89	943	4.3	10.8	82	473	5.5	5.4	105
CBS SATURDAY NIGHT MOVIE	C	12000	369	6.7	3.1	93	452	8.8	3.8	123	1343	6.1	11.2	85	621	7.2	5.2	100
CBS WEDNESDAY NIGHT MOVIE	C	11522	319	5.8	2.8	84	435	8.4	3.8	123	1432	6.5	12.4	95	566	6.5	4.9	95
CHEERS	N	16818	475	8.6	2.8	86	672	13.0	4.0	130	2793	12.7	16.6	127	1151	13.3	6.8	132
DALLAS	C	37510	1337	24.2	3.6	108	1211	23.5	3.2	105	4968	22.6	13.2	101	2402	27.7	6.4	124
DIFF'RENT STROKES	N	11258	438	7.9	3.9	118	336	6.5	3.0	97	1260	5.7	11.2	85	620	7.1	5.5	106
DOUBLE TROUBLE	N	12248	541	9.8	4.4	134	388	7.5	3.2	103	1767	8.0	14.4	110	765	8.8	6.2	121
DUCK FACTORY	N	11100	384	7.0	3.5	105	508	9.9	4.6	149	1744	7.9	15.7	120	769	8.9	6.9	134
DUKES OF HAZZARD	C	12353	347	6.3	2.8	85	322	6.2	2.6	85	1336	6.1	10.8	82	671	7.7	5.4	105
DYNASTY	A	33279	1167	21.1	3.5	107	922	17.9	2.8	90	4251	19.3	12.8	97	2004	23.1	6.0	116
FACTS OF LIFE	N	13410	458	8.3	3.4	104	416	8.1	3.1	101	1960	8.9	14.6	111	727	8.4	5.4	105
FALCON CREST	C	31093	1374	24.9	4.4	134	1069	20.7	3.4	112	4383	19.9	14.1	107	1961	22.6	6.3	122
FALL GUY	A	18649	619	11.2	3.3	101	549	10.6	2.9	96	1979	9.0	10.6	81	1028	11.9	5.5	107
FAMILY TIES	N	13101	486	8.8	3.7	113	502	9.7	3.8	125	1681	7.6	12.8	98	927	10.7	7.1	137
FANTASY ISLAND	A	13069	492	8.9	3.8	114	414	8.0	3.2	103	1835	8.3	14.0	107	756	8.7	5.8	112
FOULUPS,BLEEPS & BLUNDERS	A	16588	471	8.5	2.8	86	557	10.8	3.4	109	2475	11.2	14.9	114	975	11.2	5.9	114
FOUR SEASONS	C	9302	*252	4.6	2.7	82	*301	5.8	3.2	105	1073	4.9	11.5	88	479	5.5	5.1	100
GIMME A BREAK	N	13955	480	8.7	3.4	104	510	9.9	3.7	119	1563	7.1	11.2	85	956	11.0	6.9	132
HART TO HART	A	15735	503	9.1	3.2	97	505	9.8	3.2	104	2189	9.9	13.9	106	846	9.8	5.4	104
HILL STREET BLUES	N	18257	495	9.0	2.7	82	677	13.1	3.7	121	2681	12.2	14.7	112	1209	13.9	6.6	128
HOTEL	A	24236	819	14.8	3.4	103	753	14.6	3.1	101	2980	13.5	12.3	94	1370	15.8	5.7	109
JEFFERSONS	C	17010	604	10.9	3.6	108	459	8.9	2.7	88	1868	8.5	11.0	84	863	9.9	5.1	98
JENNIFER SLEPT HERE	N	9397	280	5.1	3.0	91	*202	3.9	2.1	70	1156	5.3	12.3	94	516	5.9	5.5	106
KATE & ALLIE	C	16762	495	9.0	3.0	90	445	8.6	2.7	86	2210	10.0	13.2	100	779	9.0	4.6	90
KNIGHT RIDER	N	13164	527	9.5	4.0	122	420	8.1	3.2	104	1741	7.9	13.2	101	790	9.1	6.0	116
LOVE BOAT	A	20400	649	11.8	3.2	97	610	11.8	3.0	97	2764	12.6	13.5	103	1058	12.2	5.2	100
MAGNUM PI	C	22543	781	14.1	3.5	105	739	14.3	3.3	107	2967	13.5	13.2	100	1219	14.1	5.4	105
MAMA'S FAMILY	N	9852	334	6.0	3.4	103	323	6.3	3.3	107	1164	5.3	11.8	90	577	6.7	5.9	113
MASTER, THE	N	8082	283	5.1	3.5	106	230	4.5	2.8	93	975	4.4	12.1	92	456	5.3	5.6	109
MATT HOUSTON	A	12881	330	6.0	2.6	78	367	7.1	2.8	93	1726	7.8	13.4	102	707	8.2	5.5	106
NBC MONDAY NIGHT MOVIE	N	23889	798	14.5	3.3	101	873	16.9	3.7	119	3163	14.4	13.2	101	1332	15.4	5.6	108
NBC NIGHTLY NEWS	N	11156	362	6.6	3.2	99	318	6.2	2.9	93	1506	6.8	13.5	103	647	7.5	5.8	112
NBC NIGHTLY NEWS-SAT	N	7363	*170	3.1	2.3	70	*175	3.4	2.4	77	873	4.0	11.9	90	*271	3.1	3.7	71
NBC NIGHTLY NEWS-SUN	N	6214	*178	3.2	2.9	87	*197	3.8	3.2	103	917	4.2	14.8	112	303	3.5	4.9	94
NBC SUNDAY NIGHT MOVIE	N	17590	613	11.1	3.5	106	529	10.3	3.0	98	2306	10.5	13.1	100	1085	12.5	6.2	119
NEWHART	C	16740	472	8.5	2.8	86	477	9.3	2.8	93	2067	9.4	12.3	94	819	9.4	4.9	95
ONE DAY AT A TIME	C	11820	521	9.4	4.4	134	507	9.8	4.3	140	1450	6.6	12.3	93	728	8.4	6.2	119
PEOPLE ARE FUNNY	N	9138	335	6.1	3.7	111	*248	4.8	2.7	88	1013	4.6	11.1	84	451	5.2	4.9	95
REAL PEOPLE	N	15979	567	10.3	3.5	108	448	8.7	2.8	91	1988	9.0	12.4	95	849	9.8	5.3	103
REMINGTON STEELE	N	14395	454	8.2	3.2	96	518	10.0	3.6	117	1985	9.0	13.8	105	841	9.7	5.8	113
RIPLEY'S BELIEVE IT - NOT	A	11362	443	8.0	3.9	118	334	6.5	2.9	96	1542	7.0	13.6	103	545	6.3	4.8	93
RIPTIDE	N	13920	507	9.2	3.6	111	431	8.4	3.1	101	1594	7.2	11.5	87	825	9.5	5.9	115
SCARECROW & MRS. KING	C	17571	583	10.6	3.3	101	539	10.5	3.1	100	2146	9.7	12.2	93	814	9.4	4.6	90
SIMON & SIMON	C	20208	731	13.2	3.6	110	535	10.4	2.6	86	2316	10.5	11.5	87	884	10.2	4.4	85
60 MINUTES	C	27668	895	16.2	3.2	98	893	17.3	3.2	105	3528	16.0	12.8	97	1591	18.3	5.8	111
ST. ELSEWHERE	N	13699	544	9.9	4.0	121	427	8.3	3.1	101	2143	9.7	15.6	119	880	10.1	6.4	124
THREE'S COMPANY	A	20632	659	11.9	3.2	97	482	9.3	2.3	76	2509	11.4	12.2	93	1081	12.5	5.2	101
T.J. HOOKER	A	17136	481	8.7	2.8	85	405	7.9	2.4	77	2033	9.2	11.9	90	942	10.9	5.5	106
TONIGHT SHOW	N	4963	146	2.6	2.9	89	143	2.8	2.9	94	774	3.5	15.6	119	282	3.3	5.7	110
TRAPPER JOHN, M.D.	C	16332	601	10.9	3.7	112	683	13.2	4.2	136	2043	9.3	12.5	95	953	11.0	5.8	113
TV BLOOPERS & PRAC. JOKES	N	18881	648	11.7	3.4	104	505	9.8	2.7	87	2402	10.9	12.7	97	955	11.0	5.1	98
20/20	A	18315	555	10.1	3.0	92	500	9.7	2.7	89	2367	10.8	12.9	98	881	10.2	4.8	93
WEBSTER	A	18722	655	11.9	3.5	106	591	11.5	3.2	103	2290	10.4	12.2	93	986	11.4	5.3	102
WORLD NEWS - SUN	A	5327	*156	2.8	2.9	89	*171	3.3	3.2	104	576	2.6	10.8	82	*241	2.8	4.5	87
YELLOW ROSE	N	8370	362	6.6	4.3	131	285	5.5	3.4	111	1072	4.9	12.8	98	551	6.4	6.6	127
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	674	12.2	2.6	79	792	15.4	3.1	100	2848	12.9	11.0	84	1336	15.4	5.2	100
BASKETBALL - COLLEGE GAMES		14468	548	9.9	3.8	115	600	11.6	4.1	135	1921	8.7	13.3	101	1078	12.4	7.5	144
BASKETBALL - PRO GAMES		12124	618	11.2	5.1	155	*330	6.4	2.7	89	1278	5.8	10.5	80	631	7.3	5.2	101
BOWLING		9412	**244	4.4	2.6	79	*317	6.1	3.4	110	806	3.7	8.6	65	*575	6.6	6.1	118
BOXING		15409	750	13.6	4.9	148	*327	6.3	2.1	69	1505	6.8	9.8	74	763	8.8	5.0	96
FOOTBALL - COLLEGE GAMES		21400	787	14.3	3.7	112	707	13.7	3.3	107	2738	12.4	12.8	97	1405	16.2	6.6	127
FOOTBALL - PRO GAMES		35944	1256	22.7	3.5	106	1283	24.9	3.6	116	5326	24.2	14.8	113	2349	27.1	6.5	126
GOLF		9759	*315	5.7	3.2	98	*267	5.2	2.7	89	1175	5.3	12.0	92	662	7.6	6.8	131
POST-SEASON COLL. FOOTBALL		18123	813	14.7	4.5	136	780	15.1	4.3	140	2468	11.2	13.6	104	1642	18.9	9.1	175
POST-SEASON PRO FOOTBALL		22091	725	13.1	3.3	100	828	16.1	3.7	122	3425	15.6	15.5	118	1694	19.5	7.7	148
TENNIS		6764	**236	4.3	3.5	106	*247	4.8	3.7	119	1171	5.3	17.3	132	*392	4.5	5.8	112
WRESTLING - PROFESSIONAL		9695	*460	8.3	4.7	144	*369	7.2	3.8	124	943	4.3	9.7	74	615	7.1	6.3	123

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YOGURT (NOT BOUGHT FROZEN): BRANDS
(ADULTS)

0674
P-19

	TOTAL U.S. '000	YOPLAIT CUSTARD STYLE A '000	B % DOWN	C % ACROSS	D INDX	YOPLAIT ORIGINAL STYLE A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	5258	100.0	3.1	100	10477	100.0	6.2	100								
MALES	79263	1516	28.8	1.9	61	3457	33.0	4.4	70								
FEMALES	88464	3742	71.2	4.2	135	7020	67.0	7.9	127								
18 - 24	28671	1289	24.5	4.5	143	2111	20.1	7.4	118								
25 - 34	39536	1838	35.0	4.6	148	3734	35.6	9.4	151								
35 - 44	28978	954	18.1	3.3	105	1929	18.4	6.7	107								
45 - 54	22345	*484	9.2	2.2	69	1151	11.0	5.2	82								
55 - 64	22224	*363	6.9	1.6	52	900	8.6	4.0	65								
65 OR OLDER	25973	*330	6.3	1.3	41	651	6.2	2.5	40								
18 - 34	68207	3127	59.5	4.6	146	5845	55.8	8.6	137								
18 - 49	108058	4334	82.4	4.0	128	8355	79.7	7.7	124								
25 - 54	90859	3276	62.3	3.6	115	6815	65.0	7.5	120								
35 - 49	39851	1207	23.0	3.0	97	2510	24.0	6.3	101								
50 OR OLDER	59669	924	17.6	1.5	49	2122	20.3	3.6	57								
GRADUATED COLLEGE	28091	1206	22.9	4.3	137	2623	25.0	9.3	149								
ATTENDED COLLEGE	28938	1380	26.2	4.8	152	2846	27.2	9.8	157								
GRADUATED HIGH SCHOOL	65503	1855	35.3	2.8	90	3560	34.0	5.4	87								
DID NOT GRADUATE HIGH SCHOOL	45195	817	15.5	1.8	58	1447	13.8	3.2	51								
EMPLOYED MALES	56429	1192	22.7	2.1	67	2671	25.5	4.7	76								
EMPLOYED FEMALES	43971	2507	47.7	5.7	182	4573	43.6	10.4	166								
EMPLOYED FULL-TIME	87773	3136	59.6	3.6	114	6084	58.1	6.9	111								
EMPLOYED PART-TIME	12627	*563	10.7	4.5	142	1160	11.1	9.2	147								
NOT EMPLOYED	67327	1559	29.7	2.3	74	3233	30.9	4.8	77								
PROFESSIONAL/MANAGER	25845	1255	23.9	4.9	155	2606	24.9	10.1	161								
TECH/CLERICAL/SALES	30895	1316	25.0	4.3	136	2388	22.8	7.7	124								
PRECISION/CRAFT	12629	*281	5.3	2.2	71	600	5.7	4.8	76								
OTHER EMPLOYED	31031	847	16.1	2.7	87	1650	15.7	5.3	85								
SINGLE	35557	1489	28.3	4.2	134	2661	25.4	7.5	120								
MARRIED	103585	2946	56.0	2.8	91	6252	59.7	6.0	97								
DIVORCED/SEPARATED/WIDOWED	28585	823	15.7	2.9	92	1564	14.9	5.5	88								
PARENTS	59295	2103	40.0	3.5	113	4374	41.7	7.4	118								
WHITE	146081	4826	91.8	3.3	105	9200	87.8	6.3	101								
BLACK	17974	*315	6.0	1.8	56	722	6.9	4.0	64								
OTHER	3672	**117	2.2	3.2	102	*556	5.3	15.1	242								
NORTHEAST-CENSUS	37005	991	18.8	2.7	85	1271	12.1	3.4	55								
NORTH CENTRAL	42642	1592	30.3	3.7	119	2703	25.8	6.3	101								
SOUTH	56777	1399	26.6	2.5	79	2356	22.5	4.1	66								
WEST	31303	1277	24.3	4.1	130	4147	39.6	13.2	212								
NORTHEAST-MKTG.	38125	1119	21.3	2.9	94	1380	13.2	3.6	58								
EAST CENTRAL	24794	580	11.0	2.3	75	1076	10.3	4.3	69								
WEST CENTRAL	28511	1291	24.6	4.5	144	2233	21.3	7.8	125								
SOUTH	48953	1206	22.9	2.5	79	2090	19.9	4.3	68								
PACIFIC	27344	1061	20.2	3.9	124	3698	35.3	13.5	217								
COUNTY SIZE A	69301	2843	54.1	4.1	131	5445	52.0	7.9	126								
COUNTY SIZE B	50633	1512	28.8	3.0	95	3009	28.7	5.9	95								
COUNTY SIZE C	26259	617	11.7	2.3	75	1417	13.5	5.4	86								
COUNTY SIZE D	21534	*286	5.4	1.3	42	607	5.8	2.8	45								
METRO CENTRAL CITY	50014	1861	35.4	3.7	119	3695	35.3	7.4	118								
METRO SUBURBAN	76832	2933	55.8	3.8	122	5443	52.0	7.1	113								
NON METRO	40881	464	8.8	1.1	36	1339	12.8	3.3	52								
TOP 5 ADI'S	39550	1652	31.4	4.2	133	3519	33.6	8.9	142								
TOP 10 ADI'S	54877	2209	42.0	4.0	128	4090	39.0	7.5	119								
TOP 20 ADI'S	77516	2971	56.5	3.8	122	5792	55.3	7.5	120								
HSHLD INC. $50,000 OR MORE	17257	738	14.0	4.3	136	1441	13.8	8.4	134								
$40,000 OR MORE	33235	1341	25.5	4.0	129	2482	23.7	7.5	120								
$30,000 OR MORE	59693	2321	44.1	3.9	124	4678	44.7	7.8	125								
$25,000 OR MORE	76275	3017	57.4	4.0	126	6146	58.7	8.1	129								
$20,000 - $24,999	18607	*476	9.1	2.6	82	1064	10.2	5.7	92								
$15,000 - $19,999	17175	396	7.5	2.3	74	958	9.1	5.6	89								
$10,000 - $14,999	24569	549	10.4	2.2	71	1282	12.2	5.2	84								
UNDER $10,000	31101	820	15.6	2.6	84	1028	9.8	3.3	53								
HOUSEHOLD OF 1 PERSON	19441	583	11.1	3.0	96	1019	9.7	5.2	84								
2 PEOPLE	51803	1384	26.3	2.7	85	2912	27.8	5.6	90								
3 OR 4 PEOPLE	66933	2390	45.5	3.6	114	4818	46.0	7.2	115								
5 OR MORE PEOPLE	29550	900	17.1	3.0	97	1729	16.5	5.9	94								
NO CHILD IN HSHLD	96587	2788	53.0	2.9	92	5444	52.0	5.6	90								
CHILD(REN) UNDER 2 YRS	10844	*287	5.5	2.6	84	777	7.4	7.2	115								
2 - 5 YEARS	26358	1111	21.1	4.2	134	2050	19.6	7.8	125								
6 - 11 YEARS	30453	961	18.3	3.2	101	2198	21.0	7.2	116								
12 - 17 YEARS	36575	1151	21.9	3.1	100	2251	21.5	6.2	99								
RESIDENCE OWNED	117770	3431	65.3	2.9	93	6911	66.0	5.9	94								
VALUE: $50,000 OR MORE	70166	2586	49.2	3.7	118	5076	48.4	7.2	116								
VALUE: UNDER $50,000	47604	845	16.1	1.8	57	1836	17.5	3.9	62								

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YOGURT (NOT BOUGHT FROZEN): BRANDS
(ADULTS)

0675
P-19

		TOTAL U.S. '000	YOPLAIT CUSTARD STYLE A '000	B % DOWN	C % ACROSS	D INDX	YOPLAIT ORIGINAL STYLE A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS		167727	5258	100.0	3.1	100	10477	100.0	6.2	100								
MAGAZINES	QUINTILE 1	34022	1603	30.5	4.7	150	2991	28.5	8.8	141								
	QUINTILE 2	34800	1278	24.3	3.7	117	2600	24.8	7.5	120								
	QUINTILE 3	30514	904	17.2	3.0	95	1794	17.1	5.9	94								
	QUINTILE 4	33324	929	17.7	2.8	89	1878	17.9	5.6	90								
	QUINTILE 5	35066	544	10.3	1.6	49	1215	11.6	3.5	55								
NEWSPAPERS	QUINTILE 1	29107	955	18.2	3.3	105	1769	16.9	6.1	97								
	QUINTILE 2	49095	1731	32.9	3.5	112	3069	29.3	6.3	100								
	QUINTILE 3	23107	871	16.6	3.8	120	1744	16.6	7.5	121								
	QUINTILE 4	33556	930	17.7	2.8	88	2202	21.0	6.6	105								
	QUINTILE 5	32863	770	14.6	2.3	75	1694	16.2	5.2	83								
OUTDOOR	QUINTILE 1	33431	1088	20.7	3.3	104	2334	22.3	7.0	112								
	QUINTILE 2	33478	1132	21.5	3.4	108	2233	21.3	6.7	107								
	QUINTILE 3	33574	1404	26.7	4.2	133	2307	22.0	6.9	110								
	QUINTILE 4	33935	1055	20.1	3.1	99	2144	20.5	6.3	101								
	QUINTILE 5	33310	578	11.0	1.7	55	1459	13.9	4.4	70								
RADIO-DRIVE TIME	QUINTILE 1	33136	1209	23.0	3.6	116	2583	24.7	7.8	125								
	QUINTILE 2	31658	954	18.1	3.0	96	1776	17.0	5.6	90								
	QUINTILE 3	32541	1154	21.9	3.5	113	2368	22.6	7.3	116								
	QUINTILE 4	34247	1131	21.5	3.3	105	1962	18.7	5.7	92								
	QUINTILE 5	36144	809	15.4	2.2	71	1789	17.1	4.9	79								
RADIO-MID-DAY	TERCILE 1	45037	1292	24.6	2.9	92	3124	29.8	6.9	111								
	TERCILE 2	44819	1262	24.0	2.8	90	2814	26.9	6.3	101								
	TERCILE 3	77872	2704	51.4	3.5	111	4540	43.3	5.8	93								
RADIO-TOTAL	QUINTILE 1	33763	1184	22.5	3.5	112	2680	25.6	7.9	127								
	QUINTILE 2	33240	1118	21.3	3.4	107	2016	19.2	6.1	97								
	QUINTILE 3	33408	1201	22.8	3.6	115	2047	19.5	6.1	98								
	QUINTILE 4	34792	1045	19.9	3.0	96	2176	20.8	6.3	100								
	QUINTILE 5	32524	711	13.5	2.2	70	1558	14.9	4.8	77								
TV-PRIME TIME	QUINTILE 1	33090	941	17.9	2.8	91	1848	17.6	5.6	89								
	QUINTILE 2	33357	990	18.8	3.0	95	1994	19.0	6.0	96								
	QUINTILE 3	33980	1224	23.3	3.6	115	2126	20.3	6.3	100								
	QUINTILE 4	33854	1122	21.3	3.3	106	2349	22.4	6.9	111								
	QUINTILE 5	33444	982	18.7	2.9	94	2160	20.6	6.5	103								
TV-DAYTIME	TERCILE 1	49121	1197	22.8	2.4	78	2463	23.5	5.0	80								
	TERCILE 2	48823	1793	34.1	3.7	117	3221	30.7	6.6	106								
	TERCILE 3	69782	2268	43.1	3.3	104	4794	45.8	6.9	110								
TV-TOTAL	QUINTILE 1	33584	861	16.4	2.6	82	1883	18.0	5.6	90								
	QUINTILE 2	33441	906	17.2	2.7	86	1512	14.4	4.5	72								
	QUINTILE 3	33505	1184	22.5	3.5	113	2206	21.1	6.6	105								
	QUINTILE 4	33466	994	18.9	3.0	95	2273	21.7	6.8	109								
	QUINTILE 5	33731	1312	25.0	3.9	124	2604	24.9	7.7	124								
MAGAZINES-NEWSPAPERS: DUAL		44503	1925	36.6	4.3	138	3403	32.5	7.6	122								
MAGAZINE IMPERATIVE		39363	1446	27.5	3.7	117	3148	30.0	8.0	128								
NEWSPAPER IMPERATIVE		46441	1146	21.8	2.5	79	2059	19.7	4.4	71								
MAGAZINES-OUTDOOR: DUAL		33726	1465	27.9	4.3	139	2874	27.4	8.5	136								
MAGAZINE IMPERATIVE		52846	1940	36.9	3.7	117	3753	35.8	7.1	114								
OUTDOOR IMPERATIVE		52140	1367	26.0	2.6	84	2745	26.2	5.3	84								
MAGAZINES-RADIO: DUAL		37081	1714	32.6	4.6	147	3169	30.2	8.5	137								
MAGAZINE IMPERATIVE		49747	1711	32.5	3.4	110	3497	33.4	7.0	113								
RADIO IMPERATIVE		49208	1174	22.3	2.4	76	2486	23.7	5.1	81								
MAGAZINES-TELEVISION: DUAL		33103	1173	22.3	3.5	113	2371	22.6	7.2	115								
MAGAZINE IMPERATIVE		54575	2393	45.5	4.4	140	4419	42.2	8.1	130								
TELEVISION IMPERATIVE		53249	1064	20.2	2.0	64	2075	19.8	3.9	62								
NEWSPAPERS-OUTDOOR: DUAL		36255	1416	26.9	3.9	125	2695	25.7	7.4	119								
NEWSPAPER IMPERATIVE		55591	1771	33.7	3.2	102	3248	31.0	5.8	94								
OUTDOOR IMPERATIVE		48319	1534	29.2	3.2	101	3120	29.8	6.5	103								
NEWSPAPERS-RADIO: DUAL		37242	1427	27.1	3.8	122	2594	24.8	7.0	112								
NEWSPAPER IMPERATIVE		54423	1739	33.1	3.2	102	3200	30.5	5.9	94								
RADIO IMPERATIVE		46650	1477	28.1	3.2	101	3198	30.5	6.9	110								
NEWSPAPERS-TELEVISION: DUAL		35974	988	18.8	2.7	88	2067	19.7	5.7	92								
NEWSPAPER IMPERATIVE		56095	2231	42.4	4.0	127	3937	37.6	7.0	112								
TELEVISION IMPERATIVE		47170	1223	23.3	2.6	83	2431	23.2	5.2	83								
OUTDOOR-RADIO: DUAL		33748	1126	21.4	3.3	106	2303	22.0	6.8	109								
OUTDOOR IMPERATIVE		52785	1752	33.3	3.3	106	3382	32.3	6.4	103								
RADIO IMPERATIVE		52882	1838	35.0	3.5	111	3616	34.5	6.8	109								
OUTDOOR-TELEVISION: DUAL		32030	876	16.7	2.7	87	1951	18.6	6.1	98								
OUTDOOR IMPERATIVE		54626	2172	41.3	4.0	127	4153	39.6	7.6	122								
TELEVISION IMPERATIVE		54874	1597	30.4	2.9	93	2728	26.0	5.0	80								
RADIO-TELEVISION: DUAL		33386	1139	21.7	3.4	109	2055	19.6	6.2	99								
RADIO IMPERATIVE		53810	1912	36.4	3.6	113	4138	39.5	7.7	123								
TELEVISION IMPERATIVE		54023	1347	25.6	2.5	80	2677	25.6	5.0	79								

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YOGURT (NOT BOUGHT FROZEN): BRANDS
(ADULTS)

0676
P-19

	TOTAL U.S. '000	YOPLAIT CUSTARD STYLE A '000	B % DOWN	C % ACROSS	D INDX	YOPLAIT ORIGINAL STYLE A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	5258	100.0	3.1	100	10477	100.0	6.2	100								
ATLANTIC MONTHLY	867	**22	0.4	2.5	81	**133	1.3	15.3	246								
BARRON'S	1580	**24	0.5	1.5	48	**166	1.6	10.5	168								
BETTER HOMES & GARDENS	22203	1028	19.6	4.6	148	2169	20.7	9.8	156								
BON APPETIT	3810	*189	3.6	5.0	158	447	4.3	11.7	188								
BUSINESS WEEK	4663	*166	3.2	3.6	114	298	2.8	6.4	102								
CAR AND DRIVER	3102	**116	2.2	3.7	119	*285	2.7	9.2	147								
CBS MAGAZINE NETWORK (GROSS)	7311	*239	4.5	3.3	104	533	5.1	7.3	117								
CHANGING TIMES	3400	*166	3.2	4.9	156	*221	2.1	6.5	104								
COLONIAL HOMES	1796	**81	1.5	4.5	144	*160	1.5	8.9	143								
CONDE NAST MAG. PKG. (GROSS)	19924	1528	29.1	7.7	245	2351	22.4	11.8	189								
CONSUMERS DIGEST	3125	**110	2.1	3.5	112	*177	1.7	5.7	91								
COSMOPOLITAN	10577	835	15.9	7.9	252	1198	11.4	11.3	181								
COUNTRY LIVING	3746	*159	3.0	4.2	135	313	3.0	8.4	134								
CUISINE	2214	**60	1.1	2.7	86	*243	2.3	11.0	176								
CYCLE WORLD	2394	**87	1.7	3.6	116	*166	1.6	6.9	111								
DCI:CREATIVE IDEAS FOR LIV	3068	**86	1.6	2.8	89	*205	2.0	6.7	107								
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	253	4.8	2.6	84	633	6.0	6.6	106								
DISCOVER	2277	**138	2.6	6.1	193	*252	2.4	11.1	177								
EBONY	7187	*108	2.1	1.5	48	300	2.9	4.2	67								
ESQUIRE	2560	**54	1.0	2.1	67	*199	1.9	7.8	124								
ESSENCE	3242	**39	0.7	1.2	38	*167	1.6	5.2	82								
FAMILY CIRCLE	19639	976	18.6	5.0	159	1683	16.1	8.6	137								
THE FAMILY HANDYMAN	3540	**72	1.4	2.0	65	*192	1.8	5.4	87								
FAMILY WEEKLY	23924	681	13.0	2.8	91	1404	13.4	5.9	94								
FIELD & STREAM	9883	*255	4.8	2.6	82	561	5.4	5.7	91								
FOOD & WINE	1030	**46	0.9	4.5	142	**93	0.9	9.0	145								
FORBES	2679	*117	2.2	4.4	139	*250	2.4	9.3	149								
FORTUNE	2931	*131	2.5	4.5	143	*249	2.4	8.5	136								
GENTLEMEN'S QUARTERLY	3481	*188	3.6	5.4	172	354	3.4	10.2	163								
GLAMOUR	7163	628	11.9	8.8	280	886	8.5	12.4	198								
GOLF DIGEST	2355	**62	1.2	2.6	84	**97	0.9	4.1	66								
GOLF DIGEST/TENNIS (GROSS)	3610	**90	1.7	2.5	80	*179	1.7	5.0	79								
GOLF MAGAZINE	2046	**28	0.5	1.4	44	**40	0.4	2.0	31								
GOLF MAGAZINE/SKI (GROSS)	3547	*99	1.9	2.8	89	216	2.1	6.1	97								
GOOD HOUSEKEEPING	20353	897	17.1	4.4	141	1604	15.3	7.9	126								
HARPER'S BAZAAR	3362	*201	3.8	6.0	191	365	3.5	10.9	174								
HEALTH	2987	*132	2.5	4.4	141	*235	2.2	7.9	126								
HEARST MAG CORP. BUY (GROSS)	67928	3480	66.2	5.1	163	5959	56.9	8.8	140								
HEARST MAN POWER (GROSS)	11282	394	7.5	3.5	111	679	6.5	6.0	96								
HEARST WOMAN POWER (GROSS)	40514	2309	43.9	5.7	182	3741	35.7	9.2	148								
HOUSE BEAUTIFUL	4885	*250	4.8	5.1	163	465	4.4	9.5	152								
INC.	1308	**46	0.9	3.5	112	**95	0.9	7.3	116								
JET	6498	*101	1.9	1.6	50	335	3.2	5.2	83								
LADIES' HOME JOURNAL	14797	780	14.8	5.3	168	1431	13.7	9.7	155								
LHJ FAMILY GRP COMBO(GROSS)	21743	1188	22.6	5.5	174	2046	19.5	9.4	151								
LIFE	9881	297	5.6	3.0	96	834	8.0	8.4	135								
L.A. TIMES HOME MAGAZINE	2775	*173	3.3	6.2	199	524	5.0	18.9	302								
MADEMOISELLE	4219	312	5.9	7.4	236	550	5.2	13.0	209								
MC CALL'S	16422	666	12.7	4.1	129	1420	13.6	8.6	138								
MC CALL'S/WRK MOTHER (GROSS)	17919	711	13.5	4.0	127	1537	14.7	8.6	137								
MECHANIX ILLUSTRATED	4433	**132	2.5	3.0	95	*240	2.3	5.4	87								
METROPOLITAN HOME	1504	**104	2.0	6.9	221	*237	2.3	15.8	252								
MONEY	4723	*198	3.8	4.2	134	495	4.7	10.5	168								
MOTHER EARTH NEWS	2325	**139	2.6	6.0	191	*223	2.1	9.6	154								
MS.	1189	**85	1.6	7.1	228	*127	1.2	10.7	171								
NATIONAL ENQUIRER	18892	650	12.4	3.4	110	1144	10.9	6.1	97								
NATIONAL GEOGRAPHIC	22129	863	16.4	3.9	124	1911	18.2	8.6	138								
NATIONAL SUNDAY MAGAZINE PKG	103750	3650	69.4	3.5	112	6969	66.5	6.7	108								
NATURAL HISTORY	1379	**64	1.2	4.6	148	**60	0.6	4.4	70								
NEW WOMAN	2289	**70	1.3	3.1	98	*211	2.0	9.2	148								
NEW YORK INCLUDING CUE	1088	**73	1.4	6.7	214	**63	0.6	5.8	93								
THE NEW YORKER	2459	*101	1.9	4.1	131	230	2.2	9.4	150								
NEWSWEEK	16527	784	14.9	4.7	151	1499	14.3	9.1	145								
THE N.Y. TIMES DAILY EDITION	2739	**62	1.2	2.3	72	*113	1.1	4.1	66								
THE N.Y. TIMES MAGAZINE	4443	*132	2.5	3.0	95	217	2.1	4.9	78								
OMNI	2799	*195	3.7	7.0	222	320	3.1	11.4	183								
ON CABLE	2209	**75	1.4	3.4	108	**149	1.4	6.7	108								
1001 HOME IDEAS	3959	*276	5.2	7.0	222	380	3.6	9.6	154								
ORGANIC GARDENING	3111	**81	1.5	2.6	83	*236	2.3	7.6	121								
OUTDOOR LIFE	5024	**110	2.1	2.2	70	*234	2.2	4.7	75								
PARADE MAGAZINE	51292	1727	32.8	3.4	107	3147	30.0	6.1	98								

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(ADULTS)

0677
P-19

	TOTAL U.S. '000	YOPLAIT CUSTARD STYLE A '000	B % DOWN	C % ACROSS	D INDX	YOPLAIT ORIGINAL STYLE A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	5258	100.0	3.1	100	10477	100.0	6.2	100								
PARENTS	5298	*266	5.1	5.0	160	505	4.8	9.5	153								
PENTHOUSE	5129	*163	3.1	3.2	101	361	3.4	7.0	113								
PEOPLE	21070	1052	20.0	5.0	159	1908	18.2	9.1	145								
PLAYBOY	10562	410	7.8	3.9	124	740	7.1	7.0	112								
POPULAR HOT RODDING	2498	**48	0.9	1.9	61	**84	0.8	3.4	54								
POPULAR MECHANICS	5887	*172	3.3	2.9	93	326	3.1	5.5	89								
POPULAR SCIENCE	4317	**88	1.7	2.0	65	*200	1.9	4.6	74								
PREVENTION	5702	225	4.3	3.9	124	544	5.2	9.4	150								
PSYCHOLOGY TODAY	3284	*211	4.0	6.4	205	295	2.8	9.0	144								
READER'S DIGEST	40048	1377	26.2	3.4	110	2795	26.7	7.0	112								
REDBOOK	9504	577	11.0	6.0	192	939	9.0	9.8	157								
ROAD & TRACK	2590	**55	1.0	2.1	68	*207	2.0	8.0	128								
ROLLING STONE	3302	*262	5.0	7.9	253	430	4.1	13.0	208								
RUNNER'S WORLD	1229	**65	1.2	5.3	169	**165	1.6	13.4	215								
SATURDAY EVENING POST	2110	**83	1.6	3.9	125	*136	1.3	6.4	103								
SCIENCE 84	1543	**108	2.1	7.0	223	**127	1.2	8.2	132								
SCIENCE DIGEST	1747	**69	1.3	3.9	126	**140	1.3	8.0	128								
SCIENTIFIC AMERICAN	1994	**87	1.7	4.4	139	*161	1.5	8.1	129								
SELF	3119	*227	4.3	7.3	232	395	3.8	12.7	203								
SEVENTEEN	3923	*210	4.0	5.4	171	449	4.3	11.4	183								
SKI	1501	**71	1.4	4.7	151	*176	1.7	11.7	188								
SMITHSONIAN	5976	300	5.7	5.0	160	577	5.5	9.7	155								
SOAP OPERA DIGEST	4228	**118	2.2	2.8	89	*238	2.3	5.6	90								
SOUTHERN LIVING	6488	*167	3.2	2.6	82	428	4.1	6.6	106								
SPORT	3500	**118	2.2	3.4	108	**164	1.6	4.7	75								
THE SPORTING NEWS	2456	**142	2.7	5.8	184	**175	1.7	7.1	114								
SPORTS AFIELD	3648	**153	2.9	4.2	134	*213	2.0	5.8	93								
SPORTS ILLUSTRATED	14484	654	12.4	4.5	144	1035	9.9	7.1	114								
STAR	12661	426	8.1	3.4	107	806	7.7	6.4	102								
SUNDAY	52799	1975	37.6	3.7	119	3478	33.2	6.6	105								
SUNSET	3513	**143	2.7	4.1	130	551	5.3	15.7	251								
TV GUIDE	42766	1471	28.0	3.4	110	2632	25.1	6.2	99								
TENNIS	1254	**28	0.5	2.2	71	**82	0.8	6.5	105								
TIME	22054	959	18.2	4.3	139	1912	18.2	8.7	139								
TOWN & COUNTRY	1555	**80	1.5	5.1	164	*202	1.9	13.0	208								
TRAVEL & LEISURE	2173	**84	1.6	3.9	123	*183	1.7	8.4	135								
TRUE STORY	4636	**121	2.3	2.6	83	*240	2.3	5.2	83								
U.S.NEWS & WORLD REPORT	10353	413	7.9	4.0	127	606	5.8	5.9	94								
USA TODAY	4994	*186	3.5	3.7	119	320	3.1	6.4	103								
US	3528	*220	4.2	6.2	199	373	3.6	10.6	169								
VOGUE	5424	361	6.9	6.7	212	519	5.0	9.6	153								
WALL STREET JOURNAL	6292	318	6.0	5.1	161	548	5.2	8.7	139								
WEIGHT WATCHERS	2762	*168	3.2	6.1	194	*293	2.8	10.6	170								
WOMAN'S DAY	16320	763	14.5	4.7	149	1405	13.4	8.6	138								
WORKING MOTHER	1496	**45	0.9	3.0	96	**117	1.1	7.8	125								
WORKING WOMAN	1851	**94	1.8	5.1	162	*200	1.9	10.8	173								
WORLD TENNIS	580	**13	0.2	2.2	71	**23	0.2	4.0	63								
ZIFF-DAVIS MAG NETWK (GROSS)	12412	437	8.3	3.5	112	955	9.1	7.7	123								
BLAIR INSERTS	91671	3421	65.1	3.7	119	6317	60.3	6.9	110								
DAILY NEWSPAPERS																	
READ ANY	109190	3661	69.6	3.4	107	6917	66.0	6.3	101								
READ ONE	89587	3008	57.2	3.4	107	5817	55.5	6.5	104								
READ TWO OR MORE	19602	652	12.4	3.3	106	1100	10.5	5.6	90								
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	3806	72.4	3.5	111	7193	68.7	6.6	105								
READ ONE	95074	3274	62.3	3.4	110	6241	59.6	6.6	105								
READ TWO OR MORE	14588	532	10.1	3.6	116	953	9.1	6.5	105								
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	29.73				29.80											
30 DAY REACH	149706	4962	94.4	3.3	106	9729	92.9	6.5	104								
50 SHWG - 30 DAY AV FREQ	15.16	15.23				15.33											
30 DAY REACH	142406	4838	92.0	3.4	108	9469	90.4	6.6	106								
25 SHWG - 30 DAY AV FREQ	8.23	8.09				8.33											
30 DAY REACH	131152	4541	86.4	3.5	110	8677	82.8	6.6	106								
CABLE TV: HOME WIRED	66879	1977	37.6	3.0	94	4358	41.6	6.5	104								
HOME NOT WIRED	100848	3280	62.4	3.3	104	6119	58.4	6.1	97								
HAVE PAY CABLE	35024	1197	22.8	3.4	109	2726	26.0	7.8	125								

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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YOGURT (NOT BOUGHT FROZEN): BRANDS
(ADULTS)

0678
P-19

	TOTAL U.S. '000	YOPLAIT CUSTARD STYLE A '000	B % DOWN	C % ACROSS	D INDX	YOPLAIT ORIGINAL STYLE A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	5258	100.0	3.1	100	10477	100.0	6.2	100								
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	3271	62.2	3.4	109	6433	61.4	6.7	108								
10:00 AM - 3:00 PM	63599	1768	33.6	2.8	89	4331	41.3	6.8	109								
3:00 PM - 7:00 PM	72097	2502	47.6	3.5	111	5068	48.4	7.0	113								
7:00 PM - MIDNIGHT	36670	1303	24.8	3.6	113	2592	24.7	7.1	113								
MIDNIGHT - 6:00 AM	21908	683	13.0	3.1	99	1415	13.5	6.5	103								
6:00 AM - MIDNIGHT	127571	4291	81.6	3.4	107	8485	81.0	6.7	106								
ENTIRE DAY	129239	4349	82.7	3.4	107	8546	81.6	6.6	106								
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	1142	21.7	3.4	107	2580	24.6	7.6	121								
ALL NEWS	6062	*162	3.1	2.7	85	271	2.6	4.5	72								
AOR/PROGRESSIVE	11884	407	7.7	3.4	109	1065	10.2	9.0	143								
BEAUTIFUL MUSIC	11180	354	6.7	3.2	101	740	7.1	6.6	106								
BLACK	4538	*150	2.9	3.3	105	*225	2.1	5.0	79								
CLASSICAL	3857	**94	1.8	2.4	78	326	3.1	8.5	135								
CHR/ROCK	21946	1034	19.7	4.7	150	1858	17.7	8.5	136								
COUNTRY	27262	840	16.0	3.1	98	1604	15.3	5.9	94								
GOLDEN OLDIES	3339	**96	1.8	2.9	92	*242	2.3	7.2	116								
MOR/NOSTALGIA	10346	382	7.3	3.7	118	723	6.9	7.0	112								
NEWS/TALK	8929	324	6.2	3.6	116	620	5.9	6.9	111								
RELIGIOUS	5488	*171	3.3	3.1	99	325	3.1	5.9	95								
SOFT ROCK	1232	**24	0.5	1.9	62	**60	0.6	4.9	78								
URBAN CONTEMPORARY	3184	*135	2.6	4.2	135	*140	1.3	4.4	70								
WIRED NETWORKS:																	
ABC CONTEMPORARY	6911	*274	5.2	4.0	126	425	4.1	6.1	98								
ABC DIRECTION	5212	*185	3.5	3.5	113	326	3.1	6.3	100								
ABC ENTERTAINMENT	10385	256	4.9	2.5	79	594	5.7	5.7	92								
ABC FM	4762	*179	3.4	3.8	120	355	3.4	7.5	119								
ABC INFORMATION	11339	376	7.2	3.3	106	839	8.0	7.4	118								
ABC ROCK	4878	*219	4.2	4.5	143	393	3.8	8.1	129								
CBS	10709	293	5.6	2.7	87	595	5.7	5.6	89								
MUTUAL	10251	*214	4.1	2.1	67	587	5.6	5.7	92								
NBC	12243	410	7.8	3.3	107	691	6.6	5.6	90								
RADIORADIO	4606	*177	3.4	3.8	123	286	2.7	6.2	99								
RKO ONE	5148	*172	3.3	3.3	107	366	3.5	7.1	114								
RKO TWO	7313	*227	4.3	3.1	99	349	3.3	4.8	76								
THE SOURCE	5981	*188	3.6	3.1	100	419	4.0	7.0	112								
NON-WIRED : BLAIR	19329	688	13.1	3.6	114	1285	12.3	6.6	106								
INTERNET	27139	1074	20.4	4.0	126	2324	22.2	8.6	137								
KATZ RADIO GROUP	36319	1344	25.6	3.7	118	2522	24.1	6.9	111								
SUPERNET	22361	781	14.9	3.5	111	1531	14.6	6.8	110								
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	14532	429	8.2	3.0	94	913	8.7	6.3	101								
WKDAY 9:00 AM - 1:00 PM	18688	536	10.2	2.9	91	1134	10.8	6.1	97								
WKDAY 1:00 PM - 4:30 PM	24061	624	11.9	2.6	83	1245	11.9	5.2	83								
WKDAY 4:30 PM - 7:30 PM	44079	1249	23.8	2.8	90	2510	24.0	5.7	91								
WKDAY 7:30 PM - 8:00 PM	61979	1668	31.7	2.7	86	3462	33.0	5.6	89								
WKDAY 11:00 PM - 11:30 PM	49084	1599	30.4	3.3	104	2719	26.0	5.5	89								
WKDAY 11:30 PM - 1:00 AM	16560	575	10.9	3.5	111	888	8.5	5.4	86								
M-SAT 8-11 PM+SUN 7-11 PM	66967	2058	39.1	3.1	98	4040	38.6	6.0	97								
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	9269	255	4.8	2.8	88	522	5.0	5.6	90								
ANOTHER WORLD N	6138	*111	2.1	1.8	58	*204	1.9	3.3	53								
AS THE WORLD TURNS C	7707	127	2.4	1.6	53	298	2.8	3.9	62								
CAPITOL C	4688	*76	1.4	1.6	52	165	1.6	3.5	56								
CBS MORN. NEWS 1 C	2792	*57	1.1	2.0	65	136	1.3	4.9	78								
CBS MORN. NEWS 2 C	2071	**51	1.0	2.5	79	*81	0.8	3.9	63								
DAYS OF OUR LIVES N	8018	226	4.3	2.8	90	420	4.0	5.2	84								
FACTS OF LIFE - DAYTIME N	3487	*125	2.4	3.6	114	181	1.7	5.2	83								
FAMILY FEUD A	4817	*95	1.8	2.0	63	320	3.1	6.6	106								
GENERAL HOSPITAL A	8333	258	4.9	3.1	99	538	5.1	6.5	103								
GOOD MORNING, AMERICA-730 A	5472	253	4.8	4.6	147	399	3.8	7.3	117								
GOOD MORNING, AMERICA-830 A	3965	141	2.7	3.6	113	270	2.6	6.8	109								
GUIDING LIGHT C	7542	173	3.3	2.3	73	260	2.5	3.4	55								
ONE LIFE TO LIVE A	6018	235	4.5	3.9	125	375	3.6	6.2	100								
PRESS YOUR LUCK C	3589	*95	1.8	2.6	84	194	1.9	5.4	87								
PRICE IS RIGHT 1 C	7418	135	2.6	1.8	58	261	2.5	3.5	56								
PRICE IS RIGHT 2 C	8276	162	3.1	2.0	62	368	3.5	4.4	71								
RYAN'S HOPE A	4358	*136	2.6	3.1	100	237	2.3	5.4	87								
SALE OF THE CENTURY N	3749	*121	2.3	3.2	103	191	1.8	5.1	82								
SEARCH FOR TOMORROW N	2884	*100	1.9	3.5	111	*129	1.2	4.5	72								
TODAY SHOW 1 N	4869	*79	1.5	1.6	52	279	2.7	5.7	92								
TODAY SHOW 2 N	4135	*67	1.3	1.6	52	190	1.8	4.6	74								
$25,000 PYRAMID C	4361	*122	2.3	2.8	89	212	2.0	4.9	78								
WHEEL OF FORTUNE N	6187	128	2.4	2.1	66	353	3.4	5.7	91								
YOUNG AND THE RESTLESS C	8186	150	2.9	1.8	58	333	3.2	4.1	65								
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	*146	2.8	3.1	99	239	2.3	5.1	81								
NBA PLAYOFF GAME -1 C	5127	*122	2.3	2.4	76	242	2.3	4.7	76								
NBC MAJOR LEAGUE PRE-GAME N	3945	**75	1.4	1.9	61	*189	1.8	4.8	77								
SPORTSWORLD - SUN N	3370	**102	1.9	3.0	97	*208	2.0	6.2	99								
SUNDAY MORNING C	4200	**88	1.7	2.1	67	270	2.6	6.4	103								

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(ADULTS)

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		TOTAL U.S. '000	YOPLAIT CUSTARD STYLE A '000	B % DOWN	C % ACROSS	D INDX	YOPLAIT ORIGINAL STYLE A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS		167727	5258	100.0	3.1	100	10477	100.0	6.2	100								
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		52292	1359	25.8	2.6	83	2801	26.7	5.4	86								
NETWORK AFFILIATES - LATE		39164	1248	23.7	3.2	102	2271	21.7	5.8	93								
INDEPENDENTS - LATE		5133	215	4.1	4.2	134	377	3.6	7.3	118								
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	22825	655	12.5	2.9	92	1114	10.6	4.9	78								
ABC MONDAY NIGHT MOVIE	A	11258	382	7.3	3.4	108	676	6.5	6.0	96								
ABC SUNDAY NIGHT MOVIE	A	23600	773	14.7	3.3	104	1570	15.0	6.7	107								
ABC WORLD NEWS TONIGHT	A	12801	354	6.7	2.8	88	624	6.0	4.9	78								
AFTERMASH	C	10966	*237	4.5	2.2	69	710	6.8	6.5	104								
ALICE	C	17050	508	9.7	3.0	95	1033	9.9	6.1	97								
AMERICAN PARADE	C	11998	251	4.8	2.1	67	588	5.6	4.9	78								
BENSON	A	19258	520	9.9	2.7	86	1219	11.6	6.3	101								
BLUE THUNDER	A	11478	212	4.0	1.8	59	653	6.2	5.7	91								
CAGNEY & LACEY	C	18263	625	11.9	3.4	109	1117	10.7	6.1	98								
CBS EVENING NEWS-DEAN	C	7733	*178	3.4	2.3	73	425	4.1	5.5	88								
CBS EVENING NEWS-RATHER	C	15653	334	6.4	2.1	68	857	8.2	5.5	88								
CBS SAT. NEWS-SCHIEFFER	C	8744	166	3.2	1.9	61	425	4.1	4.9	78								
CBS SATURDAY NIGHT MOVIE	C	12000	413	7.9	3.4	110	693	6.6	5.8	92								
CBS WEDNESDAY NIGHT MOVIE	C	11522	257	4.9	2.2	71	476	4.5	4.1	66								
CHEERS	N	16818	809	15.4	4.8	153	1308	12.5	7.8	125								
DALLAS	C	37510	1214	23.1	3.2	103	2230	21.3	5.9	95								
DIFF'RENT STROKES	N	11258	376	7.2	3.3	107	568	5.4	5.0	81								
DOUBLE TROUBLE	N	12248	440	8.4	3.6	115	1043	10.0	8.5	136								
DUCK FACTORY	N	11100	484	9.2	4.4	139	672	6.4	6.1	97								
DUKES OF HAZZARD	C	12353	331	6.3	2.7	85	627	6.0	5.1	81								
DYNASTY	A	33279	1027	19.5	3.1	98	1939	18.5	5.8	93								
FACTS OF LIFE	N	13410	523	9.9	3.9	124	1011	9.6	7.5	121								
FALCON CREST	C	31093	1198	22.8	3.9	123	1784	17.0	5.7	92								
FALL GUY	A	18649	555	10.6	3.0	95	1149	11.0	6.2	99								
FAMILY TIES	N	13101	557	10.6	4.3	136	846	8.1	6.5	103								
FANTASY ISLAND	A	13069	415	7.9	3.2	101	751	7.2	5.7	92								
FOULUPS,BLEEPS & BLUNDERS	A	16588	473	9.0	2.9	91	1025	9.8	6.2	99								
FOUR SEASONS	C	9302	*236	4.5	2.5	81	630	6.0	6.8	108								
GIMME A BREAK	N	13955	474	9.0	3.4	108	762	7.3	5.5	87								
HART TO HART	A	15735	617	11.7	3.9	125	992	9.5	6.3	101								
HILL STREET BLUES	N	18257	711	13.5	3.9	124	1282	12.2	7.0	112								
HOTEL	A	24236	796	15.1	3.3	105	1298	12.4	5.4	86								
JEFFERSONS	C	17010	400	7.6	2.4	75	945	9.0	5.6	89								
JENNIFER SLEPT HERE	N	9397	382	7.3	4.1	130	510	4.9	5.4	87								
KATE & ALLIE	C	16762	498	9.5	3.0	95	930	8.9	5.5	89								
KNIGHT RIDER	N	13164	389	7.4	3.0	94	979	9.3	7.4	119								
LOVE BOAT	A	20400	688	13.1	3.4	108	1326	12.7	6.5	104								
MAGNUM PI	C	22543	637	12.1	2.8	90	1380	13.2	6.1	98								
MAMA'S FAMILY	N	9852	*217	4.1	2.2	70	411	3.9	4.2	67								
MASTER, THE	N	8082	218	4.1	2.7	86	522	5.0	6.5	103								
MATT HOUSTON	A	12881	411	7.8	3.2	102	812	7.8	6.3	101								
NBC MONDAY NIGHT MOVIE	N	23889	849	16.1	3.6	113	1442	13.8	6.0	97								
NBC NIGHTLY NEWS	N	11156	187	3.6	1.7	53	546	5.2	4.9	78								
NBC NIGHTLY NEWS-SAT	N	7363	**161	3.1	2.2	70	271	2.6	3.7	59								
NBC NIGHTLY NEWS-SUN	N	6214	**146	2.8	2.3	75	*293	2.8	4.7	75								
NBC SUNDAY NIGHT MOVIE	N	17590	520	9.9	3.0	94	1093	10.4	6.2	99								
NEWHART	C	16740	535	10.2	3.2	102	949	9.1	5.7	91								
ONE DAY AT A TIME	C	11820	386	7.3	3.3	104	708	6.8	6.0	96								
PEOPLE ARE FUNNY	N	9138	260	4.9	2.8	91	413	3.9	4.5	72								
REAL PEOPLE	N	15979	353	6.7	2.2	70	775	7.4	4.9	78								
REMINGTON STEELE	N	14395	535	10.2	3.7	119	799	7.6	5.6	89								
RIPLEY'S BELIEVE IT - NOT	A	11362	342	6.5	3.0	96	808	7.7	7.1	114								
RIPTIDE	N	13920	445	8.5	3.2	102	892	8.5	6.4	103								
SCARECROW & MRS. KING	C	17571	659	12.5	3.8	120	1257	12.0	7.2	115								
SIMON & SIMON	C	20208	469	8.9	2.3	74	1204	11.5	6.0	95								
60 MINUTES	C	27668	666	12.7	2.4	77	1826	17.4	6.6	106								
ST. ELSEWHERE	N	13699	639	12.2	4.7	149	1070	10.2	7.8	125								
THREE'S COMPANY	A	20632	592	11.3	2.9	92	1325	12.6	6.4	103								
T.J. HOOKER	A	17136	530	10.1	3.1	99	1111	10.6	6.5	104								
TONIGHT SHOW	N	4963	201	3.8	4.0	129	270	2.6	5.4	87								
TRAPPER JOHN, M.D.	C	16332	457	8.7	2.8	89	761	7.3	4.7	75								
TV BLOOPERS & PRAC. JOKES	N	18881	511	9.7	2.7	86	856	8.2	4.5	73								
20/20	A	18315	560	10.7	3.1	98	998	9.5	5.4	87								
WEBSTER	A	18722	535	10.2	2.9	91	1129	10.8	6.0	97								
WORLD NEWS - SUN	A	5327	*177	3.4	3.3	106	378	3.6	7.1	114								
YELLOW ROSE	N	8370	*289	5.5	3.5	110	413	3.9	4.9	79								
TV VIEWING SPORTS EVENTS																		
BASEBALL		25859	689	13.1	2.7	85	1188	11.3	4.6	74								
BASKETBALL - COLLEGE GAMES		14468	*475	9.0	3.3	105	740	7.1	5.1	82								
BASKETBALL - PRO GAMES		12124	*335	6.4	2.8	88	767	7.3	6.3	101								
BOWLING		9412	**311	5.9	3.3	105	*570	5.4	6.1	97								
BOXING		15409	*319	6.1	2.1	66	938	9.0	6.1	97								
FOOTBALL - COLLEGE GAMES		21400	505	9.6	2.4	75	1255	12.0	5.9	94								
FOOTBALL - PRO GAMES		35944	1206	22.9	3.4	107	2585	24.7	7.2	115								
GOLF		9759	*417	7.9	4.3	136	605	5.8	6.2	99								
POST-SEASON COLL. FOOTBALL		18123	524	10.0	2.9	92	1004	9.6	5.5	89								
POST-SEASON PRO FOOTBALL		22091	768	14.6	3.5	111	1486	14.2	6.7	108								
TENNIS		6764	**187	3.6	2.8	88	469	4.5	6.9	111								
WRESTLING - PROFESSIONAL		9695	**273	5.2	2.8	90	*531	5.1	5.5	88								

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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P-19 0681

YOGURT DRINKS (BOUGHT AS DRINKS) BASE = ADULTS (167727)

	'000	%	UNWEIGHTED
2A. DO YOU YOURSELF DRINK THEM?			
YES	6463	3.9	842
NO	161264	96.1	18268

	ALL		SOLE		PRIMARY		SECONDARY		
	'000	%	'000	%	'000	%	'000	%	UNWEIGHTED
IF YOU DO									
2B. WHICH BRANDS DO YOU DRINK?									
COLOMBO	1311	.8	756	.5	353	.2	202	.1	164
LE SHAKE	2416	1.4	1270	.8	1048	.6	98	.1	327
SIPPITY	943	.6	555	.3	368	.2	20	*	127
TUSCAN	1006	.6	392	.2	506	.3	108	.1	125
OTHER BRANDS	2301	1.4	1741	1.0	316	.2	243	.1	271
DO NOT KNOW	268	.2							33

FROZEN YOGURT (BOUGHT FROZEN)

	'000	%	UNWEIGHTED
3A. DO YOU YOURSELF EAT IT?			
YES	17861	10.6	2049
NO	149866	89.4	17061

	ALL		SOLE		PRIMARY		SECONDARY		
	'000	%	'000	%	'000	%	'000	%	UNWEIGHTED
IF YOU DO									
3B. WHICH BRANDS DO YOU EAT?									
BORDEN	4141	2.5	2413	1.4	1301	.8	426	.3	440
COLOMBO	2068	1.2	716	.4	1213	.7	139	.1	251
DANNY (DANNON)	5481	3.3	3004	1.8	1923	1.1	553	.3	672
MEADOW GOLD	1278	.8	611	.4	492	.3	175	.1	166
SEALTEST	2636	1.6	1211	.7	1059	.6	365	.2	308
TUSCAN	1354	.8	585	.3	446	.3	324	.2	165
OTHER BRANDS	6432	3.8	4633	2.8	960	.6	839	.5	639
DO NOT KNOW	183	.1							22

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USERS OF YOGURT DRINKS AND FROZEN YOGURT USERS & BRANDS
(ADULTS)

0682
P-19

	TOTAL U.S. '000	DRINK YOGURT (BOUGHT AS DRINKS) A '000	B % DOWN	C % ACROSS	D INDX	EAT FROZEN YOGURT (BOUGHT FROZEN) A '000	B % DOWN	C % ACROSS	D INDX	BORDEN FROZEN YOGURT A '000	B % DOWN	C % ACROSS	D INDX	DANNY (DANNON) FROZEN YOGURT A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	6463	100.0	3.9	100	17861	100.0	10.6	100	4141	100.0	2.5	100	5481	100.0	3.3	100
MALES	79263	2439	37.7	3.1	80	6240	34.9	7.9	74	1567	37.8	2.0	80	1925	35.1	2.4	74
FEMALES	88464	4024	62.3	4.5	118	11621	65.1	13.1	123	2574	62.2	2.9	118	3556	64.9	4.0	123
18 - 24	28671	1261	19.5	4.4	114	3884	21.7	13.5	127	881	21.3	3.1	124	1280	23.4	4.5	137
25 - 34	39536	1190	18.4	3.0	78	4507	25.2	11.4	107	1043	25.2	2.6	107	1114	20.3	2.8	86
35 - 44	28978	1107	17.1	3.8	99	2966	16.6	10.2	96	*575	13.9	2.0	80	1243	22.7	4.3	131
45 - 54	22345	1049	16.2	4.7	122	2184	12.2	9.8	92	*396	9.6	1.8	72	636	11.6	2.8	87
55 - 64	22224	801	12.4	3.6	94	2291	12.8	10.3	97	621	15.0	2.8	113	680	12.4	3.1	94
65 OR OLDER	25973	1056	16.3	4.1	106	2029	11.4	7.8	73	624	15.1	2.4	97	528	9.6	2.0	62
18 - 34	68207	2450	37.9	3.6	93	8391	47.0	12.3	116	1924	46.5	2.8	114	2394	43.7	3.5	107
18 - 49	108058	4126	63.8	3.8	99	12613	70.6	11.7	110	2745	66.3	2.5	103	3915	71.4	3.6	111
25 - 54	90859	3346	51.8	3.7	96	9656	54.1	10.6	100	2015	48.7	2.2	90	2993	54.6	3.3	101
35 - 49	39851	1676	25.9	4.2	109	4223	23.6	10.6	100	821	19.8	2.1	83	1521	27.8	3.8	117
50 OR OLDER	59669	2337	36.2	3.9	102	5247	29.4	8.8	83	1395	33.7	2.3	95	1565	28.6	2.6	80
GRADUATED COLLEGE	28091	1273	19.7	4.5	118	3844	21.5	13.7	129	525	12.7	1.9	76	1407	25.7	5.0	153
ATTENDED COLLEGE	28938	955	14.8	3.3	86	3761	21.1	13.0	122	813	19.6	2.8	114	1174	21.4	4.1	124
GRADUATED HIGH SCHOOL	65503	2182	33.8	3.3	86	6259	35.0	9.6	90	1479	35.7	2.3	91	1853	33.8	2.8	87
DID NOT GRADUATE HIGH SCHOOL	45195	2053	31.8	4.5	118	3998	22.4	8.8	83	1323	31.9	2.9	119	1047	19.1	2.3	71
EMPLOYED MALES	56429	1674	25.9	3.0	77	4445	24.9	7.9	74	1145	27.7	2.0	82	1454	26.5	2.6	79
EMPLOYED FEMALES	43971	1899	29.4	4.3	112	6579	36.8	15.0	141	1338	32.3	3.0	123	1836	33.5	4.2	128
EMPLOYED FULL-TIME	87773	3031	46.9	3.5	90	9551	53.5	10.9	102	2119	51.2	2.4	98	2894	52.8	3.3	101
EMPLOYED PART-TIME	12627	*542	8.4	4.3	111	1473	8.2	11.7	110	*364	8.8	2.9	117	*396	7.2	3.1	96
NOT EMPLOYED	67327	2890	44.7	4.3	111	6837	38.3	10.2	95	1658	40.0	2.5	100	2191	40.0	3.3	100
PROFESSIONAL/MANAGER	25845	1020	15.8	3.9	102	3422	19.2	13.2	124	*441	10.6	1.7	69	1238	22.6	4.8	147
TECH/CLERICAL/SALES	30895	1006	15.6	3.3	85	3947	22.1	12.8	120	733	17.7	2.4	96	1119	20.4	3.6	111
PRECISION/CRAFT	12629	464	7.2	3.7	95	934	5.2	7.4	69	*346	8.4	2.7	111	*292	5.3	2.3	71
OTHER EMPLOYED	31031	1083	16.8	3.5	91	2721	15.2	8.8	82	964	23.3	3.1	126	641	11.7	2.1	63
SINGLE	35557	1757	27.2	4.9	128	5039	28.2	14.2	133	913	22.0	2.6	104	1572	28.7	4.4	135
MARRIED	103585	3384	52.4	3.3	85	9641	54.0	9.3	87	2331	56.3	2.3	91	2958	54.0	2.9	87
DIVORCED/SEPARATED/WIDOWED	28585	1322	20.5	4.6	120	3182	17.8	11.1	105	897	21.7	3.1	127	950	17.3	3.3	102
PARENTS	59295	2076	32.1	3.5	91	5782	32.4	9.8	92	1420	34.3	2.4	97	1924	35.1	3.2	99
WHITE	146081	4990	77.2	3.4	89	15015	84.1	10.3	97	3411	82.4	2.3	95	4590	83.7	3.1	96
BLACK	17974	1179	18.2	6.6	170	2194	12.3	12.2	115	612	14.8	3.4	138	691	12.6	3.8	118
OTHER	3672	**294	4.5	8.0	208	*651	3.6	17.7	166	**118	2.8	3.2	130	**200	3.6	5.4	167
NORTHEAST-CENSUS	37005	2504	38.7	6.8	176	4587	25.7	12.4	116	562	13.6	1.5	62	1766	32.2	4.8	146
NORTH CENTRAL	42642	673	10.4	1.6	41	2783	15.6	6.5	61	712	17.2	1.7	68	1288	23.5	3.0	92
SOUTH	56777	2427	37.6	4.3	111	6154	34.5	10.8	102	1949	47.1	3.4	139	1889	34.5	3.3	102
WEST	31303	859	13.3	2.7	71	4336	24.3	13.9	130	918	22.2	2.9	119	*538	9.8	1.7	53
NORTHEAST-MKTG.	38125	3468	53.7	9.1	236	5510	30.8	14.5	136	620	15.0	1.6	66	2141	39.1	5.6	172
EAST CENTRAL	24794	431	6.7	1.7	45	1643	9.2	6.6	62	537	13.0	2.2	88	765	14.0	3.1	94
WEST CENTRAL	28511	467	7.2	1.6	43	1872	10.5	6.6	62	*351	8.5	1.2	50	791	14.4	2.8	85
SOUTH	48953	1293	20.0	2.6	69	4695	26.3	9.6	90	1767	42.7	3.6	146	1267	23.1	2.6	79
PACIFIC	27344	805	12.5	2.9	76	4141	23.2	15.1	142	866	20.9	3.2	128	*516	9.4	1.9	58
COUNTY SIZE A	69301	4049	62.6	5.8	152	9815	55.0	14.2	133	1646	39.7	2.4	96	3282	59.9	4.7	145
COUNTY SIZE B	50633	1331	20.6	2.6	68	4833	27.1	9.5	90	1407	34.0	2.8	113	1501	27.4	3.0	91
COUNTY SIZE C	26259	570	8.8	2.2	56	2051	11.5	7.8	73	683	16.5	2.6	105	*445	8.1	1.7	52
COUNTY SIZE D	21534	513	7.9	2.4	62	1162	6.5	5.4	51	*405	9.8	1.9	76	*252	4.6	1.2	36
METRO CENTRAL CITY	50014	2239	34.6	4.5	116	6634	37.1	13.3	125	1482	35.8	3.0	120	2097	38.3	4.2	128
METRO SUBURBAN	76832	3033	46.9	3.9	102	8482	47.5	11.0	104	1795	43.3	2.3	95	2766	50.5	3.6	110
NON METRO	40881	1191	18.4	2.9	76	2745	15.4	6.7	63	863	20.8	2.1	86	617	11.3	1.5	46
TOP 5 ADI'S	39550	2399	37.1	6.1	157	5522	30.9	14.0	131	667	16.1	1.7	68	1774	32.4	4.5	137
TOP 10 ADI'S	54877	3680	56.9	6.7	174	8114	45.4	14.8	139	1316	31.8	2.4	97	2685	49.0	4.9	150
TOP 20 ADI'S	77516	4384	67.8	5.7	147	10610	59.4	13.7	129	1787	43.2	2.3	93	3630	66.2	4.7	143
HSHLD INC. $50,000 OR MORE	17257	932	14.4	5.4	140	2643	14.8	15.3	144	**182	4.4	1.1	43	1017	18.6	5.9	180
$40,000 OR MORE	33235	1528	23.6	4.6	119	4433	24.8	13.3	125	*477	11.5	1.4	58	1605	29.3	4.8	148
$30,000 OR MORE	59693	2362	36.5	4.0	103	7275	40.7	12.2	114	1178	28.4	2.0	80	2586	47.2	4.3	133
$25,000 OR MORE	76275	2907	45.0	3.8	99	9387	52.6	12.3	116	1622	39.2	2.1	86	3001	54.8	3.9	120
$20,000 - $24,999	18607	684	10.6	3.7	95	1572	8.8	8.4	79	*445	10.7	2.4	97	526	9.6	2.8	87
$15,000 - $19,999	17175	594	9.2	3.5	90	1631	9.1	9.5	89	*468	11.3	2.7	110	430	7.8	2.5	77
$10,000 - $14,999	24569	958	14.8	3.9	101	2467	13.8	10.0	94	676	16.3	2.8	111	728	13.3	3.0	91
UNDER $10,000	31101	1320	20.4	4.2	110	2803	15.7	9.0	85	930	22.5	3.0	121	796	14.5	2.6	78
HOUSEHOLD OF 1 PERSON	19441	780	12.1	4.0	104	2141	12.0	11.0	103	544	13.1	2.8	113	554	10.1	2.8	87
2 PEOPLE	51803	2013	31.1	3.9	101	5351	30.0	10.3	97	1181	28.5	2.3	92	1531	27.9	3.0	90
3 OR 4 PEOPLE	66933	2436	37.7	3.6	94	7181	40.2	10.7	101	1670	40.3	2.5	101	2417	44.1	3.6	111
5 OR MORE PEOPLE	29550	1234	19.1	4.2	108	3187	17.8	10.8	101	*746	18.0	2.5	102	979	17.9	3.3	101
NO CHILD IN HSHLD	96587	3675	56.9	3.8	99	10328	57.8	10.7	100	2283	55.1	2.4	96	3021	55.1	3.1	96
CHILD(REN) UNDER 2 YRS	10844	*362	5.6	3.3	87	934	5.2	8.6	81	**221	5.3	2.0	83	**195	3.6	1.8	55
2 - 5 YEARS	26358	952	14.7	3.6	94	2934	16.4	11.1	105	867	20.9	3.3	133	730	13.3	2.8	85
6 - 11 YEARS	30453	1146	17.7	3.8	98	3032	17.0	10.0	93	628	15.2	2.1	84	927	16.9	3.0	93
12 - 17 YEARS	36575	1634	25.3	4.5	116	3669	20.5	10.0	94	874	21.1	2.4	97	1501	27.4	4.1	126
RESIDENCE OWNED	117770	3872	59.9	3.3	85	11119	62.3	9.4	89	2472	59.7	2.1	85	3610	65.9	3.1	94
VALUE: $50,000 OR MORE	70166	2798	43.3	4.0	103	7954	44.5	11.3	106	1375	33.2	2.0	79	2747	50.1	3.9	120
VALUE: UNDER $50,000	47604	1074	16.6	2.3	59	3166	17.7	6.7	62	1097	26.5	2.3	93	862	15.7	1.8	55

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USERS OF YOGURT DRINKS AND FROZEN YOGURT USERS & BRANDS
(ADULTS)

0683
P-19

		TOTAL U.S. '000	DRINK YOGURT (BOUGHT AS DRINKS) A '000	B % DOWN	C % ACROSS	D INDX	EAT FROZEN YOGURT (BOUGHT FROZEN) A '000	B % DOWN	C % ACROSS	D INDX	BORDEN FROZEN YOGURT A '000	B % DOWN	C % ACROSS	D INDX	DANNY (DANNON) FROZEN YOGURT A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS		167727	6463	100.0	3.9	100	17861	100.0	10.6	100	4141	100.0	2.5	100	5481	100.0	3.3	100
MAGAZINES	QUINTILE 1	34022	1381	21.4	4.1	105	4430	24.8	13.0	122	885	21.4	2.6	105	1524	27.8	4.5	137
	QUINTILE 2	34800	1401	21.7	4.0	104	4138	23.2	11.9	112	963	23.3	2.8	112	1307	23.8	3.8	115
	QUINTILE 3	30514	1076	16.6	3.5	92	3313	18.5	10.9	102	870	21.0	2.9	115	931	17.0	3.1	93
	QUINTILE 4	33324	1069	16.5	3.2	83	2782	15.6	8.3	78	602	14.5	1.8	73	906	16.5	2.7	83
	QUINTILE 5	35066	1536	23.8	4.4	114	3197	17.9	9.1	86	821	19.8	2.3	95	814	14.9	2.3	71
NEWSPAPERS	QUINTILE 1	29107	1258	19.5	4.3	112	3488	19.5	12.0	113	453	10.9	1.6	63	1336	24.4	4.6	140
	QUINTILE 2	49095	2050	31.7	4.2	108	5205	29.1	10.6	100	1051	25.4	2.1	87	1690	30.8	3.4	105
	QUINTILE 3	23107	843	13.0	3.6	95	2665	14.9	11.5	108	688	16.6	3.0	121	944	17.2	4.1	125
	QUINTILE 4	33556	1134	17.5	3.4	88	3475	19.5	10.4	97	977	23.6	2.9	118	903	16.5	2.7	82
	QUINTILE 5	32863	1179	18.2	3.6	93	3028	17.0	9.2	87	972	23.5	3.0	120	608	11.1	1.9	57
OUTDOOR	QUINTILE 1	33431	1116	17.3	3.3	87	3720	20.8	11.1	104	755	18.2	2.3	91	1015	18.5	3.0	93
	QUINTILE 2	33478	1365	21.1	4.1	106	3340	18.7	10.0	94	775	18.7	2.3	94	1271	23.2	3.8	116
	QUINTILE 3	33574	1218	18.8	3.6	94	3548	19.9	10.6	99	844	20.4	2.5	102	974	17.8	2.9	89
	QUINTILE 4	33935	1169	18.1	3.4	89	3751	21.0	11.1	104	862	20.8	2.5	103	1234	22.5	3.6	111
	QUINTILE 5	33310	1595	24.7	4.8	124	3503	19.6	10.5	99	905	21.9	2.7	110	986	18.0	3.0	91
RADIO-DRIVE TIME	QUINTILE 1	33136	1319	20.4	4.0	103	3528	19.8	10.6	100	850	20.5	2.6	104	1230	22.4	3.7	114
	QUINTILE 2	31658	1192	18.4	3.8	98	3526	19.7	11.1	105	956	23.1	3.0	122	1051	19.2	3.3	102
	QUINTILE 3	32541	1200	18.6	3.7	96	3746	21.0	11.5	108	625	15.1	1.9	78	1254	22.9	3.9	118
	QUINTILE 4	34247	1370	21.2	4.0	104	3116	17.4	9.1	85	760	18.4	2.2	90	869	15.9	2.5	78
	QUINTILE 5	36144	1383	21.4	3.8	99	3945	22.1	10.9	102	949	22.9	2.6	106	1077	19.6	3.0	91
RADIO-MID-DAY	TERCILE 1	45037	1563	24.2	3.5	90	4329	24.2	9.6	90	1074	25.9	2.4	97	1485	27.1	3.3	101
	TERCILE 2	44819	1736	26.9	3.9	101	5034	28.2	11.2	105	1279	30.9	2.9	116	1400	25.5	3.1	96
	TERCILE 3	77872	3164	49.0	4.1	105	8498	47.6	10.9	102	1788	43.2	2.3	93	2595	47.3	3.3	102
RADIO-TOTAL	QUINTILE 1	33763	1308	20.2	3.9	101	3626	20.3	10.7	101	983	23.7	2.9	118	1139	20.8	3.4	103
	QUINTILE 2	33240	1242	19.2	3.7	97	3759	21.0	11.3	106	878	21.2	2.6	107	1377	25.1	4.1	127
	QUINTILE 3	33408	1139	17.6	3.4	88	3498	19.6	10.5	98	856	20.7	2.6	104	1056	19.3	3.2	97
	QUINTILE 4	34792	1594	24.7	4.6	119	3726	20.9	10.7	101	659	15.9	1.9	77	982	17.9	2.8	86
	QUINTILE 5	32524	1180	18.3	3.6	94	3252	18.2	10.0	94	765	18.5	2.4	95	927	16.9	2.9	87
TV-PRIME TIME	QUINTILE 1	33090	1461	22.6	4.4	115	3220	18.0	9.7	91	812	19.6	2.5	99	1055	19.2	3.2	98
	QUINTILE 2	33357	1292	20.0	3.9	101	3789	21.2	11.4	107	755	18.2	2.3	92	1229	22.4	3.7	113
	QUINTILE 3	33980	1116	17.3	3.3	85	3591	20.1	10.6	99	860	20.8	2.5	103	1210	22.1	3.6	109
	QUINTILE 4	33854	1584	24.5	4.7	121	3768	21.1	11.1	105	876	21.2	2.6	105	1147	20.9	3.4	104
	QUINTILE 5	33444	1009	15.6	3.0	78	3493	19.6	10.4	98	837	20.2	2.5	101	840	15.3	2.5	77
TV-DAYTIME	TERCILE 1	49121	1811	28.0	3.7	96	4866	27.2	9.9	93	1431	34.6	2.9	118	1392	25.4	2.8	87
	TERCILE 2	48823	1796	27.8	3.7	95	5316	29.8	10.9	102	1129	27.3	2.3	94	1901	34.7	3.9	119
	TERCILE 3	69782	2856	44.2	4.1	106	7679	43.0	11.0	103	1580	38.2	2.3	92	2188	39.9	3.1	96
TV-TOTAL	QUINTILE 1	33584	1539	23.8	4.6	119	3363	18.8	10.0	94	979	23.6	2.9	118	969	17.7	2.9	88
	QUINTILE 2	33441	1042	16.1	3.1	81	3546	19.9	10.6	100	750	18.1	2.2	91	1213	22.1	3.6	111
	QUINTILE 3	33505	1432	22.2	4.3	111	3544	19.8	10.6	99	825	19.9	2.5	100	1157	21.1	3.5	106
	QUINTILE 4	33466	1238	19.2	3.7	96	3761	21.1	11.2	106	771	18.6	2.3	93	1213	22.1	3.6	111
	QUINTILE 5	33731	1212	18.8	3.6	93	3646	20.4	10.8	102	816	19.7	2.4	98	929	16.9	2.8	84
MAGAZINES-NEWSPAPERS: DUAL		44503	2000	30.9	4.5	117	5409	30.3	12.2	114	880	21.3	2.0	80	2038	37.2	4.6	140
MAGAZINE IMPERATIVE		39363	1258	19.5	3.2	83	4821	27.0	12.2	115	1500	36.2	3.8	154	1212	22.1	3.1	94
NEWSPAPER IMPERATIVE		46441	1732	26.8	3.7	97	4436	24.8	9.6	90	868	21.0	1.9	76	1481	27.0	3.2	98
MAGAZINES-OUTDOOR: DUAL		33726	1290	20.0	3.8	99	3974	22.2	11.8	111	762	18.4	2.3	92	1268	23.1	3.8	115
MAGAZINE IMPERATIVE		52846	2159	33.4	4.1	106	6510	36.4	12.3	116	1524	36.8	2.9	117	2051	37.4	3.9	119
OUTDOOR IMPERATIVE		52140	1919	29.7	3.7	96	4825	27.0	9.3	87	1198	28.9	2.3	93	1521	27.8	2.9	89
MAGAZINES-RADIO: DUAL		37081	1635	25.3	4.4	114	4412	24.7	11.9	112	1113	26.9	3.0	122	1666	30.4	4.5	137
MAGAZINE IMPERATIVE		49747	1858	28.7	3.7	97	6021	33.7	12.1	114	1159	28.0	2.3	94	1716	31.3	3.4	106
RADIO IMPERATIVE		49208	1617	25.0	3.3	85	4753	26.6	9.7	91	1192	28.8	2.4	98	1341	24.5	2.7	83
MAGAZINES-TELEVISION: DUAL		33103	1264	19.6	3.8	99	3857	21.6	11.7	109	947	22.9	2.9	116	1139	20.8	3.4	105
MAGAZINE IMPERATIVE		54575	2121	32.8	3.9	101	6830	38.2	12.5	118	1472	35.5	2.7	109	2277	41.5	4.2	128
TELEVISION IMPERATIVE		53249	2107	32.6	4.0	103	4823	27.0	9.1	85	1188	28.7	2.2	90	1483	27.1	2.8	85
NEWSPAPERS-OUTDOOR: DUAL		36255	1447	22.4	4.0	104	4139	23.2	11.4	107	791	19.1	2.2	88	1333	24.3	3.7	113
NEWSPAPER IMPERATIVE		55591	2327	36.0	4.2	109	6186	34.6	11.1	104	1178	28.4	2.1	86	2234	40.8	4.0	123
OUTDOOR IMPERATIVE		48319	1669	25.8	3.5	90	4863	27.2	10.1	95	1346	32.5	2.8	113	1448	26.4	3.0	92
NEWSPAPERS-RADIO: DUAL		37242	1651	25.5	4.4	115	4317	24.2	11.6	109	816	19.7	2.2	89	1798	32.8	4.8	148
NEWSPAPER IMPERATIVE		54423	2222	34.4	4.1	106	6011	33.7	11.0	104	1037	25.0	1.9	77	1826	33.3	3.4	103
RADIO IMPERATIVE		46650	1512	23.4	3.2	84	4942	27.7	10.6	99	1576	38.1	3.4	137	1247	22.8	2.7	82
NEWSPAPERS-TELEVISION: DUAL		35974	1476	22.8	4.1	106	3875	21.7	10.8	101	713	17.2	2.0	80	1385	25.3	3.9	118
NEWSPAPER IMPERATIVE		56095	2372	36.7	4.2	110	6503	36.4	11.6	109	1240	29.9	2.2	90	2210	40.3	3.9	121
TELEVISION IMPERATIVE		47170	1787	27.6	3.8	98	4777	26.7	10.1	95	1490	36.0	3.2	128	1304	23.8	2.8	85
OUTDOOR-RADIO: DUAL		33748	1208	18.7	3.6	93	3773	21.1	11.2	105	834	20.1	2.5	100	1276	23.3	3.8	116
OUTDOOR IMPERATIVE		52785	2063	31.9	3.9	101	5422	30.4	10.3	96	1162	28.1	2.2	89	1568	28.6	3.0	91
RADIO IMPERATIVE		52882	2033	31.5	3.8	100	5771	32.3	10.9	102	1500	36.2	2.8	115	1862	34.0	3.5	108
OUTDOOR-TELEVISION: DUAL		32030	1187	18.4	3.7	96	3217	18.0	10.0	94	832	20.1	2.6	105	1041	19.0	3.3	99
OUTDOOR IMPERATIVE		54626	1987	30.7	3.6	94	6038	33.8	11.1	104	1223	29.5	2.2	91	1817	33.2	3.3	102
TELEVISION IMPERATIVE		54874	2282	35.3	4.2	108	5916	33.1	10.8	101	1537	37.1	2.8	113	1835	33.5	3.3	102
RADIO-TELEVISION: DUAL		33386	1403	21.7	4.2	109	3542	19.8	10.6	100	874	21.1	2.6	106	1176	21.5	3.5	108
RADIO IMPERATIVE		53810	1838	28.4	3.4	89	5866	32.8	10.9	102	1456	35.2	2.7	110	1869	34.1	3.5	106
TELEVISION IMPERATIVE		54023	2115	32.7	3.9	102	5465	30.6	10.1	95	1240	29.9	2.3	93	1603	29.2	3.0	91

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USERS OF YOGURT DRINKS AND FROZEN YOGURT USERS & BRANDS
(ADULTS)

0684
P-19

	TOTAL U.S.	DRINK YOGURT (BOUGHT AS DRINKS)				EAT FROZEN YOGURT (BOUGHT FROZEN)				BORDEN FROZEN YOGURT				DANNY (DANNON) FROZEN YOGURT			
	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL ADULTS	167727	6463	100.0	3.9 100	17861	100.0	10.6	100	4141	100.0	2.5	100	5481	100.0	3.3	100
ATLANTIC MONTHLY	867	**33	0.5	3.8 99	*157	0.9	18.1	170	**52	1.3	6.0	243	**38	0.7	4.4	134
BARRON'S	1580	**50	0.8	3.2 82	*197	1.1	12.5	117	**12	0.3	0.8	31	**39	0.7	2.5	76
BETTER HOMES & GARDENS	22203	806	12.5	3.6 94	2725	15.3	12.3	115	605	14.6	2.7	110	917	16.7	4.1	126
BON APPETIT	3810	*230	3.6	6.0 157	584	3.3	15.3	144	**75	1.8	2.0	80	*169	3.1	4.4	136
BUSINESS WEEK	4663	*235	3.6	5.0 131	597	3.3	12.8	120	**43	1.0	0.9	37	*217	4.0	4.7	142
CAR AND DRIVER	3102	**100	1.5	3.2 84	308	1.7	9.9	93	**62	1.5	2.0	81	**145	2.6	4.7	143
CBS MAGAZINE NETWORK (GROSS)	7311	*260	4.0	3.6 92	747	4.2	10.2	96	*164	4.0	2.2	91	*243	4.4	3.3	102
CHANGING TIMES	3400	**118	1.8	3.5 90	315	1.8	9.3	87	**95	2.3	2.8	113	**104	1.9	3.1	94
COLONIAL HOMES	1796	**105	1.6	5.8 152	*214	1.2	11.9	112	**61	1.5	3.4	138	**96	1.8	5.3	164
CONDE NAST MAG. PKG. (GROSS)	19924	1122	17.4	5.6 146	3816	21.4	19.2	180	741	17.9	3.7	151	1141	20.8	5.7	175
CONSUMERS DIGEST	3125	**88	1.4	2.8 73	*300	1.7	9.6	90	**93	2.2	3.0	121	**69	1.3	2.2	68
COSMOPOLITAN	10577	625	9.7	5.9 153	2026	11.3	19.2	180	397	9.6	3.8	152	697	12.7	6.6	202
COUNTRY LIVING	3746	*114	1.8	3.0 79	584	3.3	15.6	146	**173	4.2	4.6	187	*221	4.0	5.9	181
CUISINE	2214	**80	1.2	3.6 94	332	1.9	15.0	141	**37	0.9	1.7	68	*141	2.6	6.4	195
CYCLE WORLD	2394	**79	1.2	3.3 86	*174	1.0	7.3	68	**25	0.6	1.0	42	**39	0.7	1.6	50
DCI:CREATIVE IDEAS FOR LIV	3068	**121	1.9	3.9 102	417	2.3	13.6	128	**146	3.5	4.8	193	**138	2.5	4.5	138
DCI:CREAT.IDEA/SO.LIV(GROSS)	9556	298	4.6	3.1 81	1220	6.8	12.8	120	417	10.1	4.4	177	372	6.8	3.9	119
DISCOVER	2277	**111	1.7	4.9 127	380	2.1	16.7	157	**59	1.4	2.6	105	*136	2.5	6.0	183
EBONY	7187	468	7.2	6.5 169	1094	6.1	15.2	143	288	7.0	4.0	162	427	7.8	5.9	182
ESQUIRE	2560	**59	0.9	2.3 60	203	1.1	7.9	74	**40	1.0	1.6	63	**69	1.3	2.7	82
ESSENCE	3242	*164	2.5	5.1 131	462	2.6	14.3	134	**89	2.1	2.7	111	*225	4.1	6.9	212
FAMILY CIRCLE	19639	714	11.0	3.6 94	2637	14.8	13.4	126	566	13.7	2.9	117	879	16.0	4.5	137
THE FAMILY HANDYMAN	3540	**88	1.4	2.5 65	278	1.6	7.9	74	**44	1.1	1.2	50	**112	2.0	3.2	97
FAMILY WEEKLY	23924	475	7.3	2.0 52	2026	11.3	8.5	80	674	16.3	2.8	114	447	8.2	1.9	57
FIELD & STREAM	9883	*144	2.2	1.5 38	625	3.5	6.3	59	*190	4.6	1.9	78	*229	4.2	2.3	71
FOOD & WINE	1030	**69	1.1	6.7 174	*161	0.9	15.6	147	**15	0.4	1.5	59	**64	1.2	6.2	190
FORBES	2679	*107	1.7	4.0 104	301	1.7	11.2	106	**15	0.4	0.6	23	*78	1.4	2.9	89
FORTUNE	2931	*143	2.2	4.9 127	415	2.3	14.2	133	**36	0.9	1.2	50	*129	2.4	4.4	135
GENTLEMEN'S QUARTERLY	3481	*125	1.9	3.6 93	685	3.8	19.7	185	**109	2.6	3.1	127	*209	3.8	6.0	184
GLAMOUR	7163	328	5.1	4.6 119	1525	8.5	21.3	200	*305	7.4	4.3	172	451	8.2	6.3	193
GOLF DIGEST	2355	**43	0.7	1.8 47	*200	1.1	8.5	80	**22	0.5	0.9	38	**111	2.0	4.7	144
GOLF DIGEST/TENNIS (GROSS)	3610	*150	2.3	4.2 108	385	2.2	10.7	100	**36	0.9	1.0	40	*173	3.2	4.8	147
GOLF MAGAZINE	2046	**49	0.8	2.4 62	*186	1.0	9.1	85	**8	0.2	0.4	16	**98	1.8	4.8	147
GOLF MAGAZINE/SKI (GROSS)	3547	*143	2.2	4.0 105	418	2.3	11.8	111	**49	1.2	1.4	56	*188	3.4	5.3	162
GOOD HOUSEKEEPING	20353	633	9.8	3.1 81	2449	13.7	12.0	113	451	10.9	2.2	90	694	12.7	3.4	104
HARPER'S BAZAAR	3362	*179	2.8	5.3 138	665	3.7	19.8	186	**130	3.1	3.9	157	*147	2.7	4.4	134
HEALTH	2987	*173	2.7	5.8 150	349	2.0	11.7	110	**138	3.3	4.6	187	**89	1.6	3.0	91
HEARST MAG CORP. BUY (GROSS)	67928	2515	38.9	3.7 96	9137	51.2	13.5	126	1806	43.6	2.7	108	2841	51.8	4.2	128
HEARST MAN POWER (GROSS)	11282	279	4.3	2.5 64	844	4.7	7.5	70	*160	3.9	1.4	57	304	5.5	2.7	82
HEARST WOMAN POWER (GROSS)	40514	1591	24.6	3.9 102	5757	32.2	14.2	133	1100	26.6	2.7	110	1829	33.4	4.5	138
HOUSE BEAUTIFUL	4885	*185	2.9	3.8 98	711	4.0	14.6	137	**132	3.2	2.7	109	*145	2.6	3.0	91
INC.	1308	**44	0.7	3.4 87	*147	0.8	11.2	106	**11	0.3	0.8	34	**48	0.9	3.7	112
JET	6498	409	6.3	6.3 163	947	5.3	14.6	137	243	5.9	3.7	151	309	5.6	4.8	146
LADIES' HOME JOURNAL	14797	466	7.2	3.1 82	1985	11.1	13.4	126	440	10.6	3.0	120	604	11.0	4.1	125
LHJ FAMILY GRP COMBO(GROSS)	21743	733	11.3	3.4 87	2861	16.0	13.2	124	665	16.1	3.1	124	932	17.0	4.3	131
LIFE	9881	536	8.3	5.4 141	1478	8.3	15.0	140	297	7.2	3.0	122	503	9.2	5.1	156
L.A. TIMES HOME MAGAZINE	2775	**53	0.8	1.9 50	443	2.5	16.0	150	**55	1.3	2.0	80	**46	0.8	1.7	51
MADEMOISELLE	4219	*198	3.1	4.7 122	805	4.5	19.1	179	**128	3.1	3.0	123	*218	4.0	5.2	158
MC CALL'S	16422	549	8.5	3.3 87	2258	12.6	13.7	129	441	10.6	2.7	109	707	12.9	4.3	132
MC CALL'S/WRK MOTHER (GROSS)	17919	597	9.2	3.3 86	2391	13.4	13.3	125	467	11.3	2.6	106	758	13.8	4.2	129
MECHANIX ILLUSTRATED	4433	**72	1.1	1.6 42	294	1.6	6.6	62	**57	1.4	1.3	52	*144	2.6	3.2	99
METROPOLITAN HOME	1504	**130	2.0	8.6 224	269	1.5	17.9	168	**37	0.9	2.5	100	*114	2.1	7.6	232
MONEY	4723	319	4.9	6.8 175	666	3.7	14.1	132	**104	2.5	2.2	89	*210	3.8	4.4	136
MOTHER EARTH NEWS	2325	**83	1.3	3.6 93	*267	1.5	11.5	108	**66	1.6	2.8	115	**125	2.3	5.4	165
MS.	1189	**48	0.7	4.0 105	*128	0.7	10.8	101	**47	1.1	4.0	160	**48	0.9	4.0	124
NATIONAL ENQUIRER	18892	645	10.0	3.4 89	2019	11.3	10.7	100	560	13.5	3.0	120	569	10.4	3.0	92
NATIONAL GEOGRAPHIC	22129	858	13.3	3.9 101	2642	14.8	11.9	112	554	13.4	2.5	101	835	15.2	3.8	115
NATIONAL SUNDAY MAGAZINE PKG	103750	4318	66.8	4.2 108	11758	65.8	11.3	106	2456	59.3	2.4	96	3973	72.5	3.8	117
NATURAL HISTORY	1379	**57	0.9	4.1 107	*219	1.2	15.9	149	**56	1.4	4.1	164	**69	1.3	5.0	153
NEW WOMAN	2289	**101	1.6	4.4 115	393	2.2	17.2	161	**112	2.7	4.9	198	**102	1.9	4.5	136
NEW YORK INCLUDING CUE	1088	**72	1.1	6.6 172	*155	0.9	14.2	134	**0	0.0	0.0	0	**73	1.3	6.7	205
THE NEW YORKER	2459	*201	3.1	8.2 212	398	2.2	16.2	152	**66	1.6	2.7	109	*160	2.9	6.5	199
NEWSWEEK	16527	767	11.9	4.6 120	2064	11.6	12.5	117	351	8.5	2.1	86	805	14.7	4.9	149
THE N.Y. TIMES DAILY EDITION	2739	246	3.8	9.0 233	573	3.2	20.9	196	**24	0.6	0.9	35	285	5.2	10.4	318
THE N.Y. TIMES MAGAZINE	4443	366	5.7	8.2 214	884	4.9	19.9	187	**32	0.8	0.7	29	400	7.3	9.0	276
OMNI	2799	**75	1.2	2.7 70	305	1.7	10.9	102	**84	2.0	3.0	122	*138	2.5	4.9	151
ON CABLE	2209	**35	0.5	1.6 41	236	1.3	10.7	100	**59	1.4	2.7	108	*110	2.0	5.0	152
1001 HOME IDEAS	3959	*94	1.5	2.4 62	527	3.0	13.3	125	**87	2.1	2.2	89	*240	4.4	6.1	186
ORGANIC GARDENING	3111	*143	2.2	4.6 119	362	2.0	11.6	109	**139	3.4	4.5	181	**115	2.1	3.7	113
OUTDOOR LIFE	5024	**106	1.6	2.1 55	315	1.8	6.3	59	**110	2.7	2.2	89	*118	2.2	2.3	72
PARADE MAGAZINE	51292	2679	41.5	5.2 136	6228	34.9	12.1	114	1025	24.8	2.0	81	2087	38.1	4.1	125

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USERS OF YOGURT DRINKS AND FROZEN YOGURT USERS & BRANDS
(ADULTS)

0685
P-19

	TOTAL U.S. '000	DRINK YOGURT (BOUGHT AS DRINKS) A '000	B % DOWN	C % ACROSS	D INDX	EAT FROZEN YOGURT (BOUGHT FROZEN) A '000	B % DOWN	C % ACROSS	D INDX	BORDEN FROZEN YOGURT A '000	B % DOWN	C % ACROSS	D INDX	DANNY (DANNON) FROZEN YOGURT A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	6463	100.0	3.9	100	17861	100.0	10.6	100	4141	100.0	2.5	100	5481	100.0	3.3	100
PARENTS	5298	*195	3.0	3.7	96	564	3.2	10.6	100	*173	4.2	3.3	132	*174	3.2	3.3	101
PENTHOUSE	5129	*141	2.2	2.7	71	359	2.0	7.0	66	**67	1.6	1.3	53	**85	1.6	1.7	51
PEOPLE	21070	941	14.6	4.5	116	2996	16.8	14.2	134	639	15.4	3.0	123	931	17.0	4.4	135
PLAYBOY	10562	409	6.3	3.9	100	833	4.7	7.9	74	*184	4.4	1.7	71	343	6.3	3.2	99
POPULAR HOT RODDING	2498	**41	0.6	1.6	43	**93	0.5	3.7	35	**16	0.4	0.6	26	**51	0.9	2.0	62
POPULAR MECHANICS	5887	*157	2.4	2.7	69	466	2.6	7.9	74	**79	1.9	1.3	54	*156	2.8	2.6	81
POPULAR SCIENCE	4317	*121	1.9	2.8	73	364	2.0	8.4	79	**70	1.7	1.6	66	*117	2.1	2.7	83
PREVENTION	5792	280	4.3	4.8	125	720	4.0	12.4	117	*156	3.8	2.7	109	*237	4.3	4.1	125
PSYCHOLOGY TODAY	3284	*102	1.6	3.1	81	470	2.6	14.3	134	**57	1.4	1.7	70	*253	4.6	7.7	236
READER'S DIGEST	40046	1671	25.9	4.2	108	4470	25.0	11.2	105	1242	30.0	3.1	126	1339	24.4	3.3	102
REDBOOK	9584	334	5.2	3.5	90	1282	7.2	13.4	126	*252	6.1	2.6	107	438	8.0	4.6	140
ROAD & TRACK	2590	**66	1.0	2.5	66	*329	1.8	12.7	119	**75	1.8	2.9	117	**138	2.5	5.3	163
ROLLING STONE	3302	**151	2.3	4.6	119	460	2.6	13.9	131	**100	2.4	3.0	123	*115	2.1	3.5	107
RUNNER'S WORLD	1229	**35	0.5	2.8	74	**122	0.7	9.9	93	**33	0.8	2.7	109	**48	0.9	3.9	120
SATURDAY EVENING POST	2110	**90	1.4	4.3	111	*215	1.2	10.2	96	**67	1.6	3.2	129	**45	0.8	2.1	65
SCIENCE 84	1543	**36	0.6	2.3	61	*212	1.2	13.7	129	**19	0.5	1.2	50	**80	1.5	5.2	159
SCIENCE DIGEST	1747	**30	0.5	1.7	45	*228	1.3	13.1	123	**11	0.3	0.6	26	**83	1.5	4.8	145
SCIENTIFIC AMERICAN	1994	**103	1.6	5.2	134	340	1.9	17.1	160	**24	0.6	1.2	49	*162	3.0	8.1	249
SELF	3119	*196	3.0	6.3	163	432	2.4	13.9	130	**100	2.4	3.2	130	*166	3.0	5.3	163
SEVENTEEN	3923	**194	3.0	4.9	128	667	3.7	17.0	160	**147	3.5	3.7	152	*284	5.2	7.2	222
SKI	1501	**94	1.5	6.3	163	*233	1.3	15.5	146	**41	1.0	2.7	111	**90	1.6	6.0	183
SMITHSONIAN	5976	357	5.5	6.0	155	920	5.2	15.4	145	**138	3.3	2.3	94	376	6.9	6.3	193
SOAP OPERA DIGEST	4228	**132	2.0	3.1	81	595	3.3	14.1	132	**198	4.8	4.7	190	*182	3.3	4.3	132
SOUTHERN LIVING	6488	*176	2.7	2.7	70	803	4.5	12.4	116	*272	6.6	4.2	170	*234	4.3	3.6	110
SPORT	3500	*201	3.1	5.7	149	297	1.7	8.5	80	**68	1.6	1.9	79	*160	2.9	4.6	140
THE SPORTING NEWS	2456	**179	2.8	7.3	189	*273	1.5	11.1	104	**91	2.2	3.7	150	**159	2.9	6.5	198
SPORTS AFIELD	3648	**92	1.4	2.5	65	*150	0.8	4.1	39	**69	1.7	1.9	77	**65	1.2	1.8	55
SPORTS ILLUSTRATED	14484	611	9.5	4.2	109	1593	8.9	11.0	103	*309	7.5	2.1	86	623	11.4	4.3	132
STAR	12661	615	9.5	4.9	126	1550	8.7	12.2	115	441	10.6	3.5	141	359	6.5	2.8	87
SUNDAY	52799	2934	45.4	5.6	144	6964	39.0	13.2	124	1334	32.2	2.5	102	2767	50.5	5.2	160
SUNSET	3513	**61	0.9	1.7	45	543	3.0	15.5	145	**126	3.0	3.6	145	**62	1.1	1.8	54
TV GUIDE	42766	1588	24.6	3.7	96	4934	27.6	11.5	108	1209	29.2	2.8	115	1371	25.0	3.2	98
TENNIS	1254	**107	1.7	8.5	221	*184	1.0	14.7	138	**13	0.3	1.0	42	**62	1.1	4.9	151
TIME	22054	1111	17.2	5.0	131	2920	16.3	13.2	124	517	12.5	2.3	95	1139	20.8	5.2	158
TOWN & COUNTRY	1555	**48	0.7	3.1	80	*299	1.7	19.2	181	**49	1.2	3.2	128	**84	1.5	5.4	165
TRAVEL & LEISURE	2173	**69	1.1	3.2	82	*203	1.1	9.3	88	**27	0.7	1.2	50	**67	1.2	3.1	94
TRUE STORY	4636	**177	2.7	3.8	99	405	2.3	8.7	82	*187	4.5	4.0	163	*118	2.2	2.5	78
U.S.NEWS & WORLD REPORT	10353	407	6.3	3.9	102	1147	6.4	11.1	104	*258	6.2	2.5	101	449	8.2	4.3	133
USA TODAY	4994	*136	2.1	2.7	71	645	3.6	12.9	121	*94	2.3	1.9	76	*264	4.8	5.3	162
US	3528	*128	2.0	3.6	94	429	2.4	12.2	114	**96	2.3	2.7	110	*150	2.7	4.3	130
VOGUE	5424	401	6.2	7.4	192	1053	5.9	19.4	182	*209	5.0	3.9	156	307	5.6	5.7	173
WALL STREET JOURNAL	6292	277	4.3	4.4	114	802	4.5	12.7	120	**120	2.9	1.9	77	318	5.8	5.1	155
WEIGHT WATCHERS	2762	**119	1.8	4.3	112	421	2.4	15.2	143	**77	1.9	2.8	113	*138	2.5	5.0	153
WOMAN'S DAY	16320	593	9.2	3.6	94	2246	12.6	13.8	129	396	9.6	2.4	98	614	11.2	3.8	115
WORKING MOTHER	1496	**48	0.7	3.2	83	*133	0.7	8.9	83	**26	0.6	1.7	70	**51	0.9	3.4	104
WORKING WOMAN	1851	**89	1.4	4.8	125	389	2.2	21.0	197	**66	1.6	3.6	144	**111	2.0	6.0	184
WORLD TENNIS	580	**28	0.4	4.8	125	**65	0.4	11.2	105	**10	0.2	1.7	70	**10	0.2	1.7	53
ZIFF-DAVIS MAG NETWK (GROSS)	12412	367	5.7	3.0	77	1385	7.8	11.2	105	288	7.0	2.3	94	529	9.7	4.3	130
BLAIR INSERTS	91671	4163	64.4	4.5	118	10849	60.7	11.8	111	2015	48.7	2.2	89	3804	69.4	4.1	127
DAILY NEWSPAPERS																	
READ ANY	109190	4279	66.2	3.9	102	11729	65.7	10.7	101	2443	59.0	2.2	91	3861	70.4	3.5	108
READ ONE	89587	3470	53.7	3.9	101	9517	53.3	10.6	100	2146	51.8	2.4	97	3001	54.8	3.3	103
READ TWO OR MORE	19603	809	12.5	4.1	107	2213	12.4	11.3	106	298	7.2	1.5	62	861	15.7	4.4	134
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	109661	4568	70.7	4.2	108	12424	69.6	11.3	106	2474	59.7	2.3	91	4187	76.4	3.8	117
READ ONE	95074	3936	60.9	4.1	107	10617	59.4	11.2	105	2235	54.0	2.4	95	3399	62.0	3.6	109
READ TWO OR MORE	14588	632	9.8	4.3	112	1807	10.1	12.4	116	239	5.8	1.6	66	787	14.4	5.4	165
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.80	26.94				28.06				26.74				28.47			
30 DAY REACH	149706	5593	86.5	3.7	97	16142	90.4	10.8	101	3764	90.9	2.5	102	4978	90.8	3.3	102
50 SHWG - 30 DAY AV FREQ	15.16	14.19				14.91				14.24				15.02			
30 DAY REACH	142406	5308	82.1	3.7	97	15198	85.1	10.7	100	3540	85.5	2.5	101	4711	86.0	3.3	101
25 SHWG - 30 DAY AV FREQ	8.23	7.88				8.09				8.05				8.07			
30 DAY REACH	131152	4786	74.1	3.6	95	13971	78.2	10.7	100	3114	75.2	2.4	96	4401	80.3	3.4	103
CABLE TV: HOME WIRED	66879	1481	22.9	2.2	57	6711	37.6	10.0	94	1753	42.3	2.6	106	2007	36.6	3.0	92
HOME NOT WIRED	100848	4982	77.1	4.9	128	11150	62.4	11.1	104	2388	57.7	2.4	96	3474	63.4	3.4	105
HAVE PAY CABLE	35034	794	12.3	2.3	59	3861	21.6	11.0	104	925	22.3	2.6	107	1259	23.0	3.6	110

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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USERS OF YOGURT DRINKS AND FROZEN YOGURT USERS A BRANDS
(ADULTS)

0686
P-19

	TOTAL U.S. '000	DRINK YOGURT (BOUGHT AS DRINKS) A '000	B % DOWN	C % ACROSS	D INDX	EAT FROZEN YOGURT (BOUGHT FROZEN) A '000	B % DOWN	C % ACROSS	D INDX	BORDEN FROZEN YOGURT A '000	B % DOWN	C % ACROSS	D INDX	DANNY (DANNON) FROZEN YOGURT A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	6463	100.0	3.9	100	17861	100.0	10.6	100	4141	100.0	2.5	100	5481	100.0	3.3	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	95620	3585	55.5	3.7	97	10109	56.6	10.6	99	2314	55.9	2.4	98	3274	59.7	3.4	105
10:00 AM - 3:00 PM	63599	2232	34.5	3.5	91	6384	35.7	10.0	94	1660	40.1	2.6	106	2003	36.5	3.1	96
3:00 PM - 7:00 PM	72097	2636	40.8	3.7	95	7693	43.1	10.7	100	1742	42.1	2.4	98	2640	48.2	3.7	112
7:00 PM - MIDNIGHT	36670	1358	21.0	3.7	96	4152	23.2	11.3	106	923	22.3	2.5	102	1244	22.7	3.4	104
MIDNIGHT - 6:00 AM	21908	749	11.6	3.4	89	2383	13.3	10.9	102	602	14.5	2.7	111	702	12.8	3.2	98
6:00 AM - MIDNIGHT	127571	4694	72.6	3.7	95	13427	75.2	10.5	99	3077	74.3	2.4	98	4307	78.6	3.4	103
ENTIRE DAY	129239	4741	73.4	3.7	95	13616	76.2	10.5	99	3104	75.0	2.4	97	4366	79.7	3.4	103
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	34009	1021	15.8	3.0	78	3384	18.9	10.0	93	676	16.3	2.0	81	1185	21.6	3.5	107
ALL NEWS	6062	316	4.9	5.2	135	768	4.3	12.7	119	**78	1.9	1.3	52	235	4.3	3.9	119
AOR/PROGRESSIVE	11884	421	6.5	3.5	92	1457	8.2	12.3	115	331	8.0	2.8	113	381	7.0	3.2	98
BEAUTIFUL MUSIC	11180	353	5.5	3.2	82	1174	6.6	10.5	99	252	6.1	2.3	91	468	8.5	4.2	128
BLACK	4538	267	4.1	5.9	153	604	3.4	13.3	125	*217	5.2	4.8	194	*232	4.2	5.1	156
CLASSICAL	3857	*238	3.7	6.2	160	578	3.2	15.0	141	**153	3.7	4.0	161	*185	3.4	4.8	147
CHR/ROCK	21946	849	13.1	3.9	100	2678	15.0	12.2	115	459	11.1	2.1	85	931	17.0	4.2	130
COUNTRY	27262	733	11.3	2.7	70	2262	12.7	8.3	78	745	18.0	2.7	111	645	11.8	2.4	72
GOLDEN OLDIES	3339	*158	2.4	4.7	123	364	2.0	10.9	102	**92	2.2	2.8	112	*107	2.0	3.2	98
MOR/NOSTALGIA	10346	340	5.3	3.3	85	990	5.5	9.6	90	*187	4.5	1.8	73	370	6.8	3.6	109
NEWS/TALK	8929	451	7.0	5.1	131	866	4.8	9.7	91	*128	3.1	1.4	58	336	6.1	3.8	115
RELIGIOUS	5488	*199	3.1	3.6	94	608	3.4	11.1	104	*211	5.1	3.8	156	*153	2.8	2.8	85
SOFT ROCK	1232	**15	0.2	1.2	32	**108	0.6	8.8	82	**20	0.5	1.6	66	**21	0.4	1.7	52
URBAN CONTEMPORARY	3184	381	5.9	12.0	311	504	2.8	15.8	149	**148	3.6	4.6	188	233	4.3	7.3	224
HIRED NETWORKS:																	
ABC CONTEMPORARY	6911	339	5.2	4.9	127	676	3.8	9.8	92	**194	4.7	2.8	114	*294	5.4	4.3	130
ABC DIRECTION	5212	337	5.2	6.5	168	517	2.9	9.9	93	*110	2.7	2.1	85	189	3.4	3.6	111
ABC ENTERTAINMENT	10385	413	6.4	4.0	103	1029	5.8	9.9	93	*256	6.2	2.5	100	245	4.5	2.4	72
ABC FM	4762	*176	2.7	3.7	96	441	2.5	9.3	87	**60	1.4	1.3	51	*209	3.8	4.4	134
ABC INFORMATION	11339	426	6.6	3.8	97	1068	6.0	9.4	88	*259	6.3	2.3	93	380	6.9	3.4	103
ABC ROCK	4878	*244	3.8	5.0	130	533	3.0	10.9	103	**146	3.5	3.0	121	**153	2.8	3.1	96
CBS	10709	340	5.3	3.2	82	1055	5.9	9.9	93	*252	6.1	2.4	95	365	6.7	3.4	104
MUTUAL	10251	402	6.2	3.9	102	956	5.4	9.3	88	*190	4.6	1.9	75	251	4.6	2.4	75
NBC	12243	286	4.4	2.3	61	1039	5.8	8.5	80	*191	4.6	1.6	63	422	7.7	3.4	105
RADIORADIO	4606	196	3.0	4.3	110	494	2.8	10.7	101	**81	2.0	1.8	71	*175	3.2	3.8	116
RKO ONE	5148	*183	2.8	3.6	92	567	3.2	11.0	103	**131	3.2	2.5	103	*189	3.4	3.7	112
RKO TWO	7313	238	3.7	3.3	84	674	3.8	9.2	87	*159	3.8	2.2	88	274	5.0	3.7	115
THE SOURCE	5981	*228	3.5	3.8	99	768	4.3	12.8	121	**146	3.5	2.4	99	*242	4.4	4.0	124
NON-WIRED : BLAIR	19329	640	9.9	3.3	86	1870	10.5	9.7	91	435	10.5	2.3	91	603	11.0	3.1	95
INTERNET	27139	1185	18.3	4.4	113	3301	18.5	12.2	114	688	16.6	2.5	103	1004	18.3	3.7	113
KATZ RADIO GROUP	36319	1490	23.1	4.1	106	3878	21.7	10.7	100	736	17.8	2.0	82	1535	28.0	4.2	129
SUPERNET	22361	698	10.8	3.1	81	2327	13.0	10.4	98	607	14.7	2.7	110	709	12.9	3.2	97
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	14532	540	8.4	3.7	96	1710	9.6	11.8	111	452	10.9	3.1	126	610	11.1	4.2	128
MKDAY 9:00 AM - 1:00 PM	18688	794	12.3	4.2	110	2015	11.3	10.8	101	525	12.7	2.8	114	576	10.5	3.1	94
MKDAY 1:00 PM - 4:30 PM	24061	973	15.1	4.0	105	2456	13.8	10.2	96	726	17.5	3.0	122	700	12.8	2.9	89
MKDAY 4:30 PM - 7:30 PM	44079	1879	29.1	4.3	111	4564	25.6	10.4	97	1078	26.0	2.4	99	1442	26.3	3.3	100
MKDAY 7:30 PM - 8:00 PM	61979	2614	40.4	4.2	109	6333	35.5	10.2	96	1431	34.6	2.3	94	2052	37.4	3.3	101
MKDAY 11:00 PM - 11:30 PM	49084	1885	29.2	3.8	100	5079	28.4	10.3	97	1250	30.2	2.5	103	1667	30.4	3.4	104
MKDAY 11:30 PM - 1:00 AM	16560	641	9.9	3.9	100	1795	10.0	10.8	102	460	11.1	2.8	113	554	10.1	3.3	102
M-SAT 8-11 PM+SUN 7-11 PM	66967	2736	42.3	4.1	106	7114	39.8	10.6	100	1657	40.0	2.5	100	2309	42.1	3.4	106
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	9269	354	5.5	3.8	99	922	5.2	9.9	93	246	5.9	2.7	107	270	4.9	2.9	89
ANOTHER WORLD N	6138	209	3.2	3.4	88	503	2.8	8.2	77	*224	5.4	3.6	148	*106	1.9	1.7	53
AS THE WORLD TURNS C	7707	293	4.5	3.8	99	732	4.1	9.5	89	219	5.3	2.8	115	210	3.8	2.7	83
CAPITOL C	4688	252	3.9	5.4	140	485	2.7	10.3	97	187	4.5	4.0	162	*99	1.8	2.1	65
CBS MORN. NEWS 1 C	2792	*91	1.4	3.3	85	237	1.3	8.5	80	*98	2.4	3.5	142	*92	1.7	3.3	101
CBS MORN. NEWS 2 C	2071	*48	0.7	2.3	60	157	0.9	7.6	71	**41	1.0	2.0	80	*70	1.3	3.4	103
DAYS OF OUR LIVES N	8018	288	4.5	3.6	93	855	4.8	10.7	100	277	6.7	3.5	140	189	3.4	2.4	72
FACTS OF LIFE - DAYTIME N	3487	175	2.7	5.0	130	359	2.0	10.3	97	*114	2.8	3.3	132	*59	1.1	1.7	52
FAMILY FEUD A	4817	186	2.9	3.9	100	458	2.6	9.5	89	*69	1.7	1.4	58	99	1.8	2.1	63
GENERAL HOSPITAL A	8333	320	5.0	3.8	100	869	4.9	10.4	98	218	5.3	2.6	106	308	5.6	3.7	113
GOOD MORNING, AMERICA-730 A	5472	202	3.1	3.7	96	654	3.7	12.0	112	191	4.6	3.5	141	210	3.8	3.8	117
GOOD MORNING, AMERICA-830 A	3965	125	1.9	3.2	82	534	3.0	13.5	126	149	3.6	3.8	152	191	3.5	4.8	147
GUIDING LIGHT C	7542	322	5.0	4.3	111	764	4.3	10.1	95	243	5.9	3.2	131	212	3.9	2.8	86
ONE LIFE TO LIVE A	6018	238	3.7	4.0	103	542	3.0	9.0	85	*140	3.4	2.3	94	152	2.8	2.5	77
PRESS YOUR LUCK C	3589	133	2.1	3.7	96	302	1.7	8.4	79	*99	2.4	2.8	112	*97	1.8	2.7	83
PRICE IS RIGHT 1 C	7418	269	4.2	3.6	94	624	3.5	8.4	79	180	4.3	2.4	98	163	3.0	2.2	67
PRICE IS RIGHT 2 C	8276	296	4.6	3.6	93	740	4.1	8.9	84	232	5.6	2.8	114	175	3.2	2.1	65
RYAN'S HOPE A	4358	230	3.6	5.3	137	376	2.1	8.6	81	*73	1.8	1.7	68	154	2.8	3.5	108
SALE OF THE CENTURY N	3749	212	3.3	5.7	147	392	2.2	10.5	98	*96	2.3	2.6	104	*61	1.1	1.6	50
SEARCH FOR TOMORROW N	2884	*157	2.4	5.4	141	454	2.5	15.7	148	*175	4.2	6.1	246	*121	2.2	4.2	128
TODAY SHOW 1 N	4869	251	3.9	5.2	134	670	3.8	13.8	129	*148	3.6	3.0	123	250	4.6	5.1	157
TODAY SHOW 2 N	4135	163	2.5	3.9	102	489	2.7	11.8	111	133	3.2	3.2	130	155	2.8	3.7	115
$25,000 PYRAMID C	4361	236	3.7	5.4	140	343	1.9	7.9	74	*90	2.2	2.1	84	105	1.9	2.4	74
WHEEL OF FORTUNE N	6187	258	4.0	4.2	108	689	3.9	11.1	105	202	4.9	3.3	132	176	3.2	2.8	87
YOUNG AND THE RESTLESS C	8186	294	4.5	3.6	93	712	4.0	8.7	82	242	5.8	3.0	120	194	3.5	2.4	73
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	4727	137	2.1	2.9	75	455	2.5	9.6	90	*144	3.5	3.0	123	133	2.4	2.8	86
NBA PLAYOFF GAME -1 C	5127	248	3.8	4.8	126	415	2.3	8.1	76	*120	2.9	2.3	95	118	2.2	2.3	70
NBC MAJOR LEAGUE PRE-GAME N	3945	*159	2.5	4.0	105	283	1.6	7.2	67	**91	2.2	2.3	93	**82	1.5	2.1	64
SPORTSWORLD - SUN N	3370	*109	1.7	3.2	84	299	1.7	8.9	83	**64	1.5	1.9	77	*93	1.7	2.8	84
SUNDAY MORNING C	4200	*85	1.3	2.0	53	386	2.2	9.2	86	*110	2.7	2.6	106	*115	2.1	2.7	84

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*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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USERS OF YOGURT DRINKS AND FROZEN YOGURT USERS & BRANDS
(ADULTS)

0687
P-19

	TOTAL U.S. '000	DRINK YOGURT (BOUGHT AS DRINKS) A '000	B % DOWN	C % ACROSS	D INDX	EAT FROZEN YOGURT (BOUGHT FROZEN) A '000	B % DOWN	C % ACROSS	D INDX	BORDEN FROZEN YOGURT A '000	B % DOWN	C % ACROSS	D INDX	DANNY (DANNON) FROZEN YOGURT A '000	B % DOWN	C % ACROSS	D INDX
TOTAL ADULTS	167727	6463	100.0	3.9	100	17861	100.0	10.6	100	4141	100.0	2.5	100	5481	100.0	3.3	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	52292	1965	30.4	3.8	98	4963	27.8	9.5	89	1236	29.8	2.4	96	1559	28.4	3.0	91
NETWORK AFFILIATES - LATE	39164	1477	22.9	3.8	98	4007	22.4	10.2	96	1027	24.8	2.6	106	1314	24.0	3.4	103
INDEPENDENTS - LATE	5133	275	4.3	5.4	139	743	4.2	14.5	136	76	1.8	1.5	60	239	4.4	4.7	142
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM N	22825	862	13.3	3.8	98	2115	11.8	9.3	87	498	12.0	2.2	88	699	12.8	3.1	94
ABC MONDAY NIGHT MOVIE A	11256	356	5.5	3.2	82	1116	6.2	9.9	93	258	6.2	2.3	93	390	7.1	3.5	106
ABC SUNDAY NIGHT MOVIE A	23600	1043	16.1	4.4	115	2786	15.6	11.8	111	640	15.5	2.7	110	864	15.8	3.7	112
ABC WORLD NEWS TONIGHT A	12801	412	6.4	3.2	84	1158	6.5	9.0	85	304	7.3	2.4	96	394	7.2	3.1	94
AFTERMASH C	10966	267	4.1	2.4	63	1071	6.0	9.8	92	*314	7.6	2.9	116	*222	4.1	2.0	62
ALICE C	17050	642	9.9	3.8	98	1820	10.2	10.7	100	362	8.7	2.1	86	565	10.3	3.3	101
AMERICAN PARADE C	11998	438	6.8	3.7	95	1184	6.6	9.9	93	251	6.1	2.1	85	359	6.5	3.0	92
BENSON A	19258	825	12.8	4.3	111	2072	11.6	10.8	101	522	12.6	2.7	110	546	10.0	2.8	87
BLUE THUNDER A	11478	391	6.0	3.4	88	953	5.3	8.3	78	*235	5.7	2.0	83	272	5.0	2.4	73
CAGNEY & LACEY C	18263	623	9.6	3.4	89	1609	9.0	8.8	83	365	8.8	2.0	81	528	9.6	2.9	88
CBS EVENING NEWS-DEAN C	7733	298	4.6	3.9	100	763	4.3	9.9	93	*177	4.3	2.3	93	249	4.5	3.2	99
CBS EVENING NEWS-RATHER C	15653	616	9.5	3.9	102	1425	8.0	9.1	85	322	7.8	2.1	83	512	9.3	3.3	100
CBS SAT. NEWS-SCHIEFFER C	8744	257	4.0	2.9	76	880	4.9	10.1	95	188	4.5	2.2	87	300	5.5	3.4	105
CBS SATURDAY NIGHT MOVIE C	12000	546	8.4	4.5	118	1198	6.7	10.0	94	310	7.5	2.6	105	366	6.7	3.0	93
CBS WEDNESDAY NIGHT MOVIE C	11522	429	6.6	3.7	97	1092	6.1	9.5	89	258	6.2	2.2	91	311	5.7	2.7	83
CHEERS N	16818	845	13.1	5.0	130	1795	10.0	10.7	100	419	10.1	2.5	101	577	10.5	3.4	105
DALLAS C	37510	1468	22.7	3.9	102	3964	22.2	10.6	99	1039	25.1	2.8	112	1246	22.7	3.3	102
DIFF'RENT STROKES N	11258	459	7.1	4.1	106	1146	6.4	10.2	96	257	6.2	2.3	92	370	6.8	3.3	101
DOUBLE TROUBLE N	12348	542	8.4	4.4	115	1589	8.9	13.0	122	391	9.4	3.2	129	430	7.8	3.5	107
DUCK FACTORY N	11100	578	8.9	5.2	135	1116	6.2	10.1	94	317	7.7	2.9	116	381	7.0	3.4	105
DUKES OF HAZZARD C	12353	474	7.3	3.8	100	1194	6.7	9.7	91	357	8.6	2.9	117	347	6.3	2.8	86
DYNASTY A	33279	1217	18.8	3.7	95	3742	21.0	11.2	106	945	22.8	2.8	115	1158	21.1	3.5	106
FACTS OF LIFE N	13410	653	10.1	4.9	126	1567	8.8	11.7	110	412	9.9	3.1	124	504	9.2	3.8	115
FALCON CREST C	31093	1354	21.0	4.4	113	3587	20.1	11.5	108	988	23.9	3.2	129	1199	21.9	3.9	118
FALL GUY A	18649	686	10.6	3.7	95	1637	9.2	8.8	82	469	11.3	2.5	102	555	10.1	3.0	91
FAMILY TIES N	13101	751	11.6	5.7	149	1329	7.4	10.1	95	403	9.7	3.1	125	428	7.8	3.3	100
FANTASY ISLAND A	13068	651	10.1	5.0	129	1429	8.0	10.9	103	402	9.7	3.1	125	517	9.4	4.0	121
FOULUPS,BLEEPS & BLUNDERS A	16588	584	9.0	3.5	91	1851	10.4	11.2	105	444	10.7	2.7	108	650	11.9	3.9	120
FOUR SEASONS C	9302	311	4.8	3.3	87	958	5.4	10.3	97	*217	5.2	2.3	94	*244	4.5	2.6	80
GIMME A BREAK N	13955	728	11.3	5.2	135	1346	7.5	9.6	91	451	10.9	3.2	131	334	6.1	2.4	73
HART TO HART A	15735	516	8.0	3.3	85	1753	9.8	11.1	105	454	11.0	2.9	117	550	10.0	3.5	107
HILL STREET BLUES N	18257	879	13.6	4.8	125	2075	11.6	11.4	107	411	9.9	2.3	91	649	11.8	3.6	109
HOTEL A	24236	903	14.0	3.7	97	2411	13.5	9.9	93	540	13.0	2.2	90	750	13.7	3.1	95
JEFFERSONS C	17010	643	9.9	3.8	98	1717	9.6	10.1	95	427	10.3	2.5	102	482	8.8	2.8	87
JENNIFER SLEPT HERE N	9397	413	6.4	4.4	114	1099	6.2	11.7	110	*233	5.6	2.5	100	298	5.4	3.2	97
KATE & ALLIE C	16752	523	8.1	3.1	81	1444	8.1	8.6	81	305	7.4	1.8	74	500	9.1	3.0	91
KNIGHT RIDER N	13164	603	9.3	4.6	119	1417	7.9	10.8	101	394	9.5	3.0	121	423	7.7	3.2	98
LOVE BOAT A	20400	987	15.3	4.8	126	2296	12.9	11.3	106	464	11.2	2.3	92	773	14.1	3.8	116
MAGNUM PI C	22543	850	13.2	3.8	98	2346	13.1	10.4	98	505	12.2	2.2	91	715	13.0	3.2	97
MAMA'S FAMILY N	9852	308	4.8	3.1	81	858	4.8	8.7	82	*254	6.1	2.6	104	257	4.7	2.6	80
MASTER, THE N	8082	284	4.4	3.5	91	774	4.3	9.6	90	*163	3.9	2.0	82	297	5.4	3.7	112
MATT HOUSTON A	17881	520	8.0	4.0	105	1336	7.5	10.4	97	251	6.1	1.9	79	358	6.5	2.8	85
NBC MONDAY NIGHT MOVIE N	23889	1059	16.4	4.4	115	2500	14.0	10.5	98	594	14.3	2.5	101	975	17.8	4.1	125
NBC NIGHTLY NEWS N	11156	389	6.0	3.5	90	1146	6.4	10.3	96	229	5.5	2.1	83	397	7.2	3.6	109
NBC NIGHTLY NEWS-SAT N	7363	348	5.4	4.7	123	700	3.9	9.5	89	*198	4.8	2.7	109	263	4.8	3.6	109
NBC NIGHTLY NEWS-SUN N	6214	295	4.6	4.7	123	706	4.0	11.4	107	*140	3.4	2.3	91	265	4.8	4.3	131
NBC SUNDAY NIGHT MOVIE N	17590	903	14.0	5.1	133	1550	8.7	8.8	83	*388	9.4	2.2	89	453	8.3	2.6	79
NEWHART C	16740	524	8.1	3.1	81	1554	8.7	9.3	87	354	8.5	2.1	86	474	8.6	2.8	87
ONE DAY AT A TIME C	11820	599	9.3	5.1	132	1473	8.2	12.5	117	297	7.2	2.5	102	523	9.5	4.4	135
PEOPLE ARE FUNNY N	9138	281	4.3	3.1	80	833	4.7	9.1	86	*237	5.7	2.6	105	*250	4.6	2.7	84
REAL PEOPLE N	15979	554	8.6	3.5	90	1525	8.5	9.5	90	443	10.7	2.8	112	509	9.3	3.2	97
REMINGTON STEELE N	14395	444	6.9	3.1	80	1536	8.6	10.7	100	334	8.1	2.3	94	542	9.9	3.8	115
RIPLEY'S BELIEVE IT - NOT A	11362	298	4.6	2.6	68	1274	7.1	11.2	105	297	7.2	2.6	106	378	6.9	3.3	102
RIPTIDE N	13920	337	5.2	2.4	63	1256	7.0	9.0	85	337	8.1	2.4	98	367	6.7	2.6	81
SCARECROW & MRS. KING C	17571	619	9.6	3.5	91	1761	9.9	10.0	94	392	9.5	2.2	90	515	9.4	2.9	90
SIMON & SIMON C	20208	728	11.3	3.6	93	1904	10.7	9.4	88	378	9.1	1.9	76	518	9.5	2.6	78
60 MINUTES C	27668	1038	16.1	3.8	97	2842	15.9	10.3	96	683	16.5	2.5	100	968	17.7	3.5	107
ST. ELSEWHERE N	13699	631	9.8	4.6	120	1520	8.5	11.1	104	296	7.1	2.2	88	540	9.9	3.9	121
THREE'S COMPANY A	20632	736	11.4	3.6	93	2229	12.5	10.8	101	595	14.4	2.9	117	645	11.8	3.1	96
T.J. HOOKER A	17136	719	11.1	4.2	109	1748	9.8	10.2	96	323	7.8	1.9	76	489	8.9	2.9	87
TONIGHT SHOW N	4963	173	2.7	3.5	90	575	3.2	11.6	109	124	3.0	2.5	101	207	3.8	4.2	128
TRAPPER JOHN, M.D. C	16332	603	9.3	3.7	96	1635	9.2	10.0	94	381	9.2	2.3	94	549	10.0	3.4	103
TV BLOOPERS & PRAC. JOKES N	18881	477	7.4	2.5	66	1744	9.8	9.2	87	402	9.7	2.1	86	504	9.2	2.7	82
20/20 A	18315	629	9.7	3.4	89	1777	9.9	9.7	91	434	10.5	2.4	96	601	11.0	3.3	100
WEBSTER A	18722	749	11.6	4.0	104	2030	11.4	10.8	102	583	14.1	3.1	126	576	10.5	3.1	94
WORLD NEWS - SUN A	5327	211	3.3	4.0	103	481	2.7	9.0	85	**109	2.6	2.0	83	*154	2.8	2.9	88
YELLOW ROSE N	8370	274	4.2	3.3	85	745	4.2	8.9	84	*158	3.8	1.9	76	*184	3.4	2.2	67
TV VIEWING SPORTS EVENTS																	
BASEBALL	35859	760	11.8	2.9	76	2309	12.9	8.9	84	*537	13.0	2.1	84	897	16.4	3.5	106
BASKETBALL - COLLEGE GAMES	14468	*425	6.6	2.9	76	1411	7.9	9.8	92	*362	8.7	2.5	101	552	10.1	3.8	117
BASKETBALL - PRO GAMES	12124	539	8.3	4.4	115	1376	7.7	11.3	107	*411	9.9	3.4	137	522	9.5	4.3	132
BOWLING	9412	510	7.9	5.4	141	995	5.6	10.6	99	**223	5.4	2.4	96	*336	6.1	3.6	109
BOXING	15409	573	8.9	3.7	97	1469	8.2	9.5	90	*371	9.0	2.4	98	510	9.3	3.3	101
FOOTBALL - COLLEGE GAMES	21400	692	10.7	3.2	84	2202	12.3	10.3	97	*472	11.4	2.2	89	951	17.4	4.4	136
FOOTBALL - PRO GAMES	35944	871	13.5	2.4	63	3517	19.7	9.8	92	765	18.5	2.1	86	1400	25.5	3.9	119
GOLF	9759	*383	5.9	3.9	102	857	4.8	8.8	82	**210	5.1	2.2	87	*362	6.6	3.7	114
POST-SEASON COLL. FOOTBALL	18123	511	7.9	2.8	73	1785	10.0	9.8	92	*414	10.0	2.3	93	684	12.5	3.8	115
POST-SEASON PRO FOOTBALL	12091	447	6.9	2.0	53	2080	11.6	9.4	88	*401	9.7	1.8	74	914	16.7	4.1	127
TENNIS	6764	*320	5.0	4.7	123	940	5.3	13.9	131	**277	6.7	4.1	166	*424	7.7	6.3	192
WRESTLING - PROFESSIONAL	9695	*436	6.7	4.5	117	773	4.3	8.0	75	**309	7.5	3.2	129	*304	5.5	3.1	96

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USERS OF YOGURT DRINKS AND FROZEN YOGURT
(MALES)

0688
P-19

	TOTAL U.S. '000	DRINK YOGURT (BOUGHT AS DRINKS) A '000	B % DOWN	C % ACROSS	D INDX	EAT FROZEN YOGURT (BOUGHT FROZEN) A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL MALES	79263	2439	100.0	3.1	100	6240	100.0	7.9	100								
HOUSEHOLD HEADS	66405	1932	79.2	2.9	95	5097	81.7	7.7	97								
18 - 24	13945	*481	19.7	3.4	112	1363	21.8	9.8	124								
25 - 34	19334	564	23.1	2.9	95	1684	27.0	8.7	111								
35 - 44	14196	501	20.5	3.5	115	1099	17.6	7.7	98								
45 - 54	10896	*311	12.8	2.9	93	744	11.9	6.8	87								
55 - 64	10378	*256	10.5	2.5	80	702	11.3	6.8	86								
65 OR OLDER	10514	*326	13.4	3.1	101	648	10.4	6.2	78								
18 - 34	33279	1045	42.8	3.1	102	3047	48.8	9.2	116								
18 - 49	52904	1723	70.6	3.3	106	4550	72.9	8.6	109								
25 - 54	44426	1376	56.4	3.1	101	3527	56.5	7.9	101								
35 - 49	19625	678	27.8	3.5	112	1503	24.1	7.7	97								
50 OR OLDER	26359	716	29.4	2.7	88	1691	27.1	6.4	81								
GRADUATED COLLEGE	15982	622	25.5	3.9	126	1721	27.6	10.8	137								
ATTENDED COLLEGE	13629	*376	15.4	2.8	90	1307	20.9	9.6	122								
GRADUATED HIGH SCHOOL	28591	764	31.3	2.7	87	1928	30.9	6.7	86								
DID NOT GRADUATE HIGH SCHOOL	21061	677	27.8	3.2	104	1284	20.6	6.1	77								
EMPLOYED FULL-TIME	52316	1508	61.8	2.9	94	4070	65.2	7.8	99								
EMPLOYED PART-TIME	4113	**166	6.8	4.0	131	*375	6.0	9.1	116								
NOT EMPLOYED	22834	765	31.4	3.4	109	1795	28.8	7.9	100								
PROFESSIONAL/MANAGER	15034	478	19.6	3.2	103	1523	24.4	10.1	129								
TECH/CLERICAL/SALES	11255	*288	11.8	2.6	83	871	14.0	7.7	98								
PRECISION/CRAFT	11607	*398	16.3	3.4	111	729	11.7	6.3	80								
OTHER EMPLOYED	18534	510	20.9	2.8	89	1322	21.2	7.1	91								
SINGLE	19562	753	30.9	3.8	125	1973	31.6	10.1	128								
MARRIED	51896	1444	59.2	2.8	90	3804	61.0	7.3	93								
DIVORCED/SEPARATED/WIDOWED	7804	*243	10.0	3.1	101	464	7.4	5.9	76								
PARENTS	25372	765	31.4	3.0	98	1901	30.5	7.5	95								
WHITE	69658	1893	77.6	2.7	88	5171	82.9	7.4	94								
BLACK	7909	412	16.9	5.2	169	838	13.4	10.6	135								
OTHER	1696	**135	5.5	8.0	259	**231	3.7	13.6	173								
NORTHEAST-CENSUS	17202	1044	42.8	6.1	197	1720	27.6	10.0	127								
NORTH CENTRAL	20461	*300	12.3	1.5	48	902	14.5	4.4	56								
SOUTH	26695	740	30.3	2.8	90	2179	34.9	8.2	104								
WEST	14906	*355	14.6	2.4	77	1439	23.1	9.7	123								
NORTHEAST-MKTG.	17962	1297	53.2	7.2	235	1950	31.3	10.9	138								
EAST CENTRAL	11741	**224	9.2	1.9	62	574	9.2	4.9	62								
WEST CENTRAL	13518	**182	7.5	1.3	44	629	10.1	4.7	59								
SOUTH	23168	*401	16.4	1.7	56	1742	27.9	7.5	96								
PACIFIC	12874	*335	13.7	2.6	85	1345	21.6	10.4	133								
COUNTY SIZE A	32596	1542	63.2	4.7	154	3543	56.8	10.9	138								
COUNTY SIZE B	23814	*553	22.7	2.3	75	1577	25.3	6.6	84								
COUNTY SIZE C	12663	**211	8.7	1.7	54	754	12.1	6.0	76								
COUNTY SIZE D	10190	**133	5.5	1.3	42	*366	5.9	3.6	46								
METRO CENTRAL CITY	23190	853	35.0	3.7	120	2481	39.8	10.7	136								
METRO SUBURBAN	36920	1240	50.8	3.4	109	2841	45.5	7.7	98								
NON METRO	19152	*346	14.2	1.8	59	919	14.7	4.8	61								
TOP 5 ADI'S	18703	1039	42.6	5.6	181	2015	32.3	10.8	137								
TOP 10 ADI'S	26158	1446	59.3	5.5	180	2912	46.7	11.1	141								
TOP 20 ADI'S	36612	1741	71.4	4.8	155	3759	60.2	10.3	130								
HSHLD INC. $50,000 OR MORE	9326	*415	17.0	4.4	145	956	15.3	10.3	130								
$40,000 OR MORE	18002	651	26.7	3.6	118	1639	26.3	9.1	116								
$30,000 OR MORE	31361	944	38.7	3.0	98	2713	43.5	8.7	110								
$25,000 OR MORE	39858	1138	46.7	2.9	93	3501	56.1	8.8	112								
$20,000 - $24,999	8664	**242	9.9	2.8	91	524	8.4	6.0	77								
$15,000 - $19,999	7964	**185	7.6	2.3	75	581	9.3	7.3	93								
$10,000 - $14,999	11093	533	21.9	4.8	156	915	14.7	8.2	105								
UNDER $10,000	11683	*341	14.0	2.9	95	718	11.5	6.1	78								
HOUSEHOLD OF 1 PERSON	7453	*255	10.5	3.4	111	655	10.5	8.8	112								
2 PEOPLE	24757	701	28.7	2.8	92	1749	28.0	7.1	90								
3 OR 4 PEOPLE	32682	914	37.5	2.8	91	2536	40.6	7.8	99								
5 OR MORE PEOPLE	14370	*568	23.3	4.0	128	1301	20.8	9.1	115								
NO CHILD IN HSHLD	46768	1314	53.9	2.8	91	3498	56.1	7.5	95								
CHILD(REN) UNDER 2 YRS	4799	**181	7.4	3.8	123	*423	6.8	8.8	112								
2 - 5 YEARS	11125	*266	10.9	2.4	78	900	14.4	8.1	103								
6 - 11 YEARS	14193	484	19.8	3.4	111	1127	18.1	7.9	101								
12 - 17 YEARS	17402	701	28.7	4.0	131	1385	22.2	8.0	101								
RESIDENCE OWNED	56398	1404	57.6	2.5	81	3761	60.3	6.7	85								
VALUE: $50,000 OR MORE	34811	1075	44.1	3.1	100	2530	40.5	7.3	92								
VALUE: UNDER $50,000	21587	*330	13.5	1.5	50	1231	19.7	5.7	72								

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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USERS OF YOGURT DRINKS AND FROZEN YOGURT
(MALES)

0689
P-19

		TOTAL U.S. '000	DRINK YOGURT (BOUGHT AS DRINKS) A '000	B % DOWN	C % ACROSS	D INDX	EAT FROZEN YOGURT (BOUGHT FROZEN) A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL MALES		79263	2439	100.0	3.1	100	6240	100.0	7.9	100								
MAGAZINES	QUINTILE 1	16033	586	24.0	3.7	119	1550	24.8	9.7	123								
	QUINTILE 2	15354	423	17.3	2.8	90	1244	19.9	8.1	103								
	QUINTILE 3	15888	410	16.8	2.6	84	1251	20.0	7.9	100								
	QUINTILE 4	17310	474	19.4	2.7	89	1064	17.1	6.1	78								
	QUINTILE 5	14677	545	22.3	3.7	121	1131	18.1	7.7	98								
NEWSPAPERS	QUINTILE 1	15277	472	19.4	3.1	100	1314	21.1	8.6	109								
	QUINTILE 2	22745	808	33.1	3.6	115	1835	29.4	8.1	102								
	QUINTILE 3	10692	*238	9.8	2.2	72	719	11.5	6.7	85								
	QUINTILE 4	11646	*300	12.3	2.6	84	887	14.2	7.6	97								
	QUINTILE 5	18903	621	25.5	3.3	107	1486	23.8	7.9	100								
OUTDOOR	QUINTILE 1	16620	441	18.1	2.7	86	1272	20.4	7.7	97								
	QUINTILE 2	16377	482	19.8	2.9	96	1139	18.3	7.0	88								
	QUINTILE 3	15995	501	20.5	3.1	102	1313	21.0	8.2	104								
	QUINTILE 4	15592	482	19.8	3.1	100	1299	20.8	8.3	106								
	QUINTILE 5	14679	534	21.9	3.6	118	1217	19.5	8.3	105								
RADIO-DRIVE TIME	QUINTILE 1	15746	492	20.2	3.1	102	1263	20.2	8.0	102								
	QUINTILE 2	15067	511	21.0	3.4	110	1316	21.1	8.7	111								
	QUINTILE 3	15631	536	22.0	3.4	111	1288	20.6	8.2	105								
	QUINTILE 4	16245	400	16.4	2.5	80	1052	16.9	6.5	82								
	QUINTILE 5	16573	500	20.5	3.0	98	1321	21.2	8.0	101								
RADIO-MID-DAY	TERCILE 1	21788	700	28.7	3.2	104	1601	25.7	7.3	93								
	TERCILE 2	21151	502	20.6	2.4	77	1649	26.4	7.8	99								
	TERCILE 3	36323	1238	50.8	3.4	111	2991	47.9	8.2	105								
RADIO-TOTAL	QUINTILE 1	15977	504	20.7	3.2	103	1363	21.8	8.5	108								
	QUINTILE 2	15923	564	23.1	3.5	115	1220	19.6	7.7	97								
	QUINTILE 3	14980	416	17.1	2.8	90	1288	20.6	8.6	109								
	QUINTILE 4	17123	537	22.0	3.1	102	1210	19.4	7.1	90								
	QUINTILE 5	15260	419	17.2	2.7	89	1159	18.6	7.6	96								
TV-PRIME TIME	QUINTILE 1	15674	434	17.8	2.8	90	1082	17.3	6.9	88								
	QUINTILE 2	15944	465	19.1	2.9	95	1145	18.3	7.2	91								
	QUINTILE 3	16037	553	22.7	3.4	112	1209	19.4	7.5	96								
	QUINTILE 4	15412	584	23.9	3.8	123	1367	21.9	8.9	113								
	QUINTILE 5	16194	*404	16.6	2.5	81	1438	23.0	8.9	113								
TV-DAYTIME	TERCILE 1	19156	611	25.1	3.2	104	1480	23.7	7.7	98								
	TERCILE 2	19343	509	20.9	2.6	86	1333	21.4	6.9	88								
	TERCILE 3	40764	1319	54.1	3.2	105	3427	54.9	8.4	107								
TV-TOTAL	QUINTILE 1	15844	572	23.5	3.6	117	1222	19.6	7.7	98								
	QUINTILE 2	15767	427	17.5	2.7	88	1180	18.9	7.5	95								
	QUINTILE 3	15775	493	20.2	3.1	102	1150	18.4	7.3	93								
	QUINTILE 4	15903	561	23.0	3.5	115	1241	19.9	7.8	99								
	QUINTILE 5	15974	*386	15.8	2.4	79	1448	23.2	9.1	115								
MAGAZINES-NEWSPAPERS: DUAL		21225	806	33.0	3.8	123	1850	29.6	8.7	111								
MAGAZINE IMPERATIVE		17728	*401	16.4	2.3	74	1590	25.5	9.0	114								
NEWSPAPER IMPERATIVE		22987	609	25.0	2.6	86	1570	25.2	6.8	87								
MAGAZINES-OUTDOOR: DUAL		16244	*376	15.4	2.3	75	1176	18.8	7.2	92								
MAGAZINE IMPERATIVE		24016	872	35.8	3.6	118	2329	37.3	9.7	123								
OUTDOOR IMPERATIVE		26020	823	33.7	3.2	103	1881	30.1	7.2	92								
MAGAZINES-RADIO: DUAL		16918	626	25.7	3.7	120	1510	24.2	8.9	113								
MAGAZINE IMPERATIVE		23456	612	25.1	2.6	85	1985	31.8	8.5	107								
RADIO IMPERATIVE		23900	707	29.0	3.0	96	1825	29.2	7.6	97								
MAGAZINES-TELEVISION: DUAL		15791	444	18.2	2.8	91	1126	18.0	7.1	91								
MAGAZINE IMPERATIVE		25476	772	31.7	3.0	98	2387	38.3	9.4	119								
TELEVISION IMPERATIVE		25744	879	36.0	3.4	111	1905	30.5	7.4	94								
NEWSPAPERS-OUTDOOR: DUAL		17628	543	22.3	3.1	100	1336	21.4	7.6	96								
NEWSPAPER IMPERATIVE		26414	862	35.3	3.3	106	2312	37.1	8.8	111								
OUTDOOR IMPERATIVE		23059	627	25.7	2.7	88	1627	26.1	7.1	90								
NEWSPAPERS-RADIO: DUAL		17996	692	28.4	3.8	125	1321	21.2	7.3	93								
NEWSPAPER IMPERATIVE		26269	734	30.1	2.8	91	2200	35.3	8.4	106								
RADIO IMPERATIVE		21342	618	25.3	2.9	94	1839	29.5	8.6	109								
NEWSPAPERS-TELEVISION: DUAL		17359	525	21.5	3.0	98	1231	19.7	7.1	90								
NEWSPAPER IMPERATIVE		26889	859	35.2	3.2	104	2306	37.0	8.6	109								
TELEVISION IMPERATIVE		21698	662	27.1	3.1	99	1695	27.2	7.8	99								
OUTDOOR-RADIO: DUAL		16456	466	19.1	2.8	92	1378	22.1	8.4	106								
OUTDOOR IMPERATIVE		25870	755	31.0	2.9	95	1876	30.1	7.3	92								
RADIO IMPERATIVE		23943	844	34.6	3.5	115	2025	32.5	8.5	107								
OUTDOOR-TELEVISION: DUAL		15918	545	22.3	3.4	111	1284	20.6	8.1	102								
OUTDOOR IMPERATIVE		26398	711	29.2	2.7	88	1983	31.8	7.5	95								
TELEVISION IMPERATIVE		24851	796	32.6	3.2	104	1895	30.4	7.6	97								
RADIO-TELEVISION: DUAL		15584	489	20.0	3.1	102	1157	18.5	7.4	94								
RADIO IMPERATIVE		25472	818	33.5	3.2	104	2178	34.9	8.6	109								
TELEVISION IMPERATIVE		25578	790	32.4	3.1	100	1958	31.4	7.7	97								

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USERS OF YOGURT DRINKS AND FROZEN YOGURT
(MALES)

0690
P-19

	TOTAL U.S. '000	DRINK YOGURT (BOUGHT AS DRINKS) A '000	B % ACROSS DOWN	C % ACROSS %	D INDX	EAT FROZEN YOGURT (BOUGHT FROZEN) A '000	B % ACROSS DOWN	C % ACROSS %	D INDX	A '000	B % ACROSS DOWN	C % ACROSS %	D INDX	A '000	B % ACROSS DOWN	C % ACROSS %	D INDX
TOTAL MALES	79263	2439	100.0	3.1	100	6240	100.0	7.9	100								
ATLANTIC MONTHLY	452	**19	0.8	4.2	137	**85	1.4	18.8	239								
BARRON'S	1058	**11	0.5	1.0	34	**73	1.2	6.9	88								
BETTER HOMES & GARDENS	4773	*116	4.8	2.4	79	406	6.5	8.5	108								
BON APPETIT	1037	**23	0.9	2.2	72	*132	2.1	12.7	162								
BUSINESS WEEK	3193	*126	5.2	3.9	128	283	4.5	8.9	113								
CAR AND DRIVER	2705	**72	3.0	2.7	87	*236	3.8	8.7	111								
CBS MAGAZINE NETWORK (GROSS)	5678	*152	6.2	2.7	87	540	8.7	9.5	121								
CHANGING TIMES	1847	**33	1.4	1.8	58	**137	2.2	7.4	94								
COLONIAL HOMES	492	**8	0.3	1.6	53	**41	0.7	8.3	106								
CONDE NAST MAG. PKG. (GROSS)	2066	**60	2.5	2.9	94	*243	3.9	11.8	149								
CONSUMERS DIGEST	1719	**33	1.4	1.9	62	**139	2.2	8.1	103								
COSMOPOLITAN	1762	**92	3.8	5.2	170	*230	3.7	13.1	166								
COUNTRY LIVING	1110	**24	1.0	2.2	70	*123	2.0	11.1	141								
CUISINE	660	**25	1.0	3.8	123	**49	0.8	7.4	94								
CYCLE WORLD	1924	**71	2.9	3.7	120	*121	1.9	6.3	80								
DCI:CREATIVE IDEAS FOR LIV	437	**5	0.2	1.1	37	**27	0.4	6.2	78								
DCI:CREAT.IDEA/SO.LIV(GROSS)	2491	**40	1.6	1.6	52	*157	2.5	6.3	80								
DISCOVER	1279	**82	3.4	6.4	208	*202	3.2	15.8	201								
EBONY	2898	*146	6.0	5.0	164	311	5.0	10.7	136								
ESQUIRE	1384	**27	1.1	2.0	63	**78	1.3	5.6	72								
ESSENCE	850	**50	2.1	5.9	191	**92	1.5	10.8	137								
FAMILY CIRCLE	2430	**60	2.5	2.5	80	*174	2.8	7.2	91								
THE FAMILY HANDYMAN	2356	**50	2.1	2.1	69	*121	1.9	5.1	65								
FAMILY WEEKLY	11533	*193	7.9	1.7	54	691	11.1	6.0	76								
FIELD & STREAM	7444	**93	3.8	1.2	41	316	5.1	4.2	54								
FOOD & WINE	416	**20	0.8	4.8	156	**34	0.5	8.2	104								
FORBES	1865	**52	2.1	2.8	91	*119	1.9	6.4	81								
FORTUNE	1849	*91	3.7	4.9	160	227	3.6	12.3	156								
GENTLEMEN'S QUARTERLY	2284	**64	2.6	2.8	91	*330	5.3	14.4	184								
GLAMOUR	538	**18	0.7	3.3	109	**74	1.2	13.8	175								
GOLF DIGEST	1649	**20	0.8	1.2	39	*150	2.4	9.1	116								
GOLF DIGEST/TENNIS (GROSS)	2294	**57	2.3	2.5	81	*193	3.1	8.4	107								
GOLF MAGAZINE	1577	**34	1.4	2.2	70	**124	2.0	7.9	100								
GOLF MAGAZINE/SKI (GROSS)	2487	**84	3.4	3.4	110	*257	4.1	10.3	131								
GOOD HOUSEKEEPING	2569	**56	2.3	2.2	71	*123	2.0	4.8	61								
HARPER'S BAZAAR	431	**2	0.1	0.5	15	**79	1.3	18.3	233								
HEALTH	788	**23	0.9	2.9	95	**58	0.9	7.4	93								
HEARST MAG CORP. BUY (GROSS)	18781	456	18.7	2.4	79	1567	25.1	8.3	106								
HEARST MAN POWER (GROSS)	9169	*191	7.8	2.1	68	627	10.0	6.8	87								
HEARST WOMAN POWER (GROSS)	5452	*161	6.6	3.0	96	438	7.0	8.0	102								
HOUSE BEAUTIFUL	1020	**43	1.8	4.2	137	*115	1.8	11.3	143								
INC.	993	**26	1.1	2.6	85	**86	1.4	8.7	110								
JET	2808	*134	5.5	4.8	155	359	5.8	12.8	162								
LADIES' HOME JOURNAL	1868	**27	1.1	1.4	47	**74	1.2	4.0	50								
LHJ FAMILY GRP COMBO(GROSS)	3582	**67	2.7	1.9	61	*189	3.0	5.3	67								
LIFE	4817	*203	8.3	4.2	137	516	8.3	10.7	136								
L.A. TIMES HOME MAGAZINE	1465	**18	0.7	1.2	40	*187	3.0	12.8	162								
MADEMOISELLE	460	**1	0.0	0.2	7	**81	1.3	17.6	224								
MC CALL'S	1764	**10	0.4	0.6	18	**68	1.1	3.9	49								
MC CALL'S/WRK WOTHER (GROSS)	2062	**21	0.9	1.0	33	**79	1.3	3.8	49								
MECHANIX ILLUSTRATED	3625	**39	1.6	1.1	35	*217	3.5	6.0	76								
METROPOLITAN HOME	495	**13	0.5	2.6	85	**53	0.8	10.7	136								
MONEY	3017	*199	8.2	6.6	214	335	5.4	11.1	141								
MOTHER EARTH NEWS	1203	**33	1.4	2.7	89	**73	1.2	6.1	77								
MS.	*257	**0	0.0	0.0	0	**9	0.1	3.5	44								
NATIONAL ENQUIRER	6921	*213	8.7	3.1	100	427	6.8	6.2	78								
NATIONAL GEOGRAPHIC	11626	336	13.8	2.9	94	965	15.5	8.3	105								
NATIONAL SUNDAY MAGAZINE PKG	49424	1577	64.7	3.2	104	4001	64.1	8.1	103								
NATURAL HISTORY	753	**30	1.2	4.0	129	**66	1.1	8.8	111								
NEW WOMAN	*296	**0	0.0	0.0	0	**0	0.0	0.0	0								
NEW YORK INCLUDING CUE	541	**24	1.0	4.4	144	**38	0.6	7.0	89								
THE NEW YORKER	1078	**37	1.5	3.4	112	*151	2.4	14.0	178								
NEWSWEEK	9602	428	17.5	4.5	145	941	15.1	9.8	124								
THE N.Y. TIMES DAILY EDITION	1376	*109	4.5	7.9	257	236	3.8	17.2	218								
THE N.Y. TIMES MAGAZINE	2110	153	6.3	7.3	236	310	5.0	14.7	187								
OMNI	1927	**38	1.6	2.0	64	*176	2.8	9.1	116								
ON CABLE	911	**13	0.5	1.4	46	**45	0.7	4.9	63								
1001 HOME IDEAS	927	**18	0.7	1.9	63	**57	0.9	6.1	78								
ORGANIC GARDENING	1430	**66	2.7	4.6	150	**146	2.3	10.2	130								
OUTDOOR LIFE	4064	**35	1.4	0.9	28	*178	2.9	4.4	56								
PARADE MAGAZINE	24538	919	37.7	3.7	122	2082	33.4	8.5	108								

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TOTAL MALES	79263	2439	100.0	3.1	100	6240	100.0	7.9	100								
PARENTS	1126	**16	0.7	1.4	46	*108	1.7	9.6	122								
PENTHOUSE	4157	*120	4.9	2.9	94	260	4.2	6.3	79								
PEOPLE	7591	225	9.2	3.0	96	714	11.4	9.4	119								
PLAYBOY	8379	332	13.6	4.0	129	669	10.7	8.0	101								
POPULAR HOT RODDING	2110	**34	1.4	1.6	52	**75	1.2	3.6	45								
POPULAR MECHANICS	4850	*127	5.2	2.6	85	378	6.1	7.8	99								
POPULAR SCIENCE	3397	**84	3.4	2.5	80	*251	4.0	7.4	94								
PREVENTION	1720	**49	2.0	2.8	93	*152	2.4	8.8	112								
PSYCHOLOGY TODAY	1344	**38	1.6	2.8	92	*111	1.8	8.3	105								
READER'S DIGEST	16016	447	18.3	2.8	91	1303	20.9	8.1	103								
REDBOOK	1121	**13	0.5	1.2	38	**85	1.4	7.6	96								
ROAD & TRACK	2161	**37	1.5	1.7	56	*282	4.5	13.0	166								
ROLLING STONE	1948	**32	1.3	1.6	53	*224	3.6	11.5	146								
RUNNER'S WORLD	899	**24	1.0	2.7	87	**61	1.0	6.8	86								
SATURDAY EVENING POST	841	**24	1.0	2.9	93	**38	0.6	4.5	57								
SCIENCE 84	841	**19	0.8	2.3	73	**69	1.1	8.2	104								
SCIENCE DIGEST	1194	**20	0.8	1.7	54	**150	2.4	12.6	160								
SCIENTIFIC AMERICAN	1379	**39	1.6	2.8	92	*148	2.4	10.7	136								
SELF	436	**20	0.8	4.6	149	**31	0.5	7.1	90								
SEVENTEEN	614	**0	0.0	0.0	0	**42	0.7	6.8	87								
SKI	910	**51	2.1	5.6	182	*132	2.1	14.5	184								
SMITHSONIAN	2937	*91	3.7	3.1	101	310	5.0	10.6	134								
SOAP OPERA DIGEST	545	**6	0.2	1.1	36	**32	0.5	5.9	75								
SOUTHERN LIVING	2054	**34	1.4	1.7	54	*130	2.1	6.3	80								
SPORT	2799	**135	5.5	4.8	157	*219	3.5	7.8	99								
THE SPORTING NEWS	1938	**92	3.8	4.7	154	*143	2.3	7.4	94								
SPORTS AFIELD	3125	**44	1.8	1.4	46	**99	1.6	3.2	40								
SPORTS ILLUSTRATED	11159	388	15.9	3.5	113	1044	16.7	9.4	119								
STAR	4095	*138	5.7	3.4	110	298	4.8	7.3	92								
SUNDAY	25169	1073	44.0	4.3	139	2197	35.2	8.7	111								
SUNSET	1294	**2	0.1	0.2	5	**192	3.1	14.8	188								
TV GUIDE	18508	579	23.7	3.1	102	1550	24.8	8.4	106								
TENNIS	645	**37	1.5	5.7	186	**42	0.7	6.5	83								
TIME	12124	482	19.8	4.0	129	1135	18.2	9.4	119								
TOWN & COUNTRY	493	**16	0.7	3.2	105	**85	1.4	17.2	219								
TRAVEL & LEISURE	1122	**17	0.7	1.5	49	**48	0.8	4.3	54								
TRUE STORY	690	**6	0.2	0.9	28	**41	0.7	5.9	75								
U.S.NEWS & WORLD REPORT	6571	217	8.9	3.3	107	548	8.8	8.3	106								
USA TODAY	3120	**64	2.6	2.1	67	289	4.6	9.3	118								
US	1315	**20	0.8	1.5	49	**77	1.2	5.9	74								
VOGUE	632	**20	0.8	3.2	103	**57	0.9	9.0	115								
WALL STREET JOURNAL	4247	*91	3.7	2.1	70	435	7.0	10.2	130								
WEIGHT WATCHERS	398	**2	0.1	0.5	16	**15	0.2	3.8	48								
WOMAN'S DAY	1139	**33	1.4	2.9	94	**67	1.1	5.9	75								
WORKING MOTHER	*298	**12	0.5	4.0	131	**11	0.2	3.7	47								
WORKING WOMAN	327	**11	0.5	3.4	109	**33	0.5	10.1	128								
WORLD TENNIS	397	**7	0.3	1.8	57	**28	0.4	7.1	90								
ZIFF-DAVIS MAG NETWK (GROSS)	9635	243	10.0	2.5	82	941	15.1	9.8	124								
BLAIR INSERTS	43762	1517	62.2	3.5	113	3732	59.8	8.5	108								
DAILY NEWSPAPERS																	
READ ANY	52459	1617	66.3	3.1	100	4200	67.3	8.0	102								
READ ONE	41891	1336	54.8	3.2	104	3394	54.4	8.1	103								
READ TWO OR MORE	10568	281	11.5	2.7	86	806	12.9	7.6	97								
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	51929	1679	68.8	3.2	105	4151	66.5	8.0	102								
READ ONE	44561	1462	59.9	3.3	107	3550	56.9	8.0	101								
READ TWO OR MORE	7368	216	8.9	2.9	95	601	9.6	8.2	104								
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	29.63	26.04				26.34											
30 DAY REACH	71522	2182	89.5	3.1	99	5664	90.8	7.9	101								
50 SHWG - 30 DAY AV FREQ	15.55	13.68				13.93											
30 DAY REACH	68168	2066	84.7	3.0	98	5347	85.7	7.8	100								
25 SHWG - 30 DAY AV FREQ	8.43	7.62				7.62											
30 DAY REACH	62898	1862	76.3	3.0	96	4872	78.1	7.7	98								
CABLE TV: HOME WIRED	31664	509	20.9	1.6	52	2169	34.8	6.9	87								
HOME NOT WIRED	47599	1930	79.1	4.1	132	4072	65.3	8.6	109								
HAVE PAY CABLE	17139	*285	11.7	1.7	54	1242	19.9	7.2	92								

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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USERS OF YOGURT DRINKS AND FROZEN YOGURT
(MALES)

0692
P-19

	TOTAL U.S. '000	DRINK YOGURT (BOUGHT AS DRINKS) A '000	B % DOWN	C % ACROSS	D INDX	EAT FROZEN YOGURT (BOUGHT FROZEN) A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL MALES	79263	2439	100.0	3.1	100	6240	100.0	7.9	100								
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	47626	1421	58.3	3.0	97	3699	59.3	7.8	99								
10:00 AM - 3:00 PM	29926	794	32.6	2.7	86	2147	34.4	7.2	91								
3:00 PM - 7:00 PM	37666	1159	47.5	3.1	100	3046	48.8	8.1	103								
7:00 PM - MIDNIGHT	18909	649	26.6	3.4	112	1719	27.5	9.1	115								
MIDNIGHT - 6:00 AM	11822	302	12.4	2.6	83	976	15.6	8.3	105								
6:00 AM - MIDNIGHT	63254	1906	78.1	3.0	98	4977	79.8	7.9	100								
ENTIRE DAY	64057	1928	79.0	3.0	98	5007	80.2	7.8	99								
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16598	456	18.7	2.7	89	1276	20.4	7.7	98								
ALL NEWS	3542	*140	5.7	4.0	128	311	5.0	8.8	112								
AOR/PROGRESSIVE	7465	251	10.3	3.4	109	692	11.1	9.3	118								
BEAUTIFUL MUSIC	5061	*116	4.8	2.3	74	446	7.1	8.8	112								
BLACK	1914	**106	4.3	5.5	180	*236	3.8	12.3	157								
CLASSICAL	2304	*133	5.5	5.8	188	331	5.3	14.4	182								
CHR/ROCK	10663	338	13.9	3.2	103	965	15.5	9.0	115								
COUNTRY	13919	311	12.8	2.2	73	773	12.4	5.6	71								
GOLDEN OLDIES	2040	*111	4.6	5.4	177	*199	3.2	9.8	124								
MOR/NOSTALGIA	5105	*138	5.7	2.7	88	363	5.8	7.1	90								
NEWS/TALK	4764	195	8.0	4.1	133	293	4.7	6.2	78								
RELIGIOUS	2164	**80	3.3	3.7	120	*218	3.5	10.1	128								
SOFT ROCK	623	**5	0.2	0.8	26	**24	0.4	3.9	49								
URBAN CONTEMPORARY	1331	**121	5.0	9.1	295	*136	2.2	10.2	130								
WIRED NETWORKS:																	
ABC CONTEMPORARY	3186	**112	4.6	3.5	114	*273	4.4	8.6	109								
ABC DIRECTION	2724	*144	5.9	5.3	172	236	3.8	8.7	110								
ABC ENTERTAINMENT	5256	*225	9.2	4.3	139	366	5.9	7.0	88								
ABC FM	2263	**99	4.1	4.4	142	*136	2.2	6.0	76								
ABC INFORMATION	5618	*124	5.1	2.2	72	399	6.4	7.1	90								
ABC ROCK	2857	*101	4.1	3.5	115	248	4.0	8.7	110								
CBS	5953	*165	6.8	2.8	90	442	7.1	7.4	94								
MUTUAL	4979	*155	6.4	3.1	101	337	5.4	6.8	86								
NBC	7279	*166	6.8	2.3	74	447	7.2	6.1	78								
RADIORADIO	2389	*120	4.9	5.0	163	237	3.8	9.9	126								
RKO ONE	2583	**121	5.0	4.7	152	269	4.3	10.4	132								
RKO TWO	3674	**90	3.7	2.4	80	*252	4.0	6.9	87								
THE SOURCE	3514	**125	5.1	3.6	116	347	5.6	9.9	125								
NON-WIRED : BLAIR	9864	298	12.2	3.0	98	660	10.6	6.7	85								
INTERNET	13522	464	19.0	3.4	112	1226	19.6	9.1	115								
KATZ RADIO GROUP	19321	723	29.6	3.7	122	1507	24.2	7.8	99								
SUPERNET	10739	283	11.6	2.6	86	846	13.6	7.9	100								
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	5106	176	7.2	3.4	112	490	7.9	9.6	122								
WKDAY 9:00 AM - 1:00 PM	5383	204	8.4	3.8	123	415	6.7	7.7	98								
WKDAY 1:00 PM - 4:30 PM	6469	192	7.9	3.0	96	423	6.8	6.5	83								
WKDAY 4:30 PM - 7:30 PM	19661	679	27.8	3.5	112	1462	23.4	7.4	94								
WKDAY 7:30 PM - 8:00 PM	27579	924	37.9	3.4	109	1991	31.9	7.2	92								
WKDAY 11:00 PM - 11:30 PM	22964	713	29.2	3.1	101	1821	29.2	7.9	101								
WKDAY 11:30 PM - 1:00 AM	8158	278	11.4	3.4	111	689	11.0	8.4	107								
M-SAT 8-11 PM+SUN 7-11 PM	30140	911	37.4	3.0	98	2215	35.5	7.3	93								
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	2048	*58	2.4	2.8	92	*84	1.3	4.1	52								
ANOTHER WORLD N	1214	**32	1.3	2.6	86	**44	0.7	3.6	46								
AS THE WORLD TURNS C	1740	**19	0.8	1.1	35	*92	1.5	5.3	67								
CAPITOL C	1016	**29	1.2	2.9	93	*56	0.9	5.5	70								
CBS MORN. NEWS 1 C	1203	**23	0.9	1.9	62	*66	1.1	5.5	70								
CBS MORN. NEWS 2 C	773	**18	0.7	2.3	76	**36	0.6	4.7	59								
DAYS OF OUR LIVES N	1629	**29	1.2	1.8	58	*73	1.2	4.5	57								
FACTS OF LIFE - DAYTIME N	961	**30	1.2	3.1	101	**50	0.8	5.2	66								
FAMILY FEUD A	1390	**35	1.4	2.5	82	*56	0.9	4.0	51								
GENERAL HOSPITAL A	1463	**22	0.9	1.5	49	*121	1.9	8.3	105								
GOOD MORNING, AMERICA-730 A	1705	*81	3.3	4.8	154	192	3.1	11.3	143								
GOOD MORNING, AMERICA-830 A	889	**25	1.0	2.8	91	126	2.0	14.2	180								
GUIDING LIGHT C	1754	**23	0.9	1.3	43	*61	1.0	3.5	44								
ONE LIFE TO LIVE A	1100	**22	0.9	2.0	65	*69	1.1	6.3	80								
PRESS YOUR LUCK C	1222	**80	3.3	6.5	213	*84	1.3	6.9	87								
PRICE IS RIGHT 1 C	2692	*72	3.0	2.7	87	214	3.4	7.9	101								
PRICE IS RIGHT 2 C	2764	*71	2.9	2.6	83	213	3.4	7.7	98								
RYAN'S HOPE A	880	**21	0.9	2.4	78	**29	0.5	3.3	42								
SALE OF THE CENTURY N	926	**20	0.8	2.2	70	**70	1.1	7.6	96								
SEARCH FOR TOMORROW N	359	**18	0.7	5.0	163	**21	0.3	5.8	74								
TODAY SHOW 1 N	1890	*69	2.8	3.7	119	174	2.8	9.2	117								
TODAY SHOW 2 N	1344	**41	1.7	3.1	99	136	2.2	10.1	129								
$25,000 PYRAMID C	1462	*88	3.6	6.0	196	*80	1.3	5.5	70								
WHEEL OF FORTUNE N	1497	**42	1.7	2.8	91	*97	1.6	6.5	82								
YOUNG AND THE RESTLESS C	1954	**27	1.1	1.4	45	*81	1.3	4.1	53								
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	2755	*67	2.7	2.4	79	167	2.7	6.1	77								
NBA PLAYOFF GAME -1 C	3881	126	5.2	3.2	106	260	4.2	6.7	85								
NBC MAJOR LEAGUE PRE-GAME N	2805	*129	5.3	4.6	149	*219	3.5	7.8	99								
SPORTSWORLD - SUN N	2041	**59	2.4	2.9	94	*141	2.3	6.9	88								
SUNDAY MORNING C	2555	**62	2.5	2.4	79	254	4.1	9.9	126								

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USERS OF YOGURT DRINKS AND FROZEN YOGURT
(MALES)

0693
P-19

		TOTAL U.S. '000	DRINK YOGURT (BOUGHT AS DRINKS) A '000	B % DOWN	C % ACROSS	D INDX	EAT FROZEN YOGURT (BOUGHT FROZEN) A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL MALES		79263	2439	100.0	3.1	100	6240	100.0	7.9	100								
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		24321	710	29.1	2.9	95	1763	28.3	7.2	92								
NETWORK AFFILIATES - LATE		17197	502	20.6	2.9	95	1366	21.9	7.9	101								
INDEPENDENTS - LATE		2887	125	5.1	4.3	141	227	3.6	7.9	100								
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	N	11301	326	13.4	2.9	94	848	13.6	7.5	95								
ABC MONDAY NIGHT MOVIE	A	4379	*131	5.4	3.0	97	333	5.3	7.6	97								
ABC SUNDAY NIGHT MOVIE	A	9910	317	13.0	3.2	104	785	12.6	7.9	101								
ABC WORLD NEWS TONIGHT	A	6212	202	8.3	3.3	106	499	8.0	8.0	102								
AFTERMASH	C	4575	**59	2.4	1.3	42	364	5.8	8.0	101								
ALICE	C	6777	*200	8.2	3.0	96	433	6.9	6.4	81								
AMERICAN PARADE	C	4868	*101	4.1	2.1	67	321	5.1	6.6	84								
BENSON	A	7593	*193	7.9	2.5	83	545	8.7	7.2	91								
BLUE THUNDER	A	6036	*160	6.6	2.7	86	331	5.3	5.5	70								
CAGNEY & LACEY	C	7698	181	7.4	2.4	76	490	7.9	6.4	81								
CBS EVENING NEWS-DEAN	C	4066	**89	3.6	2.2	71	278	4.5	6.8	87								
CBS EVENING NEWS-RATHER	C	8092	253	10.4	3.1	102	583	9.3	7.2	92								
CBS SAT. NEWS-SCHIEFFER	C	4795	*112	4.6	2.3	76	348	5.6	7.3	92								
CBS SATURDAY NIGHT MOVIE	C	6034	*212	8.7	3.5	114	479	7.7	7.9	101								
CBS WEDNESDAY NIGHT MOVIE	C	4993	148	6.1	3.0	96	403	6.5	8.1	103								
CHEERS	N	6976	213	8.7	3.1	99	465	7.5	6.7	85								
DALLAS	C	13575	323	13.2	2.4	77	957	15.3	7.0	90								
DIFF'RENT STROKES	N	3684	*90	3.7	2.4	79	*237	3.8	6.4	82								
DOUBLE TROUBLE	N	4462	*169	6.9	3.8	123	452	7.2	10.1	129								
DUCK FACTORY	N	4810	*146	6.0	3.0	99	353	5.7	7.3	93								
DUKES OF HAZZARD	C	5951	*153	6.3	2.6	84	438	7.0	7.4	93								
DYNASTY	A	11325	315	12.9	2.8	90	874	14.0	7.7	98								
FACTS OF LIFE	N	4512	*150	6.2	3.3	108	300	4.8	6.6	84								
FALCON CREST	C	9215	275	11.3	3.0	97	688	11.0	7.5	95								
FALL GUY	A	8604	308	12.6	3.6	116	600	9.6	7.0	89								
FAMILY TIES	N	4179	*143	5.9	3.4	111	252	4.0	6.0	77								
FANTASY ISLAND	A	4781	*147	6.0	3.1	100	342	5.5	7.2	91								
FOULUPS,BLEEPS & BLUNDERS	A	6697	*209	8.6	3.1	101	542	8.7	8.1	103								
FOUR SEASONS	C	3873	**93	3.8	2.4	78	*264	4.2	6.8	87								
GIMME A BREAK	N	4310	*95	3.9	2.2	72	251	4.0	5.8	74								
HART TO HART	A	5751	*139	5.7	2.4	79	442	7.1	7.7	98								
HILL STREET BLUES	N	8568	234	9.6	2.7	89	669	10.7	7.8	99								
HOTEL	A	8801	283	11.6	3.2	104	635	10.2	7.2	92								
JEFFERSONS	C	6978	*184	7.5	2.6	86	430	6.9	6.2	78								
JENNIFER SLEPT HERE	N	3021	**48	2.0	1.6	52	*203	3.3	6.7	85								
KATE & ALLIE	C	6811	196	8.0	2.9	94	446	7.1	6.5	83								
KNIGHT RIDER	N	5256	*200	8.2	3.8	124	407	6.5	7.7	98								
LOVE BOAT	A	7174	230	9.4	3.2	104	534	8.6	7.4	95								
MAGNUM PI	C	10438	277	11.4	2.7	86	848	13.6	8.1	103								
MAMA'S FAMILY	N	3488	**89	3.6	2.6	83	*201	3.2	5.8	73								
MASTER, THE	N	4127	*144	5.9	3.5	113	324	5.2	7.9	100								
MATT HOUSTON	A	5978	180	7.4	3.0	98	438	7.0	7.3	93								
NBC MONDAY NIGHT MOVIE	N	10446	377	15.5	3.6	117	728	11.7	7.0	89								
NBC NIGHTLY NEWS	N	5571	114	4.7	2.0	67	299	4.8	5.4	68								
NBC NIGHTLY NEWS-SAT	N	3675	*140	5.7	3.8	124	301	4.8	8.2	104								
NBC NIGHTLY NEWS-SUN	N	2905	*102	4.2	3.5	114	249	4.0	8.6	109								
NBC SUNDAY NIGHT MOVIE	N	8352	*231	9.5	2.8	90	480	7.7	5.7	73								
NEWHART	C	6864	*182	7.5	2.7	86	476	7.6	6.9	88								
ONE DAY AT A TIME	C	3866	*124	5.1	3.2	104	292	4.7	7.6	96								
PEOPLE ARE FUNNY	N	3956	**98	4.0	2.5	81	*237	3.8	6.0	76								
REAL PEOPLE	N	6305	*119	4.9	1.9	61	396	6.3	6.3	80								
REMINGTON STEELE	N	5884	130	5.3	2.2	72	469	7.5	8.0	101								
RIPLEY'S BELIEVE IT - NOT	A	5706	*97	4.0	1.7	55	417	6.7	7.3	93								
RIPTIDE	N	6202	*144	5.9	2.3	75	471	7.5	7.6	96								
SCARECROW & MRS. KING	C	6513	184	7.5	2.8	92	524	8.4	8.0	102								
SIMON & SIMON	C	8593	205	8.4	2.4	78	556	8.9	6.5	82								
60 MINUTES	C	13342	380	15.6	2.8	93	1018	16.3	7.6	97								
ST. ELSEWHERE	N	6029	189	7.7	3.1	102	511	8.2	8.5	108								
THREE'S COMPANY	A	8565	224	9.2	2.6	85	676	10.8	7.9	100								
T.J. HOOKER	A	7400	275	11.3	3.7	121	551	8.8	7.4	95								
TONIGHT SHOW	N	2433	74	3.0	3.0	99	210	3.4	8.6	110								
TRAPPER JOHN, M.D.	C	5958	*168	6.9	2.8	92	361	5.8	6.1	77								
TV BLOOPERS & PRAC. JOKES	N	9086	*137	5.6	1.5	49	578	9.3	6.4	81								
20/20	A	8306	271	11.1	3.3	106	599	9.6	7.2	92								
WEBSTER	A	6788	*165	6.8	2.4	79	527	8.4	7.8	99								
WORLD NEWS - SUN	A	2036	**70	2.9	3.4	112	*132	2.1	6.5	82								
YELLOW ROSE	N	3174	*79	3.2	2.5	81	*164	2.6	5.2	66								
TV VIEWING SPORTS EVENTS																		
BASEBALL		16307	*227	9.3	1.4	45	1021	16.4	6.3	80								
BASKETBALL - COLLEGE GAMES		10054	*229	9.4	2.3	74	727	11.7	7.2	92								
BASKETBALL - PRO GAMES		8248	**196	8.0	2.4	77	606	9.7	7.3	93								
BOWLING		5356	**214	8.8	4.0	130	*348	5.6	6.5	83								
BOXING		11255	*304	12.5	2.7	88	921	14.8	8.2	104								
FOOTBALL - COLLEGE GAMES		14647	*367	15.0	2.5	81	1166	18.7	8.0	101								
FOOTBALL - PRO GAMES		23581	491	20.1	2.1	68	1737	27.8	7.4	94								
GOLF		6145	**137	5.6	2.2	72	*407	6.5	6.6	84								
POST-SEASON COLL. FOOTBALL		12828	*325	13.3	2.5	82	1021	16.4	8.0	101								
POST-SEASON PRO FOOTBALL		15397	*215	8.8	1.4	45	1060	17.0	6.9	87								
TENNIS		3483	**83	3.4	2.4	77	*370	5.9	10.6	135								
WRESTLING - PROFESSIONAL		6023	**202	8.3	3.4	109	*368	5.9	6.1	78								

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USERS OF YOGURT DRINKS AND FROZEN YOGURT
(FEMALES)

0694
P-19

	TOTAL U.S. '000	DRINK YOGURT (BOUGHT AS DRINKS) A '000	B % DOWN	C % ACROSS	D INDX	EAT FROZEN YOGURT (BOUGHT FROZEN) A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALES	88464	4024	100.0	4.5	100	11621	100.0	13.1	100								
FEMALE HOMEMAKERS	80986	3609	89.7	4.5	98	10186	87.7	12.6	96								
EMPLOYED MOTHERS	18702	808	20.1	4.3	95	2367	20.4	12.7	96								
18 - 24	14726	*780	19.4	5.3	116	2521	21.7	17.1	130								
25 - 34	20202	626	15.6	3.1	68	2823	24.3	14.0	106								
35 - 44	14781	606	15.1	4.1	90	1866	16.1	12.6	96								
45 - 54	11449	738	18.3	6.4	142	1440	12.4	12.6	96								
55 - 64	11846	545	13.5	4.6	101	1589	13.7	13.4	102								
65 OR OLDER	15459	731	18.2	4.7	104	1381	11.9	8.9	68								
18 - 34	34928	1405	34.9	4.0	88	5344	46.0	15.3	116								
18 - 49	55154	2403	59.7	4.4	96	8064	69.4	14.6	111								
25 - 54	46433	1969	48.9	4.2	93	6129	52.7	13.2	100								
35 - 49	20226	998	24.8	4.9	108	2720	23.4	13.4	102								
50 OR OLDER	33310	1621	40.3	4.9	107	3557	30.6	10.7	81								
GRADUATED COLLEGE	12110	651	16.2	5.4	118	2123	18.3	17.5	133								
ATTENDED COLLEGE	15309	579	14.4	3.8	83	2454	21.1	16.0	122								
GRADUATED HIGH SCHOOL	36912	1418	35.2	3.8	84	4331	37.3	11.7	89								
DID NOT GRADUATE HIGH SCHOOL	24134	1377	34.2	5.7	125	2714	23.4	11.2	86								
EMPLOYED FULL-TIME	35457	1523	37.8	4.3	94	5481	47.2	15.5	118								
EMPLOYED PART-TIME	8514	*376	9.3	4.4	97	1098	9.4	12.9	98								
NOT EMPLOYED	44494	2126	52.8	4.8	105	5042	43.4	11.3	86								
PROFESSIONAL/MANAGER	10811	*542	13.5	5.0	110	1899	16.3	17.6	134								
TECH/CLERICAL/SALES	19640	718	17.8	3.7	80	3075	26.5	15.7	119								
PRECISION/CRAFT	1023	**66	1.6	6.5	142	**205	1.8	20.0	153								
OTHER EMPLOYED	12498	573	14.2	4.6	101	1399	12.0	11.2	85								
SINGLE	15995	1005	25.0	6.3	138	3066	26.4	19.2	146								
MARRIED	51689	1941	48.2	3.8	83	5836	50.2	11.3	86								
DIVORCED/SEPARATED/WIDOWED	20780	1079	26.8	5.2	114	2718	23.4	13.1	100								
PARENTS	33922	1311	32.6	3.9	85	3882	33.4	11.4	87								
WHITE	76422	3097	77.0	4.1	89	9844	84.7	12.9	98								
BLACK	10066	768	19.1	7.6	168	1356	11.7	13.5	103								
OTHER	1976	**159	4.0	8.0	177	**420	3.6	21.3	162								
NORTHEAST-CENSUS	19803	1460	36.3	7.4	162	2868	24.7	14.5	110								
NORTH CENTRAL	22181	*373	9.3	1.7	37	1882	16.2	8.5	65								
SOUTH	30082	1687	41.9	5.6	123	3974	34.2	13.2	101								
WEST	16398	504	12.5	3.1	68	2897	24.9	17.7	134								
NORTHEAST-MKTG.	20163	2171	54.0	10.8	237	3560	30.6	17.7	134								
EAST CENTRAL	13054	*206	5.1	1.6	35	1069	9.2	8.2	62								
WEST CENTRAL	14993	*285	7.1	1.9	42	1243	10.7	8.3	63								
SOUTH	25785	892	22.2	3.5	76	2953	25.4	11.5	87								
PACIFIC	14470	*470	11.7	3.2	71	2795	24.1	19.3	147								
COUNTY SIZE A	36705	2507	62.3	6.8	150	6272	54.0	17.1	130								
COUNTY SIZE B	26819	779	19.4	2.9	64	3256	28.0	12.1	92								
COUNTY SIZE C	13597	*358	8.9	2.6	58	1297	11.2	9.5	73								
COUNTY SIZE D	11344	*380	9.4	3.3	74	796	6.8	7.0	53								
METRO CENTRAL CITY	26825	1387	34.5	5.2	114	4153	35.7	15.5	118								
METRO SUBURBAN	39912	1793	44.6	4.5	99	5642	48.6	14.1	108								
NON METRO	21728	844	21.0	3.9	85	1826	15.7	8.4	64								
TOP 5 ADI'S	20847	1361	33.8	6.5	144	3507	30.2	16.8	128								
TOP 10 ADI'S	28719	2234	55.5	7.8	171	5202	44.8	18.1	138								
TOP 20 ADI'S	40904	2642	65.7	6.5	142	6851	59.0	16.7	128								
HSHLD INC. $50,000 OR MORE	7931	*517	12.8	6.5	143	1687	14.5	21.3	162								
$40,000 OR MORE	15233	877	21.8	5.8	127	2795	24.1	18.3	140								
$30,000 OR MORE	28333	1418	35.2	5.0	110	4562	39.3	16.1	123								
$25,000 OR MORE	36417	1769	44.0	4.9	107	5886	50.6	16.2	123								
$20,000 - $24,999	9943	*442	11.0	4.4	98	1047	9.0	10.5	80								
$15,000 - $19,999	9211	*409	10.2	4.4	98	1051	9.0	11.4	87								
$10,000 - $14,999	13477	425	10.6	3.2	69	1552	13.4	11.5	88								
UNDER $10,000	19418	979	24.3	5.0	111	2085	17.9	10.7	82								
HOUSEHOLD OF 1 PERSON	11987	525	13.0	4.4	96	1487	12.8	12.4	94								
2 PEOPLE	27046	1312	32.6	4.9	107	3602	31.0	13.3	101								
3 OR 4 PEOPLE	34251	1522	37.8	4.4	98	4646	40.0	13.6	103								
5 OR MORE PEOPLE	15180	*665	16.5	4.4	96	1886	16.2	12.4	95								
NO CHILD IN HSHLD	49819	2361	58.7	4.7	104	6831	58.8	13.7	104								
CHILD(REN) UNDER 2 YRS	6045	**182	4.5	3.0	66	*511	4.4	8.5	64								
2 - 5 YEARS	15233	686	17.0	4.5	99	2035	17.5	13.4	102								
6 - 11 YEARS	16260	663	16.5	4.1	90	1904	16.4	11.7	89								
12 - 17 YEARS	19173	933	23.2	4.9	107	2285	19.7	11.9	91								
RESIDENCE OWNED	61371	2467	61.3	4.0	88	7358	63.3	12.0	91								
VALUE: $50,000 OR MORE	35355	1723	42.8	4.9	107	5423	46.7	15.3	117								
VALUE: UNDER $50,000	26016	744	18.5	2.9	63	1935	16.7	7.4	57								

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(FEMALES)

0695
P-19

		TOTAL U.S. '000	DRINK YOGURT (BOUGHT AS DRINKS) A '000	B % DOWN	C % ACROSS	D INDX	EAT FROZEN YOGURT (BOUGHT FROZEN) A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALES		88464	4024	100.0	4.5	100	11621	100.0	13.1	100								
MAGAZINES	QUINTILE 1	17988	795	19.8	4.4	97	2880	24.8	16.0	122								
	QUINTILE 2	19446	978	24.3	5.0	111	2895	24.9	14.9	113								
	QUINTILE 3	14626	666	16.6	4.6	100	2062	17.7	14.1	107								
	QUINTILE 4	16014	595	14.8	3.7	82	1718	14.8	10.7	82								
	QUINTILE 5	20389	990	24.6	4.9	107	2065	17.8	10.1	77								
NEWSPAPERS	QUINTILE 1	13830	786	19.5	5.7	125	2175	18.7	15.7	120								
	QUINTILE 2	26350	1242	30.9	4.7	104	3370	29.0	12.8	97								
	QUINTILE 3	12415	605	15.0	4.9	107	1946	16.7	15.7	119								
	QUINTILE 4	21911	835	20.8	3.8	84	2588	22.3	11.8	90								
	QUINTILE 5	13960	558	13.9	4.0	88	1542	13.3	11.0	84								
OUTDOOR	QUINTILE 1	16810	674	16.7	4.0	88	2448	21.1	14.6	111								
	QUINTILE 2	17101	884	22.0	5.2	114	2201	18.9	12.9	98								
	QUINTILE 3	17579	717	17.8	4.1	90	2235	19.2	12.7	97								
	QUINTILE 4	18343	688	17.1	3.8	82	2451	21.1	13.4	102								
	QUINTILE 5	18631	1061	26.4	5.7	125	2285	19.7	12.3	93								
RADIO-DRIVE TIME	QUINTILE 1	17390	826	20.5	4.7	104	2265	19.5	13.0	99								
	QUINTILE 2	16591	681	16.9	4.1	90	2210	19.0	13.3	101								
	QUINTILE 3	16910	664	16.5	3.9	86	2458	21.2	14.5	111								
	QUINTILE 4	18002	970	24.1	5.4	118	2065	17.8	11.5	87								
	QUINTILE 5	19572	883	21.9	4.5	99	2624	22.6	13.4	102								
RADIO-MID-DAY	TERCILE 1	23248	863	21.4	3.7	82	2728	23.5	11.7	89								
	TERCILE 2	23667	1235	30.7	5.2	115	3385	29.1	14.3	109								
	TERCILE 3	41549	1926	47.9	4.6	102	5507	47.4	13.3	101								
RADIO-TOTAL	QUINTILE 1	17786	804	20.0	4.5	99	2263	19.5	12.7	97								
	QUINTILE 2	17316	678	16.8	3.9	86	2539	21.8	14.7	112								
	QUINTILE 3	18428	724	18.0	3.9	86	2210	19.0	12.0	91								
	QUINTILE 4	17669	1057	26.3	6.0	132	2516	21.7	14.2	108								
	QUINTILE 5	17265	761	18.9	4.4	97	2094	18.0	12.1	92								
TV-PRIME TIME	QUINTILE 1	17416	1028	25.5	5.9	130	2139	18.4	12.3	93								
	QUINTILE 2	17413	827	20.6	4.7	104	2644	22.8	15.2	116								
	QUINTILE 3	17943	564	14.0	3.1	69	2382	20.5	13.3	101								
	QUINTILE 4	18442	1000	24.9	5.4	119	2401	20.7	13.0	99								
	QUINTILE 5	17250	606	15.1	3.5	77	2055	17.7	11.9	91								
TV-DAYTIME	TERCILE 1	29966	1199	29.8	4.0	88	3386	29.1	11.3	86								
	TERCILE 2	29480	1287	32.0	4.4	96	3983	34.3	13.5	103								
	TERCILE 3	29018	1538	38.2	5.3	117	4251	36.6	14.6	112								
TV-TOTAL	QUINTILE 1	17740	967	24.0	5.5	120	2141	18.4	12.1	92								
	QUINTILE 2	17674	615	15.3	3.5	76	2366	20.4	13.4	102								
	QUINTILE 3	17730	939	23.3	5.3	116	2395	20.6	13.5	103								
	QUINTILE 4	17563	676	16.8	3.8	85	2520	21.7	14.3	109								
	QUINTILE 5	17757	827	20.6	4.7	102	2199	18.9	12.4	94								
MAGAZINES-NEWSPAPERS: DUAL		23278	1194	29.7	5.1	113	3559	30.6	15.3	116								
MAGAZINE IMPERATIVE		21634	857	21.3	4.0	87	3231	27.8	14.9	114								
NEWSPAPER IMPERATIVE		23455	1123	27.9	4.8	105	2866	24.7	12.2	93								
MAGAZINES-OUTDOOR: DUAL		17482	914	22.7	5.2	115	2798	24.1	16.0	122								
MAGAZINE IMPERATIVE		28830	1287	32.0	4.5	98	4181	36.0	14.5	110								
OUTDOOR IMPERATIVE		26119	1096	27.2	4.2	92	2945	25.3	11.3	86								
MAGAZINES-RADIO: DUAL		20162	1009	25.1	5.0	110	2902	25.0	14.4	110								
MAGAZINE IMPERATIVE		26292	1245	30.9	4.7	104	4036	34.7	15.4	117								
RADIO IMPERATIVE		25308	909	22.6	3.6	79	2928	25.2	11.6	88								
MAGAZINES-TELEVISION: DUAL		17312	820	20.4	4.7	104	2731	23.5	15.8	120								
MAGAZINE IMPERATIVE		29099	1349	33.5	4.6	102	4442	38.2	15.3	116								
TELEVISION IMPERATIVE		27505	1228	30.5	4.5	98	2917	25.1	10.6	81								
NEWSPAPERS-OUTDOOR: DUAL		18628	904	22.5	4.9	107	2803	24.1	15.0	115								
NEWSPAPER IMPERATIVE		29178	1465	36.4	5.0	110	3874	33.3	13.3	101								
OUTDOOR IMPERATIVE		25260	1042	25.9	4.1	91	3236	27.8	12.8	98								
NEWSPAPERS-RADIO: DUAL		19246	959	23.8	5.0	110	2996	25.8	15.6	119								
NEWSPAPER IMPERATIVE		28155	1488	37.0	5.3	116	3811	32.8	13.5	103								
RADIO IMPERATIVE		25308	894	22.2	3.5	78	3103	26.7	12.3	93								
NEWSPAPERS-TELEVISION: DUAL		18615	952	23.7	5.1	112	2644	22.8	14.2	108								
NEWSPAPER IMPERATIVE		29207	1513	37.6	5.2	114	4197	36.1	14.4	109								
TELEVISION IMPERATIVE		25472	1125	28.0	4.4	97	3082	26.5	12.1	92								
OUTDOOR-RADIO: DUAL		17292	742	18.4	4.3	94	2395	20.6	13.9	105								
OUTDOOR IMPERATIVE		26915	1308	32.5	4.9	107	3546	30.5	13.2	100								
RADIO IMPERATIVE		28938	1188	29.5	4.1	90	3747	32.2	12.9	99								
OUTDOOR-TELEVISION: DUAL		16112	642	16.0	4.0	88	1933	16.6	12.0	91								
OUTDOOR IMPERATIVE		28228	1276	31.7	4.5	99	4054	34.9	14.4	109								
TELEVISION IMPERATIVE		30024	1486	36.9	4.9	109	4021	34.6	13.4	102								
RADIO-TELEVISION: DUAL		17803	914	22.7	5.1	113	2385	20.5	13.4	102								
RADIO IMPERATIVE		28328	1021	25.4	3.6	79	3689	31.7	13.0	99								
TELEVISION IMPERATIVE		28445	1325	32.9	4.7	102	3507	30.2	12.3	94								

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TOTAL FEMALES	88464	4024	100.0	4.5	100	11621	100.0	13.1	100								
ATLANTIC MONTHLY	415	**14	0.3	3.4	74	**72	0.6	17.3	132								
BARRON'S	522	**39	1.0	7.5	164	**124	1.1	23.8	181								
BETTER HOMES & GARDENS	17429	690	17.1	4.0	87	2319	20.0	13.3	101								
BON APPETIT	2772	*207	5.1	7.5	164	452	3.9	16.3	124								
BUSINESS WEEK	1469	**109	2.7	7.4	163	314	2.7	21.4	163								
CAR AND DRIVER	397	**28	0.7	7.1	155	**73	0.6	18.4	140								
CBS MAGAZINE NETWORK (GROSS)	1633	**108	2.7	6.6	145	*207	1.8	12.7	96								
CHANGING TIMES	1554	**85	2.1	5.5	120	*178	1.5	11.5	87								
COLONIAL HOMES	1304	**97	2.4	7.4	164	*173	1.5	13.3	101								
CONDE NAST MAG. PKG. (GROSS)	17858	1062	26.4	5.9	131	3573	30.7	20.0	152								
CONSUMERS DIGEST	1406	**55	1.4	3.9	86	*161	1.4	11.5	87								
COSMOPOLITAN	8815	532	13.2	6.0	133	1796	15.5	20.4	155								
COUNTRY LIVING	2636	**90	2.2	3.4	75	462	4.0	17.5	133								
CUISINE	1554	**55	1.4	3.5	78	284	2.4	18.3	139								
CYCLE WORLD	469	**8	0.2	1.7	37	**53	0.5	11.3	86								
DCI:CREATIVE IDEAS FOR LIV	2631	**116	2.9	4.4	97	390	3.4	14.8	113								
DCI:CREAT IDEA/SO.LIV(GROSS)	7065	258	6.4	3.7	80	1063	9.1	15.0	115								
DISCOVER	998	**29	0.7	2.9	64	*178	1.5	17.8	136								
EBONY	4289	323	8.0	7.5	166	784	6.7	18.3	139								
ESQUIRE	1176	**32	0.8	2.7	60	*125	1.1	10.6	81								
ESSENCE	2392	*114	2.8	4.8	105	370	3.2	15.5	118								
FAMILY CIRCLE	17209	654	16.3	3.8	84	2464	21.2	14.3	109								
THE FAMILY HANDYMAN	1184	**39	1.0	3.3	72	*157	1.4	13.3	101								
FAMILY WEEKLY	12391	283	7.0	2.3	50	1335	11.5	10.8	82								
FIELD & STREAM	2438	**51	1.3	2.1	46	*310	2.7	12.7	97								
FOOD & WINE	614	**49	1.2	8.0	175	*127	1.1	20.7	157								
FORBES	813	**55	1.4	6.8	149	*182	1.6	22.4	170								
FORTUNE	1083	**53	1.3	4.9	108	*188	1.6	17.4	132								
GENTLEMEN'S QUARTERLY	1197	**61	1.5	5.1	112	*355	3.1	29.7	226								
GLAMOUR	6625	*310	7.7	4.7	103	1451	12.5	21.9	167								
GOLF DIGEST	707	**23	0.6	3.3	72	**50	0.4	7.1	54								
GOLF DIGEST/TENNIS (GROSS)	1316	**93	2.3	7.1	155	*192	1.7	14.6	111								
GOLF MAGAZINE	469	**16	0.4	3.4	75	**61	0.5	13.0	99								
GOLF MAGAZINE/SKI (GROSS)	1060	**59	1.5	5.6	122	**162	1.4	15.3	116								
GOOD HOUSEKEEPING	17784	577	14.3	3.2	71	2326	20.0	13.1	100								
HARPER'S BAZAAR	2931	**176	4.4	6.0	132	585	5.0	20.0	152								
HEALTH	2199	**150	3.7	6.8	150	*291	2.5	13.2	101								
HEARST MAG CORP. BUY (GROSS)	49148	2059	51.2	4.2	92	7570	65.1	15.4	117								
HEARST MAN POWER (GROSS)	2113	**88	2.2	4.2	92	*217	1.9	10.3	78								
HEARST WOMAN POWER (GROSS)	35062	1430	35.5	4.1	90	5319	45.8	15.2	115								
HOUSE BEAUTIFUL	3865	*142	3.5	3.7	81	596	5.1	15.4	117								
INC.	315	**18	0.4	5.7	126	**61	0.5	19.4	147								
JET	3690	275	6.8	7.5	164	589	5.1	16.0	122								
LADIES' HOME JOURNAL	12930	440	10.9	3.4	75	1911	16.4	14.8	113								
LHJ FAMILY GRP COMBO(GROSS)	18161	666	16.6	3.7	81	2672	23.0	14.7	112								
LIFE	5065	333	8.3	6.6	145	962	8.3	19.0	145								
L.A. TIMES HOME MAGAZINE	1310	**34	0.8	2.6	57	*257	2.2	19.6	149								
MADEMOISELLE	3759	*196	4.9	5.2	115	725	6.2	19.3	147								
MC CALL'S	14658	540	13.4	3.7	81	2190	18.8	14.9	114								
MC CALL'S/MRK MOTHER (GROSS)	15857	576	14.3	3.6	80	2312	19.9	14.6	111								
MECHANIX ILLUSTRATED	809	**32	0.8	4.0	87	**77	0.7	9.5	72								
METROPOLITAN HOME	1009	**118	2.9	11.7	257	*216	1.9	21.4	163								
MONEY	1707	**120	3.0	7.0	155	331	2.8	19.4	148								
MOTHER EARTH NEWS	1123	**50	1.2	4.5	98	*194	1.7	17.3	132								
MS.	932	**48	1.2	5.2	113	*119	1.0	12.8	97								
NATIONAL ENQUIRER	11971	431	10.7	3.6	79	1592	13.7	13.3	101								
NATIONAL GEOGRAPHIC	10503	522	13.0	5.0	109	1678	14.4	16.0	122								
NATIONAL SUNDAY MAGAZINE PKG	54325	2741	68.1	5.0	111	7757	66.7	14.3	109								
NATURAL HISTORY	626	**27	0.7	4.3	95	**153	1.3	24.4	186								
NEW WOMAN	1992	**101	2.5	5.1	111	393	3.4	19.7	150								
NEW YORK INCLUDING CUE	547	**49	1.2	9.0	197	*117	1.0	21.4	163								
THE NEW YORKER	1380	*164	4.1	11.9	261	246	2.1	17.8	136								
NEWSWEEK	6925	339	8.4	4.9	108	1123	9.7	16.2	123								
THE N.Y. TIMES DAILY EDITION	1363	*137	3.4	10.1	221	337	2.9	24.7	188								
THE N.Y. TIMES MAGAZINE	2333	*213	5.3	9.1	201	574	4.9	24.6	187								
OMNI	872	**37	0.9	4.2	93	*129	1.1	14.8	113								
ON CABLE	1298	**23	0.6	1.8	39	*191	1.6	14.7	112								
1001 HOME IDEAS	3032	**76	1.9	2.5	55	470	4.0	15.5	118								
ORGANIC GARDENING	1680	**76	1.9	4.5	99	*216	1.9	12.9	98								
OUTDOOR LIFE	960	**72	1.8	7.5	165	**137	1.2	14.3	109								
PARADE MAGAZINE	26755	1760	43.7	6.6	145	4146	35.7	15.5	118								

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USERS OF YOGURT DRINKS AND FROZEN YOGURT
(FEMALES)

0697
P-19

	TOTAL U.S. '000	DRINK YOGURT (BOUGHT AS DRINKS) A '000	B % DOWN	C % ACROSS	D INDX	EAT FROZEN YOGURT (BOUGHT FROZEN) A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALES	88464	4024	100.0	4.5	100	11621	100.0	13.1	100								
PARENTS	4173	**180	4.5	4.3	95	456	3.9	10.9	83								
PENTHOUSE	973	**21	0.5	2.2	47	**99	0.9	10.2	77								
PEOPLE	13479	716	17.8	5.3	117	2282	19.6	16.9	129								
PLAYBOY	2183	**77	1.9	3.5	78	*164	1.4	7.5	57								
POPULAR HOT RODDING	388	**8	0.2	2.1	45	**18	0.2	4.6	35								
POPULAR MECHANICS	1037	**30	0.7	2.9	64	**88	0.8	8.5	65								
POPULAR SCIENCE	920	**37	0.9	4.0	88	**113	1.0	12.3	94								
PREVENTION	4071	*231	5.7	5.7	125	569	4.9	14.0	106								
PSYCHOLOGY TODAY	1940	**65	1.6	3.4	74	359	3.1	18.5	141								
READER'S DIGEST	24031	1224	30.4	5.1	112	3167	27.3	13.2	100								
REDBOOK	8464	321	8.0	3.8	83	1197	10.3	14.1	108								
ROAD & TRACK	429	**28	0.7	6.5	143	**47	0.4	11.0	83								
ROLLING STONE	1355	**119	3.0	8.8	193	*236	2.0	17.4	133								
RUNNER'S WORLD	329	**11	0.3	3.3	74	**61	0.5	18.5	141								
SATURDAY EVENING POST	1268	**65	1.6	5.1	113	*177	1.5	14.0	106								
SCIENCE 84	702	**17	0.4	2.4	53	*143	1.2	20.4	155								
SCIENCE DIGEST	553	**10	0.2	1.8	40	**78	0.7	14.1	107								
SCIENTIFIC AMERICAN	615	**64	1.6	10.4	229	*192	1.7	31.2	238								
SELF	2683	**176	4.4	6.6	144	401	3.5	14.9	114								
SEVENTEEN	3309	**194	4.8	5.9	129	624	5.4	18.9	144								
SKI	591	**44	1.1	7.4	164	**101	0.9	17.1	130								
SMITHSONIAN	3039	*266	6.6	8.8	192	610	5.2	20.1	153								
SOAP OPERA DIGEST	3683	**126	3.1	3.4	75	563	4.8	15.3	116								
SOUTHERN LIVING	4434	*142	3.5	3.2	70	672	5.8	15.2	115								
SPORT	701	**66	1.6	9.4	207	**78	0.7	11.1	85								
THE SPORTING NEWS	518	**88	2.2	17.0	373	**131	1.1	25.3	193								
SPORTS AFIELD	523	**48	1.2	9.2	202	**50	0.4	9.6	73								
SPORTS ILLUSTRATED	3325	*223	5.5	6.7	147	549	4.7	16.5	126								
STAR	8567	476	11.8	5.6	122	1252	10.8	14.6	111								
SUNDAY	27630	1861	46.2	6.7	148	4768	41.0	17.3	131								
SUNSET	2219	**59	1.5	2.7	58	352	3.0	15.9	121								
TV GUIDE	24258	1009	25.1	4.2	91	3385	29.1	14.0	106								
TENNIS	609	**70	1.7	11.5	253	**142	1.2	23.3	177								
TIME	9929	629	15.6	6.3	139	1785	15.4	18.0	137								
TOWN & COUNTRY	1062	**32	0.8	3.0	66	*214	1.8	20.2	153								
TRAVEL & LEISURE	1051	**52	1.3	4.9	109	*155	1.3	14.7	112								
TRUE STORY	3946	**171	4.2	4.3	95	363	3.1	9.2	70								
U.S.NEWS & WORLD REPORT	3782	*190	4.7	5.0	110	599	5.2	15.8	121								
USA TODAY	1874	**72	1.8	3.8	84	356	3.1	19.0	145								
US	2213	*108	2.7	4.9	107	352	3.0	15.9	121								
VOGUE	4792	380	9.4	7.9	174	996	8.6	20.8	158								
WALL STREET JOURNAL	2045	*186	4.6	9.1	200	367	3.2	17.9	137								
WEIGHT WATCHERS	2364	**117	2.9	4.9	109	405	3.5	17.1	130								
WOMAN'S DAY	15182	560	13.9	3.7	81	2180	18.8	14.4	109								
WORKING MOTHER	1198	**36	0.9	3.0	66	*122	1.0	10.2	78								
WORKING WOMAN	1523	**78	1.9	5.1	113	356	3.1	23.4	178								
WORLD TENNIS	*183	**21	0.5	11.5	252	**37	0.3	20.2	154								
ZIFF-DAVIS MAG NETWK (GROSS)	2776	**124	3.1	4.5	98	443	3.8	16.0	121								
BLAIR INSERTS	47909	2646	65.8	5.5	121	7118	61.3	14.9	113								
DAILY NEWSPAPERS																	
READ ANY	56731	2662	66.2	4.7	103	7529	64.8	13.3	101								
READ ONE	47696	2134	53.0	4.5	98	6123	52.7	12.8	98								
READ TWO OR MORE	9034	528	13.1	5.8	128	1406	12.1	15.6	118								
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	57732	2890	71.8	5.0	110	8273	71.2	14.3	109								
READ ONE	50513	2474	61.5	4.9	108	7067	60.8	14.0	107								
READ TWO OR MORE	7219	416	10.3	5.8	127	1206	10.4	16.7	127								
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	28.04	27.52				29.00											
30 DAY REACH	78184	3412	84.8	4.4	96	10479	90.2	13.4	102								
50 SHWG - 30 DAY AV FREQ	14.80	14.52				15.44											
30 DAY REACH	74239	3242	80.6	4.4	96	9851	84.8	13.3	101								
25 SHWG - 30 DAY AV FREQ	8.05	8.04				8.35											
30 DAY REACH	68254	2924	72.7	4.3	94	9099	78.3	13.3	101								
CABLE TV: HOME WIRED	35215	972	24.2	2.8	61	4542	39.1	12.9	98								
HOME NOT WIRED	53250	3052	75.8	5.7	126	7078	60.9	13.3	101								
HAVE PAY CABLE	17885	*510	12.7	2.9	63	2619	22.5	14.6	111								

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USERS OF YOGURT DRINKS AND FROZEN YOGURT
(FEMALES)

0698
P-19

	TOTAL U.S. '000	DRINK YOGURT (BOUGHT AS DRINKS) A '000	B % DOWN	C % ACROSS	D INDX	EAT FROZEN YOGURT (BOUGHT FROZEN) A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALES	88464	4024	100.0	4.5	100	11621	100.0	13.1	100								
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	47994	2164	53.8	4.5	99	6409	55.2	13.4	102								
10:00 AM - 3:00 PM	33674	1438	35.7	4.3	94	4237	36.5	12.6	96								
3:00 PM - 7:00 PM	34431	1477	36.7	4.3	94	4646	40.0	13.5	103								
7:00 PM - MIDNIGHT	17761	710	17.6	4.0	88	2433	20.9	13.7	104								
MIDNIGHT - 6:00 AM	10087	447	11.1	4.4	97	1407	12.1	13.9	106								
6:00 AM - MIDNIGHT	64318	2789	69.3	4.3	95	8450	72.7	13.1	100								
ENTIRE DAY	65181	2813	69.9	4.3	95	8609	74.1	13.2	101								
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	17411	565	14.0	3.2	71	2108	18.1	12.1	92								
ALL NEWS	2520	*176	4.4	7.0	154	457	3.9	18.1	138								
AOR/PROGRESSIVE	4419	*171	4.2	3.9	85	765	6.6	17.3	132								
BEAUTIFUL MUSIC	6119	*237	5.9	3.9	85	728	6.3	11.9	91								
BLACK	2623	*161	4.0	6.1	135	368	3.2	14.0	107								
CLASSICAL	1553	**105	2.6	6.8	149	*247	2.1	15.9	121								
CHR/ROCK	11282	512	12.7	4.5	100	1713	14.7	15.2	116								
COUNTRY	13343	422	10.5	3.2	70	1489	12.8	11.2	85								
GOLDEN OLDIES	1299	**47	1.2	3.6	80	*165	1.4	12.7	97								
MOR/NOSTALGIA	5241	*202	5.0	3.9	85	626	5.4	11.9	91								
NEWS/TALK	4165	256	6.4	6.1	135	573	4.9	13.8	105								
RELIGIOUS	3324	*119	3.0	3.6	79	390	3.4	11.7	89								
SOFT ROCK	609	**10	0.2	1.6	36	**84	0.7	13.8	105								
URBAN CONTEMPORARY	1853	260	6.5	14.0	308	368	3.2	19.9	151								
WIRED NETWORKS:																	
ABC CONTEMPORARY	3724	*227	5.6	6.1	134	402	3.5	10.8	82								
ABC DIRECTION	2488	*192	4.8	7.7	170	281	2.4	11.3	86								
ABC ENTERTAINMENT	5129	*189	4.7	3.7	81	663	5.7	12.9	98								
ABC FM	2498	**76	1.9	3.0	67	*305	2.6	12.2	93								
ABC INFORMATION	5721	301	7.5	5.3	116	669	5.8	11.7	89								
ABC ROCK	2021	**144	3.6	7.1	157	*285	2.5	14.1	107								
CBS	4756	*176	4.4	3.7	81	612	5.3	12.9	98								
MUTUAL	5272	*247	6.1	4.7	103	619	5.3	11.7	89								
NBC	4964	*120	3.0	2.4	53	592	5.1	11.9	91								
RADIORADIO	2218	**76	1.9	3.4	75	257	2.2	11.6	88								
RKO ONE	2565	**62	1.5	2.4	53	297	2.6	11.6	88								
RKO TWO	3640	*148	3.7	4.1	89	422	3.6	11.6	88								
THE SOURCE	2467	**103	2.6	4.2	92	421	3.6	17.1	130								
NON-WIRED : BLAIR	9466	342	8.5	3.6	79	1210	10.4	12.8	97								
INTERNET	13616	720	17.9	5.3	116	2075	17.9	15.2	116								
KATZ RADIO GROUP	16998	768	19.1	4.5	99	2371	20.4	13.9	106								
SUPERNET	11622	416	10.3	3.6	79	1482	12.8	12.8	97								
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	9425	364	9.0	3.9	85	1220	10.5	12.9	99								
WKDAY 9:00 AM - 1:00 PM	13304	590	14.7	4.4	97	1600	13.8	12.0	92								
WKDAY 1:00 PM - 4:30 PM	17591	780	19.4	4.4	97	2033	17.5	11.6	88								
WKDAY 4:30 PM - 7:30 PM	24418	1200	29.8	4.9	108	3102	26.7	12.7	97								
WKDAY 7:30 PM - 8:00 PM	34400	1689	42.0	4.9	108	4342	37.4	12.6	96								
WKDAY 11:00 PM - 11:30 PM	26120	1173	29.2	4.5	99	3258	28.0	12.5	95								
WKDAY 11:30 PM - 1:00 AM	8402	363	9.0	4.3	95	1107	9.5	13.2	100								
M-SAT 8-11 PM+SUN 7-11 PM	36828	1825	45.4	5.0	109	4898	42.1	13.3	101								
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN A	7221	295	7.3	4.1	90	838	7.2	11.6	88								
ANOTHER WORLD N	4924	177	4.4	3.6	79	459	3.9	9.3	71								
AS THE WORLD TURNS C	5966	274	6.8	4.6	101	640	5.5	10.7	82								
CAPITOL C	3672	222	5.5	6.0	133	429	3.7	11.7	89								
CBS MORN. NEWS 1 C	1590	*67	1.7	4.2	93	170	1.5	10.7	81								
CBS MORN. NEWS 2 C	1298	**30	0.7	2.3	51	121	1.0	9.3	71								
DAYS OF OUR LIVES N	6389	259	6.4	4.1	89	782	6.7	12.2	93								
FACTS OF LIFE - DAYTIME N	2526	145	3.6	5.7	126	309	2.7	12.2	93								
FAMILY FEUD A	3427	151	3.8	4.4	97	402	3.5	11.7	89								
GENERAL HOSPITAL A	6870	298	7.4	4.3	95	747	6.4	10.9	83								
GOOD MORNING, AMERICA-730 A	3767	121	3.0	3.2	71	461	4.0	12.2	93								
GOOD MORNING, AMERICA-830 A	3076	100	2.5	3.3	71	409	3.5	13.3	101								
GUIDING LIGHT C	5789	299	7.4	5.2	114	703	6.0	12.1	92								
ONE LIFE TO LIVE A	4918	216	5.4	4.4	97	473	4.1	9.6	73								
PRESS YOUR LUCK C	2367	*53	1.3	2.2	49	218	1.9	9.2	70								
PRICE IS RIGHT 1 C	4727	197	4.9	4.2	92	409	3.5	8.7	66								
PRICE IS RIGHT 2 C	5511	224	5.6	4.1	89	527	4.5	9.6	73								
RYAN'S HOPE A	3479	209	5.2	6.0	132	347	3.0	10.0	76								
SALE OF THE CENTURY N	2823	192	4.8	6.8	150	322	2.8	11.4	87								
SEARCH FOR TOMORROW N	2525	*140	3.5	5.5	122	433	3.7	17.1	131								
TODAY SHOW 1 N	2979	182	4.5	6.1	134	495	4.3	16.6	126								
TODAY SHOW 2 N	2792	*122	3.0	4.4	96	353	3.0	12.6	96								
$25,000 PYRAMID C	2899	148	3.7	5.1	112	263	2.3	9.1	69								
WHEEL OF FORTUNE N	4689	215	5.3	4.6	101	592	5.1	12.6	96								
YOUNG AND THE RESTLESS C	6231	267	6.6	4.3	94	632	5.4	10.1	77								
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1972	*70	1.7	3.5	78	288	2.5	14.6	111								
NBA PLAYOFF GAME -1 C	1246	*122	3.0	9.8	215	*155	1.3	12.4	95								
NBC MAJOR LEAGUE PRE-GAME N	1140	**30	0.7	2.6	58	**64	0.6	5.6	43								
SPORTSWORLD - SUN N	1328	**50	1.2	3.8	83	*158	1.4	11.9	91								
SUNDAY MORNING C	1645	**23	0.6	1.4	31	*132	1.1	8.0	61								

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(FEMALES)

0699
P-19

	TOTAL U.S. '000	DRINK YOGURT (BOUGHT AS DRINKS) A '000	B % DOWN	C % ACROSS	D INDX	EAT FROZEN YOGURT (BOUGHT FROZEN) A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALES	[illegible]	4024	100.0	4.5	100	11621	100.0	13.1	100								
MKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	27970	1254	31.2	4.5	99	3200	27.5	11.4	87								
NETWORK AFFILIATES - LATE	21966	976	24.3	4.4	98	2642	22.7	12.0	92								
INDEPENDENTS - LATE	2247	150	3.7	6.7	147	516	4.4	23.0	175								
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM N	11524	536	13.3	4.7	102	1266	10.9	11.0	84								
ABC MONDAY NIGHT MOVIE A	6879	225	5.6	3.3	72	784	6.7	11.4	87								
ABC SUNDAY NIGHT MOVIE A	13690	726	18.0	5.3	117	2001	17.2	14.6	111								
ABC WORLD NEWS TONIGHT A	6589	210	5.2	3.2	70	659	5.7	10.0	76								
AFTERMASH C	6391	*208	5.2	3.3	72	707	6.1	11.1	84								
ALICE C	10273	443	11.0	4.3	95	1386	11.9	13.5	103								
AMERICAN PARADE C	7130	337	8.4	4.7	104	862	7.4	12.1	92								
BENSON A	11665	632	15.7	5.4	119	1527	13.1	13.1	100								
BLUE THUNDER A	5442	*231	5.7	4.2	93	622	5.4	11.4	87								
CAGNEY & LACEY C	10565	442	11.0	4.2	92	1119	9.6	10.6	81								
CBS EVENING NEWS-DEAN C	3668	*209	5.2	5.7	125	485	4.2	13.2	101								
CBS EVENING NEWS-RATHER C	7561	363	9.0	4.8	106	841	7.2	11.1	85								
CBS SAT. NEWS-SCHIEFFER C	3948	145	3.6	3.7	81	532	4.6	13.5	103								
CBS SATURDAY NIGHT MOVIE C	5966	334	8.3	5.6	123	718	6.2	12.0	92								
CBS WEDNESDAY NIGHT MOVIE C	6529	282	7.0	4.3	95	690	5.9	10.6	80								
CHEERS N	9842	632	15.7	6.4	141	1329	11.4	13.5	103								
DALLAS C	23935	1145	28.5	4.8	105	3007	25.9	12.6	96								
DIFF'RENT STROKES N	7574	369	9.2	4.9	107	909	7.8	12.0	91								
DOUBLE TROUBLE N	7786	373	9.3	4.8	105	1137	9.8	14.6	111								
DUCK FACTORY N	6290	432	10.7	6.9	151	763	6.6	12.1	92								
DUKES OF HAZZARD C	6402	321	8.0	5.0	110	756	6.5	11.8	90								
DYNASTY A	21955	902	22.4	4.1	90	2868	24.7	13.1	99								
FACTS OF LIFE N	8898	503	12.5	5.7	124	1267	10.9	14.2	108								
FALCON CREST C	21877	1079	26.8	4.9	108	2899	24.9	13.3	101								
FALL GUY A	10045	378	9.4	3.8	83	1037	8.9	10.3	79								
FAMILY TIES N	8922	608	15.1	6.8	150	1077	9.3	12.1	92								
FANTASY ISLAND A	8288	504	12.5	6.1	134	1087	9.4	13.1	100								
FOULUPS,BLEEPS & BLUNDERS A	9891	375	9.3	3.8	83	1309	11.3	13.2	101								
FOUR SEASONS C	5429	*219	5.4	4.0	89	695	6.0	12.8	97								
GIMME A BREAK N	9646	633	15.7	6.6	144	1095	9.4	11.4	86								
HART TO HART A	9983	376	9.3	3.8	83	1311	11.3	13.1	100								
HILL STREET BLUES N	9688	644	16.0	6.6	146	1407	12.1	14.5	111								
HOTEL A	15435	620	15.4	4.0	88	1776	15.3	11.5	88								
JEFFERSONS C	10031	459	11.4	4.6	101	1286	11.1	12.8	98								
JENNIFER SLEPT HERE N	6376	365	9.1	5.7	126	896	7.7	14.1	107								
KATE & ALLIE C	9951	327	8.1	3.3	72	997	8.6	10.0	76								
KNIGHT RIDER N	7908	403	10.0	5.1	112	1010	8.7	12.8	97								
LOVE BOAT A	13226	756	18.8	5.7	126	1762	15.2	13.3	101								
MAGNUM PI C	12105	573	14.2	4.7	104	1498	12.9	12.4	94								
MAMA'S FAMILY N	6364	219	5.4	3.4	76	657	5.7	10.3	79								
MASTER, THE N	3955	*139	3.5	3.5	77	450	3.9	11.4	87								
MATT HOUSTON A	6903	341	8.5	4.9	109	899	7.7	13.0	99								
NBC MONDAY NIGHT MOVIE N	13443	682	16.9	5.1	112	1772	15.2	13.2	100								
NBC NIGHTLY NEWS N	5585	275	6.8	4.9	108	846	7.3	15.1	115								
NBC NIGHTLY NEWS-SAT N	3688	*208	5.2	5.6	124	399	3.4	10.8	82								
NBC NIGHTLY NEWS-SUN N	3310	*194	4.8	5.9	129	458	3.9	13.8	105								
NBC SUNDAY NIGHT MOVIE N	9238	672	16.7	7.3	160	1071	9.2	11.6	88								
NEWHART C	9876	342	8.5	3.5	76	1079	9.3	10.9	83								
ONE DAY AT A TIME C	7954	475	11.8	6.0	131	1181	10.2	14.8	113								
PEOPLE ARE FUNNY N	5182	*183	4.5	3.5	78	596	5.1	11.5	88								
REAL PEOPLE N	9674	435	10.8	4.5	99	1130	9.7	11.7	89								
REMINGTON STEELE N	8511	314	7.8	3.7	81	1068	9.2	12.5	96								
RIPLEY'S BELIEVE IT - NOT A	5656	*201	5.0	3.6	78	857	7.4	15.2	115								
RIPTIDE N	7718	*193	4.8	2.5	55	785	6.8	10.2	77								
SCARECROW & MRS. KING C	11058	435	10.8	3.9	86	1237	10.6	11.2	85								
SIMON & SIMON C	11615	522	13.0	4.5	99	1348	11.6	11.6	88								
60 MINUTES C	14326	658	16.4	4.6	101	1824	15.7	12.7	97								
ST. ELSEWHERE N	7670	442	11.0	5.8	127	1009	8.7	13.2	100								
THREE'S COMPANY A	12068	512	12.7	4.2	93	1554	13.4	12.9	98								
T.J. HOOKER A	9735	444	11.0	4.6	100	1197	10.3	12.3	94								
TONIGHT SHOW N	2531	99	2.5	3.9	86	366	3.1	14.5	110								
TRAPPER JOHN, M.D. C	10374	435	10.8	4.2	92	1273	11.0	12.3	93								
TV BLOOPERS & PRAC. JOKES N	9795	339	8.4	3.5	76	1166	10.0	11.9	91								
20/20 A	10009	358	8.9	3.6	79	1178	10.1	11.8	90								
WEBSTER A	11934	584	14.5	4.9	108	1504	12.9	12.6	96								
WORLD NEWS - SUN A	3291	*140	3.5	4.3	94	349	3.0	10.6	81								
YELLOW ROSE N	5196	195	4.8	3.8	83	581	5.0	11.2	85								
TV VIEWING SPORTS EVENTS																	
BASEBALL	9552	533	13.2	5.6	123	1287	11.1	13.5	103								
BASKETBALL - COLLEGE GAMES	4414	**197	4.9	4.5	98	684	5.9	15.5	118								
BASKETBALL - PRO GAMES	3876	*344	8.5	8.9	195	770	6.6	19.9	151								
BOWLING	4056	*297	7.4	7.3	161	647	5.6	16.0	121								
BOXING	4154	*269	6.7	6.5	142	548	4.7	13.2	100								
FOOTBALL - COLLEGE GAMES	6754	*325	8.1	4.8	106	1036	8.9	15.3	117								
FOOTBALL - PRO GAMES	12364	*380	9.4	3.1	68	1781	15.3	14.4	110								
GOLF	3615	**245	6.1	6.8	149	*450	3.9	12.4	95								
POST-SEASON COLL. FOOTBALL	5296	**186	4.6	3.5	77	764	6.6	14.4	110								
POST-SEASON PRO FOOTBALL	6693	**232	5.8	3.5	76	1020	8.8	15.2	116								
TENNIS	3281	*237	5.9	7.2	159	570	4.9	17.4	132								
WRESTLING - PROFESSIONAL	3672	**235	5.8	6.4	141	*405	3.5	11.0	84								

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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PERCENT USERS AND PERCENT USAGE FOR HEAVY, MEDIUM & LIGHT USAGE BREAKS

BAKING & DAIRY PRODUCTS, SPREADS, COOKIES & DESSERTS

(FEMALE HOMEMAKERS)

P-19 0701

	HEAVY		MEDIUM		LIGHT	
	% OF USERS	% OF USAGE	% OF USERS	% OF USAGE	% OF USERS	% OF USAGE
BAKING PRODUCTS						
BAKING CHIPS & PIECES	13.7	45.9	45.2	49.1	41.1	5.0
BROWNIE MIXES, DRY	18.4	57.3	42.2	42.7	39.4	
CAKE MIX, DRY (NOT CAKE FLOUR)	16.6	44.6	53.4	52.2	30.1	3.2
COOKIE MIXES, DRY	20.5	61.5	30.4	32.2	49.1	6.3
DOUGH PRODUCTS - REFRIGERATED	26.9	57.5	42.3	33.7	30.8	8.8
- FROZEN	17.5	45.0	40.0	40.5	42.5	14.5
FROSTING (STORE BOUGHT)						
CANS	16.6	33.2	29.5	34.9	53.9	31.9
PACKAGES OF MIX	13.8	29.4	27.1	33.8	59.1	36.8
PACKAGED PIE CRUSTS (STORE BOUGHT)	17.2	49.7	47.3	46.9	35.4	3.3
BREAD	35.5	61.2	31.2	25.5	33.3	13.3
BUTTER	29.1	64.9	24.7	22.6	46.2	12.6
CHEESE						
AMERICAN/PASTEURIZED PROCESSED						
- DIET/LOW CALORIE	23.9	54.6	27.1	29.0	49.1	16.3
- REGULAR (NOT DIET)	33.4	63.6	30.7	25.6	35.9	10.8
COTTAGE	36.7	75.1	39.6	24.9	23.7	
NATURAL CHEESE (CHEESE OTHER THAN AMERICAN)	31.9	65.4	27.8	23.9	40.3	10.7
SPREAD	34.1	73.6	38.4	26.4	27.6	
COOKIES (READY - TO - EAT)	24.3	55.2	38.8	35.0	36.9	9.8
FLAVORED GELATIN DESSERTS	17.1	46.9	38.2	42.5	44.7	10.6
FROZEN DESSERTS PIES, CAKES & PASTRIES	19.4	50.3	47.3	46.0	33.3	3.7
FROZEN WAFFLES	19.9	51.0	25.3	29.1	54.8	19.9
ICE CREAM & ICE MILK & SHERBET (FOR EATING AT HOME)	34.9	70.9	30.8	22.1	34.3	7.0
JAMS, JELLIES & PRESERVES	36.7	69.7	29.2	19.8	34.2	10.6
MARGARINE	13.7	33.6	39.1	45.4	47.1	20.9
NON-DAIRY CREAM SUBSTITUTES (TO PUT IN COFFEE OR ON CEREAL)	26.0	62.6	25.9	21.9	48.1	15.5
PANCAKE MIXES, DRY	28.3	56.8	57.0	43.2	14.8	
PEANUT BUTTER	31.9	64.3	31.6	23.5	36.6	12.2
PUDDINGS OR PIE FILLINGS						
- INSTANT POWDERED	26.6	62.3	43.9	36.1	29.5	1.6
- REGULAR (NOT INSTANT)	19.1	55.3	42.7	42.2	38.2	2.6
- PRECOOKED (READY TO EAT)	21.1	67.1	37.1	30.8	41.8	2.1
WHIPPED TOPPING (CREAM TYPE)	28.3	64.2	33.2	28.2	38.5	7.6

YOGURT

(ADULTS)

	HEAVY		MEDIUM		LIGHT	
	% OF USERS	% OF USAGE	% OF USERS	% OF USAGE	% OF USERS	% OF USAGE
YOGURT (NOT BOUGHT FROZEN)	28.7	65.4	40.5	31.7	30.8	2.9

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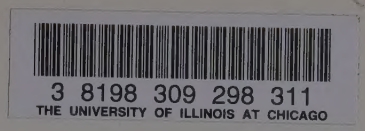
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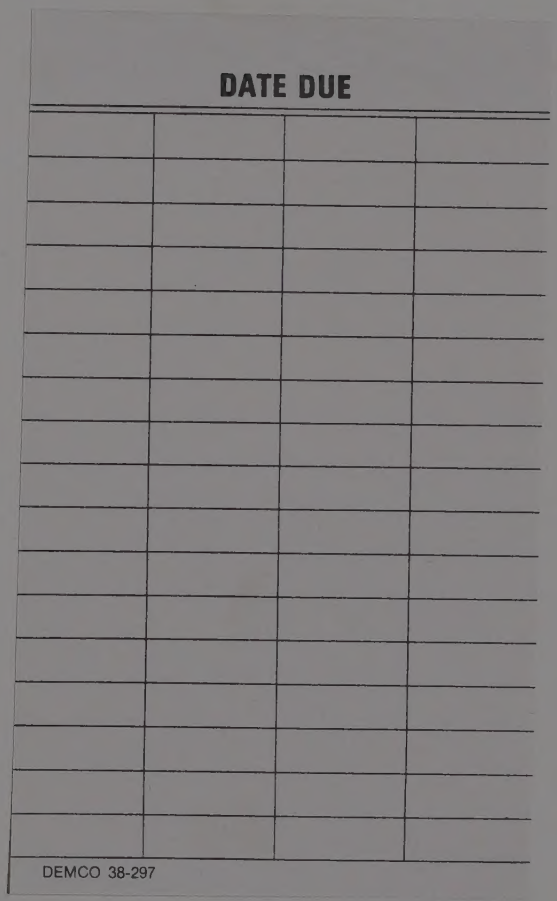

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